

# Wadden Sea Board

**WSB 14  
11 June 2015  
Copenhagen**



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<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	Road Map Implementation World Heritage Strategy 2020 “Challenging the Global Dimension – Working with Partners”
<b>Document No.</b>	WSB 14/5.1/2
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<b>Submitted by:</b>	Chair TG-WH

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The WSB 13 requested the TG-WH to prepare a concise document with a road map and examples of how to implement the strategy, to be presented at the launch event.

Attached is a road map for the implementation of the strategy which gives an (not exhaustive) overview of activities related to the WH strategy and serves as guidance for potential strategic partners as to how they could contribute and where they could fit in.

As a next step, a more specific road map will be developed with involvement of strategic partners defining concrete activities, expected results and a timeline.

**Proposal:**      **The meeting is invited to discuss respectively approve the road map.**

## **Road Map Implementation World Heritage Strategy 2020**

**(draft version 13.05.2015)**

### **THE STRATEGY**

#### **1. Introduction**

##### **The Wadden Sea World Heritage ...**

- Has strengthened, reinforced and enhanced our 30-year long efforts to protect, conserve and manage the Wadden Sea for the benefit of present and future generations.
- Has engendered enormous pride and is embraced by virtually all stakeholders,
- Has raised the profile of the area, created synergies and new partnerships.
- Has brought new benefits and opportunities to the region.

##### **The Wadden Sea World Heritage Strategy 2020 ...**

- Sets out what the TWSC would like to achieve by 2020 in cooperation with its strategic partners and is to be regarded as the invitation for these partners to cooperate for the benefit of and support the Wadden Sea World Heritage.
- Pools ideas, competencies and resources of many organizations and people to form a strong and united community profiting from working together.

#### **2. Aims of the Strategy**

##### **Contribute to the strategic objective of the World Heritage Convention (the 5 'C's)**

1. Ensuring effective conservation.
2. Strengthening the credibility of World Heritage,
3. Increasing awareness and support through communication.
4. Promoting effective capacity-building, and
5. Enhancing the role of the local communities.

##### **The TWSC together with the strategic partners will continue to**

- Safeguard the OUV and inspire people to enjoy, value, celebrate and learn about it,
- Develop the WH brand to constitute a tool for the regions' sustainable development, benefiting inhabitants, enterprises and visitors,
- Contribute to the World Heritage Convention by being a model for international cooperation in a trans-boundary property.

#### **3. Opportunities and Benefits of the Strategy**

1. Framework and Guidance: The strategy defines work themes and overall objectives for the Wadden Sea World Heritage up to 2020 that are commonly shared by the TWSC and strategic partners.
2. Engagement of strategic partners: In subscribing to the strategy, strategic partners are enabled to show their commitment and express their pride for the Wadden Sea World Heritage, and to actively contribute to protecting the OUV.
3. Profiling and branding: By contributing to the strategy, the strategic partners can raise their profile regionally, nationally and internationally, thus benefiting from the World Heritage Brand.
4. Cooperation and synergies: The strategy will strengthen the cooperation transnationally and across sectors thus bundle resources and create synergies,
5. Responsibility and accountability: The strategy helps the partners to find their role in protecting and maintaining the OUV of the Wadden Sea.

## **ROAD MAP IMPLEMENTATION WORLD HERITAGE STRATEGY**

Strategic partners are invited to support and engage in projects to continue to safeguard the Outstanding Universal Value of the Wadden Sea.

A list of potential projects and related strategic partners envisaged is given under the different subheadings.

### **Work Theme 1: Conservation and International Cooperation**

The protection and management of the World Heritage property including its integrity remains the core task of the Trilateral Cooperation (Tønder Declaration §§ 17 – 58). The international dimension of the Wadden Sea is not only apparent in its status as a WH property but also in the fact that it sustains biodiversity on a world-wide scale.

#### ***1.1 Raise awareness, understanding and appreciations for the OUV amongst stakeholders***

Result: Increased awareness on OUV (heritage values, integrity, protection) amongst the private sector.

##### Activities:

- Information campaigns for and dialogues with specific business sectors about the OUV and to enhance awareness of the need for protection of the natural value and the potential of these values for sustainable socio economic development.
- Preparation of joint conservation projects (e.g. restoration measures, wardening) in cooperation with the private sector.

Strategic partners: Fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO's.

#### ***1.2 Support cooperation along the flyway (monitoring, capacity building) and bird protection in the Wadden Sea (bird awareness events).***

Result: Enhanced protection of birds along the flyway and in the Wadden Sea

##### Activities:

- Maintain and extend the Wadden Sea Flyway initiative, improvement of synchronous counts, assist with monitoring and capacity building along the flyway.
- Develop, communicate and implement protection measures for birds, as well as bird awareness events (such as migratory bird days) with the support of strategic partners.

