**TASK GROUP**

**World Heritage**

**TG-WH 35**

**27 - 28 January 2022**

**Virtual Meeting**

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**Agenda Item:** 6 World Heritage Strategy

**Subject:** ReviewWorld Heritage Strategy 2014-2020

**Document No.** TG-WH 35/6/1

**Date:** 14 January 2022

**Submitted by:** CWSS

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**Background**

The Wadden Sea World Heritage Strategy was adopted in 2014 to streamline work on the implementation of the World Heritage Convention. A roadmap provides an overview of the status of planned or ongoing measures. The last update of the roadmap was carried out in 2017 before the TGC 2018.

**Status**

The WH Strategy defined the five most prominent themes to be dealt with after the inscription of the site trilaterally.

Work theme 1: Nature conservation and international cooperation have proceeded (e.g. breeding bird action plan, WSFI, cooperation with the WH Centre, MoUs ) according to Leeuwarden Declaration.

Work theme 2: The World Heritage Brand has been established and enhanced which adds values to existing brands (brand strategy, brand activation toolkit, WH communication). The aim to work towards a joint brand identity has approached and is part of the ongoing constant work and communication with the aim to activate stakeholders to engage in World Heritage and its protection.

Work theme 3 Outreach and education: The Education Strategy has enhanced the partnership with the education institutions and information centres. Annual workshops of this network are carried out, and further awareness material has been produced for formal and non-formal education. The cooperation with WWF and was extended with further 3 years (2020-2022). CWSS continued with WH communication for various target audiences, a.o. a re-launch of the WH website in four language, new WH flyer and WH video.

Work theme 4 Sustainable Tourism: The work on the four STS Objectives (2014) have been continued. A second Interreg project (PROWAD Link – Protect and prosper, 2018 – 2022) continued to engage tourism stakeholders in the Trilateral Cooperation with the aim and to enhance integration of OUV and its protection in marketing/communication and in developing new products and services.

Work theme 5 Regional Sustainable Development. The WH Partnership Hub was jointly developed with stakeholders and first agreements (MoU) were concluded in 2019. PROWAD Link also supported existing stakeholder networks in the three countries to engage more partners in World Heritage, and to develop WH related products and services.

**Relation to the SIMP**

Some of the working topics are addressed in the main SIMP themes (such as nature conservation, human activities) with recommendations for implementation. The SIMP also refers to several other themes, such as raising stakeholder awareness on WH, international cooperation on WH, education and communication between stakeholders on WH, and promoting science and monitoring to improve OUV, but implementation is done in other trilateral strategies or action plans.

**Assessment**

The WH Strategy was adopted in 2014 as an overarching strategy to meet the 5 C’s of the WH Convention strategic objectives (conservation, credibility, communication, capacity-building, communities) with specific aims related to obligations from the Convention. In recent years, the strategy has also guided various activities and projects, such as PROWAD Link, the development of the Partnership Hub, the development of new projects and outreach to more partners.

Since 2014, a large part of the proposed activities under the five working themes have been implemented and other, new aspects have developed. It is therefore proposed that the strategy and roadmap be reviewed and, if necessary, updated accordingly with a view to adopting the revised Strategy in the run-up to the next Trilateral Governmental Conference.

**Proposal**

1. To review the World Heritage Strategy and Roadmap.
2. To prepare a revised WH strategy as appropriate

**ANNEX 1 World Heritage Strategy**

**WADDEN SEA WORLD HERITAGE STRATEGY 2014 – 20**

***CHALLENGING THE GLOBAL DIMENSION***

***WORKING WITH PARTNERS***

***“Experience and Help Preserve a Natural Wonder”***

**Trilateral Wadden Sea Cooperation**

**February 2015**

**WADDEN SEA WORLD HERITAGE STRATEGY 2014 – 20**: **CHALLENGING THE GLOBAL DIMENSION**

**WORKING WITH PARTNERS**

**1. INTRODUCTION**

The inscription of the Dutch-German Wadden Sea on the World Heritage List in 2009 and 2011 has strengthened, reinforced and enhanced our generation long efforts to protect, conserve and manage the Wadden Sea as the World´s largest tidal barrier island system, a unique natural intertidal ecosystem, and a property shared between three nations for the benefit of present and future generations. The inscription has engendered enormous pride and received amazing support. It has been embraced by virtually all stakeholders in the Wadden Sea region. It has already released an incredible amount of additional activity which has reinforced the management of the property, raised the profile of the area, created synergies and new partnerships, and brought new benefits and opportunities to the region in accordance with the aims of the World Heritage Convention. The Communication and Marketing Programme 2010-13 has directed the work of the work of the Cooperation in the past period.

