



September 2012 Report: Activity: PROWAD

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Name of project:	Protect and Prosper - Sustainable Tourism in the Wadden Sea
Project acronym:	PROWAD
ID journal number	35-2-23-11

Summary on Progress

PROWAD has started with the preparation of a joint strategy for sustainable tourism in the Dutch-German-Danish Wadden Sea, which contributes to the conservation of the Wadden Sea World Heritage and at the same time supports sustainable regional development.

For the first time, a Wadden Sea wide inventory of tourism offers has been prepared by PROWAD, which communicates existing sustainable tourism offers as good practice example on the official World Heritage website. It facilitates transnational stakeholder cooperation and partnerships in developing marketable cross-border offers contributing to World Heritage values. A study on climate-friendly tourism has been initiated as well as the preparation of an overview of educational resources for teachers.

An online questionnaire and four regional workshops gave over 220 local tourism stakeholders the opportunity to participate in the strategy development. The strategy covers five activity areas: communication and marketing (including market research), qualification, environmental interpretation, infrastructure, and nature conservation. A first draft of the strategy has been prepared and submitted to the trilateral advisory group for discussion.

PROWAD has been actively communicated by the project partners to regional and local tourism stakeholders and integrated in regional tourism groups and platforms, national park advisory bodies, county boards and regional events enhancing vertical and horizontal cooperation of tourism sector and nature conservation bodies. A PROWAD website, a flyer and an information sheet has been prepared and is communicated in accordance with the PROWAD Communication Plan. A PROWAD study visit to the Jurassic Coast World Heritage (England) was carried out with participants from regional tourism organizations, nature agencies, county business development departments, and nature NGOs to learn from best practice experiences at another coastal World Heritage site.

PROWAD prepared an international Wadden Sea Poster "Discover and protect the diversity" which stimulates nature-oriented Wadden Sea experience among visitors and inhabitants. It is distributed in cooperation with over 20 information centers in the Wadden Sea. Further products, such as a Dutch version of a World Heritage exhibition, have been prepared to communicate PROWAD internally (to tourism stakeholders) and externally (to inhabitants and visitors).

PROWAD developed a draft World Heritage brand definition which enables the tourism stakeholders to integrate World Heritage values in the development of regional offers and products. An outline of a Wadden Sea wide merchandising concept has also been developed.

1. Beneficiary and project information**Beneficiary information**

Extended deadline for submission of report	
Required submission date	14/11/2012
Final Report is expected to be delivered	30/09/2014

Lead Beneficiary information

Organisation	Common Wadden Sea Secretariat	Contact Person First Name	Harald
Legal Status	Intergovernmental Organization	Contact Person Last Name	Marencic
Address	Virchowstrasse 1	Director (full name)	Jens Enemark
Post Code	26382	Project Manager (full name)	Marijke Polanski

City	Wilhelmshaven	Telephone	+49 4421 91080
Country	GERMANY	Fax	+49 4421 910830
NUTS 3 Region (code)	DE945 Wilhelmshaven, Kreisfreie Stadt	Email	marencic@waddensea-secretariat.org
		Homepage	www.waddensea-secretariat.org
Project number	35-2-23-11	Priority	4 - Promoting Sustainable and Competitive Communities
Project website	www.prowad.org	ERDF	672.050

Information on Beneficiaries

#	Organisation / Homepage	Legal Status	Contact Person / Email / Telephone, Fax	Address / Post Code, City	Country / Region
2	Ministry of Economic Affairs, Agriculture and Innovation	Governmental	Bernard Baerends b. baerends@minlnv.nl 0031507508310, 0031505992399	Cascadeplein 6 9726 AD, Groningen	THE NETHERLANDS NL113 Overig Groningen
3	Ministry of Environment	Governmental	Bent Rasmussen brasm@nst.dk _0045 72543000, 0045 73514498	Skovridervj 3 6510, Gram	DENMARK DK032 Sydjylland
4	WWF Germany	Private	Hans-Ulrich Rösner wwf.husum@mac.com _0049 4841668551, _0049 4841668539	Hafenstr. 3 25813, Husum	GERMANY DEF07 Nordfriesland

Sub-Beneficiaries

#	Organisation / Homepage	Legal Status	Contact Person / Email / Telephone, Fax	Address / Post Code, City	Country / Region
1.a	Nationalparkverwaltung Niedersächsisches Wattenmeer	Governmental	Arndt Meyer-Vosgerau Arndt.Meyer-Vosgerau@nlpv-wattenmeer.niedersachsen.de _0049 4421911269, _0049	Virchowstr. 1 26382, Wilhelmshaven	GERMANY DE945 Wilhelmshaven, Kreisfreie Stadt
1.b	LKN Nationalparkverwaltung Schleswig-Holsteinisches	Governmental	Christiane Gädje Christiane.Gaetje@lkn.landsh.de _0049 486161635, _0049	Schlossgarten 1 25832, Tönning	GERMANY DEF07 Nordfriesland
2.a	Regiecollege Waddengebiet (RCW)	Governmental	Ewan Boonstra ewan.boonstra@rce.waddenzee.nl _0031 582339010, _0031 582339011	Ruiterskwartier 121A 8911 BS, Leeuwarden	THE NETHERLANDS NL121 Noord-Friesland

Certification by Lead Beneficiary

Name	Jens Enemark
Position	Director
Signature	
Date	27/11/2012

2. Time period (6 months)

This Activity report covers the time period from	03/10/2011	To	30/09/2012
Extended implementation period		To	

3. Changes and other project issues

3.1 Changes process

Have any of the changes below been made during the reporting period	No
Have the changes been processed using the above listed process	No
Change of contact details	No
Changes of activities in the work packages	No
Change of partnership	No
Change of project timeline (new project timeline)	No

3.2 Other project issues

Incompletion of a work package	No
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Addition of an Indicator	No
Publicity	No
Activities outside the Eligible Area	No
Comments	

