**Draft**

**SUMMARY RECORD**

**NETWORK GROUP**

**Sustainable Tourism**

**NG-ST 25**

**ZOOM Meeting**

**10 September 2020**

(comments by Peter Saabye Simonsen)

**1. Opening of the Meeting and Adoption of the Agenda**

Document: NG-STS 25/1-draft agenda

Anja Domnick opened the meeting and welcomed the participants. A list of participants is in **Annex 1**. The proposed draft agenda of the meeting was **adopted** without amendments. Agenda is in **Annex 2**. The participants agreed to have the meeting recorded.

**2. Tourism and the role of NG-ST within the scope of the** **World Heritage Management Plan (also referred as SIMP).**

Documents: NG-ST-25/2-1 preparatory material for interactive session

NG-ST-25/2-2 Key Values Matrix

Soledad Luna presented the single integrated management plan (SIMP) development process, the scope of the SIMP and the proposed role of the NG-ST. The SIMP was a request from UNESCO in 2014 as the World Heritage property was extended including the Danish Wadden Sea. The purpose of the SIMP is to give an overview of the management system in each country and at the trilateral level and to address key topics that need continuous attention. The scope of the SIMP focuses on maintaining the Wadden Sea World Heritage Outstanding Universal Value (OUV). It addresses five key topics: fisheries, tourism, shipping and ports, renewable energy and energy from oil and gas, and coastal flood defense and protection measures.

The meeting discussed their role in confirming or identifying further (potential) impacts of touristic activities as well as (potential) opportunities and positive effects of touristic activities on the Outstanding Universal Value (OUV) of the Wadden Sea and instructed CWSS to review the structural approach as following:

1. Provide pre-defined structure (incl. Templates)
2. Get agreement on new structure from NG-ST
3. Cross Check with existing regulations
4. Open as last step discussion on “What to do”

The Meeting agreed on the following next steps:

Step 1: Complete the list of impacts and reorganise them according to their type using existing information (from Denmark, OECD and ETIS).

Step 2: Further inform the listed impacts with studies specific to the Wadden Sea.

Step 3: Conduct the assessment of impacts from touristic activities on the OUV key values with nature conservation experts. Trends of the touristic activities can be informed by NG-ST.

Step 4: Identify the measures that are already in place in the different countries to address the impacts and assess gaps.

Clarification answers:

1. the recommendations expected out of this exercise are of strategic nature. For example: increase funding to improve e.g. communication of the ST strategy/branding tool, collaboration with other TWSC groups, engagement of local businesses, monitoring, etc.
2. The impacts that touristic activities may have on the key values is a qualitative rapid assessment based on a traffic light risk and trend analysis.

**3. Adaptation Sustainable Tourism Strategy and Action Plan 2019 – 2021 together with**

**Overview on planned or ongoing regional & trilateral WH activities**

(Wadden Agenda submitted the information in writing bevor the meeting)

Objective 1

To ensure all stakeholders have a transnational understanding and appreciation of the values of the Wadden Sea WH property.

**Activities to reach this objective:**

1. **WH related events**

Due to Corona pandemic events were/are either cancelled/postponed or adapted to meet the regional requirements.

The Wadden Agenda organised activities (in small groups) to celebrate the WSWH birthday on 26 June 2020. All activities can be found at [www.welterbegeburtstag.de](http://www.welterbegeburtstag.de)

Denmark´s celebration of the 10 years anniversary of the National Park was influenced also by the situation. The open for public celebration in Ribe the 16th of October 2020 is changed to a smaller event for a selected audience and streaming.

The Oyster Festival (11 to October 12, 2020) was postponed until further notice.

The Conference on Sustainable Tourism (scheduled for 11 November) was planned as a national wide event, now is restricted to max 150 participants and hopefully will happen at all with streaming..

Schleswig-Holstein cancelled their annual Symposium on “Nature and Tourism” planned for 12. November 2020.

Hamburg is celebrating 30 years of National Park. Instead of big public events a State press conference took place and the senator visited the Island of Neuwerk.

In Lower Saxony, the decision on World Heritage Forum (scheduled for the 26 November) is still pending. The 12th Migratory Bid Days will happen as planned from 10 to 18 October 2020. <https://www.zugvogeltage.de/>

For the first time a “Biosphere concert series” as an open-air, seated concerts took place in August and September. <https://waddensea-travel.trekksoft.com/de/biosphaeren-konzerte>

In the Netherlands no events happened but rather excursions. On Ameland in October the annual hike connected to WSWH “ [Tussen Slik en Zand](https://www.vvvameland.com/calendar/events/hiking-event-tussen-slik-en-zand)” is still going on.

For the first time the (annual) World Heritage Day of the German UNESCO sites was hold digital. The Wadden Sea was presented by various Videos: <https://www.unesco-welterbetag.de/>

Proposal of Denmark to create a calendar which shows events which take place every year in the region as a way to move forward in this unknown situation.