The extension with the Danish part in 2014 has helped reinforce what we have already embarked upon and will significantly contribute to the implementation of the World Heritage Convention nationally and internationally and thus open new perspectives for the Trilateral Wadden Sea Cooperation. The extension will constitute a uniquely tri-national inscribed natural World Heritage property and safeguard its protection, management and awareness. It will strengthen the common responsibility for the site, support regional sustainable development and in addition promote, support and benefit of national and international cooperation and awareness on World Heritage, visualizing the global dimension of the Wadden Sea.

With inscription on the List the Wadden Sea States Parties have also entered into commitment to actively contribute to the objectives of UNESCO World Heritage Convention through enhanced international cooperation. Thus, the Wadden Sea, as one of the largest and most-experienced site, plays a significant role in implementing the Convention.

Statement of Outstanding Universal Value

The Statement of Outstanding Universal Value (OUV) adopted by the World Heritage Committee is the basis for future protection and management of the property. It incorporates the guiding principle of the Trilateral Cooperation which is “to achieve, as far as possible, a natural and sustainable ecosystem in which natural processes proceed in an undisturbed way”.

The Statement of OUV conveys what makes the Wadden Sea a unique place on earth. It is the largest unbroken stretch of barrier islands and mud flats in the world. An ever changing landscape of tidal flat and gullies of unparalleled scale and diversity, one of the last remaining natural large scale intertidal ecosystems where natural processes continue to function largely undisturbed with a multitude of transition zones with a high species richness with an unmatched importance for the millions of migratory birds which travel from the arctic area via the Wadden Sea to the wintering areas in West Africa. Biodiversity on a world-wide scale is reliant on the Wadden Sea.

Function of the Strategy

The function of the Wadden Sea World Heritage Strategy 2014-2020 is to set out, based on the experiences gained with the Communication and Marketing Programme 2010-13, what the Wadden Sea Cooperation as site holders would like to achieve over the six year period until 2020 together with the (strategic) partners cooperating for and supporting the Wadden Sea World Heritage. It aims to bundle and actively communicate World Heritage activities in the regions and strengthen joint communication and consistent marketing to use the true potential of the Wadden Sea World Heritage brand for nature conservation and sustainable development. It is designed to give direction to and establish the strategic priorities which will be put into practice in three year business plans for the strategic partnership.

Bring together Competencies and Resources

The Wadden Sea World Heritage is a complex trans-boundary property in terms of its protection and management, its governance and the number of stakeholders involved and the different languages and cultural background. But rather than this being a challenge it is a huge opportunity to continue to create something which matches its Outstanding Universal Value. The Trilateral Wadden Sea Cooperation has for more than 35 years demonstrated that it is possible to establish a harmonized world-wide unique protection and management scheme. The many organizations and people who have or wish to have a stake in the Wadden Sea World Heritage bring together ideas, competencies, initiatives and resources to form a strong and united society because there is a gain in working together.

**2. THE AIM**

In accordance with the Operational Guidelines the protection and management of the Outstanding Universal Value including the conditions of integrity of the Wadden Sea World Heritage is and remains the core task of the Trilateral Wadden Sea Cooperation. There is a recognition that this responsibility can only be accomplished with the help of the community at large which will also be able value and enjoy the property and benefit from its unique designation. Whilst the property benefits from the UNESCO Convention it has also an obligation to contribute to and extend its global success. And by working together on commonly defined strategic aims across boundaries, responsibilities and interests more can be gained than working apart.

In line with the strategic objectives of the World Heritage Committee this strategy contributes to ensuring effective **conservation**, strengthening the **credibility** of World Heritage, increasing awareness and support through **communication**, promoting effective **capacity-building** and enhancing the important role of the **community** (the ‘5 Cs).

The Wadden Sea Cooperation together with its strategic partners within the framework of the Statement of Outstanding Universal Value for the Wadden Sea World Heritage property aim to continue to:

1. **Safeguard for current and future generations its outstanding universal value including integrity which at the same time inspire people to enjoy and value it, celebrate and learn about it.**
2. **Develop the brand Wadden Sea World Heritage to constitute a tool for the region´s sustainable development benefiting inhabitants and visitors.**
3. **Contribute to the World Heritage Convention and its strategic objectives by being a model for international cooperation in a trans-boundary property.**

The key purpose of the strategy has been translated into corresponding work themes for the property:

1. Continue to work for conservation and international cooperation.
2. Establish, extend and manage the World Heritage brand.
3. Educate and inform.
4. Develop and advance sustainable tourism.
5. Contribute to regional sustainable development.
6. Promote science and monitoring.

**3. WORK THEMES**

For each of the 6 work themes overall objectives have been formulated which outline what the partners wish to achieve during the 6 year period.