4. Work packages/activities

<p>4a. Work packages and activities</p> <p>WP 1 Project Management</p> <p>The lead beneficiary prepared and organized regular meetings of the PROWAD partners and the project advisory group Task Group Sustainable Tourism Strategy (TG-STs). The TG-STs consists of all relevant tourism and nature stakeholders in the Netherlands, Germany and Denmark and supports the implementation of the project results in the various regions.</p> <p><u>Transnational activities</u></p> <p>In the preparatory phase of the PROWAD project (April – September 2011) the lead partner together with the other project partners prepared a call for tender for the development of a sustainable tourism strategy in order to start with the work in WP 3 in October 2012. The lead partner together with the TG-STs assessed the tenders and decided to contract Europarc Consulting GmbH in the PROWAD project.</p> <p>With the start of PROWAD, regular project management meetings took place at which the progress in implementation of the project and the financial status of each partner was monitored:</p> <ul style="list-style-type: none"> • PROWAD Partner Meeting 1, 25.01.2012, Hamburg • PROWAD Partner Meeting 2, 10.07.2012, Tönning • PROWAD Partner Meeting 3, 18.09.2012, Bremen • PROWAD Financial Meeting, 07.06.2012, Hamburg <p>Regular progress reports were prepared to the meetings of advisory group Task Group Sustainable Tourism Strategy (TG-STs).</p> <ul style="list-style-type: none"> • TG STS 3, 10-11.10.2011, Bremen • TG STS 4, 20.12.2011, Bremen • TG STS 5, 9.-10.07.2012, Tönning • TG STS 6, 19.09.2012, Bremen <p>The PROWAD partners cooperated in the preparation and organization of a trilateral stakeholder workshop on "Communication and Marketing" in Hamburg on 26 January 2012.</p> <p><u>Regional activities</u></p> <p>The PROWAD partners represent the regions. There are no further specific regional activities concerning project management in the regions planned.</p> <p>WP 2 Communication and Publicity</p> <p>Transnational activities:</p> <p><u>2.1. PROWAD Communication Plan</u></p> <p>A PROWAD Communication Plan has been prepared and adopted by the PROWAD partners and the advisory group. The activity has been concluded.</p> <p><u>2.2 PROWAD Corporate Design and Logo</u></p> <p>PROWAD developed and disseminated a basic corporate design for internal and external communication to the partners. This included templates for project activities, reports, info material and the website. The activity has been concluded.</p> <p><u>2.3 PROWAD Stakeholder meetings and workshops</u></p> <p>PROWAD organized stakeholder meetings and workshops on the regional and transnational level to inform about sustainable regional developments and the added values of transnational cooperation and opportunities of nature-oriented tourism in the Wadden Sea.</p> <p><u>Transnational:</u> The transnational PROWAD Stakeholder Workshop Hamburg (26 January 2012) provided a comprehensive overview of communication and marketing across the regions and was instrumental to engage stakeholders assessing the current status and developing joint proposals for a future cooperation.</p> <ul style="list-style-type: none"> • PROWAD Stakeholder Workshop Hamburg, 26 January 2012 <p><u>Regional:</u> Four regional PROWAD workshops on sustainable tourism with participation of over 200 stakeholders. They were successful in preparing proposals for a tourism strategy in a participatory approach and to enhance awareness for sustainable development:</p> <ul style="list-style-type: none"> • Leeuwarden (NL), 13.02.2012 • Wilhelmshaven (D, Lower-Saxony), 21.03.2012 • Husum (D., Schleswig-Holstein), 22.03.2012 • Roemoe (DK), 16.05.2012 <p>The reports have been compiled under WP 3.</p> <p><u>2.4 Dissemination of information material and project results</u></p> <p><u>PROWAD Information</u></p> <ul style="list-style-type: none"> • PROWAD website (www.prowad.org) as the main project platform for downloading all info material, summary records and project

reports and an internal area.

- PROWAD power point presentation for the partners for internal communication.
- PROWAD Info Sheet (A4) for external communication at stakeholder meetings.
- PROWAD Project Flyer (6 pages) on sustainable tourism in the Wadden Sea with best practice examples from the regions.
- PROWAD Roll-up banner (two motives, each in four languages) for external communication at stakeholder meetings by the PROWAD partners.
- Communication of PROWAD news and events on the official website of the Wadden Sea World Heritage (waddensea-worldheritage.org) and the Wadden Sea Newsletter.
- PROWAD Promotion Material:
 - Dutch World Heritage Exhibition

PROWAD Results:

- PROWAD sustainable tourism offers
 - For the first time, sustainable tourism offers were compiled for the entire Wadden Sea in cooperation with the regional marketing organizations and nature agencies.
 - The offers are promoted on the official website of the Wadden Sea World Heritage (waddensea-worldheritage.org)
 - PROWAD Wadden Sea Poster
 - An educational poster with characteristic species and habitats (in four languages) were developed in cooperation with the info centers in the Netherlands, Germany and Denmark. The PROWAD poster (5,000 copies) is actively distributed by over 20 info centers and organizations in the three countries.

Regional activities

PROWAD Results on regional level

Promotion of sustainable tourism offers in the Wadden Sea:

- Advertorial in a supplement of "Die Zeit" (German national) newspaper (circulation 500,000) with a contest to learn more about sustainable tourism offers (133 participants) and link to the official World Heritage website with PROWAD sustainable tourism offers for the entire Wadden Sea (7,400 page views).

PROWAD information integrated into regular communication of the project partners (website, newsletter and press releases).

Denmark

- Press release on 24.2.2012 featuring the PROWAD project start. The press release resulted in appearance in 7 news wires and 2 radio interviews (Radio P4 Esbjerg, Jyllands-Posten Radio) (local and national medias), and a report in TV Syd (<http://www.tvsyd.dk/artikel/140509:Vil-skabe-turist-job-ved-Vadehavet>).

Schleswig-Holstein

- PROWAD information on the National Park website and the National Park Facebook site, through the regular "Nationalpark-Partner Newsletter", (about 130 tourism stakeholders): and in four issues of "Nationalpark-Nachrichten" (National Park News),

- A newspaper article about the regional PROWAD workshop (22.03.2012 in Husum) was published in the regional newspaper "Husumer Nachrichten" on 27.03.2012.

Lower-Saxony

- PROWAD information on the National Park website,

- Three press release on PROWAD activities (Regional Stakeholder Workshop 21.3.12, 26.3.12) and on 28.6.2012.

