

MEETING DOCUMENT

Wadden Sea Board (WSB 34)

18 November 2021
Cuxhaven



Agenda Item:	5.1.3 Wadden Sea World Heritage
Subject:	Progress Report of the NG-ST on preparing the upcoming draft action plan 2022 - onwards
Document No.:	WSB 34/5.1/3
Date:	Draft report (Version 22.10.2021)
Submitted by:	NG-ST

Covernote:

Since the last reporting at Wadden Sea Board 32 meeting, the members of the Network Group – Sustainable Tourism (NG-ST) mandated representatives from the regions/networks to form an editorial board for the preparation of the upcoming Sustainable Tourism Strategy draft action plan 2022 onwards. Considering the comments received in the WSB 32 from the Dutch representative from the municipality level, the work of the editorial board aims to integrate in a bottom-up approach the local levels and make the action plan more tangible and mutual beneficial for stakeholders.

A draft action plan matrix, developed based on work fields and objectives mentioned in the Sustainable Tourism Strategy, was presented and discussed at the NG-ST 27 meeting in Büsum on the 23 September 2021. It was seen as a valuable step towards a “single integrated action plan”, nourished by good discussions. Nevertheless, it showed that there are still quite some challenges and work ahead on preparing the upcoming draft action plan 2022 onwards, therefore the editorial board will meet for a lunch-to-lunch meeting on the 16./17. November in Hamburg to prepare an updated and amended version to be further discussed with the members of the NG-ST. NG-ST aims to present a final draft version to the WSB in Spring 2022.

Proposal:

The meeting is invited to take note of the progress.

Progress Report Network Group Sustainable Tourism (NG-ST)

1. Preparation of the upcoming draft action plan 2022 - onwards

1.1 Editorial board

For Denmark:

Bettina Munch

Peter Saabye Simonsen

For Schleswig Holstein:

Anja Szczesinski

Catharina Greve

For Lower Saxony:

Heike Kulesa

Mira Hohmann

For the Netherlands:

Sjon de Haan

Monique Pruyt

Secretary of the group:

Anja Domnick

Tasks of the Editorial board:

- To integrate in a bottom-up approach the local levels and make the action plan more tangible and mutual beneficial for stakeholders;
- To act as interface with the regions;
- To focus on practical work and implementation at the local level and be the spokesperson for their region;
- To identify areas of action and possible activities /projects that are particularly relevant in their region/networks.

Meeting dates 2021:

07. June 2021

07. July 2021

25. August 2021

23. September 2021, NG-ST 27 meeting

16./17. November 2021

1.2 Draft action plan matrix

The draft action plan matrix was developed based on work fields and objectives mentioned in the Sustainable Tourism Strategy like:

1. Tourism Operations and Nature Conservation
2. The Unique Selling Point – ONE World Heritage Destination
3. Transport, Accommodation and Gastronomy
4. Environmental Education and Interpretation
5. Capacity Building and Raising Standards

Supplemented by a 6th work field which is currently discussed with TG-WH:
6. (Joint) Management / SIMP

Using the work field method, activities (*WHAT*) in the new action plan can be filtered, so people looking for activities relevant for their sector can filter accordingly and will only see the ones relevant for them.

The matrix will provide a list of activities to be implemented (*HOW*). Followed by implementation bodies for each region/country (*WHOM*). It was decided to use a model of shared responsibility and accountability of all entities involved in the action plan implementation at different levels: the ones who are responsible in general but also naming stakeholders/groups/projects associated with the implementation.

To measure the degree of implementation of the STS Action Plan and to directly visualize gaps it is suggested marking for each region the status of activities using a traffic light approach:

Green --> ongoing/continuous

Yellow --> planned

Red --> idea

Additional for each work field “*criteria of success*” as well as *indicators* how to measure these, will be listed.

Process of Matrix Compilation

In order to complete compiling the matrix, the Editorial Board is in close exchange with the respective regional partners/stakeholders to identify and define:

- activities under each of the Action Plan categories (results of the regional consultations)
- the ones responsible and in lead in implementation for the region
- indicators to measure activities proposed
- the status of all activities for the region