**3.1 Conservation and International Cooperation**

The protection and management of the property including its integrity in accordance with the Statement of Outstanding Universal Value remains the core task of the Cooperation. The Statement is basically in accordance with the current protection and management agreements as expressed in the Wadden Sea Plan and stipulates the future direction of the protection and management according to which the property will be monitored and assessed in a World Heritage context. It is therefore essential that current protection and management is continued and that the Statement is embedded in the future activities of the cooperation. The protection of the areas is effectively secured through legal protection as national parks and nature conservation areas. The Wadden Sea Plan should be reviewed in the light of the Statement of Outstanding Universal Value and be developed into a Wadden Sea World Heritage management plan.

The international dimension of the property is not only apparent in status as a World Heritage property but also in the fact that it sustains biodiversity on a world wide scale as regards migratory birds. The inscription on the World Heritage List also encompasses the obligation to contribute to the work of the Convention to protect and safeguard properties of outstanding universal value. The Wadden Sea World Heritage should continue to develop as a model for in particular trans-boundary World Heritage property management and provide their over 30-year experiences in protection and management to other sites.

Objectives

1. Continue to safeguard and protect the property in accordance with Statement of Outstanding Universal Value to be further integrated into the common protection, management and monitoring through the Wadden Sea Plan.
2. Give special attention to the key threats to the property as outlined in the Statement of Outstanding Universal Value.
3. Establish and extend the cooperation along the flyway for migratory birds to protect and manage the populations and assist with monitoring and capacity building.
4. Support the work of the World Heritage Convention in particular through the World Heritage Marine Programme as a model for protection and management of a trans-boundary property.

**3.2 Establish, Extend and Manage the Wadden Sea World Heritage Brand**

Whilst the UNESCO World Heritage is widely recognized, the concept and significance of the OUV of World Heritage properties is less well understood amongst stakeholders. A key issue is making stakeholders understand and appreciate the heritage values, and to explain these values in a way that it is readily understood and explains its significance in a local, national and international context adding value to existing brands such as national parks.

A strong Wadden Sea World Heritage brand which builds on the Statement of OUV is a starting point for all communication and stakeholder cooperation in particular in a socio-economic context. The consistent brand strategy is prerequisite to reach the hearts and mind of policy makers, managers and other stakeholders, helps to understand the responsibilities from the OUV and how to use its potential through all sectors and regions. The new brand will add values to existing brands on local, state and national level, reinforcing them and provide the framework for creating synergies and using the potentials resulting from the designation.

Objectives

1. Develop a Wadden Sea World Heritage Brand contributing to the Statement of OUV and the principles and objectives of the Conventions.
2. Develop a brand strategy and architecture which adds value to and building on the values existing brands enhancing communication, visibility, identification and appreciation of the property locally, nationally, and internationally.
3. Exercise a successful destination-brand management to coordinate relevant variables (such as tourism infrastructures, quality of local service) as well as other destination-brand users in order to achieve a coherent and desired destination-brand identity.

**3.3 Outreach and Education**

Outreach and education is an obligation that directly ensues from the World Heritage Convention and the inscription of the World Heritage List. In order to protect and manage the Outstanding Universal Value of the property its values must be known to current and future generation. Identification and appreciation of the values support protection and management of the World Heritage.

The educational activities demand a close interaction with the work field of information and education centres and integration of the different educational activities already ongoing, based on an education competency. The main function challenge remains to link the Wadden Sea information centres and education institutions dealing with the Wadden Sea to a partnership for the World Heritage and to develop and produce in agreement with the partners high level Wadden Sea World Heritage educational material in particular for use by school classes and in educational courses, but also for the general public. The International Wadden Sea School (IWSS) is the appropriate instrument for linking the information centres and educational institutions and programmes to a joint partnership with in property and to enhance the awareness of the Wadden Sea as one nature area.

Furthermore, information must continue to be disseminated to inhabitants and visitors to inform about the Wadden Sea World Heritage. Partners must be provided with update and effective information material, video films etc. and use must be made of internet and social media which also ensure that the information and awareness material conform to the common design to guarantee that the message is conveyed similar across the property.

Objectives

1. Develop the International Wadden Sea School into the environmental education institution of the Wadden Sea World Heritage property linking the information centres and education institutions to a partnership and develop and produce high quality educational material for use in environmental education and for the general public.
2. Produce high quality information and awareness material (measures) for the Wadden Sea World Heritage and extend the use of the internet, social media and other innovative media to promote and enhance the brand.

**3.4 Develop and Advance Sustainable Tourism**

As regards sustainable tourism a Sustainable Tourism Strategy has been developed by the Wadden Sea Cooperation together with all relevant partners pursuant to the request of the World Heritage Committee. The strategy aims to enhance joint responsibility for the property, engage stakeholder in protection of the OUV through involvement in tourism planning and management, and consistent communication and marketing of sustainable tourism related to the World Heritage destination. This aims to create new partnerships, synergies and cross-sector cooperation, resulting in benefits for the conservation of the Wadden Sea as well as for local communities and businesses.

