

Wadden Sea Board

WSB 6
5 October 2012
Wilhelmshaven



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| Agenda Item: | 6 |
| Subject: | Report TG-Sustainable Tourism Strategy |
| Document No. | WSB 6/5/8 |
| Date: | 24 September 2012 |
| Submitted by: | Chair TG-STs |

The Task Group Sustainable Tourism Strategy (TG-STs) met on 9 – 10 July and on 19 September 2012 and discussed then results of the baseline study and inventory, and the first draft of the Sustainable Tourism Strategy. The attached progress report informs about the activities TG-STs since WSB 5.

Proposal

The meeting is proposed to comment as appropriate.

Task Group Sustainable Tourism Strategy (TG-STs)

Chair/secretariat: Ms Elze Klinkhammer, Netherlands / Mr Harald Marencic

Meetings: TG-STs 5: 9 - 10 July 2012, TG-STs 6: 19 September 2012

Next meeting: 10 - 11 December 2012

Sustainable Tourism Strategy (STS)

The TG-STs 4 meeting 20 December 2011 approved the framework of the development of the sustainable tourism strategy as prepared by EUROPARC Consulting taking the best practice examples of the significance of World Heritage designation and opportunities for marketing, local communities, sustainable development, and international cooperation.

This meeting also prepared the regional workshops which were organized by local hosts and conducted from February to May 2012 (Leeuwarden, 13.2., Wilhelmshaven, 22.3, Husum 23.3., Rømø 16.5.). They were attended by over 220 experts from tourism, nature conservation, green NGOs and other relevant stakeholders. The workshop clearly underlined the great commitment of the stakeholders to cooperate more closely in the development of sustainable tourism in the Wadden Sea.

The four workshop reports (in Dutch, German and English), a summary (in English) of the four workshops and the results of the online surveys (NL, D) are available at <http://www.waddensea-secretariat.org/management/prowad/prowad-sts.html>

The results of the workshops and an online-questionnaire were intensively discussed with the consultant at the TG-STs meeting on 9 – 10 July 2012 regarding structure and contents of the report, the development of vision, and strategies based on the delivery of a first preliminary draft strategy. This strategy was considered insufficient and not in line with the tasks as defined in the Terms of Reference. It was therefore agreed that a complete draft should be delivered for an additionally scheduled TG-STs meeting in September 2012.

This draft prepared by the consultant was delivered 3 September and discussed at the TG-STs meeting on 19 September 2012. The consultant did not attend the meeting to allow the members to express their views explicitly and unreservedly. The TG-STs meeting concluded that also the current draft has several significant and major shortcomings with regard to contents and structure. The strategy does also not provide guidance how stakeholders can contribute to protect and maintain the World Heritage and at the same time can benefit from the World Heritage designation. In summary, the draft did not meet the tasks as stipulated in the Terms of Reference.

The TG-STs therefore decided that current draft report has to be re-written to a large extent which will require additional effort and time. The meeting instructed the secretariat to take the lead in drafting the strategy in cooperation with the TG-STs and Europarc as appropriate. A meeting with the consultant is planned with a view to organize the next steps including the future role of Europarc and to prepare a revised draft to be discussed at the next meeting of the TG-STs on 10 – 11 December 2012. After approval, a second draft will be distributed to the relevant stakeholders for comments by beginning of February 2013. A final draft is expected in March/April 2013 depending on the results of the consultations. According to the project work plan, this will cause a delay of 2 -3 months in delivery of the final draft to the Wadden Sea Board for approval at its June meeting.

In order to enhance ownership and commitment with the sustainable tourism strategy the TG-STs considered organizing a conference at which the joint strategy is being adopted officially by all involved stakeholders in mid of 2013. The revised time schedule is in Annex 1.

The development of the strategy is co-funded by the Interrreg IVB North Sea Region Programme in the framework of the trilateral project PROWAD – Protect and Prosper: Sustainable Tourism in the Wadden Sea.

World Heritage Communication and Marketing

In the framework of the PROWAD Project (www.prowad.org), the TG-STs is the advisory board and in charge of the integration of the project results into trilateral and national activities.

Since the start of the PROWAD project, a major step has been done towards developing the tourism strategy, strengthening the network of local and regional stakeholder and compiling the first ideas to develop sustainable, high quality information products and tourism offers.

The work carried out so far is in line with the PROWAD work plan and budget. Further PROWAD activities in WP 2, 4 and 5 will be launched in 2013 implementing the projects and actions in 2013 and 2014 in cooperation with the TG-STs.

Since December 2012, a number of project activities have been carried out in the five work packages (WPs) which are summarized in [Annex 2](#).

