

# “Our Wadden Sea World Heritage”

## Communication and Marketing of the Wadden Sea World Heritage

Annual Report 2010 – 11

October 2011



Task Group World Heritage  
Common Wadden Sea Secretariat

## COMMUNICATION AND MARKETING OF THE WADDEN SEA WORLD HERITAGE ANNUAL REPORT 2010-11

### 1. Introduction

After 20 years of preparation of the nomination and with the support of the region, the Dutch-German Wadden Sea was inscribed on the World Heritage List under natural criteria viii, ix and x on 26 June 2009, by decision of the World Heritage Committee at its 33<sup>rd</sup> session in Seville. The inscription on the UNESCO World Heritage List under the World Heritage Convention represents the highest global recognition of a natural area in its kind, and the acknowledgment and appreciation by the world community of the responsible state parties and its inhabitants to protect and conserve its Outstanding Universal Values.

The inscription of the Wadden Sea on the exclusive World Heritage List is a unique opportunity to promote the site and sustainable development, and to further regional development. The inscription on the List also encompasses the commitment of the state parties to ensure that the outstanding universal value and the conditions of integrity at the time of the inscription are maintained or enhanced in the future. These conditions are included in the *Statement of Outstanding Universal Value* for the property, adopted by the Committee and the basis for its future protection and management.

The second year of the inscription of the Wadden Sea World Heritage has been as eventful and challenging as the first year of the inscription. Contracting parties, partners and stakeholders have continued to provide wide support and engagement for the property. Again the follow-up by all key stakeholders involved has been amazing and has demonstrated that there is a determination among the key stakeholders to make this a further success story and to make use of the benefits of the inscription.

At its autumn meeting 2010 the Wadden Sea Board (WSB 2) adopted the Communication and Marketing Program 2010 – 13 for the property as drafted by the Wadden Sea World Heritage Project Group the predecessor of the Task Group World Heritage. The programme strongly builds upon and continues the work launched in the period directly after the inscription of the property on the List.

The objectives of the Communication and Marketing Programme are:

Objective 1: To further promote and safeguard the protection, management and awareness of the property in accordance with the Statement of Outstanding Universal Value.

Objective 2: To further promote and advance stakeholder cooperation and networking on the Wadden Sea World Heritage in order to strengthen the common responsibility for the site and support a regional sustainable development.

Objective 3: To promote, support and benefit of national and international cooperation and awareness on World Heritage.

These objectives are being implemented within the following 4 work priorities:

- (1) Information and Awareness.
- (2) Environmental Education and Cooperation Information Centres
- (3) Tourism and Recreation.
- (4) Reporting and International Cooperation

The Communication and Marketing programme is financed on an activity basis by the relevant authorities and stakeholders.

The annual report 2010-11 outlines the initiatives and activities that have been taken by the state parties and the stakeholders in the second year after the inscription on the prestigious World Heritage List in the context of the Communication and Marketing Programme which includes activities for the development of a sustainable tourism strategy, to control alien species and to strengthen the cooperation with other properties along the African Eurasian bird flyway.

## 2. Inscription Ceremony Germany

The second year of the inscription of the property commenced with a couple of events that are not part of the Communication and Marketing Programme but were highlights in the period, namely the inscription ceremony in Germany and the decision shortly after to nominate the Hamburg Wadden Sea National Park for inclusion into the property.

Following the Dutch ceremony in June 2010, the inscription certificate was handed over to the German Parliamentary State Secretary Ms Heinen-Esser, the Schleswig-Holstein Minister of Agriculture, Environment and Rural Areas Ms Rumpf and the Niedersachsen Minister of Environment and Climate Protection Mr Sander by the chief of the Europe and North America Section of the UNESCO World Heritage Center, Ms Rössler at a ceremony in Büsum, Schleswig-Holstein on 2 October 2010. The ceremony which was held on a ship in the property off Büsum and attended by representatives of a broad constituency of the stakeholders which had been part of the nomination procedure was a further demonstration of the wide support the inscription enjoys and the proudness of the Wadden Sea Region to be part of a unique globally recognized network.



Photo: Inscription ceremony in Germany. From left: Ms. Rumpf, Ms Heinen-Esser, Ms Rössler, Mr. Sander.

## 3. Information and Awareness

### Joint Campaign

The first joint World Heritage campaign was launched in mid of 2010 as a follow up of the 2009 campaign to further enhance the awareness of the Wadden Sea World Heritage and to create pride and enthusiasm among key target groups. Specifically, the goals are to increase the public awareness for the universal values of the property, to support nature conservation and sustainable tourism and intensify the cooperation between all stakeholders.