The strategy has been adopted by the states parties, national parks, ministries, tourism and marketing organizations, and nature NGOs as a basis for the cooperation of stakeholders on sustainable tourism in the Dutch-German-Danish Wadden Sea. The strategy is complemented by an action plan for the period 2014-17 and onwards to which all stakeholders have declared their commitment to contribute in a cooperative way within their responsibilities.

The Tourism Strategy shall be carried out as an integral part of the overall World Heritage Strategy.

Objectives

1. Ensure all stakeholders have a transnational understanding and appreciation of the values of the Wadden Sea World Heritage.
2. Ensure stakeholders take responsibility for and contribute to the protection of the Outstanding Universal Value through involvement in tourism management and product development.
3. Ensure the tourism sector provides consistent communication and marketing and promotes the high quality tourism offers of the Wadden Sea World Heritage Destination.
4. Ensure nature conservation, tourism and local communities benefit from the World Heritage Status.

**3.5 Promote Regional Sustainable Development**

The Wadden Sea World Heritage has the potential to develop into a catalyst for regional sustainable development and help the region to change its image as a marginalized area to a vibrant and liveable region with a high quality of its environment. This demands a willingness of business and enterprises to buy into the Wadden Sea World Heritage and a readiness on behalf of the state’s parties to engage with the local and private partners. The engagement must constitute a mutual and equal partnership contributing to and in accordance with the Statement of Outstanding Universal Value.

The engagement with the private sector and local partners can take many forms. The key element is the building up of partnerships where there is an active support and promotion of the Wadden Sea World Heritage as defined in the brand. The current partnerships programmes operating in the framework of the national park programmes is a key element in the further development of the Wadden Sea World Heritage partnership. Using the Wadden Sea World Heritage brand (in a commercial context) demands that partners are willing to support and buy into the brand including the overall World Heritage Strategy.

Objectives

1. Develop and set up a partnership programme with the private sector, and relevant organizations to further the Wadden Sea World Heritage brand.
2. Investigate use of World Heritage status to stimulate commercial response from private sector and to facilitate strategic coordination of investments to promote sustainable regional development.

**3.6 Promote Science and Monitoring**

The Statement of Outstanding Universal Value provides the direction for the protection, management and research. It is explicitly stated that the property is an outstanding example of unique biodiversity and of the large-scale development of an intricate and complex temperate climate sandy barrier coast under conditions of rising sea level. It is one of the best-studied coastal areas on the planet, providing lessons of wider scientific importance for wetland and coastal management of international importance. Research, monitoring and assessment of the protected areas that make up the property also require adequate resources to be provided it is stated.

Science whether fundamental or applied has played a central role in Wadden Sea protection and management and is essential for the future protection and management of the property. It is essential that a scientific programme is developed in the sense as agreed at the 2010 Sylt Conference to establish a research platform and a trilateral research agenda. This agenda should be aligned with the requirements of the Statement of Outstanding Universal Value.. Furthermore it is essential to maintain the world class expertise of the Wadden Sea related research institutes and extend the knowledge on better understanding the integrity of the site through linking and partnerships and research projects covering the whole site

Objectives

1. Establish and implement a Wadden Sea World Heritage research agenda based on the Statement of Outstanding Universal Value including the research requirements for maintaining the integrity of the property and its protection and management.
2. Establish a research platform including a funding mechanism for trilateral research projects and link the Wadden Sea related research institutes through into a partnership for Wadden Sea World Heritage research (“Wadden Sea World Heritage Research Partners”).
3. Amend, as necessary, the Trilateral Monitoring and Assessment Programme to fulfil the requirements ensuing from the Statement OUV in the light of new information and results gained in order to continue to have a solid World Heritage proof basis for assessment and reporting.

**4. GOVERNANCE**

Governance

The Wadden Sea World Heritage Strategy is commonly shared by the partners of the Wadden Sea Cooperation together with its strategic partners.

The Wadden Sea Board establishes a tri-annual business plan together with the partners for the implementation of the strategy to ensure the necessary implementation.

The CWSS is responsible for the coordination of the implementation of the strategy and the business plan and the daily operation of the work in the context of the strategy including supporting partners, developing projects and financial management.

Performance Monitoring

The implementation of the strategy is monitored through the business plan process. After the triennial business plan implementation an evaluation is carried out to inform and steer the second business cycle.

