

Wadden Sea Board

WSB 28

14 March 2019
Berlin, Germany



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| Agenda Item: | 5.1 World Heritage |
| Subject: | TG-STs Progress Report |
| Document No.: | WSB 28/5.1/3 |
| Date: | 1 March 2019 |
| Submitted by: | CWSS |

Attached is the progress report from the TG-STs 22 meeting.

Proposal: The meeting is invited to note the information

Progress Report TG-STTS 22

The TG-STTS met in Hamburg 30 January 2019 and discussed the following items:

1. Planned or ongoing regional WH activities

TG-STTS took note of and discussed ongoing or planned bilateral/regional projects implementing the tourism strategy and action plan at the regional level in order to link these activities trilaterally. An overview of these activities is **in Annex 1**

2. Overview on planned or ongoing trilateral activities

TG-STTS agreed to hold the meeting back-to-back with the PROWAD LINK meetings and will function as an exchange platform for the project with focus on the operational level (products and services). The meeting was informed about the [project launch event](#) on 4-6 February 2019 where the partnership agreement will be signed.

TG-STTS was informed about the preparation of the planned activities celebrating the 10th Anniversary of Wadden Sea World Heritage (see also [WSB 28/ 5.10/ 3](#)).

The presentation of the Wadden Sea at the ITB in Berlin (6 – 10 March) will again use the two-stand concept combining enhancing awareness for World Heritage and engaging entrepreneurs with World Heritage. The latter will be co-financed by PROWAD LINK. As in the last year, the UNESCO World Heritage Sustainable Tourism Programme will also financially contribute to the stand. In addition, stakeholders from the three countries will participate in the programme and the B2B event organized by PROWAD LINK. The complete programme is available on the [WH website](#).

The first Wadden Sea World Heritage merchandising products (postcards, magnets) were developed in 2018 and were well received so that an extension of these products were planned for 2019. The preparation of two other products (T-shirt, folded cards) by a German respectively a Dutch company is proceeding.

3. Preparation Sustainable Tourism Strategy and Action Plan 2018 - 2022

TG-STTS discussed a revised draft action plan aligned to the PROWAD LINK project and connected to already existing projects (e.g. on local and regional level) including development of products and services (as in PROWAD LINK) proposals for indicators on action level and objective level.

The TG-STTS also included a reference to resources needed to implement the strategy. In most cases this can be done within the planned or allocated budgets and projects on regional and trilateral level.

The final draft of the action plan will be submitted to WSB 29 (June 2019).

4. TWSC Review Process

TG-STTS took note that review process was still ongoing and that the groups would continue under the current ToRs. TG-STTS suggested to WSB that Mr Oeds Bijlsma should as chairman of the sustainable tourism group in the forthcoming period.

ANNEX 1

Overview on planned or ongoing regional WH activities

The Netherlands

- Crossbill guide “The nature guidebook to the Dutch Wadden Sea” will be launched on 21st of February. The guide will come in combination with an app that informs visitors about local the nature enroute. The guidebook carries the Wadden Sea World heritage logo.
- Marketing: The three marketing organisations (Noord Holland, Fryslân, Groningen) will present the new website Visitwadden.nl in early March 2019. They will use the term Wadden as the destination where the Wadden are the islands, the sea and the cultural landscape of the coast. The approach is in line with the Sustainable Tourism Strategy, working from inside -out and based on storytelling.
- Fairs: Together with the other Dutch World Heritage sites, the joint marketing organisations of Dutch Wadden Sea will be presented at cycling and hiking fairs in the Netherlands and Belgium.
- New World Heritage exhibit: Together with the other Dutch world Heritage sites, a new exhibit telling the story of Wadden Sea world Heritage in the Netherlands has been developed. The exhibit for the Netherlands will be placed at the seal centre in Pieterburen.
- Ambassadors course: The Waddenvereniging together with Staatsbosbeheer and Nature centre Ameland have organised a pilot course for entrepreneurs. The participants become ambassadors for the World Heritage. The first course was successful. The next course will be held in Den Helder, and will part of the partnership programme to be developed in the Netherlands in the framework of PROWAD LINK
- Waddenagenda :The Intgerreg A V project Waddenagendahas organised a successful closing event at the Forum in Leer. This was the last ‘activity’ of the Waddenagenda. But the cooperation will continue in the new project Waddenagenda 2.0.
- Theater about the ‘kanoet’ and salmon: Last year primary schools could visit a theatre performance about the ‘kanoet’ (knot). In participating in this performance the children learned about the flyway and the importance of the Wadden Sea. This play was translated in German. Together with the production company we made a project proposal to expand this performance to Germany and maybe Denmark. Next to the play about ‘the Kanoet’, also a play about salmon is being prepared. So it possible to show children the fly and ‘under water way’.

Lower Saxony

- The Nordsee GmbH communicated the WH 10th anniversary in all relevant events in 2019, such as Wadden breakfast events, and the Lower Saxon “Schweinswaltage”.
- A workshop was organized to activate stakeholders to submit ideas/events to celebrate the 10th anniversary (specific criteria, sustainable, innovative, creative). Events will be compiled in a birthday calendar. The Waddenagenda 2.0 activities will also contribute.