PROWAD was communicated by the partners on regional tourism stakeholder meetings, national park boards and county boards

Schleswig-Holstein

- Weltnaturerbe AG Westküste (regional world heritage working group) with regional representatives of tourism marketing organizations, nature conservation (NGO's and authorities), state ministries and the CWSS. The group has met regularly since 2009 and coordinates the World Heritage activities in the region.

- Symposium „Nature experience in touristic offers“ (Fachtagung „Naturerlebnis im touristischen Angebot“), Husum, 10.11.2011: Symposium with 89 participants (103 with speakers and organizers) from the tourism, nature conservation, education, qualification and science sector. Presentations, discussions and exchange about different topics in the field of World Heritage, sustainable tourism (strategy), National Park partnerships with tourism enterprises etc. were held. The symposium takes place every year with about 100 participants.

- National Park Advisory Boards, County Nordfriesland (Nationalpark-Kuratorium Nordfriesland) and County Dithmarschen (Nationalpark-Kuratorium Dithmarschen)

- Economic Board, County Nordfriesland (Wirtschaftsausschuss des Landkreises Nordfriesland):

- Training course for National Park Partners. In 2011, 13 courses with 261 participants from the tourism sector have been conducted.

- Participation of PROWAD partners in the National Park Partner Management Board ("Nationalpark-Partner Vergaberrat") a regional initiative to certify sustainable tourism businesses as "National Park Partner". This initiative is the leading initiative on the co-operation of nature conservation and tourism and thus a key player for the implementation of the Sustainable Tourism Strategy.

Lower-Saxony

- Weltnaturerbe AG Lower-Saxony (regional world heritage working group) with regional representatives of tourism organizations, chamber of commerce, and national park administration. The group has met regularly since 2009 and coordinates the World Heritage activities in the region.

- National Park Advisory Board (Nationalparkbeirat Niedersächsisches Wattenmeer).

- Newsletter April 2012 Niedersächsisches Ministerium für Umwelt, Energie und Klimaschutz.

The Netherlands

- Participation and presentation of PROWAD at a regional conference on Wadden Sea World Heritage (16 December 2011, Ecomare, Texel).

PROWAD partners participated in other tourism projects and communicated results and activities of PROWAD

- INTERREG Project 4A "Nature and Tourism at the German-Danish North Sea Coast, focus National Park Wadden Sea" (Natur und Tourismus an der deutsch-dänischen Nordseeküste, Schwerpunkt Nationalpark Wattenmeer): This project runs from 01.01.2012 until 01.03.2015. The Nationalpark Administration Schleswig-Holstein Wadden Sea is a project partner.

WP 3 Sustainable Tourism Strategy

Transnational activities

3.1. PROWAD Inventory and Baseline study

A trilateral PROWAD workshop was organized with the aim to inform tourism stakeholders about the progress in communication and marketing and to discuss perspectives for a future joint communication and marketing program.

- PROWAD Stakeholder Workshop, 26.01.2012, Hamburg

PROWAD prepared an inventory and analysis of the current status of tourism in the Wadden Sea Region based on the existing information and market research. The results were submitted to the lead partner and the advisory group (TG-STs) in June 2012:

- Report "The implications of World Heritage Status for Planning and Managing Tourism".
- Baseline Inventory Part I: Fact and Figures of the Wadden Sea Region,
- Baseline Inventory Part II: Overview of current tourism activities in the Wadden Sea World.
- Heritage and an analysis of gaps and synergies.

In June 2012, a two-day study visit was carried out to the World Heritage Site Jurassic Coast (UK). The aim was to examine the significance of the Jurassic Coast World Heritage Site status for the planning and management of tourism. The study visit was beneficial for all participants in gaining a better understanding of the opportunities and challenges resulting from a World Heritage status and how PROWAD can approach it in the Wadden Sea. The exchange with members of the Jurassic Coast Team, staff at the information centres, NGOs, landowners, local stakeholders and businesses has given an impression on how the World Heritage has been taken up and integrated in the daily management of the site.

- PROWAD Report Study Visit Jurassic Coast World Heritage Site, 24 – 27 June 2012

The activities under 3.1 have been concluded according to the work plan.

Regional activities

3.2 PROWAD Regional Stakeholder Workshops

In preparation of the regional stakeholder workshops, a questionnaire on the potential of the World Heritage for sustainable tourism was developed by PROWAD and approved by the TG-STs. Because Denmark has not yet joined the World Heritage designation, the survey was only carried out in the Netherlands and Germany. It was the first time that a jointly developed questionnaire was submitted to the tourism stakeholders, which can be regarded as an important step towards implementing a transnational approach in tourism in the Wadden Sea.

The questionnaire was distributed by the partners as on-line survey to the tourism stakeholders in the period January – April 2012. About 150 questionnaires were filled in and provided a valuable input in the preparation of the draft strategy.

- PROWAD Questionnaire,
- PROWAD Report Survey Results World Heritage and Sustainable Tourism

Four regional PROWAD workshops were organized by the partners on sustainable tourism with participation of over 200 stakeholders from regional tourism organizations, nature conservation, transportation and the economy sector. The aim was to inform regional stakeholders about World Heritage activities and give them the opportunity to actively participate in the development of the sustainable tourism strategy. Each workshop developed aims, measures and ideas for the sustainable tourism strategy. The results are compiled in a workshop report.

- Leeuwarden (NL), 13.02.2012
- Wilhelmshaven (D, Lower-Saxony), 21.03.2012
- Husum (D., Schleswig-Holstein), 22.03.2012
- Roemoe (DK), 16.05.2012

The workshop clearly underlined the great commitment of the stakeholders to cooperate more closely in the development of sustainable tourism in the Wadden Sea and to better use the opportunities from the World Heritage status. The added value of a transnational cooperation was acknowledged as well as the opportunities which would give a consistent transnational approach throughout the area.

The four workshop reports (in Dutch, German and English), a summary (in English) of the four workshops and the results of the online surveys are available at (www.prowad.org)

- PROWAD Report on the trilateral workshops on developing a sustainable tourism strategy for the Wadden Sea

A first draft of a sustainable tourism strategy was prepared and submitted for discussion to the advisory group TG-STs. On proposal of the TG-STs, the PROWAD partners decided that the further drafting would be carried out by a sub-group of the TG-STs, because the draft, prepared by the consultant, did not deliver a strategy to build on.