**ANNEX 2 World Heritage Strategy Roadmap**

**ROADMAP**

**WADDEN SEA WORLD HERITAGE STRATEGY 2014 – 2020**

***CHALLENGING THE GLOBAL DIMENSION***

***WORKING WITH PARTNERS***

***“Experience and Help Preserve a Natural Wonder”***

**Task Group World Heritage**

**Common Wadden Sea Secretariat**

**April 2016**

**Update February 2017**

**Introduction**

The inscription of the Danish-Dutch-German Wadden Sea on the World Heritage List in 2009 and 2014 has strengthened, reinforced and enhanced our generation long efforts to protect, conserve and manage the Wadden Sea as the World´s largest tidal barrier island system, a unique natural intertidal ecosystem, and a property shared between three nations for the benefit of present and future generations.

In accordance with the World Heritage Operational Guidelines, the protection and management of the Outstanding Universal Value (OUV) including the conditions of integrity of the Wadden Sea World Heritage is and remains the core task of the Trilateral Wadden Sea Cooperation.

There is a recognition that this responsibility can only be accomplished with the help of the community at large which will also be able value and enjoy the property and benefit from its unique designation. Whilst the property benefits from the World Heritage Convention it has also an obligation to contribute to and extend its global success. And by working together on commonly defined strategic aims across boundaries, responsibilities and interests more can be gained than working apart.

The function of the Wadden Sea World Heritage Strategy 2014-2020 is to set out what the Wadden Sea Cooperation as site holders would like to achieve over the six year period until 2020 together with the (strategic) partners cooperating for and supporting the Wadden Sea World Heritage. It aims to bundle and actively communicate World Heritage activities in the regions and strengthen joint communication and consistent marketing to use the true potential of the Wadden Sea World Heritage brand for nature conservation and sustainable development. It is designed to give direction to and establish the strategic priorities which will be put into practice in three year business plans for the strategic partnership.

The strategy covers five works themes:

1. Conservation and international Cooperation,
2. Establish, extend and manage the World Heritage Brand,
3. Outreach and education,
4. Develop and advance sustainable tourism,
5. Promote regional sustainable development

To implement the World Heritage Strategy, a road map has been developed to invite stakeholder in the three countries to engage with the Strategy by joining and contributing to concrete projects and activities.

The road map is a rolling document which will be updated accordingly in order to take stock of ongoing and planned projects and for communication to potential partners.

**THE STRATEGY IN A NUTSHELL[[1]](#footnote-1)**

**1. Introduction**

**The Wadden Sea World Heritage …**

* Has strengthened, reinforced and enhanced our 30-year long efforts to protect, conserve and manage the Wadden Sea for the benefit of present and future generations.
* Has engendered enormous pride and is embraced by virtually all stakeholders.
* Has raised the profile of the area, created synergies and new partnerships.
* Has brought new benefits and opportunities to the region.

**The Wadden Sea World Heritage Strategy 2020 …**

* Sets out what the Trilateral Wadden Sea Cooperation (TWSC) would like to achieve by 2020 in cooperation with its strategic partners and is to be regarded as the invitation for these partners to cooperate for the benefit of and support the Wadden Sea World Heritage.
* Pools ideas, competencies and resources of many organizations and people to form a strong and united community profiting from working together.

**2. Aims of the Strategy**

**Contribute to the strategic objective of the World Heritage Convention (the 5 ‘C’s)**

1. Ensuring effective conservation,
2. Strengthening the credibility of World Heritage,
3. Increasing awareness and support through communication,
4. Promoting effective capacity-building, and
5. Enhancing the role of the local communities.

**The TWSC together with the strategic partners will continue to**

* Safeguard the Outstanding Universal Value (OUV) and inspire people to enjoy, value, celebrate and learn about it,
* Develop the WH brand to constitute a tool for the regions’ sustainable development, benefiting inhabitants, enterprises and visitors,
* Contribute to the World Heritage Convention by being a model for international cooperation in a trans-boundary property.

**3. Opportunities and Benefits of the Strategy**

1. Framework and Guidance: The strategy defines work themes and overall objectives for the Wadden Sea World Heritage up to 2020 that are commonly shared by the TWSC and strategic partners.
2. Engagement of strategic partners: In subscribing to the strategy, strategic partners are enabled to show their commitment and express their pride of the Wadden Sea World Heritage, and to actively contribute to protecting the OUV.
3. Profiling and branding: By contributing to the strategy, the strategic partners can raise their profile regionally, nationally and internationally, thus benefiting from the World Heritage Brand.
4. Cooperation and synergies: The strategy will strengthen the cooperation transnationally and across sectors, thus pooling resources and creating synergies,
5. Responsibility and accountability: The strategy helps the partners to find their role in protecting and maintaining the OUV of the Wadden Sea.

**STATUS AND OUTLOOK OF** **Implementation OF THE ROADMAP FOR THE WADDEN SEA World Heritage strategy**

Strategic partners are invited to support and engage in projects to continue to safeguard the Outstanding Universal Value of the Wadden Sea.