Strategic Partners: Municipalities, business sectors, nature NGOs, local enterprises, media, and all parties who have signed the Flyway Vision (Toender 2014)

#### ***1.3 Support the WH Convention, i.a. marine programme and sustainable tourism programme***

Result: Increased international profile of the Wadden Sea Cooperation as contributor to the Convention

##### Activities:

Support exchange with other (marine) WH sites in Europe and internationally (on sustainable use, communication, marketing, education and training) through cooperation programmes,

Support UNESCO activities a.o. through communication, participation and support of conference and workshops.

Strategic Partners: Municipalities, tourism sector, research institutions, media, green NGO's

## **Work Theme 2: Establish, extend and manage the World Heritage Brand**

Making stakeholders understand and appreciate the OUV and its significance in a local, national and international context. Developing a strong brand as a prerequisite for all WH communication and stakeholder cooperation, in particular in a socio-economic context.

### ***2.1 Communication of World Heritage to stakeholders and the general public.***

Result: A strong, consistent and trustworthy WH brand which is visible across the entire Wadden Sea and recognized regionally and internationally

Activities:

Develop and implement a WH campaign for 2015 – 2018 to establish a coherent WH image and identity across the entire property (image campaign).

Strategic Partners:

Municipalities, tourism organisations, enterprises, local and regional associations, provinces, media, nature NGOs and other stakeholders

## **Work Theme 3: Outreach and education**

As an obligation that directly ensues from the WH Convention and the site inscription, education and outreach which communicates the WH values to current and future generation is essential to protecting and managing the property.

### ***3.1 Develop and implement a World Heritage education strategy***

Result: A World Heritage education strategy which can be applied by the educational partners

Activities:

- Linking the information centres and extending the network with education institutions (a. o. universities) to constitute an exchange and communication platform, (f.i. regular workshops on qualification and training).
- Develop high-quality educational material for environmental education and the general public (teachers resources, education material for info centres).

Strategic partners: nature/education NGOs(f. e. WWF), info centres, educational institutions, universities, media, tourism sector

### ***3.2. WH communication***

Result: A broad, consistent and high-quality pool of WH info material for various target audiences and multipliers.

Activities: Develop, communicate and distribute WH information and awareness material for various target audiences, including the use of innovative media.

Strategic partners: Municipalities, tourism sector, publishers and media, nature NGOs, information centres,

### **Work Theme 4 Develop and advance sustainable tourism**

The tourism strategy is the framework for all relevant partners for sustainable tourism development in accordance to the request of the World Heritage Committee, and was endorsed in 2014. An action plan sets out the specific activities to implement the strategy.

Result: A consistent approach on sustainable tourism development in the Wadden Sea.

Activities:

- Enhance visualization of the World Heritage brand (tool kit, brand paper, brand messaging) to ensure a consistent integration of World Heritage in marketing and communication,
- Develop nature experience offers related to World Heritage values,
- Develop a joint marketing strategy for the Wadden Sea World Heritage (including market research and visitor survey),
- Promote nature-friendly mobility in the World Heritage Destination,

Strategic Partners: Tourism sector, municipalities, enterprises and associations, nature NGOs, transport sector, media.

### **Work Theme 5 Promote regional sustainable development**

The Wadden Sea World Heritage has the potential to become a catalyst for regional sustainable development (image building, quality of life). This demands the willingness of business to support and buy into the WH brand and readiness of the public sector to engage with them. The engagement must constitute a mutual and equal partnership contributing to and in accordance with the statement of OUV.

#### ***5.1 Develop cooperation with the private sector***

Result: A consistent Wadden Sea World Heritage Business Cooperation Programme

Activities: Develop a cooperation programme with the private sector pending on the outcome of the feasibility study under PROWAD for the entire property as a framework for commercial use of the brand which contributes to the heritage values and in line with the WH Convention.

Strategic partner: Municipalities, provinces, private sector, associations, NGOs

### **Work Theme 6: Promote Science and monitoring**

Science and monitoring is essential for the future protection and management of the property. The research should be aligned with the requirement of the Statement of OUV and extend knowledge on the integrity of the site through linking and partnerships covering the entire property.

#### ***6.1. Develop partnerships with scientific institutions***

Result: A World Heritage partnership programme with scientific institutions

Activities:

- Develop and establish a trilateral research agenda and research platform,

Strategic partners: Research institutions and universities, research councils, scientific platforms