The specific long-term mission of the campaign is to build the Wadden Sea Brand Equity to the benefit of the conservation and management of the property, of the inhabitants of the coastal region, and present and future visitors. The budget for the campaign running in 2010 and 2011 is about € 190,000.

The first part was implemented in summer 2010 by preparing print advertisements, online banners and A1 posters in three languages in the new campaign layout for use in the partner network. The material was used by the partners for information and awareness-raising in various print media, magazines, websites and regional activities.

The second phase of the campaign started in beginning of 2011 in which inhabitants and visitors have actively been involved by telling their story about the Wadden Sea under the motto: Be part of the World Heritage. Four teams (two teams in the Netherlands and Germany respectively), each with two "story hunters" were recruited to actively collect stories along the Wadden Sea and to discover the most interesting, curious, humorous and personal stories of the people on the street and on the beach.

The story hunters were selected from over 50 applicants, all with the professional journalistic experience. They come from Magdeburg, Berlin, Leeuwarden, Amsterdam and even from Switzerland. Overall, the story hunters visited 34 locations and collected in total over 360 stories from the Wadden Sea region inhabitants and tourists. To collect the stories the story-hunters attended various local events, such as the "Geese Days" on Hallig Hooge (Schleswig-Holstein), the Oerol Jazz Festival on Texel (The Netherlands), and participated in a ship tour in Büsum (Schleswig-Holstein), the 25<sup>th</sup> anniversary of the Lower Saxon National Park and even took a flight over the islands of Wangerooge (Lower Saxony). Press and various media (regional and nationwide) including social media channels promoted the campaign to a wider audience.



The videos from the Story Hunter Campaign are being uploaded and the World Heritage website until beginning of September 2011 (<http://worldheritage-waddensea.org/223.0.html>). The campaign will be continued on Youtube, Facebook and in a form of written stories. It is planned to use the material also for further awareness and information campaigns, media work and to prepare a follow-up of the story hunting concept in 2012.

Although the campaign has not yet been finalized completely, it can already be regarded as a success. For the first time, all relevant organizations on national, regional and local level (nature conservation administration, tourist organizations, municipalities, NGOs) have been involved and contributed to this first joint German-Dutch World Heritage campaign with great commitment. The willingness of visitors or inhabitants to share their impressions and personal stories about the Wadden Sea World Heritage has been very high and led to a number of very interesting videos.

### Joint World Heritage Road Sign



In May 2011, a new joint road sign was elaborated in cooperation with the Dutch and German partners and authorities. It shows the entire coastline and all islands of the Wadden Sea together with a flock of migratory birds symbolizing the integrity of the World Heritage and its importance for the global biodiversity.

The competent authorities will now place the signs along motorways and other appropriate places to inform the public about the World Heritage status of the Wadden Sea thus underlining the common responsibility for its natural values.

### Wadden Sea World Heritage Website

The website <http://www.waddensea-worldheritage.org/> has been improved and further developed by Interwad, the Dutch organization which operates the site on behalf of the CWSS. A new micro-site for the joint campaign was developed to present the story hunter videos and to allow a feed-back on the stories by the users.

The website will be further improved and extended to serve target groups more effectively.

### Wadden Sea Quality Status Report 2010

The synthesis report “The Wadden Sea 2010” summarizes the main findings from 30 thematic reports of the Quality Status Report 2009 (QSR 2009) and the 12th International Wadden Sea Symposium (Wilhelmshaven, 30 March - 3 April 2009).

The report was written under the authorships of Wim Wolff, Karsten Reise, Jan Bakker, and Karsten Laursen and attempts to present an integrated assessment of the main ecosystem developments and identifies main issues of concern and gaps of knowledge for science, management and policy.

The QSR Synthesis Report 2010 is preceded by a summary report of the universally outstanding and most significant natural values. This summary report has been condensed from the description and justification chapters of the Dutch-German World Heritage nomination dossier and extended to cover the entire Wadden Sea area including the Danish part. In addition, it entails findings from major reviews and studies on the geomorphology, ecology and biology of the area from the 19th century onward, including comparisons with other coasts world-wide.

