MEETING DOCUMENT

**Task Group World Heritage (TG-WH 30)**

29 April 2020

Virtual Meeting

**Agenda Item: 7**

**Subject: Cooperation with Swiss watch company “Oris”**

**Document No.:** TG-WH 30/5/1

**Date:** 20 April 2020

**Submitted by:**

The Swiss watch manufacturer “Oris” has approached the CWSS with its intention to develop a “Wadden Sea“ edition watch similar to editions already prepared for the Great Barrier Reef and Lake Baikal. The company aims at a cooperation with the WH Wadden Sea and to provide financial support for nature conservation measures in the Wadden Sea World Heritage.

The attached document introduces the Oris proposal and analysed the pros and cons of a time-limited cooperation with the company.

**Proposal:** The meeting is invited to discuss proposal for cooperation with “Oris” as outlined in the document and decide on the submission of the proposal to the WSB.

Cooperation with Swiss watch company “Oris”

# Background

The “Oris” company has contacted CWSS with the idea to manufacture a limited watch edition “Wadden Sea”. Similar limited editions have been produced for the Great Barrier Reef, Maledives, and (in 2020) Lake Baikal in close cooperation with these sites’ organisations. Oris dedicates a portion of the sales of each limited edition to support a water-related, environmental initiative at the site in question.

Oris envisions a limited watch dedicated to the Wadden Sea World Heritage for summer 2021. The design line will be limited to about 2000 pieces à approx. € 1,900. A portion of the sales will be awarded to the TWSC. Between € 9,000 and € 12,000 are to be expected. Once the exact number and pricing are defined, a definite sum can be named.

The awarded sum is intended to support a specific project selected by the TWSC. Oris’ requirements are that the project spans across the three Wadden Sea countries (“Nature doesn’t know any borders”) and that it is concrete and accessible so it can be communicated in their campaign. Specific proposals will be discussed with Oris at a later stage.

Accompanying the watch and the project, Oris plans several PR activities in press with global media coverage and through their own channels. Their channels have the following reach

* around 5 Instagram posts 408k followers
* around 3 Facebook posts 2.7m followers
* YouTube video (product/project) 12.5k followers
* Product page on [www.oris.ch](http://www.oris.ch) 16.5k sessions/d

Essential part of their communication will be the sponsored project and its framework, thus enabling the TWSC to create awareness for the Wadden Sea World Heritage through the Oris network. CWSS will be given the opportunity to provide the content for the project’s representation.

In addition, Oris has offered to sponsor/co-host an event (or three – one in each country) in early summer 2021 in order to provide another awareness opportunity both for the watch and the supported project. CWSS will be asked to support the event(s) by coordination and representation. The amount of time invested by CWSS will depend on the exact project and affiliated events. However, the support of this project will be carried out as part of the existing outreach activities, as it will ultimately boost the awareness on the Wadden Sea World Heritage, especially on social media, which cannot be reached through CWSS’s own channels. It is envisioned to not create an event artificially solely for the launch of the watch – rather, the event(s) will have another focus (e.g. WSWH birthday, launch of project).

**Proposed draft timeline (proposal by Oris)**

2020

* March/April: evaluation of project, event & donation
* 14 May: Handing in final proposal to the WSB
* 18 June: Decision by the WSB
* August: watch goes in production
* Sept-Dec: project updates, potential content creation

2021

* Jan: project updates
* Feb/March: content creation
* May: press release to journalists
* June: launch event, press coverage
* July: distribution of watches globally

# Potential benefits and challenges of a cooperation

As a guiding principle, cooperation with business partners has the overall goal to enhance awareness of the Wadden Sea as a fragile environment which has to be protected to maintain its OUV.

Cooperation with the private sector requires a thorough assessment of potential benefits but also challenges, including a risk assessment to avoid damage reputation and credibility of the Wadden Sea World Heritage.