The second draft for the strategy is now planned to be available for a stakeholder consultation round in February 2012. Therefore, this activity will probably be delayed by about three months. However, it will not influence the overall project work.

3.3 PROWAD Action Plan

According to the work plan, the activity has not yet started.

WP 4 Development of sustainable tourism offers

4.1 Feasibility study for a climate friendly tourism in the Wadden Sea

Transnational activities

A feasibility study on a climate friendly tourism in the Wadden Sea has been initiated. The Terms of Reference for the study was developed and the tendering procedure coordinated. The feasibility study shall deliver sound information on the most effective ways for the tourism chain to contribute to a climate neutral Wadden Sea Region. The study shall service as guidance for the further development of sustainable tourism and deliver input for measures within the PROWAD action plan. The first draft of the report is planned to be ready in October 2012. This is about four months later than planned but this delay does not have a negative impact on the preparation of the sustainable tourism strategy and the action plan.

Regional activities

A PROWAD workshop on climate-neutral islands has been prepared in Lower-Saxony in Cooperation with the Alfred-Toepfer Academy for Nature Protection to inform local stakeholders on possibilities to implement climate protection measures on their island. The workshop is planned to be carried out in the beginning of 2013.

4.2 Inventory and documentation of ideas for sustainable tourism offers

Transnational activities

A first draft of an inventory of sustainable tourism offers (listing of existing sustainable tourism products has been prepared which, for the first time, covers all regions in the Wadden Sea with the aim to identify and analyze common and different approaches in the various regions. The list provides an impression of the variety of offers and the various ways "sustainability" is currently understood and contributes to measures within the PROWAD action plan. The draft inventory was discussed at the meeting of the PROWAD advisory group (TG-ST5-6). It was regarded as a tool and prerequisite for the development of a consistent and sustainable tourism and it was decided to continue with the data compilation.

- PROWAD Draft inventory of sustainable tourism products related to the Wadden Sea

The following project activities started to sensitize providers of tourism offers concerning sustainability and provide input for the development of sustainable offers:

- Compilation of the Terms of Reference and preparation of the tendering procedure for a feasibility study on possibilities to stimulate the development of sustainable tourism offers. For a broad implementation of sustainable tourism a broad choice of actual sustainable offers is an important precondition
- Collection of ideas, first planning of meetings with experts and first outline for the development of a guidance for sustainable nature experience and green travelling in the Wadden Sea region. Such a guidance, to be realised as smartphone app or smartphone frontend of the World Heritage Website shall serve as low-threshold information tool on nature experience and sustainable travelling in the Wadden Sea Region.
- Collection of first ideas and a rough draft of a concept for a guidance for sustainable class trips to be published as PROWAD publication in 2013. The guidance shall give teachers recommendations on how to travel sustainably on class trips in the Wadden Sea Region and present best-practice examples of existing offers. Class trips constitute a relevant share of tourism in the Wadden Sea Region and also provide long-lasting learning experiences, thus offer chances to effectively support sustainable tourism in the short, mid and long term.
- Collection of first ideas and rough draft of a concept for a compilation and analysis of tourism compensation measures for touristic use in sensitive nature areas. Whereas in other nature areas around the world it is common to pay entrance fees, user fees, concession fees, etc. for the touristic "use" of nature and thus help finance the conservation of the very place, such instruments to financially support conservation are hardly found in the Wadden Sea Region.

The activities are aimed to provide the necessary framework for further going transnational activities which will result in the development of sustainable tourism offers.

WP 4 organized a PROWAD Workshop on tourism and nature conservation (Hamburg, 13.01.2012). The workshop had the objective to discuss the requirements for a sustainable tourism strategy from a nature conservation point of view and how to deal with touristic activities which directly affect the Wadden Sea ecosystem.

A WP 4 Meeting was organized in Hamburg on 16 April 2012 to coordinate the various activities of this WP.

Regional activities

- Initiation of the preparation of a visitor survey in the entire Wadden Sea which will be carried out as pilot survey in Schleswig-Holstein and Lower-Saxony in 2013.
- Analysis of data from a regional visitor survey about relevant topics and target groups in Schleswig-Holstein in 2011. Data about the number of nature tourists, the relevance of the World Heritage status for travel decisions, the use of National Park visitor centers and guided nature experience tours, visiting landscape attractions and UNESCO world heritage sites were reanalyzed. Furthermore, visitors on the island Pellworm were asked about the meaning of different tourism certifications like Viabono, CO2 footprint, National Park Partners and UNESCO World Heritage. The results were compiled in a summary and ten charts:

- PROWAD Visitor survey Schleswig-Holstein
- PROWAD Visitor survey Schleswig-Holstein (presentation charts)

- Co-operation with two German tour operators providing sustainable package tours in the Schleswig-Holstein Wadden Sea region: support to improve existing and set up future offers in line with the principles of sustainable tourism, advice on regional sustainable infrastructure and possibilities of nature experience, development of recommendations for sustainable travels, assistance in finding competent tour guides, assistance in quality management, welcoming of the groups and introduction to Wadden Sea conservation and sustainable tourism. The package tours shall serve as best-practice examples for measures within the PROWAD action plan and give impulses for the future tourism development in line with the Sustainable Tourism Strategy.

Within WP 4, the PROWAD partners cooperated on the regional level with stakeholders in tourism:

- Cooperation in a study project of the Fachhochschule Westküste (Westcoast University of Applied Sciences, Heide) about activities of other marine World Heritage Sites world-wide and possible implementation for the Wadden Sea World Heritage on the following themes:

marketing and communication, quality and qualification, infrastructure (transport, accommodation and restaurants) and environmental education.

- Regional workshop at Toennisgaard, Rømø, 16 May 2012. 26 participants from 17 local organisations discussed a regional contribution to the development of the sustainable tourism strategy.

4.3 Development of guidance for sustainable nature experience

According to the work plan, the activity has not yet started.

4.4 Development of marketable tourism offers

According to the work plan, the activity has not yet started.