A list of potential projects and related strategic partners envisaged is given under the different subheadings.

**Work Theme 1: Conservation and International Cooperation**

The protection and management of the World Heritage property including its integrity remains the core task of the Trilateral Cooperation (Tønder Declaration §§ 17 – 58). The international dimension of the Wadden Sea is not only apparent in its status as a WH property but also in the fact that it sustains biodiversity on a world-wide scale.

* 1. ***Raise awareness, understanding and appreciations for the OUV amongst stakeholders***

Result: Increased awareness of the OUV (heritage values, integrity, protection) amongst the private sector.

Activity 1:

* Information campaigns for and dialogues with specific business sectors, NGOs, science and education, about the OUV and to enhance awareness of the need for protection of the natural value and the potential of these values for sustainable socio economic development.

Strategic partners: Tourism fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO’s.

Activity 2 :

* Preparation of joint projects and activities in cooperation with the private sector.

Strategic partners: Fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO’s.

Projects:

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| Project: **PROWAD Follow Up (PROWAD LINK)** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Branding, training qualification, dialogue with business sectors | Involvement of businesses in knowledge partnerships (partnership centre and network)Activation of WH brand for business.Contribution of private partners to conservation of OUV | TG-STS, tourism network, NGOs, science, education | Knowledge partnerships,WH brand as a driver for innovation and regional sustainable development.Enhancing OUV.Envisaged PROWAD Link Project | 2017 – 20182017 - 2020 |

* 1. ***Support cooperation along the flyway (monitoring, capacity building) and bird protection in the Wadden Sea (bird awareness events).***

Result: Enhanced protection of birds along the flyway and in the Wadden Sea

Activities:

* Maintain and extend the Wadden Sea Flyway initiative, improvement of synchronous counts, assist with monitoring and capacity building along the flyway.
* Develop, communicate and implement protection measures for birds, as well as bird awareness events (such as migratory bird days) with the support of strategic partners.

Strategic Partners: Municipalities, business sectors, nature NGOs, local enterprises, media, and all parties who have signed the Flyway Vision (Tønder 2014).

Project:

**Wadden Sea Flyway Initiative**

* African East Atlantic Flyway Guide (photographic bird guide for more than 270 water bird species in English, French and Portuguese) in January 2016 (Done)
* Coordinated counts, January 2016 and 2017 (Done),
* Capacity building projects in Africa in beginning of 2016 (Done),
* Cooperation with Guinea Bissau to support WH nomination process for Bijagos, site visit February 2017 (Done),
* Awareness building and monitoring training planned with partners in Angola, Ghana and Senegal, ongoing.

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| Project: **Wadden Sea Flyway Initiative** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Follow-up projects of the WSFI in Africa | capacity building, monitoring support, sustainable tourism- support and cooperation with partner projects (CMB2 and others)- development and implementation of communication and management strategies- awareness and education improvement- strengthen World Heritage Sites for migratory bird conservation- participation in international events and improvement of available networks | TG-MMWSFI partnersNGOs, science, education  | Strengthened conservation of migratory birds.Enhanced awareness on flyway level.No. of joint products and events on Flyway Level | 2016 - 2017 |

* 1. ***Support the WH Convention, i.a. marine programme and sustainable tourism programme***

Result: Increased international profile of the Wadden Sea Cooperation as contributor to the Convention

Activities:

Support exchange with other (marine) WH sites in Europe and internationally (on sustainable use, communication, marketing, education and training) through cooperation programmes,

Support UNESCO activities a.o. through communication, participation and support of conference and workshops.

Strategic Partners:

Municipalities and regional administration / provinces, tourism sector, research institutions, media, green NGOs

Projects:

**Information exchange with WH sites and networks**

* Envisioned: Annual Meetings of Nordic World Heritage Sites: September 2016 (Done) and 2017.
* Envisioned: Participation in WH events at other sites in Europe, e.g. World Heritage UK, Jurassic Coast, Western Norwegian Fjords,
* Testing transferability of PROWAD LINK results to other regions in the North Sea with focus on WH sites (envisioned PROWAD LINK project 2017-2020).

**Participation in WH Marine Programme**

* Participation at 3rd Triannual Site Managers’ Meeting of Marine World Heritage Sites, Galapagos, August 2016 (Done).
* MoU Banc d’Arguin Mauretania, ongoing
* Participation in events and activities of the WH Marine Programme, ongoing

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| Project: **MoU Banc d’Arguin Mauretania** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Implementation action plan (2014-2016)- joint outreach projects such as leaflets, brochures, web linkage- joint strategies for capacity building and participation - participation in international scientific and management workshops | Strengthen exchange between Wadden Sea and BdA.Enhance communication and awareness. | UNESCO,TG-MM,WSFINGOs, science, education  | Communication activities.Strategy for capacity buildingNo. of international events with joint participation. | 2016 - 2018 |

**Participation in WH Sustainable Tourism**

* Joint presentation at the ITB in Berlin with several events (panel discussion, presentations) (see also Work Them 4 Sustainable Tourism), done in 2016 abd 2017.
* Participation in UNESCO events on sustainable tourism.