The report is available as printed copy and as download at:

<http://www.waddensea-secretariat.org/news/publications/publ.html>

## **4. Environmental Education and Cooperation Information Centers**

At a joint meeting of Wadden Sea information centers in February 2010, agreements were made to contribute to the overall communication action plan 2010 – 2013. Since then, the

centers have included World Heritage activities and products in their regular education and information program including multiplier training. For example, the “Small Five” excursion, a concept developed by Schleswig-Holstein which presents the main five macrozoobentos species, have successfully integrated into many info centers’ offers, and extended in 2010 with the “Flying Five” (birds) and the “Big Five” (marine mammals, sea eagle, fish).

A joint World Heritage information column explaining the OUV (in German and Dutch, each with an English translation) were developed by the national parks in cooperation with the info centers which will be placed at the centers and tourist information along the coast and on the islands by end of 2011 providing an area-wide coverage of the World Heritage brand.



The exhibitions at the main information centers in the Netherlands (Ecomare, Texel), Schleswig-Holstein (Multimar Wattforum, Tönning) and Lower Saxony (Cuxhaven, Wilhelmshaven) have been amended with the theme World Heritage which covers now also information about the Convention and other World Heritage properties. The information centers in Cuxhaven and Wilhelmshaven have officially been designated as “Wadden Sea World Heritage Visitor Centers” in August 2011.

The Federal Ministry of Transport, Building and Urban Development co-financed several infrastructure projects in the Wadden Sea area in 2011 with about 2.1 Million Euro from the Ministry’s program for the preservation of the UNESCO World Heritage Sites in Germany (about 70 Million Euro for 26 sites).

### Network Group Education

In April 2011, the first meeting of the newly-created Network Group Education took place which has task to enhance information exchange and to coordinate activities of the info centers in the regions. The Chairman of the Network Group is Ulrik Geldermann Lützen from the Danish Vadehavets Formidlerforum. The group will also coordinate the work of the International Wadden Sea School (IWSS) as an integral part of World Heritage education work-

The Network group adopted an implementation plan which focused on the coordination of the network of visitor centers and the development of the sustainable educational products. An annual IWSS workshop with all information centers will be organized in November 2011 in Texel to exchange information, in specific on World Heritage communication, to organize practical exercises, and to discuss how to include results from trilateral activities e.g. on flyway cooperation, climate and alien species into environmental education.

## 5. Tourism and Recreation

The Task Group Sustainable Tourism Strategy (TG-STs) was established by the Wadden Sea Board (WSB) in autumn 2010 in continuation of the Tourism Strategy Group. Members of the Task Group represent the competent authorities, the tourism sector and green NGOs including representatives from Denmark. The main task of the group is to implement the project "Sustainable Tourism Strategy for the Wadden Sea World Heritage"

The Terms of Reference for the development of the project on sustainable tourism strategy were adopted at the WSB meeting in October 2010 including a draft budget of 200,000 Euro. During May/June 2011, the TG-STs has selected during a comprehensive assessment process of the submitted tenders Europarc Consulting to assist with the development of the strategy. It is intended to link this to ongoing activities in the Danish National Park in the sense of the agreement of the Sylt Declaration. The project will be launched in October 2011.

The TG-STs also implemented the Joint Campaign (see above) and coordinated activities with regard to World Heritage Campaign and activities related to the marketing of the property. This concerns qualification programs for local tourism business, cooperation with transport companies (Deutsch Bahn, NordOstseebahn) and tour operators, guided tours for travel journalists, and presentations at tourism fairs. Regional World Heritage coordination groups with participation of national park administration, info centers, regional administration (Landkreise), marketing organizations, scientific institutes and green NGOs have been established in Schleswig-Holstein and Lower Saxony in which the CWSS has also been involved.

At several regional and local meetings, focus has been on developing sustainable tourism in the framework of the World Heritage designation. The annual conference for local tourist managers of the Wadden Sea World Heritage Region was devoted to using the opportunities of the World Heritage designation but also to point out the responsibilities that follow with the inscription on the List. The annual meeting of tourist organizations on the Dutch coast was held this year on the island of Vlieland and a seminar was dedicated to the opportunities for the Dutch Wadden Sea coast.

## 6. Reporting and International Cooperation

On the inscription of the property on the List the World Heritage Committee further decided to request the State Parties

- to extend the property with the Hamburg and Danish part of the Wadden Sea area,
- to implement a strict monitoring program to control invasive species associated with ballast waters and aquaculture in the Property, and;
- to request Germany and the Netherlands to strengthen cooperation on management and research activities with States Parties on the African Eurasian Flyways.

