

MEETING DOCUMENT

Wadden Sea Board (WSB 41)

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Esbjerg, Denmark



Agenda Item:	4
Subject:	Announcements by CWSS
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The following paper gives a written overview of the announcements of CWSS to the WSB 41.

Proposal: The meeting is invited to note the document.

Announcements by CWSS to WSB41

1. PROWAD Link project concluded

The Interreg VB project PROWAD Link “Protect and Prosper: Benefits by linking sustainable growth with nature protection” successfully concluded in December 2022.



From September 2018 to 2022, 15 partner organisations from Denmark, Germany, Netherlands, Norway, and UK developed and tested innovative tools and strategies for SMEs in the World Heritage regions Geirangerfjord and the Wadden Sea, and The Wash & North Norfolk coast protected area. Within the four years of the project – despite the setbacks of a global pandemic and multiple lockdowns, major steps have been taken towards reaching the goal of linking nature protection and sustainable growth.

Network creation is a fundamental pillar of brand engagement and a focus of PROWAD Link. Existing partnership schemes were enhanced or extended, such as for the Norfolk Coast Partnership programme; Geiranger Green Fjord partner programme and the World Heritage Partnership of the Danish Wadden Sea National Park. In the Dutch Wadden Sea, a new World Heritage ambassador programme was created. The transnational Wadden Sea World Heritage Partnership Hub, a “network of networks”, now connects local and national partner programmes (750+ organization), networks, and other initiatives for transnational knowledge exchange on many different levels and topics to support the Wadden Sea World Heritage. A Funding Guide supports project applicants and a new interactive exchange platform offers space for networks and thematic working group to connect in future.

The development of an online branding toolbox (see announcement below) improved access to the Wadden Sea World Heritage brand. The user guide on how SMEs can connect with the brand includes free-to-use content and examples of use. At The Wash & North Norfolk coast, a brand option analysis suggested combining the existing destination brands into one nature-based brand "Norfolk Coast Protected Landscape" to better unlock the economic values of designated areas.

The project partners further collected, created, and shared knowledge on sustainable entrepreneurship in form of tools and products, all compiled on the TENS website for SME and academic learning. For example, the “Nature-Business and Community development canvas” is a tailored framework and tool to work with SMEs in the regions and improving their sustainable business models. A “Wadden Sea Tourism Radar” provides communities with an innovative tool to self-determine their acceptable limits of tourism. The report on "Added values of sustainable tourism" presents findings of the transnational Wadden Sea visitor survey and summarizes case studies of SMEs in the North Sea region. Social media clips remind visitors of respectful behaviour in nature in Geirangerfjord and the Wadden Sea (see announcement below).

Over 800 organizations engaged in activities or adopted new solutions through co-creation activities. In this co-creation approach, over 30 ideas were developed by SMEs, associations, NGOs, and educational institutions. A training concept for nature guides makes the Wadden Sea World Heritage more tangible in guided nature tours. The "North Sea Sustainable Innovation Challenge 2022" on sustainable entrepreneurship contributing to a happier and healthier North Sea region brought forward five new solutions. The co-creation approach was inspirational to several activities that will continue after the project, e.g., the Danish School Camp network, the Dark Sky Initiative, the GeirangerFjord Co-work platform, and new sailing boat trip offers in Norfolk, to name only a few.

Though PROWAD Link concluded in 2022, this was only the beginning. Thanks to the project, a strong theoretical, practical and collaborative international knowledge base has been established to support further work on the integration of sustainable growth in Geirangerfjord, Wadden Sea, and The Wash & North Norfolk coast.

[Brochure with links to the project results.](#)

2. “Behave” video campaign

With the video campaign "You are a guest - this is where I live. The Wadden Sea." targeting social media the PROWAD Link partners invite all to be a good guest in nature. In a short video series, first released from 8 to 17 March 2023, five representatives of the animal and plant world of the Wadden Sea turn the tables and visit our homes. The campaign "You are a guest - this is where I live. The Wadden Sea." is a cooperation project of WWF Germany in collaboration with the Common Wadden Sea Secretariat and the Wadden Sea National Park Authorities of Lower Saxony, Hamburg, and Schleswig-Holstein. It was produced in the framework of Interreg VB project PROWAD Link.