***1.4 Management and control of invasive alien species***

Result: Better insight, awareness, control and management of alien species

Activities: Develop a trilateral species management and action plan.

Strategic Partners:

Ministerie I&M, NL, Ministerie EZ – NVWA, NL, Nationalpark SH, Nationalpark Nds, BSH, Ministry of Environment - Nature Agency, DK.

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| Project: **Alien Species** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Development of Wadden Sea specific list of alien species, including relevant features such as main transport vector, potential invasiveness, current status in the Wadden Sea | A draft trilateral Wadden Sea alien species monitoring and assessment programme. A trilateral alien species Management and Action plan, to be submitted to the 2018 Wadden Sea Conference | TG-MMNGOs, science, education  | Better insight, awareness, control and management of alien species in the Wadden Sea WH. | 2016 - 2018 |

**Work Theme 2: Establish, extend and manage the World Heritage Brand**

Making stakeholders understand and appreciate the OUV and its significance in a local, national and international context. Developing a strong brand as a prerequisite for all WH communication and stakeholder cooperation, in particular in a socio-economic context.

***2.1 Communication of World Heritage to stakeholders and the general public.***

Result: A strong, consistent and trustworthy WH brand which is visible across the entire Wadden Sea and recognized regionally and internationally

Activities:

Develop and implement a WH campaign for 2015 – 2020 to establish a coherent WH image and identity across the entire property (image campaign) (postponed, integrated in envisaged PROWAD LINK project)-

Strategic Partners:

Municipalities, tourism organisations, enterprises, local and regional associations, provinces, media, nature NGOs and other stakeholders

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| Project: “**It’s your nature” Wadden Sea World Heritage Image Campaign 2016 - 2020** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Engage WH network to develop concept | Develop a narrative, aims, activities and media concept | WSB, TG-WH, TG-STS, regional networks; NGOs, science, education | Campaign Concept (Merkmakers, Die Brueder) (done) | 2015 |
| Develop road map and implementation plan with stakeholders (bottom up) | Define goals and milestones with stakeholders  | Implementation plan, tasks and functions of stakeholders timeline, budget (ongoing) | 2017 |
| Implement Campaign activities with stakeholders | (Depend on implementation plan and stakeholders) | Online communication (social media), WH magazine, WH events (ongoing | 2018 -2020 |

**Work Theme 3: Outreach and education**

As an obligation that directly ensues from the WH Convention and the site inscription, education and outreach which communicates the WH values to current and future generations is essential to protecting and managing the property.

***3.1 Develop and implement a World Heritage education strategy\****

Result: A World Heritage education strategy which can be applied by the educational partners

Activities:

* Linking the information centres and extending the network with education institutions (a. o. universities) to constitute an exchange and communication platform,´(f.i. regular workshops on qualification and training).
* Develop high-quality educational material for environmental education and the general public (teachers resources, education material for info centres.
* Evaluation IWSS 2016.

Strategic partners: nature/education NGOs (f. e. WWF), info centres, educational institutions, universities, media, tourism sector

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| Project: **World Heritage Education (WWF)**  |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Development, translation, production and distribution of environmental education and awareness material. ‘Annual IWSS workshop. | Engage more education partners, new WH education material. | IWSS network, NGOs, science, education | WH material. No. of partners, No. of persons reached with WH education | Dec 2016 – 2018 |

***3.2. WH communication***

Result: A broad, consistent and high-quality pool of WH info material for various target audiences and multipliers.

Activities: Develop, communicate and distribute WH information and awareness material for various target audiences, including the use of innovative media (ongoing).

Strategic partners: Municipalities, tourism sector, publishers and media, nature NGOs, information centres,

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| Project: **WH communication and marketing** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Re-launch WH Website  | WH website with experience sector in 4 languages, in preparation (merge with CWSS website) | TG-WH, NGOs, science, education | WH website | 2017 |
| Extension WH communication of social media  | WH social media concept (long term)  | WH social media concept | 2016 - 2018 |
| WH communication and awareness | WH information and awareness material: WH leaflet and exhibition, PR material (e.g. pins, poster, sticker), re-launch video, WH brochure, design of local WH info columns | Updated material, new WH material, PR material | 2016 - 2018 |
| WH Branding | Developing WH brand strategy: Brand communication workshops (internal partners, sectors, brand manual) | WH Brand Management Manual | 2017 |

**Work Theme 4 Develop and advance sustainable tourism**

The tourism strategy is the framework for all relevant partners for sustainable tourism development in accordance with the request of the Wold Heritage Committee, and was endorsed in 2014. An action plan sets out the specific activities to implement the strategy.