A possible cooperation will also follow the main principles of the regulatory framework the UNESCO has adopted for cooperation with the private sectors (PACT – Partnerships for Conservation). This concerns how the partners cooperate (common purpose with mutual benefit, ethical standards, transparency, accountability and sustainability). In addition, criteria and qualifier as discussed by the joint TG-WH/TG-STS meeting (WSB 17/5.1/4, June 2016) were applied (such as inclusive approach, following principles of existing cooperation programmes such as national park partner programmes, no harms principle, credibility).

The assessment has been carried out by applying criteria for the use of the Wadden Sea World Heritage logo, because in communication of the “Wadden Sea edition” by Oris, it will also be referred to the Wadden Sea World Heritage.

The assessment concludes to enter in a cooperation with Oris. The **main benefit for the TWSC** is that communication and visibility of the Wadden Sea World Heritage will be enhanced, specifically if communication channels of third parties are activated which leads to better knowledge and awareness for protection of the site. The company will also financially support a trilateral nature project which will have further positive effects for transnational cooperation.

The cooperation will be able to show that the Wadden Sea World Heritage provides benefits for companies and for Wadden Sea protection. Therefore, it could also serve as pilot project for potential future cooperation with others companies sponsoring or funding trilateral activities in the framework of the partnership hub and foundation.

Potential risks of a cooperation with Oris a relatively low. Company profile and reputation as a traditional family business does not indicate risks. Regarding sustainability (e.g. environmental or ethical standards), further information from the company may be required before entering a cooperation. Other potential risks which may impact the reputation or credibility of the Wadden Sea World Heritage are not known.

Feed-back from other Oris cooperation partners is positive (e.g. Whale and Dolphin Conservation). Oris was said to be a partner that clearly states its and its partner’s tasks and Oris delivers. A contract with the exact conditions of the cooperation will be drafted after the approval of the WSB.

The UNESCO World Heritage Marine Programme has made good experiences with a long-term partnership with the Swiss watch manufacturer “Jaeger-LeCoulture” (2008 – 2018) to raise public awareness and to help to improve protection at marine sites in need.

The cooperation with Oris will be time limited (2020-2021) and focus on a concrete project which will be defined jointly. CWSS will be involved in communication activities by Oris in the framework of the project to ensure quality and credibility.

# Proposal

Instruct CWSS to explore a possible cooperation with Oris and prepare a proposal for a cooperation agreement for discussion by WSB.

**ANNEX Assessment “Oris Wadden Sea Edition” (version 3.4.2020)**

(Explanatory note: Assessment criteria are the same as for the use of the “Wadden Sea World Heritage Logo”)

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| **Applicant:**  Name and organisation: Oris SA, represented by Phil Ladner  Address: 4434 Hölstein, Switzerland  Phone: +41 79 531 85 20  Email: philipp.ladner@oris.ch |
| **Subject: Limited edition watch on the Wadden Sea** |
| **Date: 12.03.2020** |

**A. Explanation on the usage of the name “Wadden Sea”**

(max. 1 page, additional information can be attached in the annex)

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| 1. Short description of the product   Oris envisions a limited watch dedicated to the Wadden Sea World Heritage for summer 2021. The design line will be limited to about 2000 pieces à approx. € 1,900. A portion of the sales will be awarded to the TWSC. Between € 9,000 and € 12,000 are to be expected. The awarded sum is intended to support a specific project selected by the TWSC. Oris’ requirements are that the project spans across the 3 Wadden Sea countries (“Nature doesn’t know any borders”) and that it is concrete and accessible so it can be communicated in their campaign. Accompanying the watch and the project, Oris plans several PR activities in press with global media coverage and through their own channels. |
| 1. What are the aims of the product   The Wadden Sea edition has the aim to enhance awareness for the Wadden Sea as a nature area without boundaries. |
| 1. How does the product contributes to the values of the Wadden Sea World Heritage?   By communicating Wadden Sea and sponsoring a transnational nature conservation projects. |

**B. Criteria for the use of the name “Wadden Sea” for the Oris watch**

1. **Scoring scheme**

0 = criteria not fulfilled, 1 = criteria just barely fulfilled, 2 = criteria fulfilled but not yet optimal, 3 = criteria completely fulfilled, n.a.=not applicable.

