

MEETING DOCUMENT

Wadden Sea Board (WSB 36)

28-29 April 2022
Varde, Denmark



Agenda Item: 5.4 Communication and Education

Subject: IWSS progress report

Document No.: WSB 36/5.4

Date: 7 April 22

Submitted by: WWF/ CWSS

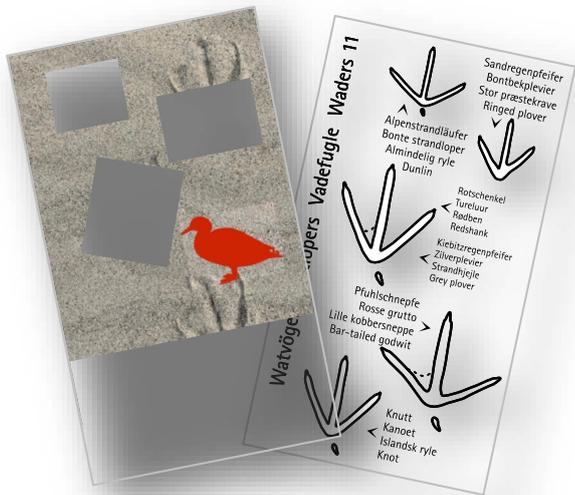
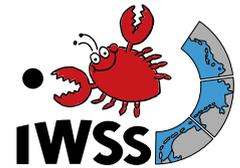
The document provides a summary of the IWSS activities in 2021 (implementation of the Trilateral Education Work Programme). In addition, an approach for the evaluation of the Trilateral Education Work Programme 2018-2022 is proposed, also with a view to provide input for a continuation of the programme from 2023.

Proposal: The meeting is invited to note the report and to adopt the proposal concerning the evaluation.

IWSS Progress Report

1. Activities 2021

Products & Projects



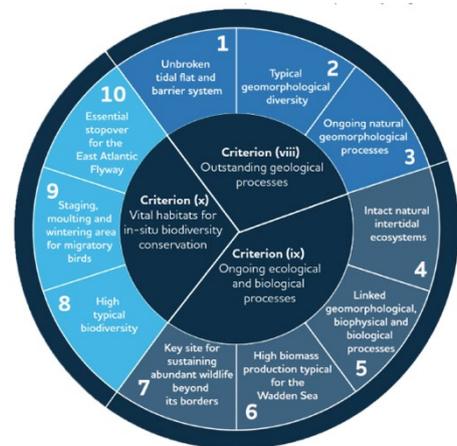
Identification Guide for Animal Tracks on the Mudflat

Find out who was here! With the new guide, traces of birds and mammals on the mudflats can be identified by means of transparent foils. All species are explained in more detail in a text section. The publication is designed in four languages for use throughout the World Heritage Site and with international guests.

The identification aid was realised with additional funding from the German Postcode Lottery. The first edition is made available free of charge for interested visitor centres and multipliers to be used for individual educational work.

OUV Communication Project

Another project application for additional funding has been successful: Supported by Bingo Lottery Schleswig-Holstein, a series of communication and training tools specifically focusing on the Outstanding Universal Value can be developed and produced. A need for a better information on and communication of the OUV had been identified among the visitor centres and in two online workshop sessions the specific demand could be concretized. The project activities comprise the production of an animated film explaining the OUV, a set of fact sheets on specific aspects of the OUV as well as a collection of best practice examples for activities to convey the OUV on guided tours. Currently ideas for activities and information on film companies, etc. are being collected, the detailed development will be jointly done with interested partners in online and offline meetings and the various materials and offers shall be produced until the end of 2022.



An expert workshop on the concept of landscape and heritage interpretation was conducted in February 2022.