WP 5 Promotion and marketing of the Wadden Sea

Transnational activities

5.1 Preparation of information material including educational resources

- Production of an international PROWAD Wadden Sea Poster "Discover and protect the diversity" to stimulate nature-oriented Wadden Sea experience among visitors and inhabitants of the Wadden Sea Region (product see WP 2).
- Compilation of ideas and first planning meeting with experts on environmental education and interpretation for the development of a PROWAD teaching resource to stimulate nature-oriented Wadden Sea experience and sensitize for nature conservation and sustainable nature experience with focus on class trips as major target group for guided tours (mudflat walks and bird watching) and development of teaching resources.
- Development of an outline of a Wadden Sea wide Merchandising Concept for adoption by the Task Group Sustainable Tourism Strategy (TG-ST5-6) which can be integrated and implemented within the existing marketing structures.
- Development of a draft brand paper to communicate the contents of the World Heritage values to tourism stakeholders. Adopted by the advisory group Task Group Sustainable Tourism Strategy (TG-ST5-6) and submitted to the World Heritage state parties for discussion.

5.2 Development of annual joint communication and marketing campaigns

Meeting with tourism stakeholders in Leeuwarden (December 2011) and Hamburg (18.01.2012) to discuss the development of annual joint communication and marketing campaigns which build on the results of the World Heritage campaign of 2009 and 2010/2011 and reinforces the existing communication.

A proposal with three options for a campaign which focused on local and regional stakeholders on inhabitants was developed and served as starting point for the development of the campaign. According to the work plan this will be carried out in 2013.

5.3 Communication and marketing of nature-oriented offers

According the work plan, the activity has not yet started.

5.4 Extension of the official World Heritage website with promotion and marketing

According the work plan, the activity has not yet started.

4b. Activities outside the eligible area (that were listed in Q2.4 of the approved application form)

4c. Activities or travels outside the eligible area (that were not listed in Q2.4 of the approved application form)

1. PROWAD Jurassic Coast study visit, Dorset (UK), 24 – 27 June 2012.

The existing contacts to other marine and coastal World Heritage Sites have already provided valuable input in the current project work to identify future potentials and synergies in stakeholder cooperation. An enhanced and structured cooperation with other WH sites will therefore increase the value of the existing cooperation for the project. The participants (tourism sector, nature agencies, economy development sector, large NGO) have got a deeper insight in specific aspects such as tourism management, governance arrangements, stakeholder cooperation and participation, business partnerships and development of sustainable tourism products. The study visit relevant for Work Packages 2, 3, 4 and 5.

In addition, the study has raised the profile of PROWAD internationally thus showing the added value of transnational cooperation in the Interreg North Sea Regional Programme (supporting activities of WP 2).

The report of the PROWAD study visit was widely distributed and communicated via the PROWAD website and the Wadden Sea Newsletter.

2. Participation at the European Commission's "European Tourism Day", Brussels (B), 27.09.2012

The presented examples with regard to tourism management were of high relevance for PROWAD (partnerships, impact of tourism on nature, quality of life of local communities, and quality of tourism products, responsibility of tourism sector for nature protection). An understanding of tourism as a wide and multi-sector phenomena, which requires strong cooperation with other organizations, was provided. A report of the conference was communicated to the PROWAD partners (relevance for WP 3, 4 and 5).

3. Participation in the first Germany-wide meeting of "Partner der Nationalen Naturlandschaften" in Edertal-Bringhaus, Hessen, from 25 - 27 January 2012.

This meeting brought together stakeholders of nature conservation and tourism involved in the various partner-schemes (National Park Partner, Naturpark Partner, Partner der Biosphärenreservate) in protected areas throughout Germany for an exchange of information and joint development of network-opportunities. Relevance for PROWAD: The meeting provided insight into the development of sustainable tourism in other protected areas and delivered examples and ideas for measures of the PROWAD action plan. Contacts to National Park Partners from the Schleswig-Holstein and Lower Saxon Wadden Sea who took part in this meeting could be intensified for a successful co-operation in the further development of sustainable tourism in the Wadden Sea Region (relevance for WP 3, 4, and 5).

4. Participation (with presentation) in workshop “Biodiversität ‘all inclusive’ – Tourismuswirtschaft und Naturschutz im Dialog” in Lenzen, Brandenburg, from 1 -3 February 2012

This meeting brought together representatives from German tour operators with representatives from the German Federal Environmental Ministry and WWF experts on various aspects of sustainable tourism (sustainable fisheries, forest and wildlife conservation, nature experience) for a joint development of possibilities how tourism can help protect the biodiversity. Relevance for PROWAD: The participation of “big players” such as REWE Touristik and Accor Hotels as well as smaller tour operators with special offers for nature experience and conservation experts provided an interesting platform for the exchange of experience and ideas related to sustainable tourism development. The discussions gave insight into the possibilities and limitations of tourism businesses on the one hand and demands of conservation on the other hand. The process of balancing these towards a development of sustainable tourism gave valuable background knowledge for the further development of the PROWAD project. In a presentation about the current status of nature and tourism in the Wadden Sea, the PROWAD project was communicated. (Relevant for WP 2, 3, 4 and 5).

5. Completion of a work package

Completed Work Packages

6. Transnational approach

How has the project ensured transnationality in its approach during the reporting period?

The PROWAD partners have worked transnationally by jointly finance and implement the activities for the development of a sustainable tourism strategy. This covers a joint inventory and baseline study, the preparation of an online questionnaire and regional workshops with participation of local and regional stakeholders. The results provided input in the preparation of a consistent transnational approach for tourism operations in the entire Wadden Sea.

In addition to the work carried out in each partner country several transnational activities were carried out in all work packages. The PROWAD activities had a transnational impact as they were discussed respectively approved by the trilateral PROWAD advisory board TG-STs which consists of representatives of all tourism organizations and nature agencies for implementation in the entire Wadden Sea.

By implementing the transnational strategy, a long-lasting impact with an accepted partnership structure and joint actions for the entire Wadden Sea region is expected.

PROWAD can also be a model for the North Sea Region and other World Heritage properties worldwide.

7. Transnationality

7a) How have the project partners ensured horizontal and vertical participation?