Result: A consistent approach on sustainable tourism development in the Wadden Sea.

Activities:

* Enhance visualization of the World Heritage brand (tool kit, brand paper, brand messaging) to ensure a consistent integration of World Heritage in marketing and communication,
* Develop nature experience offers related to Word Heritage values,
* Develop a joint marketing strategy for the Wadden Sea World Heritage (including market research and visitor survey),
* Promote nature-friendly mobility in the World Heritage Destination,
* Cooperation with regional Interreg projects:
	+ Wadden-Agenda (Netherlands / Lower Saxony)
	+ NAKUWA (Schleswig-Holstein / Denmark).

Strategic Partners: Tourism sector, municipalities, enterprises and associations, nature NGOs, transport sector, media.

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| Project: **World Heritage and sustainable tourism at ITB Berlin** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Presentation and exhibition of WSWH at ITB Berlin | Strengthen partnership with UNESCO and tourism organizations, and awareness of WH potential for sustainable tourism | UNESCOTG-STSTourism organizationsNGOs, science, education | Report, Media communication  | March (annually)  |

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| Project: **Implementation of Tourism Strategy and Action Plan** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| WH tourism products and offers (according to Action Plan) | Providing products and offers to tourism sector and public authorities | TG-STS, tourism network, NGOs, science, education | WH tourism products and offers | 2016 - 2020 |

**Work Theme 5 Promote regional sustainable development**

The Wadden Sea World Heritage has the potential to become a catalyst for regional sustainable development (image building, quality of life). This demands the willingness of businesses to support and buy into the WH brand and readiness of the public sector to engage with them. The engagement must constitute a mutual and equal partnership contributing to and in accordance with the statement of OUV.

***5.1 Develop cooperation with the private sector***

Result: A consistent Wadden Sea World Heritage Business Cooperation Programme

Activities: Develop a cooperation programme with the private sector taking into account the feasibility study under PROWAD for the entire property as a framework for commercial use of the brand which contributes to the heritage values and in line with the WH Convention.

* Working Group Business Cooperation Programme (December 2016)
* Envisaged PROWAD LINK project (2017 – 2020)

Development of a Wadden Sea World Heritage Partnership Centre (ongoing)

Strategic partners: Municipalities, provinces, private sector, associations, NGOs

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| **Project: WH Cooperation Programme**  |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Develop framework | Approval by WSB (pending) | TG-WH/STS | Outline cooperation framework | 2017 |
| Develop 3-year project plan. | Approval by WSB (pending) | TG-WH, NGOs, science, education | Project Plan (PROWAD LINK) | 2017 |
| Implement project in a participatory approach | Regional workshops with key stakeholders.Project coordination | Stakeholders, NGOs, science, education | Workshop reports(PROWAD LINK) | Oct 2017 |
| Pilot project (selected areas or sectors) | Participation of sectors. First Cooperation Programmes | Stakeholders, NGOs, science, education  | Pilot Report(PROWAD LINK) | June 2018 |
| Prepare guidelines of Cooperation Programme | Approval by TGC.Programme running | TG-WH, NGOs, science, education | Cooperation Programme implemented (running trilateral prg.) (PROWAD LINK) | 2018 |

**Work Theme 6: Promote Science and monitoring**

Science and monitoring is essential for the future protection and management of the property. The research should be aligned with the requirement of the Statement of OUV and extend knowledge on the integrity of the site through linking and partnerships covering the entire property.

***6.1. Develop partnerships with scientific institutions***

Result: A World Heritage partnership programme with scientific institutions

Activities:

* Develop and establish a trilateral research agenda and research platform,
* International Scientific Wadden Sea Symposium, May 2017,

Strategic partners: Research institutions and universities, research councils, scientific platforms

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| Project: **Trilateral Research Agenda** |
| Activities | Goals/Milestones | Partners | Results | Timeline |
| Coordination group to contact researchers for preparing proposals for single themes for the trilateral research agenda.  | Definition research themes and clusters.Discussion at ISWSS in DK in May 2017.Proposal to TGC 2018 | TG-MMTrilateral research coordination groupResearch institutionsEducation NGOs | Research AgendaEnhanced cooperation with the science sector on trilateral themes. | 2016 - 2018 |

1. The full text of the Wadden Sea World Heritage Strategy can be downloaded at <www.waddensea-secretariat.org/management/whs/whs.html> [↑](#footnote-ref-1)