Wadden Sea World Heritage Explorer Kit

The first steps towards the development of a “Wadden Sea World Heritage Explorer Kit” for families have been taken including a compilation of a concept and content outline. Additional (WWF) funding opportunities are currently being explored with a view to produce a German pilot set for a possible later conversion into a Wadden Sea wide offer. The idea is based on both a series of [WWF nature discovery kits](#) as well as on the [“WADDEN excursie-kit”](#) produced by the Dutch Waddenvereniging.

Education for Sustainable Development & UNESCO

In 2021, the following four opportunities for cooperation and interaction with UN and UNESCO education initiatives provided the chance to profile Wadden Sea education on a national and international level:

Wadden Sea Chapter in School Book on UNESCO World Heritage

The German UNESCO Commission invited the CWSS to cooperate in the development of a collection of materials for a school book from the Westermann-Verlag series. Developed by the UNESCO Commission and the Chair for Didactics of Geography at Leibnitz Universität Hannover, a textbook for interdisciplinary use from grade 5 has been created together with qualified authors from the field of (world) heritage mediation and education.

The IWSS has taken over this task for the Wadden Sea World Heritage and compiled a chapter with 4 sections on the ecology including the flyway, socio-economic aspects with a focus on sustainable tourism and climate adaptation.



World Conference on Education for Sustainable Development

How education for sustainable development can support communities and conservation in the Wadden Sea World Heritage Site and Biosphere Reserve was the topic of a joint presentation by Claus von Hoerschelmann and Anja Szczesinski at a side event of the World Conference on Education for Sustainable Development. The conference, organized by UNESCO in cooperation with the Federal Ministry of Education and Research of Germany, was held as online event from 17 to 19 May 2021 and brought together stakeholders of education for sustainable development (ESD) from around the globe who adopted the Berlin Declaration on Education for Sustainable Development.

National Awarding Scheme for ESD Offers

Within the framework of the UNESCO program [ESD 2030](#) the German UNESCO commission has launched an initiative to [certify educational offers](#) that work towards the Sustainable Development Goals and help save our planet. CWSS/IWSS has been asked to join the jury to evaluate the applications and is represented by Anja Szczesinski (IWSS).

With the [UNESCO World Heritage Visitor Centre WattWelten](#) on the island of Norderney, Wadden Sea education is also represented among the initiatives that have been awarded so far.

The IWSS program is certified as educational partner for sustainability in the framework of the so-called "NUN-Zertifizierung" since 2008 and aims for ESD award in 2022.

UNESCO Workshop “Visitor Centres and Community Engagement”

A workshop organized by UNESCO specifically for visitor centres in UNESCO designated sites offered a deep-dive into the topic of visitor centres and community engagement. Targeted primarily at sites in southern Europe,

the Wadden Sea World Heritage was invited to participate and was represented by Anja Szczesinski as coordinator of the IWSS. Held in Italy in October 2021, the workshop brought together 20 representatives from various UNESCO sites and provided excellent exchange and networking opportunities on the important aspect of the role of visitor centres in community engagement - a topic that is also relevant for visitor centres in the Wadden Sea region.

The Wadden Sea had already been involved in an earlier workshop of the [UNESCO workshop series for visitor centres](#) with Klaus Melbye from the Danish Vadehavsentret taking part in a course in 2018. These international UNESCO exchange opportunities provide valuable inspiration for our Wadden Sea network of visitor centres and contribute to raising the Wadden Sea's profile among UNESCO sites in Europe.

Networking & Cooperation

Annual IWSS Workshop



The [annual partner meeting 2021](#) took place as physical workshop in Esbjerg and at various locations along the Danish Wadden Sea from 8-10 November 2021. 30 representatives from visitor centres and Wadden Sea NGOs throughout the Danish-German-Dutch Wadden Sea region joined the program that had been compiled with great enthusiasm by the Danish partners. Visits to an iron village as well as to Vadehavsentret, a field trip to an oyster bank followed by a Wadden Sea lunch at the Viking Centre and a tour to the island of Fanø with artistic exercises provided insight into and first-hand

experience of both nature and culture education. Exchange sessions on possibilities for a trilateral volunteering service, how to integrate the 17 goals for sustainable development in Wadden Sea education and activities involving the local communities as well as the traditional “material bazaar” invited the participants to share experience and ideas and provided networking opportunities.