CWSS will provide a template for listing these kinds of events and compile information from the regions for publishing on the WH website.

1. **WHS training courses and material for stakeholders**

For 2020 / 2021 Wadden Agenda is working on a Checklist for sustainable events and a Style Guide for stakeholders (especially rental vacation apartments and hotels) is in preparation.

In Schleswig-Holstein training courses for partners are planned to restart in late November.

In the Netherland as part of the partner program development a matrix is created to list what to teach to different levels of partners to ensure some minimum requirements for the different partner levels. This is be done together with the Waddenvereniging.

Denmark is working on a one-stop-learning platform for education and training. The website “Mit Vadehav” was relaunched and now includes training courses which were developed within NAKUWA next to children and youth learning materials, games and case studies. Training for Youth education programs are uploaded now and will be followed by entrepreneur training modules for local businesses.

Lower Saxony is within the PROWAD LINK WP 6.3 "Nature tours" planning a first meeting with consultant on guided tours. A co-creation workshop (planned 20./21.11.2020) will develop new communication modules for the OUV. Based on this, a training concept and the guiding material will be developed.

The meeting discussed the necessity to compile an overview of training courses and material which could be shared in the other regions. An overview was not seen as useful as it would be really outdated but rather look for a system where information can be uploaded consistently.

For content exchange a digital workshop as direct exchange between the regions was suggested.

The meeting instructed CWSS to prepare an outline how an overview of training courses and material which can be shared with stakeholders and maintained UpToDate could be compiled and be connected to the planned Knowledge Exchange Platform.

1. **Wadden Sea wide topics / contents / stories**

The Wadden Agenda started a summer Campaign from July – September 2020 “ #wattbesünners & #wadbejzonder” – yellow signposts point on the Wadden Sea at various locations. People can take a picture and win prizes. On the website [www.wattenmeer-entdecken.de](http://www.wattenmeer-entdecken.de) are shown all activities at the Wadden Sea and are more information about the Summer Campaign.

In PROWAD Link the launch of the Online Brand Activation Toolbox is in preparation and planned for November/December. Next to “collaboration” and “co-branding” is “content” one of the main items on the toolbox. The idea is to link regional produced WSWH content as contribution to the Online Toolbox like input e.g. examples brand examples, useable content (videos), interesting projects and working formats (Zugvogeltage, branded merchandise, signing videos of Wadden Agenda etc.).

In 2021 the Wadden Agenda will develop text material about the Wadden Sea: seven different texts in three languages (DE/EN/NL) are currently being created and are planned to be placed in the Online Toolbox of Prowad Link.

The meeting welcomed a joined (online / hybrid / personal - tbc) workshop with NG-E to streamline efforts in WSWH Education and Training as well as interpretation for different target groups.

1. **Exchange programmes, visits and study tours of stakeholders in the Wadden Sea**

In the Wadden Agenda the visit of German Entrepreneurs meeting entrepreneurs in the Netherlands (which was postpones due to Corona) is still planned for 2021.

As in these times a personal exchange is sometimes difficult new formats of Exchange are discussed.

The PROWAD LINK Partner meeting in Norway scheduled for November 2020 will be held digital. However, a project study visit/thematic workshop in Geiranger will be considered in spring/summer 2021.

The February 2021 Stakeholder Forum will be postponed to a later date or be carried out as on online meeting to communicate the project results to a broader audience (as tailored communication). A concept will be developed which may consider the preparation of a series of online meetings/seminars instead of a physical Forum.

1. **region/island twinning**

The Ameland – Fano partnership / twinning is revived. Already some visits have happened, some had to be postponed due to Corona. The Evolution of the partnership was very positive. And it is already an active partnership.

OBJECTIVE 2

To ensure stakeholders take responsibility for and contribute to the protection of the ‘Outstanding Universal Value’ through involvement in tourism management and product development.

**Activities to reach this objective:**

1. **World Heritage Partnerships**

IN PROWAD LINK an inventory of all existing partnership programmes in the project’s pilot regions of the Wadden Sea (DK, D, NL), Geiranger Fjord (NO), Wash & North Norfolk Coast (UK) was completed. The report “[Taking Stock: An Inventory of existing Partnership Programmes at North Sea region World Heritage Sites and Protected Areas](https://vb.northsearegion.eu/public/files/repository/20200626091529_PROWADLINK4.1_PartnershipInventory_2020.pdf)” was compiled by the Province of Fryslan and the University of Groningen (RUG).

In Schleswig-Holstein, a new concept: National Park Partner Plus is in preparation. After an extensive review, a concept development about the National Park Partnership programme is work in progress.

In the Netherlands, the Partnership Program takes shape. An outline for a Dutch Wadden network has been prepared, and bilateral talks with potential strategic partners have been initiated.

