

Wadden Sea Board

**WSB 14
11 June 2015
Copenhagen**



Agenda Item:	5.1
Subject:	Partnership with “Linking Tourism and Conservation” (LT&C) ”
Document No.	WSB 14/5.1/3
Date:	27 May 2015
Submitted by:	CWSS

Attached is a proposal by the CWSS on a possible cost and resource-neutral partnership of CWSS with the new initiative “Linking Tourism and Conservation” (LT&C)

Proposal: **The meeting is invited to discuss the proposal**

Partnership with LT&C

Background

The Outstanding Universal Value of the Wadden Sea World Heritage property can only be preserved in the long run if the requirements of conservation and the needs of regional stakeholders are reconciled. The Wadden Sea is a unique natural wonder and, at the same time, an attractive tourist destination. Consequently, sustainable development of the Wadden Sea region requires sustainable forms of tourism and tourism development. Going one step beyond merely making tourism more sustainable, this calls for a novel approach whereby tourism embraces the philosophy underpinning the Outstanding Universal Value and engages in its protection while at the same time benefitting from this engagement. This is the idea underlying the international project entitled "PROWAD: Protect and Prosper – sustainable tourism in the Wadden Sea World Heritage", which ran from 2011 to mid-2015. UNESCO regarded PROWAD as a worldwide model for other sites supporting the implementation of the World Heritage Convention and the new UNESCO Tourism Programme.

In order to maintain the momentum gained in the course of the project, follow-up activities will need to be undertaken. In this context, the Trilateral Wadden Sea Cooperation and the World Heritage can benefit from closer cooperation with other expert organizations. Linking Tourism & Conservation (LT&C, www.ltandc.org) is a non-profit organization working towards increasing the number of well-managed and tourism-supported protected areas. It seeks to develop tools and incentives for the replication of best practices and examples of sustainable tourism that supports the establishment and management of national parks and other protected areas. LT&C works with individuals, businesses, and governments to strengthen the benefits of both sustainable tourism and area protection and management. Its work is guided among other things by the Biodiversity Chapter of the joint UNWTO and European Commission Guidebook "Sustainable Tourism for Development" and by Aichi 2020 Target No 11 of the Convention on Biological Diversity (CBD). Among its partners LT&C counts the IUCN World Commission on Protected Areas (WCPA) and the Global Partnership for Sustainable Tourism (GPST), a network of United Nations agencies, governments, donors, tourism and conservation organizations, the scientific community, non-profit and private sector companies working to build partnerships for sustainable tourism.

The Secretariat therefore suggests that the WSB consider the possibility of an enhanced partnership or possibly an institutional membership of the TWSC, represented by the CWSS, in the LT&C network, provided this partnership/membership would be cost and resource-neutral.

Proposal

The meeting is invited to discuss and decide on the above proposal