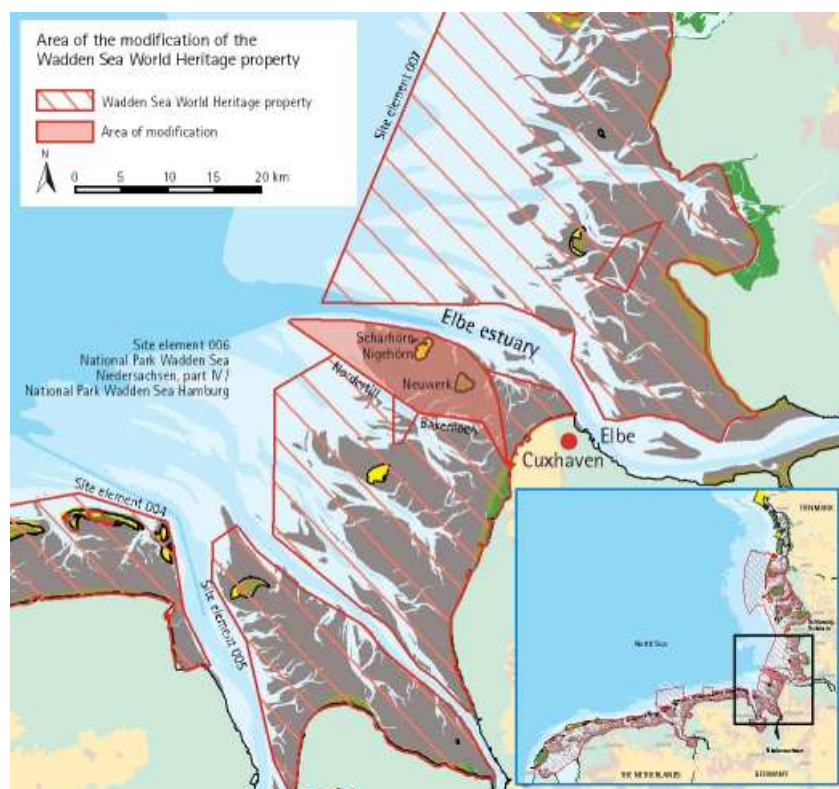
### Extension of the property has strengthened the OUV

In autumn 2010, the government of Hamburg decided to nominate its Wadden Sea National Park for inclusion in the Wadden Sea World Heritage as it became apparent that Denmark could not nominate its part yet and a joint approach would therefore not be possible. Hamburg had already in principle decided for a nomination on the occasion of the 2010 Wadden Sea Ministers Council meeting to join the Wadden Sea World Heritage which had not been possible during the initial 2008 nomination.

The nomination was prepared in cooperation with the partners as a minor boundary modification of the Wadden Sea World Heritage and submitted to the UNESCO World Heritage Center in January 2011. On 27 June 2011, the World Heritage Committee at its 35<sup>th</sup> session in Paris approved of the proposed modification and the Hamburg Wadden Sea National Park is now part of the Wadden Sea World Heritage property.

The modification extends the property with roughly 13,600 ha which is an increase of 1.4%. The importance of the modification is however not so much related to the size but to the message it conveys. All German Wadden Sea National Parks are now part of the Wadden Sea World Heritage. Together with the Dutch part they now all fulfill the Outstanding Universal Value and the modification strengthens the integrity of the property and supports its effective protection and management. Furthermore, the Hamburg National Park adds unique aspects. It closes the triangle in the Knechtsand and Neuwerk area to form a uniquely coherent and contiguous open tidal flat area. Being located in the outer Elbe it adds a distinctive estuary feature which is also unique to the property. The Hamburg part has finally come home.

The media awareness around the extension with the Hamburg part was big. It was referred to in national papers and in the news programmes of the national TV-stations ARD and ZDF. It was followed up by several contributions in magazines and regional press. On the occasion of the Hamburg inclusion the Wadden Sea World Heritage flyer has been updated and the design been adapted and disseminated in the region <http://www.waddensea-secretariat.org/management/whs/whs.html>.



Map: Area of the modification of the Wadden Sea World Heritage Property in 2011.

The World Heritage Committee in its approval of the modification encourages the Netherlands and Germany to continue to strengthen their trans-boundary collaboration in managing the property also with Denmark; furthermore to consider the potential for nomination of an extension of the property to include the Danish Wadden Sea as was recommended by the Committee in 2009 when the Wadden Sea was inscribed on the List.