We received positive feedback on the videos from our followers, partners, and the media, we gained new followers, and the activities on our posts were exceptionally large:

CWSS and Nationalpark Wattenmeer accounts combined (*only CWSS):

Channel	Views	Engagement
Instagram	149,466 views	3,662 likes 107 comments 61* shares
YouTube	19,130 views	216 likes 7 comments
Facebook	31,581 views	527 likes 28 comments 226 shares

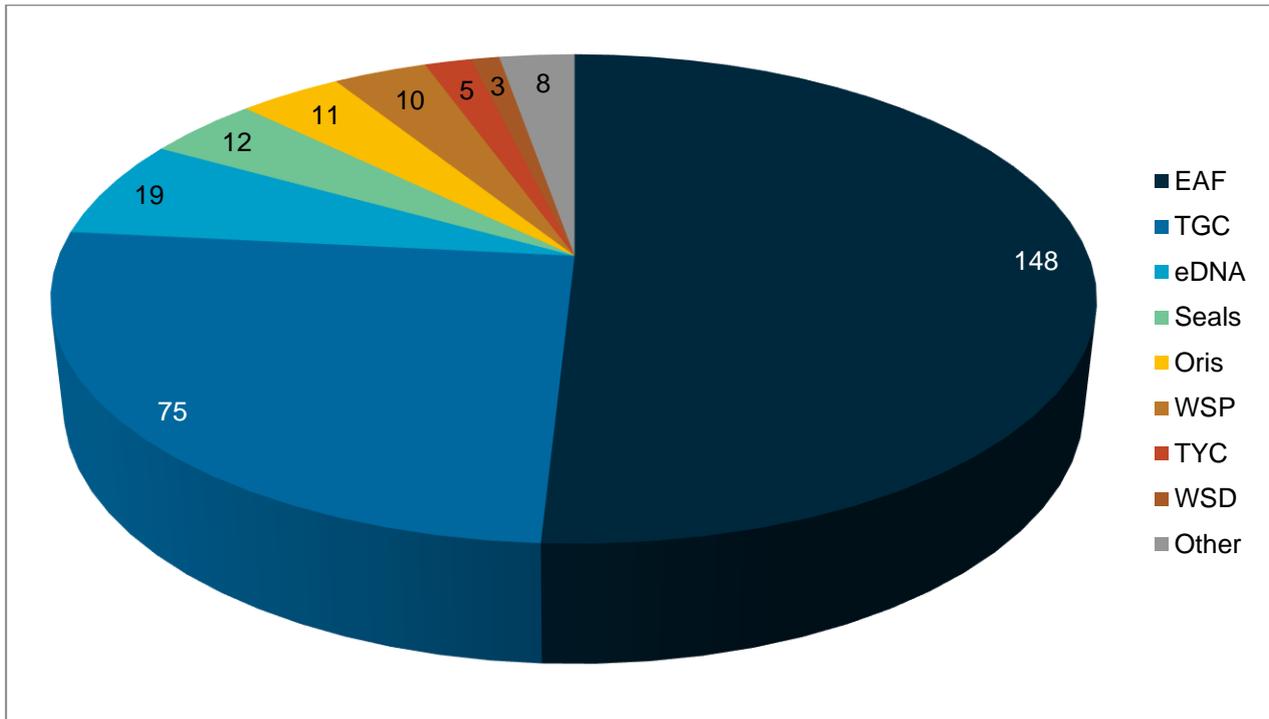
Specifically produced for Instagram, the videos were shot in vertical orientation. However, due to the great perception of the videos among our partners and numerous requests, we reformatted three videos in widescreen. All videos in all formats and languages are accessible for our partners to use in their social media, websites, or displayed screens (e.g. on ferries) via the [branding toolbox \(direct link to content pool\)](#).

On 31 March, a joint press information was released to German media, resulting in an additional surge in views.

