

# Wadden Sea Board

**WSB 15  
4 November 2015  
Wilhelmshaven**



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**Agenda Item:** 5.1  
**Subject:** Annex Guidelines Logo WH EN clean  
**Document No.** 15/5.1/1  
**Date:** 28 October 2015  
**Submitted by:**

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Attached are the amended World Heritage Logo Guidelines.

(Annex 2 of the document WSB 15/5.1/1 Progress Report Task Group World Heritage

**Proposal:** The meeting is invited to endorse the amended logo guidelines.

# Guidelines

for the use of the

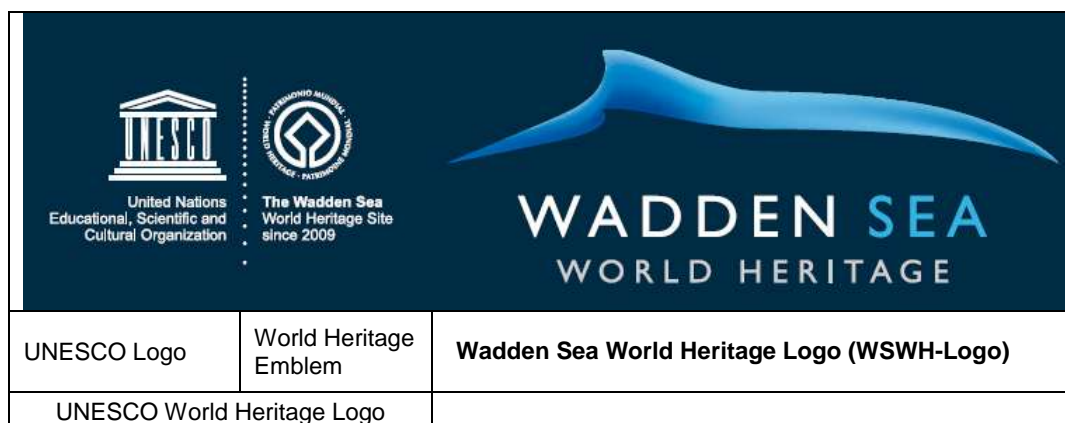
## Wadden Sea World Heritage Logo



# Guidelines for the use of the Wadden Sea World Heritage Logo

Version October 2015

Approved by the Wadden Sea Board, October 2015 (WSB 15)



## 1. Introduction

The Wadden Sea World Heritage Logo (WSWH-Logo) has been designed for the Dutch-German Danish Wadden Sea World Heritage Site in order to communicate the property **consistently** and as **one trans-boundary entity** in all regions through a broad number of stakeholders (GO and NGOs).

The WSWH-Logo is protected in the EU under the OHIM – Office for Harmonization in the Internal Market (Trade Marks and Design) .The Common Wadden Sea Secretariat, in the following called CWSS, is the owner of the logo on behalf of the State Parties. [

Use of the WSWH logo is only allowed after written permission by the CWSS on behalf of the State Parties and Länder. In the following, guidelines for the use of the WSWH Logo are provided including authorization and quality control.

For the use of the UNESCO Logo and the World Heritage Convention Logo it is referred to the UNESCO guidelines: <http://whc.unesco.org/en/emblem/><sup>1</sup> and the Communication Guidelines.

For the time being and pending further decisions by the State Parties, the use of the WSWH-Logo is confined to the organizations in Annex 1

## 2. Guidelines for the use of the Wadden Sea World Heritage Logo

1. All products which contain the official UNESCO World Heritage Logo must also contain the Wadden Sea World Heritage Logo.
2. For other products which cannot use the UNESCO World Heritage Logo but are produced in line with the main principles as described below, the use of the WSWH-Logo can be granted by the CWSS on behalf of the State Parties and Länder.
3. The WSWH Logo should be utilized for all projects and activities substantially associated with the Wadden Sea World Heritage Site, including those already approved and adopted, such as the National Park Partnership, in order to promote the entire World Heritage Site.