The Danish Wadden Sea National Park was inaugurated in October 2010. The National Park Board and Advisory Committee have been designated and a management plan is under preparation. This plan must be approved of by the Board before the end of 2012. It is anticipated that a possible nomination of the Danish part of the Wadden Sea as a part of the Wadden Sea World Heritage will be considered in this context. In March 2010 the Niedersachsen Wadden Sea National Park was extended offshore. The inclusion of part of the extension through a minor boundary modification application or in conjunction with the Danish extension is currently under consideration.

### Invasive Species

The request with regard to invasive species was also anchored in the Sylt Declaration. The Board was instructed to develop, over the period until the next Ministerial Conference, a common strategy for dealing with alien species introductions in the Wadden Sea, also taking account of the requests of the UNESCO World Heritage Committee and the International Convention for Control and Management of Ships' Ballast Water and Sediments.

The annual International Wadden Sea Day conference on 26 August 2010 was devoted to the issue of neobiota in the Wadden Sea. The conference provided insights in recent research and management projects along the Wadden Sea coast and assessed the possible threats to the Wadden Sea World Heritage. Key recommendations resulting from the discussion on how new challenges by marine alien species can be met by trilateral policy and management were to prepare an inventory of ongoing projects and activities, setting mechanisms to control introduction of alien species, using the existing framework of national, international and EU regulations for managing alien species, and enhancing cooperation between the countries by developing a trilateral management plan for the Wadden Sea.

Following this conference an informal expert meeting was held 15 December 2010 with the aim of identifying the main elements for a trilateral strategy. At this meeting also terms of reference for a trilateral inventory and analysis of the current status regarding neobiota was formulated. The study was carried out in the first half of 2011 and addressed the main vectors and stepping stones, i.e. ballast water, aquaculture (incl transport of shellfish), fouling (ship's hulls; other hard substrates, including man-made structures), terrestrial (Wadden Sea islands) and secondary introductions by natural routes of dispersal. For each of these fields the state of the art regarding monitoring, data collection, storage, availability and assessment, research (sources, vectors, impacts), policy and management and legal aspects was inventoried and analysed and recommendations for a trilateral strategy given. The results of the study will be submitted to the trilateral Task Group Management which will prepare advice for the Wadden Sea Board.

Furthermore the feasibility of a trilateral neobiota project under the EU LIFE+ programme is being investigated. In the 2nd half of 2011 national and trilateral workshops will be held in which various elements of a project will be elaborated, in particular demonstration activities related to ballast water treatment, hull fouling and the transport of blue mussels.

### Flyway Cooperation

In response to the request of the Committee to strengthen cooperation on management and research activities with States Parties on the African Eurasian Flyways it has been agreed in the Sylt Declaration to engage in a close cooperation with the African Eurasian Waterbird Agreement (AEWA) with a view to promote and strengthen cooperation on management and research on the African Eurasian Flyways with relevant state parties and establish cooperation for the protection and management of migratory birds relying on the Wadden Sea.

The Wadden Sea is the key staging area for migratory birds on the African Eurasian Flyways. 10-12 million birds pass through the area annually on their migration between the arctic areas of Canada, Greenland, North Scandinavia and Russia and Africa. This is probably the highest number of migratory birds recorded world wide and demonstrates the global importance of the Wadden Sea. Monitoring of migratory birds in the Wadden Sea has a long tradition and is of a world class standard. In the context of monitoring some outstanding products such as annual trends, estimated for migratory and breeding birds, are produced. These circumstances undoubtedly played a significant role in the decision of the Committee to assign a special responsibility to the Wadden Sea World Heritage states for flyway cooperation.

In the context of the decision of the Committee an international workshop on strengthening monitoring and management along the African Eurasian Flyway was held in Wilhelmshaven on 22 – 23 March 2011 with participation of 35 renown experts from the countries covered by the flyway and international organizations such as Wetland International and the AEWA secretariat. The workshop was financially made possible by the Dutch Programme “Towards a Rich Wadden Sea” (PRW) and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. The Workshop was chaired by Dr. Gerard Boere, one of the “founding fathers” of AEWA and chairman of the Steering Committee of the Wings over Wetland (WOW) project of Wetlands International. In advance of the meeting, he had produced an advice on possible activities to be undertaken in the East Atlantic Flyway, commissioned by the PRW programme. This report served as a background report for the workshop together with an “Overview of monitoring work on numbers, reproduction and survival of water bird populations important in the Wadden Sea and the East Atlantic Flyway” by Marc van Roomen et al.