The name can be used if a total score between 12 – 21 has been reached. None of the general requirements except the extraordinary contribution must be scored with 0.

The additional specific requirements will be assess as fulfilled or not, at least 4 of 5 requirements have to be fulfilled (n.a. = not applicable)

1. **General Requirements**

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| --- | --- | --- |
| **Issue** | **Explanation (**to be filled in by the applicant) | **Scoring** |
| 1. Authenticity: The offers of the applicants are authentic; they are original and unique. They build on the values of the World Heritage property and promote these values. | New, high quality edition from a traditional Swiss watch manufacturer with specific reference to the Wadden Sea. | 2 |
| 1. Importance of nature and landscape: Natural or cultural elements are a central part of the offer. | The Wadden Sea is in the focus in the communication around the promotion of the edition (different channels). | 2 |
| 1. Mobility: Public transport is offered for the travel to the World Heritage property and experience of nature and culture in the World Heritage region. Incentives are created to support the use of public transport. |  | n.a. |
| 1. Regional added value: The applicant contributes to achieve additional local and regional added value. | The edition may be of interest for a small number of shops in the region. | 1 |
| 1. Nature protection: Protection of nature and landscape is supported. | The Wadden Sea and its protections is in the focus in the communication around the promotion of the edition (different channels) | 2 |
| 1. Cooperation: Stakeholders from nature conservation, culture and economy as well as the local inhabitants cooperate in the elaboration and implementation of offers. | The manufacturer has not involved other stakeholders in the products but will cooperate with CWSS and focal points from the regions in communication of the new edition | 2 |
| 1. Communication: The transnational World Heritage is communicated with attractive resources covering information about the region, nature, culture, landscape and the values of the World Heritage. | The manufacturer will cooperate with CWSS and focal points from the regions in communication of the new edition the Wadden Sea transnationally. | 2 |
| 1. Extraordinary contribution: The applicant creates an added value with an extraordinary contribution (foundation, sponsor) for the World Heritage | The manufacturer agreed to sponsor a trilateral project to protect or enhance awareness of the Wadden Sea World Heritage (amount to be negotiated) | 3 |
| **Total** |  | **14** |
|  | **Criteria fulfilled** | **YES** |

1. **Additional specific requirements**

(yes or no), n.a. = not applicable

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| --- | --- | --- |
| **Issue** | **Explanation** | **Scoring** |
| 1. The licence partner actively distributes information material about the World Heritage. | The applicant actively distributes material which contains information about the Wadden Sea WH | Yes |
| 1. A product brochure which uses the World Heritage Logo must contain the following information: Importance and short description of the transnational World Heritage Site, general rules of conduct in the property, reference to specific World Heritage offers and products. | The Wadden Sea edition will be communicated with information about the transnational Wadden Sea World Heritage in cooperation with CWSS. | Yes |
| 1. An image brochure which uses the World Heritage Logo must contain the following information: Importance and short description of the transnational World Heritage Site. | The Wadden Sea is in the focus in the communication around the promotion of the edition (different channels) and image brochures will contain main information about World Heritage. | Yes |
| 1. The logo is placed on the homepage of the licence partner with direct link to the official website [www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org) (Danish, Dutch and German website address respectively) |  | n.a. |
| 1. Information about the World Heritage and communication material will be positioned at a public prominent place. | The Wadden Sea edition will be communicated with information about the transnational Wadden Sea World Heritage | yes |
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1. **Overall Assessment**

The watch manufacturer Oris intends connect its new edition with the name “Wadden Sea” in a way that communication and promotion of the watch will always have the protection of the OUV in focus. A cooperation with CWSS is envisaged to also financially support a trilateral nature project which will also enhance the transnational cooperation.

The cooperation shows that the Wadden Sea World Heritage can provide benefits for the company and for Wadden Sea protection and could also be a pilot for future cooperation with the private sector in the framework of the Partnership Hub and foundation.

1. **PROPOSAL**

CWSS should be instructed to negotiate a cooperation agreement with “Oris” and to report back to WSB accordingly.

**ANNEX**

[Information about the product to be given in an annex.]