

# Wadden Sea Board

**WSB 14**  
**11 June 2015**  
**Copenhagen**



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<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	National Park Partner Programme
<b>Document No.</b>	WSB 14/5.1/1 Add
<b>Date:</b>	27 May 2015
<b>Submitted by:</b>	Schleswig-Holstein

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Attached is an information document about the National Park Partner Programme in Schleswig-Holstein as announced at WSB 13.

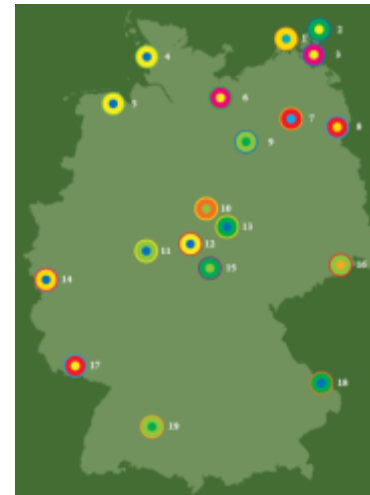
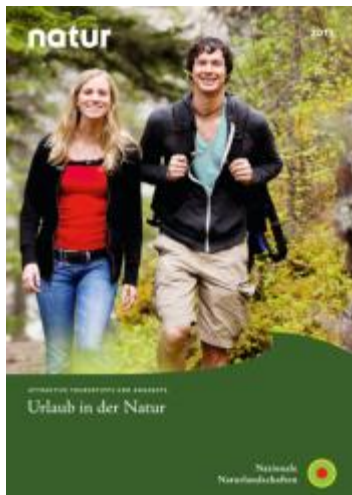
**Proposal:**      **The meeting is proposed to note the information.**



# National Park Partner Programme in Schleswig-Holstein

# Partner initiatives across Germany

- Nationwide public-private partnership cooperation since 2005
- Partner initiatives exist in 22 natural landscapes („Nationale Naturlandschaften“ = Biosphere Reserves, National Parks, Nature Parks)
- Harmonized minimum standards and criteria
- Networking and exchange of experiences
- Joint marketing campaigns across Germany



# National Park Partner Programme Schleswig-Holstein

Regional businesses from Dithmarschen and Nordfriesland with commitment to the National Park and sustainable tourism can become National Park Partners.

They have to fulfill high quality and environmental criteria and be able to inform guests and customers professionally about the National Park, World Heritage and the region.

Available categories are: Tourism organizations, tour operators, National Park guides, railway and shipping companies, accommodation, gastronomy, local municipalities, green NGOs, exhibitions & galleries, water sport, bike rentals.