The workshop brought together the collective expertise on the flyway management and reinforced the expert network along the flyway, and deepened the understanding of the challenges and opportunities ahead. The workshop recommended to develop a clear vision on how the request of the World Heritage Committee should be interpreted and implemented and to appoint the CWSS as the coordinating and implementing body with support from the trilateral bird monitoring groups (JMMB, JMBA). Further it was recommended to develop an integrated training and capacity building programme based on the flyway approach and improve site management and wise use. Finally the development of an integrated monitoring programme was strongly recommended in conjunction with associated research. The workshop and other reports and presentations are at [http://www.waddensea-secretariat.org/news/symposia/flyway\\_2011/workshop.html](http://www.waddensea-secretariat.org/news/symposia/flyway_2011/workshop.html).



Photo: Participants of the Flyway Workshop in Wilhelmshaven on 22 – 23 March 2011

As a first step of implementation of the workshop recommendations a project financed by the Federal Ministry for the Environment on training and capacity building in West Africa will be carried out in the next three year period. The project will be supervised by the CWSS and coordinated with all major flyway players represented in the WOW partnership. Also a Dutch project will follow up on the recommendations of the workshop and together with the German project constitute a significant contribution to the implementation of the decision of the World Heritage Committee.

Meanwhile the monitoring and assessment of the results of migratory birds in the Wadden Sea has continued. Recently the report on "Migratory Waterbirds in the Wadden Sea 1987-2008" was published by the secretariat and the Migratory Bird Monitoring work group <http://www.waddensea-secretariat.org/TMAP/9-birds.html>. For the first time, in addition to detailed trend analysis, the bird counts for over 20 years were used to make more precise conclusion about the arrival time and spatial distribution of flyway birds in the Wadden Sea Area. Even if the results indicate that some of the reasons for the negative trends can be found in the Wadden Sea area or in climate change, the causes must also be sought for and acted upon along the entire bird flyways. This underlines that the current initiatives are timely undertaken.

#### Activities to strengthen the Outstanding Universal Value

The Wadden Sea World Heritage activities are not limited to the requests of the World Heritage Committee. It encompasses a much broader scope supporting the Outstanding Universal Value. It constitutes the basis for the future protection and management of the property according to Article 155 of the Operational Guidelines.

Several relevant issues are under discussion and further elaboration. Shipping safety is under discussion in the context of the development of a vision for the Wadden Sea Particularly Sensitive Sea Area (PSSA). Recently a workshop has been held to review the evaluation of the PSSA elaborated before the 2010 Ministerial Council meeting. At the workshop it was also discussed how to enhance the awareness of the PSSA and enhance risk assessment. The results of the workshop will feed into the development of the PSSA vision which the Task Group Shipping is commissioned with. Further information on the workshop is at <http://www.waddensea-secretariat.org/news/symposia/PSSA-2011/PSSA-2011.html>.

The Task Group Climate is developing a programme of measures and studies to address adaptation to the expected impacts of climate change in the Wadden Sea Area including possibilities for increasing the natural adaptability of the system and the development of tailor-made spatial planning instruments. The Wadden Sea Forum is working towards developing the Wadden Sea Region into a CO<sub>2</sub>-neutral area by 2030 or before. In the Task Group Management (TG-M) conservation and management aspects are under discussion amongst which the above mentioned alien species strategy and the development of Wadden Sea wide trilateral policy principles for the further development of sustainable fisheries. It is expected that a study can start soon to feed into the further process. TG-M also evaluates the trilateral Monitoring and Assessment Programme in the light of new challenges, such as climate change and alien species.

Recently a workshop has been held between seals experts, managers and seal rehabilitation centers to consider the possible cause of the high number of young common seals found dead or taken into rescue centres during 2009/10, and to assess whether the issue required further investigation. It was concluded that though the seal population was healthy in terms of population dynamics (the number of seal has been increasing significantly during the last 20 byears), there had indeed been a significant increase in seals taken compared to previous years. It was not possible at this stage to determine the causes of the increase, primarily

because of the possible incomparability of data, but it was an important development and warrants further analysis by all the different experts (scientists, veterinarians, rescue centres) across the whole Wadden Sea. A first requirement would be to share data amongst the expert community for common analysis, with a view to data standardization if the analysis uncovers gaps in this respect.