3. Media review 1 January – 31 December 2022

Press review

- 8 press releases (2021: 9) by CWSS on the seals reports, WSD, Oris cooperation, eDNA sampling, TYC, and TGC (ITB participation, a regular press item, did not take place)
- 298 mentions in printed, broadcasting and online media (98 in 2021 | +304% - large increase thanks to good contact at German dpa, who picked the EAF assessment from our newsletter)
 - 17 NL, 7 DK, 270 DE, 4 other (2021: 21 NL, 2 DK, 44 DE, 31 other)
- Distribution of entries by topic:



Website review

- 81 news items posted in 2022 (2021: 55)
- 147,969 website visitors in 2022 (2021: 166,560 incl. record day with google doodle); 37% DE, 18% NL, 5.3% DK
- Most popular pages (in that order): CMS, CWSS, Your visit, Netherlands, job offers, seals, Wadden Sea Explorer, TWSC, TGC 2022, Denmark, Resources
- QSR microsite attracted 18,048 users in 2022 (17,686 in 2021): 33% DE, 27% NL, 3% DK)
- Newsletter: increase of subscribers from 209 to 261 (compared to December 2021); excellent open-rate with an unchanged average of 53% and click-rate with an average of 24%.

Social media review

- **Instagram:**
 - Increase of 416 followers from 1,908 to 2,324; 40% DE, 32.1% NL 6.3% DK
 - 96 posts with a total of 9235 reactions and 57% increase of reach
 - 159 stories (24-hour posts)
 - Engagement rate: 4.3% (3% is considered as average)
 - TYC + 14th TGC special focus
- **LinkedIn**
 - Started posting in July 2022 to see if useful for TWSC content
 - 319 followers
 - 38 posts with a total of 1,473 reactions and 15.7k impressions
 - Engagement rate: 9.57% (6% is considered as average)
- **Twitter:**
 - Increase of 149 followers to 877 (no audience by region as Twitter no longer gives access to audience number)
 - 126 tweets with a total of 1,328 reactions and 96.4k tweet impressions
 - Engagement rate: 1.2% (1% is considered as average)
 - Special focus: Conference coverage (2nd Flyway Youth Forum, Wadden Sea Day, 14th TGC, TYC)

- **Facebook:**
 - Increase of 179 followers to 2,986; 42.7% DE, 26.1% NL, 4.8% DK
 - 67 posts with total of 1,708 reactions and page reach of 31,108
 - Engagement rate: 0.88% (2% is considered as average)

4. Oris Partnership

The long-term part of the 3-year partnership cooperation with Oris addresses beneficial PR and media accompaniment, with each year focusing on a specific Wadden Sea-related issue picked up and complemented by an annually organized Weekend VIP Event (Friday to Monday). In its last year of the cooperation, this year event will take part in Denmark (Fanø, 11 to 14 August 2023). The objectives of the event 2023 are to:

- Raise awareness of climate change impacts on birds & people
- Highlight and present the Oris / CWSS partnership and the mutual commitment to environmental sustainability.
- offer an exclusive volunteer engagement opportunity through a network that works together to pass on a healthy Wadden Sea to future generations.

Supplementary, Oris will honor the cooperation with the Wadden Sea World Heritage by launching a successor of the Dat Watt Limited Edition II.

CWSS and Oris are reviewing if and how to may extend the existing partnership agreement. The envisioned purpose of this extension is a further cooperation with Oris to support the Common Wadden Sea Secretariat/ Trilateral Wadden Sea Cooperation efforts in inspiring the next generation in conservation by (co-) sponsoring opportunities for young people to engage with nature e.g. in a learning environment, in their communities and in their careers.

5. Interreg MANABAS COAST project

The Interreg project [MAinstreaming NAture BAsed Solutions through COASTal systems \(MANABAS COAST\)](#) was officially kicked off in The Hague, Netherlands, on 13-14 March 2023.

Funded by the North Sea Region Programme, MANABAS

COAST intends to set the stage for widescale application and implementation (mainstreaming) of Nature-based Solutions (NbS) in coastal systems of the North Sea Region by developing a proven and accessible framework, tools, guidelines based on pilot examples. Pilot examples reach from Sweden to France and include several cases in the Wadden Sea.

The Common Wadden Sea Secretariat (CWSS) is project partner and member of the project's Steering Committee. It will provide exchange with trilateral bodies and activities, in particular with the Trilateral Wadden Sea Cooperation's Expert Groups Climate Change Adaptation (EG-C) and Salt Marshes and Dunes (EG-SMD). After the kick-off meeting, CWSS also joint the first meeting of the Policy Reflection Group of MANABAS COAST in Brussels, Belgium, on 15 March 2023. This Policy Reflection Group will reflect on and add to the framework for mainstreaming NbS.