PROWAD has achieved to establish a structure of transnational partnerships of all relevant stakeholders. Existing local and regional networks of the tourism sector (tourism and marketing organizations and boards, municipal and county economic departments) and nature agencies (national and federal state ministries, national parks agencies and advisory boards) as well as nature NGOs have been involved in activities in the different (regional platforms, regional PROWAD workshops) and transnational activities (PROWAD international stakeholder workshop, advisory group TG-STs, WP meetings). The results from these activities provided input into the WP 3, 4 and 5.

The transnational partnership hence incorporates all relevant partners in a transnational context within the different region of all levels of governments and sectors, including non-governmental organizations.

The transnational partnership further includes the regional and local governments of the Wadden Sea Region together with the regional tourism marketing organisations and the nature conservation organisations in the Task Group Sustainable Tourism Strategy, established by the Wadden Sea Cooperation.

7b) Are there any difficulties in the partnership?

If a partner wishes to withdraw or change responsibility within/from the partnership please refer to question 4 in the Changes Explanation form

There are no difficulties in the partnership of the PROWAD partners.

8. Knowledge transfer and links

8a) Which European /national or other policies has the project contributed towards during the reporting period?

With delivery of a joint strategy for sustainable tourism in the Wadden Sea, the development of sustainable tourism offers, PR and marketing of these offers, and enhancing awareness on the ecosystem values within the tourism sector and the visitors, PROWAD will contribute to the protection and conservation of the Outstanding Universal Values (integrity, biodiversity, geological and ecological processes) of the Wadden Sea World Heritage, and to the European Commission's Biodiversity Strategy and the implementation of EU nature legislation (in particular Natura 2000, Water Framework Directive, Marine Strategy Framework Directive).

The development of a climate friendly tourism, sustainable transport and the stakeholder participation are key issues of PROWAD and contribute to the EC strategy on sustainable use and recommendations on ICZM. Information about the World Heritage values, enhancing environmental education at info centers and schools, as well as qualification and training of tourism entrepreneurs will raise awareness for European policies and legislations in this field.

PROWAD is also fully consistent with national current policies and initiatives in this field ensured by the participation of the national and state governments in the project and the advisory group TG-STs.

8b) Does the project make any links to any current and former programmes and projects during the reporting period? If yes, please present how these links are implemented in your project.

1. INTERREG IVA Project "Natur und Tourismus an der deutsch-dänischen Nordseeküste – Schwerpunkt Nationalpark Wattenmeer" (Nature and Tourism at the German-Danish North Sea Coast – focus National Park)

PROWAD is closely linked to this project in which the National Park Administration Schleswig-Holstein Wadden Sea is also involved as a partner. Project partners are representatives from the tourism, nature conservation and economic sector in the German North Frisian-Danish Southwest Jutland North Sea Coast region. The project has the aim to strengthen the cooperation between the Schleswig-Holstein and Danish Wadden Sea National Parks. And collaboration between protagonists from the fields of tourism, nature conservation, policy, authorities and economy. Networking is initiated and transferability of best practice examples from the Schleswig-Holstein Wadden Sea National Park, which was established already in 1985, to the Danish National Park (exists since 2010) concerning visitor management, visitor information and partnership between National Park and regional tourism enterprises will be considered and tested. The overall Wadden Sea strategy developed by PROWAD will be taken over and implemented by this regional project.

2. INTERREG IVA Network Toekomst

PROWAD is linked to this project in which the tourism and marketing organizations of Lower-Saxony and three Dutch provinces cooperate in promoting and marketing the Ems-Dollard regions with regard to World Heritage. Representatives of this project are members of the PROWAD advisory group TG-STC which coordinates the tourism activities in the entire Wadden Sea.

3. Wadden Sea Forum

The Wadden Sea Forum has been co-financed as a project by NSR Interreg IIB (2002-2005) and has now been established as an independent stakeholder forum of regional and local authorities and non-governmental organizations from various economic sectors in the Wadden Sea Region to foster sustainable development. PROWAD activities are regularly communicated to the Wadden Sea Forum secretariat and the Wadden Sea Forum meetings to also involve other sectors in sustainable regional development.

4. Lancewad and LancewadPlan

The two projects were co-financed by NSR Interreg IIB (1998-2001) and IIB (2004-2007) and prepared an inventory and planning of the landscape and cultural heritage of the Wadden Sea Region. The results of these projects will be integrated into PROWAD by developing tourism products which combine natural and cultural aspects.

5. German project Fahrtziel Natur

Fahrtziel Natur (Destination Nature) is a cooperation between Deutsche Bahn (German Railway) and three Nature NGO's (BUND, NABU, VCD). Since 2001, they have successfully been committed to secure the natural assets and the biodiversity in the long term by actively promoting sustainable tourism. In 2012, a joint project with Schleswig-Holstein, Lower-Saxony and the German Railway started to offer environmentally and climate friendly traveling by train to the Natural World Heritage Wadden Sea. The project is carried out by the tourism marketing organisations on the regional and on state level in Schleswig-Holstein and Lower-Saxony and supported by the National Park administrations.

8c) Have other contacts have been made during the reporting period?

Contact has been made to the UNESCO World Heritage Marine Programme coordinated by the UNESCO World Heritage Center in Paris. PROWAD could serve as model in which sustainable tourism contributes to World Heritage values and at the same time benefits from the World Heritage status. Furthermore, communication and participation in a multi-stakeholder environment could be demonstrated.

In the framework of the recently adopted UNESCO Tourism Programme, the UNESCO World Heritage Center is interested to cooperate with the Wadden Sea countries and PROWAD contributing to the Action Plan of the programme.

9. Innovation

How has your project contributed to promoting innovation within the North Sea Region during the reporting period?

PROWAD brings together tourism sector, local and regional administrations, nature agencies and nature NGOs from the Danish, German and Dutch Wadden Sea region. Many stakeholders from the sector and the local/regional administration have hitherto not yet engaged in the cross-border conservation and sustainable development of the Wadden Sea region. PROWAD engages them in the joint development of a Wadden Sea wide strategy for sustainable tourism, and has established a platform for a new dimension of transnational cooperation with the view to continue beyond the PROWAD project time frame and further engage in the cross-border cooperation.