### Cooperation with other Marine World Heritage Properties

There are more than 40 marine World Heritage properties including the Wadden Sea inscribed on the World Heritage List. The first meeting of marine World Heritage Sites was held on 1-3 December 2010, Honolulu, Hawaii. The purpose of the meeting was to bring the Marine World Heritage site policy makers and managers together with a selection of leading marine scientists and practitioners whose work has been instrumental for marine conservation and management to establish a productive exchange of success stories and management experiences among marine World Heritage site managers. The aim was further through the presentations and discussions to deliver the contents for a draft action plan toward navigating a new future for marine World Heritage. The secretary and a representative from a German component part represented the Wadden Sea World Heritage.

The meeting was primarily devoted to identifying the common key challenges and threats to marine World Heritage sites. Those relevant for most of the marine sites were in particular the effects of climate change on the site in terms of enhanced sea level rise or change in habitats and species, pollution of the marine environment from land based sources, invasive species, international maritime activities and litter and fishery.

There was general consensus that the marine World Heritage properties being the jewels in the crown of marine protected areas could play a much more significant role in furthering both the protection of the marine environment and the individual sites. As a community the sites would have a significant say in matters related to the marine environment. It was likewise the common view that the community of sites was a very valuable learning community for exchange of the most advanced techniques and practises for e.g. management and education and awareness. In the context of the meeting also collaboration with linked areas was discussed such as the linkage between the Wadden Sea and the Banc d'Arguin. The report from the meeting is at <http://whc.unesco.org/en/news/756>.

## **7. Organization**

The organization of the activities related to World Heritage mentioned above encompasses the Task Groups World Heritage and Sustainable Tourism Strategy and the Stakeholder Forum:

1. Task Group Wadden Sea World Heritage (TG-WH)  
The Wadden Sea World Heritage Task Group is the Task Group established by the responsible states under the trilateral Wadden Sea Board (WSB) to coordinate and to prepare decisions of the WSB on all matters relevant for the state parties including requests from the World Heritage Committee.
2. Task Group Sustainable Tourism Strategy (TG-ST)  
The Sustainable Tourism Strategy Task Group is established to elaborate, coordinate and implement a project on a Sustainable Tourism Development Strategy (tourism/ communication/ marketing) in the context of the World Heritage Site activities based on a participatory approach.
3. Wadden Sea World Heritage Stakeholder Forum

The Wadden Sea World Heritage Stakeholder Forum is the principal consultation body for discussing matters related to the Wadden Sea World Heritage; it expresses the joint responsibility for the protection and management of the site by all stakeholders in the sense of the Statement of Outstanding Universal Value; it discusses and provides input to all activities around the World Heritage Site. The Stakeholder Forum may appoint working groups to prepare and undertake specific tasks, plans or projects within the working areas defined.

Coordination groups in the three regions discuss and coordinate the regional activities and serve as a link and coordination mechanism between the regional and trans-boundary level. The regional coordination groups are primarily centred around the cooperation on tourism between the marketing organizations and the national park and protection authorities

The Common Wadden Sea Secretariat continues to serve as the secretariat for the Wadden Sea World Heritage activities, facilitates and coordinates the activities of the TG-WH and TG-STs and the Wadden Sea World Heritage Stakeholder Forum. The facilitation and coordination tasks by the Common Wadden Sea Secretariat include:

- Coordination and facilitation of the Wadden Sea World Heritage Task Group, the Sustainable Tourism Strategy Task Group, the stakeholder forum and support and networking (e.g. information exchange) for the regional activities
- Maintenance and development of the World Heritage website
- Development and coordination of communication material (leaflets, folders, brochures, video etc.)
- Service media, organization of (media) campaigns
- Development and implementation of a World Heritage education programme, coordination and facilitation of the work of information centres
- Supporting the development of sustainable tourism, supporting marketing activities, infrastructure development and qualification
- National and international cooperation, preparation of reports for the WSB or the State parties respectively and cooperation with the UNESCO World Heritage Centre
- Supervision tasks and assessment of activities in relation to the Outstanding Universal Value.

The coordination and facilitation of Task Groups of the World Heritage and matters related to the international cooperation and the World Heritage Committee decisions, as laid down in the Statement of Outstanding Universal Value, are part of the regular CWSS work. In order to strengthen the information and communication of the Wadden Sea Cooperation including the Wadden Sea World Heritage a communication officer has been employed at the CWSS for a three year period.