In Denmark the World Heritage Partner training courses are scheduled for the end of October – the same time every year and now scheduled until 2024.

Cristina Nazzari was welcomed to the meeting. She started her position as the new Partnership Hub officer in the CWSS on 1st of September.

1. **Visitor management and impact assessment**

The Visitor Survey started on 27 June 2020 in Germany and on 13 July in the Netherlands and 1. of August in Denmark – little delay due to corona. So far, the Visitor survey is proceeding well, number of interviews is satisfying.

1. **Sustainable Transport**

In the Wadden Agenda a Study on sustainable mobility was finalized. You can find the study (long and short version) on [www.watten-agenda.de](http://www.watten-agenda.de) or [www.wadden-agenda.nl](http://www.wadden-agenda.nl) As next steps an Expert Meeting will take place to discuss further proceeding and implementation.

In NAKUWA the Nordsee Card project has met some unforeseen problems and will probably not finalized. A report on sustainable transportation for tourist on Fano prepared by students from University of Aalborg was presented earlier as the only activity in this work package.

In the Netherlands …

The meeting proposed to organize a trilateral workshop to exchange experiences and vision on sustainable transport in connection with WSWH. CWSS was instructed to prepare an outline.

Objective 3

To ensure the tourism sector provides consistent communication and marketing and promotes the high quality tourism offers of the Wadden Sea World Heritage Destination

1. **Digital Communication WH**

The meeting was informed that the trilateral Social Media workshop scheduled on 07 + 08 of October 2020 in Hamburg is supposed to happen as planned.

1. **WH Information Material**

The meeting noted the information that CWSS is currently working on the **new Wadden Sea World Heritage introductory video**.

The new video is a **2-minute teaser** of the Wadden Sea World Heritage with emphasis on what makes us World Heritage: OUV, integrity, criteria, management. You can access the video via this link: <https://drive.google.com/file/d/1UesY2bGajEF86G80CVvRg7QbF5Not0EP/view?usp=sharing>

The Danish, Dutch and German language versions are also being produced now.

CWSS is also preparing a modification of the WSWH leaflet to refresh both design and text, while keeping the general idea of the content as introduction to the Wadden Sea World Heritage site. The leaflet is meant to complement the region-specific material and explain why the Wadden Sea is World Heritage (OUV, criteria, integrity, management). The focal points of the three countries reviewed the first draft.

The meeting asked to involve the NG-ST in the preparation as the target group are (potential) visitors to the area. They agreed that a fact check by TG-WH is important nevertheless should the new leaflet be also been evaluated from the view of the marketing/tourism experts.

In Denmark a few videos are recorded and prepared during summer and autumn 2020, hereunder code of conduct.

Objective 4

To ensure nature conservation, tourism and local communities benefit from the World Heritage Status

1. **Engagement of stakeholders in trilateral and international activities**

ITB 2021 will take place 10. - 14. MARCH 2021. A call for interest was already submitted to Messe Berlin. Official registration will open Mid-September. The ITB Working Group will then be re-established.

**4. Announcements**

Written announcements to the meeting were only submitted by LKN-SH / Christiane Gätje.

See Annex 3

The Meeting was kindly reminded that the deadline for abstract submission for the **15th International Scientific Wadden Sea Symposium (ISWSS)** is **September 30th, 2020.**  
Contributions for both oral and poster presentations, as well as for the Science Slam about the future of the Wadden Sea are welcomed.

EUROPARC Conference 2021 (4 - 8 October 2021) will take place in Leeuwarden. It is the key annual event for nature professionals in Europe: gathering international experts to discuss thematic issues related to nature management, cultural heritage conservation and sustainable development inside Protected Areas. <https://www.europarc2021.nl/>

WWF has launched the "Wadden Sea Explorer" a digital tour guide app. The app is available free of charge for [Android](https://play.google.com/store/apps/details?id=com.outdooractive.waddensea&hl=de) and [iOS](https://apps.apple.com/de/app/wadden-sea-explorer/id1510691977) and is now available for download in the corresponding app stores. All tours are also available [online](https://www.waddensea-worldheritage.org/explorer).

**5. Next Meetings**

The meeting agreed to hold the next meeting in January/ February 2021. The meeting will be hosted and chaired by the colleagues from Lower Saxony. A doodle with possible meeting dates will follow in due time.

The fall meeting 2021 will take place in Schleswig-Holstein.

**6. Any Other Business**

None

**7. Closing**

Anja Domnick thanked all participants for their cooperation and closed the meeting at 15:15 h.

**ANNEX 1 - List of Participants NG-ST-25**

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| --- | --- |
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**ANNEX 2**

**Annotated**

**Proposed Draft AGENDA**

**NETWORK GROUP SUSTAINABLE TOURISM**

**NG-ST 25**

**ZOOM meeting**

**10 September 2020**

**1. Opening of the Meeting and Adoption of the Agenda**

13:45 hrs Meeting room open for those who wish to test camera, informal gathering, introduction round.