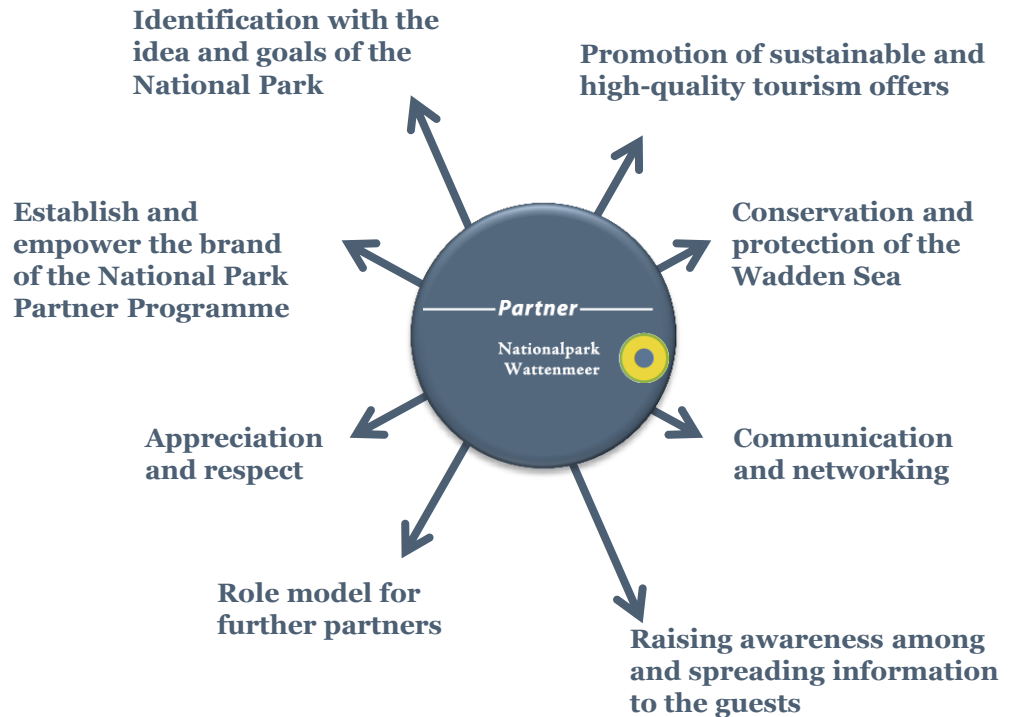




# Main ideas and goals of the National Park Partner Programme in Schleswig-Holstein

*“We support nature conservation and the National Park idea.*

*We want to convince the public of the National Park idea, reach (new) guests and develop our region in a sustainable way.”*



# Procedure to become a Partner

Applicants for the National Park Partner Programme in Schleswig-Holstein have to pass through a 3-step-procedure:

## Submit questionnaires

- General questions about:
  - A) Identification
  - B) Environmental efforts
  - C) Quality
  - D) Information
  - E) Cooperation
- Category- specific questions
- If applicable: Viabono

→ Completed questionnaires to be sent to National Park Administration (NPA)

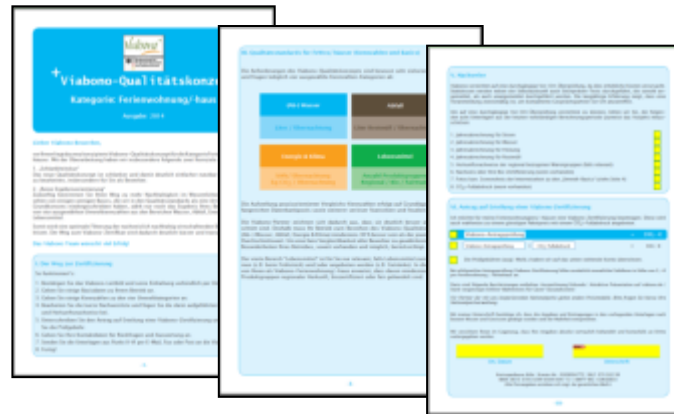
## On-site-visit

A representative of the NPA visits the site in order to:

- Get to know each other
- Clarify questions
- Inspect the fulfillment of criteria concerning the partnership and if applicable concerning Viabono

## Decision by Steering Board

- The National Park Partner Steering Board decides about the acceptance as a National Park Partner.
- If necessary: objective agreements.
- Meetings take place every other months.



# Checkup and Conctract

- Checkup by independent agency, NPA and Viabono
- Decision by National Park Partner Steering Board
- Contract period: 3 years
- Re-certification every 3 years (by NPA/Viabono)
- Fee depending on size of business: 150 - 900 € per year (divided between NPA/Viabono)
- Money used for projects within NP partnership programme (e.g. website, flyer)



# Fees for National Park Partners

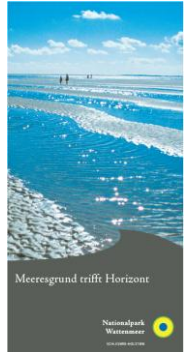
[last update: February 2015]