At the TG-STs-6, the following work activities were discussed respectively approved:

1. Approval final draft "Description World Heritage Brand"
2. Approval outline "Official World Heritage Guide"
3. Approval call for tender "Merchandising concept"
4. Approval to continue inventory of tourism offers (so far 178 records in NL, D, DK)
5. Approval feasibility study "World Heritage Tourism Award"
6. Approval PROWAD project flyer.



ANNEX 1 Project Plan Sustainable Tourism Strategy

Deliverables and time line (updated version 24.09.2011 after TG-ST5-6)

| | Content | Planned Date / Deadline | Remark |
|------------|---|---|---|
| 1 | Meeting with the TG-ST5 (Bremen) | 10-11 October 2011 | Lunch to lunch meeting, participation of Europarc |
| 2 | Deliverable 1 Baseline study, objectives and perspectives (task 1 +2) Inventory and review of the current status of tourism and recreation in the Wadden Sea Region based on existing information and market research. Identify opportunities and challenges of the World Heritage designation and possible developments in tourism (e.g. scenario development, SWOT). Analyse gaps in data and knowledge and prepare proposal if additional information has to be compiled and analysed (sufficient comparable basic tourism data and market research for WH). Deliverable 2 Development Framework Proposals for contents of the strategy: cooperation of stakeholder; perspectives and opportunities resulting from the transnational World Heritage for socio-economic developments, nature conservation, marketing and branding. Proposal for contents of a joint action plan. | 1 December 2011 | Europarc to ask TG-ST5 members to submit relevant information. Tender to include DK was submitted to Danish Nature Agency |
| 3 | Discussion of baseline study and development framework by TG-ST5 | 20 December 2011 | Date confirmed, participation of Europarc |
| 4 | Preparation workshops, include results from TG-ST5 discussion on development framework | Dec 2011- Jan 2012 | |
| 5 | Workshops: Discussion of development framework at regional workshops to create ownership for the strategy. Contents of the strategy, stakeholder cooperation; perspectives and opportunities resulting from the transnational World Heritage for socio-economic developments, nature conservation, communication, marketing and branding. Proposal for contents of a joint action plan | February – April 2012 | 4 workshops in NL, Lower Saxony, Schleswig-Holstein, and Denmark. Organized in cooperation with regional partners. Participation of Europarc. |
| 6 | Deliverable 3: First Draft of Strategy First complete draft of the strategy for discussion by stakeholders and WSB to be submitted to TG-ST5 (strategy, cooperation, marketing/branding, communication). | 15 June 2012 | Preliminary version submitted. |
| 7 | Approval of first draft of the strategy by TG-ST5 to be submitted to the WSB (<u>delayed</u>). <u>New:</u> Preliminary draft discussed. | 10 July 2012 | Participation of Europarc |
| <u>New</u> | First draft delivered on 31 August and discussed at TG-ST5. | 19 September 2012 | |
| 8 | Feedback on first draft strategy from stakeholders and WSB, e.g. in regional working groups in D, and workshop in NL. | 30 Sept 2012 (<u>New:</u> postponed, now done internally) | To be organized by TG-ST5 |
| <u>New</u> | Approval of 2 nd Draft and action plan by TG-ST5 | <u>10 – 11 December 2012</u> | |
| 9 | Deliverable 4: Second Draft Strategy and first draft Action Plan : Discussion Draft Strategy and Action Plan with partners / stakeholders | 15 October 2012 <u>New date: Feb – March 2013</u> | To be decided by TG (final workshop tbd) |
| 10 | Deliverable 5: Final Draft Strategy and Action Plan Adoption of Strategy and Action Plan by TG-ST5 and WSB | 1 Dec 2012 <u>New date: June 2013</u> | TG ST5, WSB meetings |
| <u>New</u> | Adoption of Strategy at a stakeholder event or conference | <u>Mid 2013</u> | Proposal (tbc), organized by TG-ST5 |
| | Trilateral Ministerial Council Meeting - Adoption of Strategy Action Plan | March 2014 | |

ANNEX 2

Overview PROWAD Work Packages (October 2011 – September 2012)

WP 1 Project Management (Lead CWSS)

- Preparation of Budget Plan and timing of expenditures for each Work Package
- Financial administration of all partners
 - Information of partners on compliance with financial rules (four partner meetings),
 - Delivery of sheets for financial statements (due in September 2012),
 - Approval of an auditor by Interreg (May 2012),
- Concluding project contracts with partners (May 2012),
- Preparation of first financial report to Interreg (October 2011 – September 2012)

WP 2 Communication (Lead CWSS)

