

Wadden Sea Board

WSB 1
3 - 4 June 2010
Lindet/Ribe



Agenda Item:	10
Subject:	Wadden Sea World Heritage
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Date:	19 May 2010
Submitted by:	CWSS

Attached is a brief progress report on the activities related to the Wadden Sea World Heritage.

Proposal

The Wadden Sea Board is proposed to **note** the progress report.

PROGRESS REPORT WADDEN SEA WORLD HERITAGE

1. Objective

To inform the Wadden Sea Board on progress on the Wadden Sea World Heritage issue.

2. Status

On the inscription of the Dutch-German Wadden Sea on the World Heritage List, June 2009, a comprehensive communication program was launched in the framework of a stakeholder supported Communication and Marketing Plan. This plan was followed up by a Communication and Management Plan which expired at the Sylt Conference.

At the end of February 2010, a stakeholder workshop was held to discuss the elements of the Communication and Marketing Program 2010-13, as set out in § 5 of the Sylt Declaration. Unfortunately, it has not been possible to draft such a program because of lack of staff resources in combination with the continued ongoing work on the development of the logo/corporate design for the property, the launching of a joint campaign for the property, and the discussion on the development of the Terms of Reference for the development of a sustainable tourism strategy for the property.

It is aimed for presenting the draft Communication and Marketing Plan 2010-13 at the autumn Board meeting together with the Terms of Reference for the Sustainable Tourism Strategy for the property, as stipulated in § 5 of the Sylt Declaration.

3. Ongoing Activities

Of the wide variety of ongoing activities, the following activities should be mentioned in particular:

Logo/Corporate Design

A competition was launched a couple of months ago to select a good logo and corporate design for the communication and marketing of Wadden Sea World Heritage Site. A selection has been made by the Tourism Strategy Group and the Project Group. This selection is currently being reviewed by the state parties with a view to come to a decision. Possibly, a decision can be announced at the meeting.

The selection of and agreement on a common logo and corporate design is a precondition for the communication and marketing of the property and hence also of the triennial program.

Joint Campaign

It has also been agreed to start a joint campaign for the communication and marketing of the property. Communication agencies were invited to present their ideas and 5 of them have been selected for a pitch. One of the agencies will be selected for creating and implementing the campaign, of which part of it will start this year. This will basically be a campaign supported by the governments (also local governments) and the tourism industry. Further information will be presented at the meeting.

Tourism Strategy

The Tourism Strategy Group has discussed Terms of Reference for the development of the Sustainable Tourism Development Strategy. These have not yet been finalized for reasons indicated above, but also the development of the joint campaign is considered to be an important element in the Strategy Development.

The tourism industry is very eager to use the World Heritage designation in its marketing. This is sometimes preempting the Strategy to be developed or not in conformity with the principles of the designation. It is essential that stakeholders understand that the protection of the site is a common responsibility and that the use of the designation for own purposes must be done in cooperation. The Wadden Sea Board has the task to oversee that this is adhered to and support the secretariat in its coordinating role.

Stakeholder Involvement

Much has been done to underline the shared responsibility for the protection and management of the Wadden Sea World Heritage property. For the purpose of communicating and marketing the site, a stakeholder forum has been created and consulted and the Wadden Sea World Heritage stakeholder forum endorsed the programs launched in 2009/10.

It is apparent though that in the longer term, also for the sake of efficiency, there must be a closer cooperation with the Wadden Sea Forum (WSF) as the Wadden Sea stakeholder forum on the World Heritage issue. This will assume the full acceptance of the designation of the Wadden Sea as a World Heritage site by the WSF. This issue will be further dealt with in the Communication and Marketing Program 2010-13, to be considered at the next meeting of the Wadden Sea Board.

4. Proposal

The Wadden Sea Board is proposed to **note** the progress report.