- A bird migration music concert is scheduled in Emden in September 2019 (music from 9 countries, representing 9 birds), Dutch and Danish musicians are also invited to participate. Respectively contacts to be send to Ms Hofmeister.

Germany, Hamburg

- On 2 June 2019 (German World Heritage Day), Hamburg will jointly celebrate the 10th Anniversary and with the World Heritage “Speicherstadt & Kontorhausviertel”.
- Last year a joint “information pop -up point” was established in the “Chile Haus” providing information about Hamburg Cultural and Natural WH sites.

Schleswig-Holstein

- Evaluation of National Park Partner programme (done), concept for optimization of National Park Partner programme (planned) (external expertise, BTE, NIT).
- Annual meeting of Schleswig-Holstein National Park Partners on 7 February 2019: Launch of annual topic 2019: 10 years Wadden Sea World Heritage.
- Event at the Representation of the State of Schleswig-Holstein in Berlin – 5 March: 10 years Wadden Sea World Heritage, with Minister Jan-Philipp Albrecht (Ministry of the Environment SH) and others (Heads of the three Wadden Sea National Parks, Constanze Höfinghoff, Karsten Reise, Karen Wiltshire, Hans-Ulrich Rösner, Katja Just, Elisabeth von Melzer).
- Opening of annual Brent goose days, Hallig Hooge – 27 April 2019, with State secretary Anke Erdmann (Ministry of the Environment SH).
- Great Big World Heritage Wadden Sea tidal flat tour – 31 May 2019, with Minister Jan-Philipp Albrecht (Ministry of the Environment SH)
- Cycling Tour “One Wadden Sea, Two Wheels, Three countries” – 19-27 June, List/Sylt-Cuxhaven with local Events in Husum (22nd), St. Peter Ording (23th), Tönning (24th), Büsum (26th), with State secretary Anke Erdmann (Ministry of the Environment SH), several National Park Partners involved
- 20th birthday of National Park visitor centre Multimar Wattforum – 24 June 2019, with State secretary Anke Erdmann (Ministry of the Environment SH)
- German Unity Day, Kiel – 3 October with Prime Minister SH Daniel Günther and Minister Jan-Philipp Albrecht (Ministry of the Environment SH) – Exhibition, presentation of interactive learning and educational media communication World Heritage Wadden Sea topics like climate change, bird migration etc.

Denmark

Plans, strategies:

- New Nationalpark plan 2019-2024 finished and approved. The new plan is structured with the same vision, mission, aims as in plan 2013-2028. Now six strategic headlines: 1) Nature & landscape, 2) Culture & cultural history, 3) Outdoor activities, 4) Education, science, interpretation nature and culture, 5) Local community, business and tourism, 6) Trilateral collaboration & World Heritage. So now the World Heritage is fully embedded in the Nationalpark plan.
The plan is available on www.nationalparkvadehavet.dk and in print and can be found at e.g. libraries around the Wadden Sea region.

Projects:

- ‘World Heritage sites in Southern Denmark’ (Wadden Sea, Kings of Jelling, Christiansfeld) joint project to increase awareness of pride amongst local citizens of WH-sites. New short video “Generations” is released. Format is made for Youtube and short presentation.
- “National parks in Denmark and Danish Outdoor Council”. Project 2017-2020 with focus on 1) Code of Conduct, 2) Junior Ranger, 3) competence development for nature guides, nature rangers and volunteers, 4) develop MitVadehav to target age 12-18 with new learning materials and training of teachers. New report about code of conduct finished and public. Funding approved for 2019-2020.
- TEG Nordic Minister Council project ‘Recreative Balances’. Cooperation with World Heritage site and Nationalpark Thingvellir, Iceland, and Nationalpark Jotunheimen, Norway. Video almost finished. Report almost finished, including results from interviews with 20 national parks in Europe. E
- Youth camps, school camps. 25 local partners working together to increase the number of youth camps and schools camps in the Nationalpark / Wadden Sea area. More youth camps are coming due to the marketing activities.
- Gates, sign posting, welcome sites, routes and paths to the Wadden Sea Nationalpark and World Heritage. Dialogue with private funds, municipalities. First phase 2019-2025, still waiting for ok from private funds.
- Mandø: Project with 3 work packages: 1) Buying up farm land and transform to more nature friendly farming, renovation of clay pits to become more nature friendly , 2) SMART Island = fiber cables to Internet and making Mandø town more beautiful, 3) Welcome center, signposting of routes an paths, visitor management, sustainable tourism management, bird watching places etc. Working together with Danish Nature Fund, Municipality of Esbjerg, private funds, Business Region Esbjerg, Danish Nature Agency. Fundraising going on right now for outdoor facilities and welcome center. Investigating whether Dark Sky Park approval is possible.
- International art project with 10 artists from British Wildlife Artists Association, London, with events etc in 2019 and 2020. Fundraising just finished with money from ECCO, Tondermarsch Initiative, Region Southern Denmark, Wadden Sea National Park. Invitation for cooperation with Wadden Sea National Park Schleswig-Holstein in pipeline.
- Mid-term conference NAKUWA project scheduled in Esbjerg on 27 February 2019.