- Preparation basic corporate design (including PROWAD Logo) and layout templates for project communication (CD Manual) http://www.waddensea-secretariat.org/management/prowad/design/PROWAD%20CDManual_02.pdf
- Preparation of a PROWAD Communication Plan
- Preparation of an info sheet
- Preparation of information material (in Dutch, German, Danish, English)
 - Roll-up displays
 - Project Flyer
- PROWAD website (www.prowad.org)
 - Contains basic info about the projects including work packages
 - Project meeting and reports
 - Summary Records TG-STs
 - In preparation: new layout and contents according to CD Manual (attached to WH website).
- Organization of stakeholder meeting and workshops
 - World Heritage Stakeholder workshop (Hamburg, 26.1.2012) http://www.waddensea-secretariat.org/management/prowad/reports/World_Heritage_Stakeholder_Workshop_2012.pdf
- Media relations and social media: distribution of PROWAD press releases, answering media requests, information distribution via social network Facebook.

WP 3 Sustainable Tourism Strategy (STS) (Lead CWSS)

- TG-STs Kick-off meeting (Bremen, 10-11 October 2011)
- TG-STs Baseline inventory, Guiding principles, (Bremen, 20.12.2011)
 - [World Heritage Status - what does it mean for tourism in the Wadden Sea \(presentation by EUROPARC Consulting, December 2011\).](#)
 - [The implication of World Heritage Status for Planning and Managing Tourism in the Wadden Sea \(by EUROPARC Consulting, December 2011\)](#)
 - [Future Directions for the Development of the Sustainable Tourism Strategy for the Wadden Sea Building on its World Heritage status \(by EUROPARC Consulting, December 2011\)](#)
 - [STS Project Update 1 \(7 November 2011\)](#)
 - [STS Project Update 2 \(6 February 2012\)](#)

- Meetings with Europarc Consulting (Hamburg 25.1.12, Blandford Forum 27.6.12, Tönning, 10.7.12)
- Project meeting Denmark (Ribe, 7.3.12)
- Regional STS workshops (220 participants, all sectors)
 - Leeuwarden, 13.2.12, organized by the Province of Fryslân
 - Wilhelmshaven, 21.3.12, organized by Nordsee GmbH, Nationalparkverwaltung Niedersächsisches Wattenmeer and Regierungsvertretung Oldenburg,
 - Husum, 22.3.12, organized by Nordsee Tourismus Service (NTS) and Nationalparkverwaltung Schleswig-Holsteinisches Wattenmeer
 - Rømø, 16 May 2012, organized by Environmental Ministry- Nature Agency
 - Summary workshop reports: <http://www.waddensea-secretariat.org/management/prowad/1st-workshops/PROWAD-Summary-regional-Workshops-Feb-May-2012.pdf>
- Online Survey on sustainable tourism (January – April 2012) (160 participants)
- In preparation: 1st Draft STS
 - Delivery of preliminary draft to TG-ST5-5 (9-10 July 2012)
 - Proposal on structure and contents to Europarc Consulting (12.7.12)
 - Comments on Baseline Study to Europarc Consulting (18.7.12)
 - Input to Vision to Europarc Consulting (16.8.12)
 - Delivery of first draft to TG-ST5 (3.9.12)

WP 4 Development of Sustainable Tourism Offers (Lead WWF)

- WP 4 meeting (Hamburg, 16 April 2012)
- Preparation work plan WP4
- Feasibility study for climate-neutral tourism
 - Call for tender published, Start of study October 2012
- Inventory of ideas for sustainable tourism offers
 - Compilation of existing tourism offers (by CWSS)
 - Proposal competition for sustainable tourism products (End 2012/13) in preparation
- Project products:
 - Preparation outline Official World Heritage Travel Guide (App and website),
 - Development WH educational resources : Framework with existing offers for classes and schools),
- Development of World Heritage Brand Mark as basis for the development of tourism offers (see TG-ST5-5/5-2).
- Lower Saxony: Preparing workshop on climate neutral islands (Juist, 5 – 6 Oct. 2012) (National Park Administration and NNA),
- Schleswig-Holstein: Gästebefragung (visitor survey) by NIT (National Park Administration)

WP 5 Promotion and Marketing of the Wadden Sea (Lead CWSS)

- Preparation of Annual Joint Campaign (enhanced WH visibility among locals) (CWSS)
- Wadden Sea Poster (four languages) (by WWF),
- Wadden Sea Booklet Explore for Kids (by WWF), (not co-financed by PROWAD)
- Development of a call for Tender for a WH Merchandising Concept (see TG-ST5 6)
- Extension of WH website with promotion and marketing functionalities
 - Establishment of a website with sustainable offers and direct links to partners in the regions, <http://www.waddensea-worldheritage.org/de/zeit>
 - World Heritage advertisement in supplement of weekly newspaper Die Zeit
- Translation and production NL version WH-Exhibition,
- Reprint of NL WH Flags, design D WH flags
- NL World Heritage Exhibition