Accommodation, Gastronomy, Campsites, Tour operators, Touristic stakeholders & companies, Bio-certified agriculture businesses with on-site-shop	Turn overs	Total fee per year	Share National Park Administration non-exclusive VAT	Share Viabono inclusive of VAT
	up to 100.000 €	€ 150	€ 70	€ 80
	100.001 – 500.000 €	€ 330	€ 150	€ 180
	more than 500.000 €	€ 880	€ 400	€ 480
Accommodation for groups	Accommodation capacity			
	up to 100	€ 250	€ 120	€ 130
	100-200	€ 400	€ 180	€ 220
	über 200	€ 500	€ 230	€ 270
Local municipalities	Overnight stays per year			
	up to 100.000	€ 400	€ 180	€ 220
	100.001 – 500.000 €	€ 700	€ 320	€ 380
	more than 500.000 €	€ 900	€ 400	€ 500
Tourist information	Overnight stays per year			
	up to 100.000	€ 250		
	100.001 – 500.000 €	€ 400		
	more than 500.000 €	€ 600		
National Park Guides, Museums & Galleries	Turn overs			
	none	50 €		
Shipping and rail companies, bike rentals	Turn overs			
	up to 100.000 €	150 €		
	100.001 – 500.000 €	300 €		
	more than 500.000 €	800 €		



# Benefits for National Park Partners

- Positioning as a National Park- and environmental friendly business
- Direct contact with the National Park Administration
- A range of education and trainings for partners and their employees
- Network of partners, e.g. joint efforts, offers and projects
- Representation on a professional website, facebook and at trade and road shows, exhibitions etc.
- Access to an online data base with high quality pictures for own use
- Flyer and brochures of National Park Partner will be displayed in national park information centers
- Comprehensive NP information material available, e.g. info-plates, table sets, marketing materials, flyer, brochures, pins, flags
- Promote their own business as National Park Partner by using the logo
- **Use of the Wadden Sea World Heritage logo is possible if appropriate guidelines are respected**



# Benefits of the National Park Partnership for the NPA and nature conservation

- ... are ambassadors of the National Park idea
- ... inform about the National Park in a friendly and qualified way
- ... operate sustainable
- ... collaborate with each other and with the NPA
- ... provide certified high quality (good service, regionally integrated, environmental care)
- ... are certified by Viabono (accommodation, gastronomy, campsites, tour operators, touristic stakeholders & companies, bio-certified agricultural businesses with on-site-shops)
- ... exemplify and promote a sustainable and environmental friendly behavior → important multipliers and role models
- ... give important support in political debates on conservation topics (e.g. in mussel conflict, NP evaluation)
- ... take part in NP+WH activities/events → additional work and staff resources for NPA



# Number of National Park Partners

14 National Park Partner categories (2014)		143 partners
1.	National Park Guides	51+3
2.	Tourist information	17
3.	Green NGOs	9
4.	Gastronomy	6
5.	Accommodation	29
6.	Campsites	3
7.	Local municipalities	4
8.	Shipping companies	6
9.	Rail companies	3
10.	Tour operators	2
11.	Bike rentals	1
12.	Bio-certified agricultural businesses with on-site-shops	1
13.	Touristic stakeholders & companies	3
14.	Museums & galleries	4



# National Park Partner Steering Board

- The nine members of the Steering Board are working mostly voluntarily. They are from different regions of the National Park and represent different interests:

	main member	substitute	representatives of
1	Matthias Kundy	Anne Segebade	National Park Administration
2	Christiane Gätje	Maike Otten	National Park Administration
3	Matthias Piepgras	Heike Hinrichsen	Insel- und Halligkonferenz
4	Maike Walter	Malte Keller	Nordsee Tourismus Service GmbH
5	Katja Just	Dieter Nebendahl	National Park Partner
6	Jürgen Reck	Göran Rust	National Park Partner
7	Anja Szczesinski	Sibylle Stromberg	Nature conservation organizations (green NGOs)
8	Walther Petersen-Andresen	Werner Mansen	National Park tidal flat guides
9	Ulrike Sassenberg	Ralf Trimborn	Further support of external company inspektour

- There are about six meetings a year with an average duration of about three hours
- Tasks: independent committee deciding about (1) the application acceptance, if necessary (2) further requirements of applicants, (3) marketing strategies, (4) further topics concerning the National Park Partners, (5) providing advice and support to the National Park Administration.
- Taking decisions together ensures wide regional acceptance!







Please do not hesitate to contact us  
for further information!