The new approach of PROWAD is to engage stakeholders actively in the conservation of World Heritage values. By contributing to nature protection the tourism sector can benefit of the World Heritage status.

10. Publicity

10a) What kind of communication and publicity activities have been carried out?

1. PROWAD Stakeholder meetings and workshops

- One transnational PROWAD Stakeholder Workshop Hamburg (26 January 2012)
- Four regional PROWAD workshops on sustainable tourism with participation of over 200 stakeholders were successful to prepare proposals for a tourism strategy in a participatory approach and to enhance awareness.

The reports have been compiled under WP 3.

2. Dissemination of information material and project results

PROWAD Information

- PROWAD website (www.prowad.org) as the main project platform with download of all info material, summary records and project reports and an internal area.
- PROWAD power point presentation for the partners for internal communication.

- PROWAD Info Sheet (A4) for external communication at stakeholder meetings.
- PROWAD Project Flyer (6 pages) on sustainable tourism in the Wadden Sea with best practice examples from the regions.
- PROWAD Roll-up banner (two motives, each in four languages) for external communication at stakeholder meetings by the PROWAD partners.
- Communication of PROWAD news and events on the official website of the Wadden Sea World Heritage (waddensea-worldheritage.org) and the Wadden Sea Newsletter.
- PROWAD Promotion Material:
 - Dutch World Heritage Exhibition

PROWAD Results:

- PROWAD sustainable tourism offers
 - For the first time, sustainable tourism offers were compiled for the entire Wadden Sea in cooperation with the regional marketing organizations and nature agencies.
 - The offers are promoted on the official website of the Wadden Sea World Heritage (waddensea-worldheritage.org)
 - PROWAD Wadden Sea Poster
 - An educational poster with characteristic species and habitats (in four languages) were developed in cooperation with the info centers in the Netherlands, Germany and Denmark. The PROWAD poster (1,500 copies) is actively distributed by over 20 info centers and organizations in the three countries.

Regional activities

PROWAD Results on regional level

Promotion of sustainable tourism offers in the Wadden Sea:

- Advertorial in a supplement of "Die Zeit" (German national) newspaper (circulation 500,000) with a contest to learn more about sustainable tourism offers (133 participants) and link to the official World Heritage website with PROWAD sustainable tourism offers for the entire Wadden Sea (7,400 page views)

PROWAD information integrated into regular communication of the project partners (website, newsletter and press releases).

Denmark

- Press release on 24.2.2012 featuring the PROWAD project start. The press release resulted in appearance in 7 news wires and 2 radio interviews (Radio P4 Esbjerg, Jyllands-Posten Radio) (local and national medias), and a report in TV Syd (<http://www.tvsyd.dk/artikel/140509:Vil-skabe-turist-job-ved-Vadehavet>).

Schleswig-Holstein

- PROWAD information on the National Park website and the National Park Facebook site, through the regular "Nationalpark-Partner Newsletter", (about 130 tourism stakeholders): and in four issues of "Nationalpark-Nachrichten" (National Park News),
- A newspaper article about the regional PROWAD workshop (22.03.2012 in Husum) was published in the regional newspaper "Husumer Nachrichten" on 27.03.2012.

Lower-Saxony

- PROWAD information on the National Park website
- Press release on the regional PROWAD workshop (23.03.2012 in Wilhelmshaven)

PROWAD was communicated by the partners on regional tourism stakeholder meetings, national park boards and county boards

Schleswig-Holstein

- Weltnaturerbe AG Westküste (regular meeting of the regional world heritage working group)
- Annual symposium „Nature experience in touristic offers“ (Fachtagung „Naturerlebnis im touristischen Angebot“)
- National Park Advisory Boards, County Nordfriesland (Nationalpark-Kuratorium Nordfriesland) and County Dithmarschen (Nationalpark-Kuratorium Dithmarschen)
- Economic Board, County Nordfriesland (Wirtschaftsausschuss des Landkreises Nordfriesland),
- Training course for National Park Partners. In 2011, 13 courses with 261 participants from the tourism sector have been conducted.
- Participation of PROWAD partners in the National Park Partner Management Board ("Nationalpark-Partner Vergaberat") a regional initiative to certify sustainable tourism businesses as "National Park Partner".

Lower-Saxony

- Weltnaturerbe AG Lower-Saxony (regular meeting of the regional world heritage working group)
- National Park Advisory Board (Nationalparkbeirat Niedersächsisches Wattenmeer)
- Newsletter April 2012 Niedersächsisches Ministerium für Umwelt, Energie und Klimaschutz.

The Netherlands

- Participation and presentation of PROWAD at a regional conference on Wadden Sea World Heritage (16 December 2012, Ecomare, Texel)

10b) Have any particular activities obtained particular attention for the project or Programme?

The four regional PROWAD workshops on the development of the tourism strategy have got attention at the local and regional level within the tourism and nature sector and also in the newspapers.

In Denmark, the Danish Environmental Minister welcomed the PROWAD project in particular with regard to the establishment of green jobs in the Wadden Sea region.

10ci) If you fulfil the following conditions as beneficiary, you should during the implementation of the operation, put up a billboard at the site of each operation.

(a) the total public contribution to the operation exceeds EUR 500 000; No

(b) the operation consists in the financing of infrastructure or of construction operations. No

If you have answered both questions with yes, please provide details about the infrastructure or construction and the billboard:

10cii) If you fulfil the following conditions as beneficiary you should put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation:

(a) the total public contribution to the operation exceeds EUR 500 000; No

(b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations. No

If you have answered both questions with yes, please provide details about the purchase of a physical object, financing of infrastructure or construction operations and the explanatory plaque

10ciii) All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public should include the following (for small promotional objects points (b) and (c) do not apply):

(a) the emblem of the European Union, in accordance with the appropriate graphic standards, and reference to the European Union Yes

(b) reference for the ERDF: 'European Regional Development Fund' Yes

(c) The statement investing in the future by working together for a sustainable and competitive future

Yes

(d) as stated in the guidance, the North Sea Region programme logo and related references should be used Yes

Please provide details of the information and publicity measures

Information and publicity measures carried out in the reporting period cover:

1. PROWAD reports workshops: distribution by PROWAD partners to stakeholders in the regions,
2. PROWAD website
3. Project Information material (info sheet, project flyer, roll-up banners): distribution by PROWAD partners at regional stakeholder meetings, symposia and regional board meetings.
4. Project Results:
 1. Tourism offers on World Heritage website: promotion to the public (in Germany via an advertorial and competition on the website),
 2. Wadden Sea posters (give-away), promoted at over 50 info centers in the Netherlands, Germany and Denmark.
5. Regional information about PROWAD via national parks websites (including newsletter and facebook) and press information

14. Communications

Plaque to identify the source of funding

No

11. Indicators

Indicators

All material (reports and outcomes) is available for download at the PROWAD website: www.prowad.org

The following material will be sent to the secretariat in hardcopy:

- PROWAD project flyer "Sustainable Tourism in the World Heritage Site Wadden Sea"
- PROWAD Poster "Discover and protect the diversity"

Indicators

14.2i Compulsory Indicators - each of the indicators must be established for the project

Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Raising awareness / dissemination									
Output	transnational dissemination outputs	exhibitions	number	0	1	Activity report	0	0	0
Output		own events	number	0	10	Activity report (workshops, conferences, other meetings)	0	15	15
Output		external events	number	0	30	Activity report (participation in external events)	0	24	24
Output		published material	number	0	20	Activity report (leaflet, poster, press and media info)	0	13	13
Output		websites	number	0	1	Activity report (website incl. social media)	0	1	1
Output		TV and radio ap-pearances	number	0	10	Activity report (national and regional coverage)	0	2	2
Output		dvd's	number	0	2	Activity report (promotion, education)	0	0	0
Output		other	number	0	5	Activity report (press releases)	0	3	3
Result	individuals reached by (priority) specific awareness raising activities	exhibitions	number male	0	5,000	Activity report (visitors)	0	0	0
Result		exhibitions	number female	0	5,000	Activity report (visitors)	0	0	0
Result		own events	number male	0	500	Activity report (number of attendants)	0	140	140
Result		own events	number female	0	500	Activity report (number of attendants)	0	170	170
Result		external events	number male	0	2,000	Activity report (presentations at events)	0	198	198
Result		external events	number female	0	2,000	Activity report (presentations at events)	0	230	230
Result		published material	number male	0	5,000	Activity report (PR and infor material)	0	2,300	2,300
Result		published material	number female	0	5,000	Activity report (PR and infor material)	0	2,300	2,300
Result		websites	number male	0	250	Activity report (visitors per day)	0	85	85
Result		websites	number female	0	250	Activity report (visitors per day)	0	85	85
Result		TV and radio ap-pearances	number male	0	100,000	Activity report (local, regional audience)	0	75,000	75,000
Result		TV and radio ap-pearances	number female	0	100,000	Activity report (local, regional audience)	0	75,000	75,000
Result		dvd's	number male	0	2,000	Activity report	0	0	0
Result		dvd's	number female	0	2,000	Activity report	0	0	0
Result	organisations in target groups reached by (priority) specific awareness raising activities	exhibitions	number	0	200	Activity report	0	0	0
Result		own events	number	0	100	Activity report	0	185	185
Result		external	number	0	50	Activity report	0	243	243

		events							
Result		published material	number	0	200	Activity report	0	150	150
Result		websites	number	0	1,000	Activity report	0	250	250
Result		TV and radio appearances	number	0	200	Activity report	0	50	50
Result		dvd's	number	0	100	Activity report	0	0	0
Strengthening transnational co-operation									
Result	Organisations within and outside the official core partnership involved in the project (i.e. as contributor to activity or output)	activity	number	0	50	Activity report	0	185	185
Result		output	number	0	200	Activity report	0	240	240
Result	individuals within and outside the official core partnership involved in the project (i.e. as contributor to activity or output)	activity	number	0	200	Activity report	0	310	310
Result		output	number	0	500	Activity report	0	473	473
Output	project administration outputs (I): transnational partner management meetings		number	0	10	Activity report	0	5	5
Territorial coverage									
Result	Countries covered by project activities		number (NUTS1)	0	4	Activity report	0	4	4
Result	Regions covered by project activities		number (NUTS3)	0	15	Activity report	0	15	15

14.2ii Generic Indicators - indicators must be chosen which are relevant for the project

Output/Result/Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Core activities									
Output		transnational demonstration projects	number	0	1	Final report (transnational tourism strategy)	0	0	0
Output		pilot schemes	number	0	10	cooperation arrangements, innovative tourist packages, PPP projects)	0	0	0
Output		know-how exchange platforms	number	0	2	Partnership sustainable tourism and marketing	0	0	0
Raising awareness / dissemination									
Impact	individuals within and outside the NSR with greater awareness of project outputs	male	number	0	5,000	Participants workshops and meetings, website visits	0	2,600	2,600
Impact		female	number	0	5,000	Participants workshops and meetings, website visits	0	2,600	2,600
Impact	organisations within and outside the NSR with greater awareness of project outputs		number	0	500	Final report	0	0	0
Strengthening transnational co-operation									
Output	project administration outputs (II): shared IT systems		number	0	1	Website including social media	0	1	1
Output	project administration outputs (III): other		number	0	6	Project and financial reports	0	1	1

14.2 iii. Priority indicators - chose at least 1 output and 1 result indicator

Output/Result/Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Priority 4 promoting sustainable and competitive communities									
Output	transnational integrated / implementation strategies		number	0	1	Sustainable tourism strategy and action plan	0	0	0
Result	transferred	services	number	0	1	Tourism packages on	0	0	0

transnationally and implemented:		reached in total							
Environmental Indicators		reached in total							
Output/Result/Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Environmental issues									
	Biodiversity, flora and fauna	Natura 2000 areas affected	number	15	15	Wadden Sea High Level Review 2007	0	0	0
				0	1	Final Report	0	0	0
	Air and climatic factors			0	1	Final Report	0	0	0
	Landscape			0	1	Final Report	0	0	0

12. Enclosures

Enclosures		
Format e.g. book, CD, DVD etc	Description	No. of pages/photographs

Finalise

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