## **8. Outlook Wadden Sea World Heritage**

Also the second year of the Wadden Sea World Heritage has been an incredible busy year. The inscription continues to generate enthusiasm and pride among stakeholders, residents and visitors to the region and to create an awareness of the uniqueness of the property far beyond its boundaries. This is also reflected in a number of press releases and media interest on regional, national and international level.

The true potential of being a World Heritage property has become more visible in the second year. The designation as a World Heritage strongly supports the protection and management of the property. There is full awareness by the responsible authorities that the conservation of the universal value of the unique features of the Wadden Sea and its status as a World Heritage Site will require strong management by the three Wadden Sea States. The extension of the property with the Hamburg Wadden Sea National Park underpins this.

Wadden Sea World Heritage supports sustainable development. The elaboration of a sustainable tourism strategy in the coming period is a very significant development in this regard. The World Heritage is actively used in terms of sustainability in the marketing of Wadden Sea Region. The joint campaign has enhanced the awareness about the values of property and further strengthened networking between the stakeholders aiming at reinforcing the common responsibility for the site and supporting regional sustainable development.

The international dimension has taken a prominent place in the second year. The flyway management initiatives, invasive species and the collaboration in the marine World Heritage network contributes the protection and conservation of the “jewels of the crown” and to preserve the heritage of the planet. At the same time the site can gain from the experiences and information from other sites and collectively make a difference internationally.

The work in the third year of the designation will stand very much in the light of the preparation of the next Trilateral Governmental Conference which will be held in Tønder, Denmark, 19 – 21 March, 2013.

The Wadden Sea World Heritage property is one and indivisible. Only by joining forces will the true potential of Wadden Sea World Heritage brand be used. In the forthcoming period, the feasibility of the establishment of a Wadden Sea World Heritage Foundation by 2013 at the latest for the joint promotion of the World Heritage Site should be investigated. Such a foundation could, pending further decision, be established to

- Promote the Wadden Sea World Heritage property on a joint basis and the decisions deriving from the Statement of Outstanding Universal Value,
- Bundle the joint activities of the partners for the promotion and common marketing of the World Heritage Site to ensure an efficient resource use and enhance marketing potential,
- Promote and advance high quality services and offers for residents and visitors and the establishment of high quality products and exchange of best practises,
- Further common funding and sponsoring.

All stakeholders must acknowledge their common responsibility for the site in terms of how they cooperate and communicate. Important elements of such commonly agreed rules of conduct are e.g.:

- Promotional activities will be undertaken on a joint basis as much as possible,
- Products developed for the World Heritage Site will be available for all stakeholders,
- Acquisition of sponsors will only be undertaken on a common basis for non-regional products.

A recent research report and analysis of the socio economic impact potential of the UNESCO World Heritage Site status has provided a deeper understanding of what the perspectives and opportunities are<sup>1</sup>. The study identified four categories of how people had used the designation and illustrated the socio-economic impacts and the benefits which had been achieved. These were:

- *A ‘Celebration’ Designation*, a celebration or reward designation for heritage already preserved.
- *A Heritage ‘SOS’ Designation*, an emergency attention designation for unique heritage at risk.

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<sup>1</sup> Rebanks Consulting Ltd and Trend Business Research Ltd on behalf of the Lake District World Heritage Project, World Heritage Status. Is there an opportunity for economic gain? research and analysis of the socio economic impact potential of UNESCO World Heritage Site status

- *A Marketing/Quality Logo/Brand*, a growing minority of sites have come to the realisation that UNESCO/WHS designation has value as a marketing or quality brand,
- *A 'Place Making' Catalyst*, a powerful catalyst for economic development using heritage as a tool to develop powerful new identities for places, and powerful programmes of actions to change places fundamentally.

The latter two categories are the ones that bring added value to a region. And the added value is in particular in the latter category. The analysis shows, the importance of how the management organisation and stakeholders perceive the World Heritage Site status. This will very much determine the perspectives and the values and gains the status brings to a region.

The developments in the second year of the inscription have clearly demonstrated that there is a wish amongst stakeholders to use the Wadden Sea World Heritage as a marketing and quality brand. In the next period the first (cautious) step e.g. through the development of a sustainable tourism strategy toward using the Wadden Sea World Heritage a powerful catalyst for economic development which supports the OUV, using heritage as a tool to develop powerful new identities for places, and powerful programs of actions to change places fundamentally should be made which strengthen and maintain the OUV of the property.