The next partner meeting is planned to take place in and around Büsum, Germany, from 7.-9. November 2022.

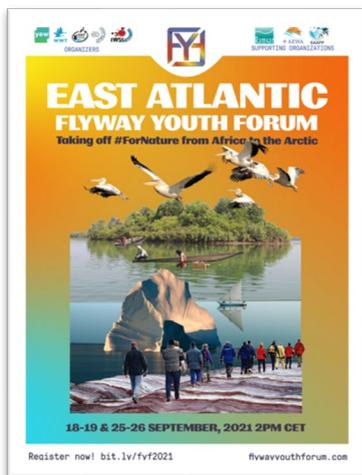


International Networking

The exchange with colleagues from visitor centres along the East Atlantic Flyway has been continued in the framework of the Migratory Birds for People network, of which the IWSS is a partner representing Wadden Sea education. A major project in 2021 was the cooperation on the First East Atlantic Flyway Youth Forum (see below).

Also the exchange of information and ideas with colleagues from the East Asian Australasian Flyway Partnership, the Korean Getbol and the Yancheng World Heritage Site on tidal flat and World heritage education has been continued.

East Atlantic Flyway Youth Forum



Together with the Wadden Sea Flyway Initiative, IWSS was among the initiators of the first East Atlantic Flyway Youth Forum that took place on 18-19 & 25-26 September 2021 as online event and brought together youths from more than 30 countries along the flyway. The idea for this youth forum was based on a great online event of the East Asian Australasian Flyway Partnership in 2020, the first ever [Flyway Youth Forum](#), to which Anja Szczesinski was invited for a World Café session that offered to meet and exchange with international experts. This event had inspired the IWSS, the Wadden Sea Flyway Initiative and the Wildfowl and Wetland Trust to initiate together with Youth Engaged in Wetlands a similar event for youths along “our” flyway. The outcomes of the discussions have been published in form of a [Declaration](#) calling not just young people but other stakeholders in the flyway too.

In progress: Young Climate Action for World Heritage

The German Institute Heritage Studies and the German UNESCO Commission have prepared and jointly launched a school project on climate action in transboundary World Heritage Sites. The project is targeted at pupils from UNESCO partner schools in Germany and the neighboring countries with the aim to work together in international teams on concrete questions of climate change, the threats resulting from it and how to tackle it specifically in World Heritage Sites.

The [Wadden Sea World Heritage Site](#) is one of six participating sites and the IWSS supports the project as it aims to make visible the potential of the World Heritage Site as a place of learning within the framework of education for sustainable development and climate education, to put it into practice and to strengthen the cooperation between World Heritage Sites and schools.

The project activities start in 2022 with a view to present the results in 2023.

Evaluation 2022

Following the *Wadden Sea Strategy on Education for Sustainable Development and World Heritage Interpretation*, a qualitative and quantitative evaluation of the Trilateral Education Work Program is carried out prior to Trilateral Governmental Conferences.

The last comprehensive evaluation was carried out in 2016 (see Document [WSB 18/7/1 IWSS evaluation](#)) and the results gave valuable input for the education strategy that was adopted at the Leeuwarden Conference in 2018 and provided the basis for the Trilateral Work Program 2018-2022.

In 2022 a new evaluation is scheduled with a view to reflect the past 4 years of trilateral Wadden Sea education and to provide guidance for the following period 2023-2026.

To cover both qualitative and quantitative aspects we propose to compile a concise report of trilateral IWSS activities and publications and carry out an online survey among multipliers of Wadden Sea Education similar to, but not as complex as the survey of 2016.

Interviews with one or two key stakeholders of Wadden Sea education and/or statements by members of the Network Group Education from each region could complement the overall assessment.