<sup>1</sup> The link is currently not working due to an internal error on the WHC website

4. A decision to approve the use of the WSWH Logo is linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval is the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values and its contribution to World Heritage principles and values.
5. Commercial entities and print media can in principle use the WSWH Logo for all non-commercial information and awareness raising activities not directly related to commercial products (such as general information about the World Heritage) to show their support for the Wadden Sea World Heritage. A licence agreement regulates further details.
6. The logo **cannot** be used in connection with specific commercial products (including promotion for such a product) such as tourism offers or merchandising products without specific permit by the logo owner. A commercial use of the WSWH logo can only be granted when manifest benefit to the Wadden Sea World Heritage can be demonstrated and on a basis of a licence contract which regulates the financial aspects.
7. The product must contain information about or a reference to the entire Dutch-German-Danish World Heritage Site (e.g. "In 2009, the Dutch-German Wadden Sea was inscribed on the UNESCO World Heritage List and extended with the Danish Wadden Sea in 2014"). In principle, a map of the Dutch-German-Danish World Heritage Site must accompany the information (see Annex 2).
8. The official website must be mentioned in the product ([www.wattenmeer-weltnaturerbe.de](http://www.wattenmeer-weltnaturerbe.de), [www.waddenzee-werelderfgoed.nl](http://www.waddenzee-werelderfgoed.nl), [www.vadehavet-verdensarv.dk](http://www.vadehavet-verdensarv.dk), [www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org))

### 3. Authorization

A request for authorization to use the WSWH Logo should adopt the following procedure:

1. A request indicating the objective of the use of the WSWH Logo, its duration and territorial validity, should be addressed to the CWSS, or if applicable through regional focal points which assist the CWSS in the application procedure for the WH logo.
2. The CWSS in consultation with the State Parties (represented by the Task Group World Heritage TG-WH) can grant the use of the WSWH Logo in accordance with the Guidelines above. For cases not covered, or not sufficiently covered, by the Guidelines above, the CWSS refers the matter to the TG-WH, which is acting on behalf of the state parties, for final decision. A yearly report on the authorized uses of the WSWH Logo will be submitted to the TW-WH by the CWSS.
3. After having examined the request and finding it acceptable, the CWSS establishes an agreement with the partner. This licence agreement or contract regulates in detail how the WSWH Logo can be used by the requesting party including commercial use.
4. If the TG-WH / State Parties judge that a proposed use of the WSWH Logo is not acceptable, the CWSS informs the requesting party of the decision in writing.

### 4. Quality control

1. Authorization to use the WSWH Logo is linked to the requirement that the national authorities and the CWSS may exert quality control over the products with which it is associated.
2. The States Parties [or the CWSS on behalf of the State parties] are the only parties authorized to approve the content (images and text) of any distributed product appearing under the WSWH-Logo. The use of the logo will be reviewed by the state parties and the CWSS.

3. The State Parties / CWSS reserve the right to withdraw the permit to use the WSWH-Logo.

**Annex 1****List of Organisations which can use the Wadden Sea World Heritage Logo in accordance with the guidelines**

For the time being and pending further decisions by the State Parties, the use of the WSWH-Logo is confined to the following organizations:

<b>1. National, regional and local authorities</b>
NL Ministries
NL Provinces (Noord Holland, Friesland, Groningen)
NL Municipalities in Noord Holland, Friesland, Groningen
D State and Federal Ministries
D Landkreise and Gemeinden in the Wadden Sea Region
<b>DK Ministries</b>
<b>DK Municipalities</b>
<b>2. Info centres</b>
Wadden Sea Info-centres and nature education organisations (the extended IWSS network)
<b>3. National Park Partners</b> (Niedersachsen, Schleswig-Holstein)
<b>4. Tourism and Marketing Organizations</b>
Die Nordsee GmbH (Nds)
Nordsee-Tourismus-Service GmbH (SH)
Royal Dutch Touringclub ANWB
Marketing Groningen
Fryslân Marketing
Marketing Texel
Stichting Waddenfederatie
Waddeneilanden- Samenwerkingsverband VAST
<b>5. Green NGOs in the Wadden Sea region</b>

## Annex 2

### 1. Maps of the Wadden Sea World Heritage

#### 1.1 Detailed Map (size 10 x 10 cm)



#### 1.2. Overview Map (size 5 x 5 cm)

(to be update by the designer)