The meeting will commence at 14**:00**. Adoption of the draft agenda of the meeting.

**2. Tourism and the role of NG-ST within the scope of the World Heritage Management Plan (also referred as SIMP).**

14:10 – 14:25 hrs:

The meeting will be informed about status of preparation of the draft World Heritage Management Plan, feedback received and next steps.

14:25 – 15:15 hrs:

Based on the preparatory material

* confirm or identify further (potential) impacts of touristic activities on the Outstanding Universal Value (OUV) of the Wadden Sea,
* confirm or identify further (potential) opportunities and positive effects of touristic activities on the OUV of the Wadden Sea,
* and discuss what can we do (recommendations as procedures or actions) to reduce impact and leverage opportunities.

Document: (to be sent to the group latest by Sept. 1):

**3. Adaptation Sustainable Tourism Strategy and Action Plan 2019 – 2021 together with**

**Overview on planned or ongoing trilateral WH activities**

15:15 – 16:00 hrs

The draft Action Plan was prepared by TG-STS 22 and amended by CWSS including the World Heritage Management Plan (currently under development). The meeting is invited to discuss and approve the revised draft action plan and prepare an updated version to be submitted to WSB 32 (19 November 2020).

Document: NG-ST 25-3-1

**4. Announcements**

Exchange of information on relevant issues not covered by the other agenda items.

**5. Next Meeting**

**6. Any Other Business**

The meeting will be invited to discuss any other business.

**7. Closing**

The meeting will be closed at **16:30** at the latest.

**Annex 3**

Announcement sent by LKN-SH / Christiane Gätje

* National Park Theme
  + this year: Underwater World is successful, new flyer on the topic was released ([www.nationalpark-wattenmeer.de/sites/default/files/media/pdf/unterwasserwelt\_web.pdf](http://www.nationalpark-wattenmeer.de/sites/default/files/media/pdf/unterwasserwelt_web.pdf)), training sessions held for National Park Partners (before Corona)
  + 2021: theme for next year is “Science in the Wadden Sea”
* National Park Partner
  + New concept: National Park Partner Plus – extensive review and concept development about the National Park Partnership programme – work in progress
  + Co-creation Workshop on 24. September 2020 (PROWAD LINK)
  + Training courses for partners are planned to restart in late November
  + Three “COVID Videos” WP2 – Inspiration around the North Sea with Schleswig-Holstein National Park partners
* Regional Weltnaturerbe AG Westküste/Trägergruppe Fahrtziel Natur: Meeting of the group in Tönning on 6. February 2020 with representatives from DMO, NGOs, National Park Office, CWSS, FH Westküste a.o. for exchange about Wadden Sea projects and events
* The NAKUWA Projekt endet in June 2020 and produced a number of products/offers:
  + Brochure on birds, Brochure “Bird-dictionary and –diary”, picture and colouring book on “Brenta, the brent goose”, Cultural guide listing 68 attractions, Flyer with the location of 22 high water benchmarks in form of (mostly) wooden pillars
  + 5 new information boards for bicycle tourist in Nordfriesland
  + New cross-border (DK/D) co-operation between birdwatching and tidal flat tour guide
* The Multimar Exhibition Centre events:
  + Online tour guides, educational material and virtual 360° tours
  + New otter exhibition with outdoor otter area: construction starting soon
* St Peter Ording: National Park Office offered two guided tours (in February) during the themed week “In love with SPO” which were well attended.
* National Park exploration week: seminar at the Christian-Jensen-Kolleg over 5 days exploring the natural attractiveness of the National Park and discussion aspects of its future with experts in the field.
* Symposium on “Natur and Tourism” planned for 12. November 2020 with presentations is cancelled.
* Arved Fuchs Expedition: On this year's Ocean Change Tour adventurer und polar researcher Arved Fuchs was exploring the Wadden Sea National Park. He visited the North Frisian islands and Halligen, giving presentations and having discussions with the residents, also at Multimar Wattforum. The polar researcher wanted to draw attention to the pollution of the seas and climate change.
* Adler Quest Expedition: A new offer by the Sylter shipping company Adler-Schiffe of an exclusive 5-day World Heritage Wadden Sea Expedition by boat was so far successful. Prices 1600-3200 € per person. The tour visits the Wadden Sea and the islands of Helgoland, Sylt, Amrum and the Halligen. Prior to the start of the expedition discussions were held between the shipping company and the NP Office as some planned tours were within the restricted zone using zodiak as drop off vessels. The route was altered accordingly and no restricted areas were approached.
* Climate change: New educational toolbox for schools, and new educational offer of the Schleswig-Holstein Wadden Sea National Park Authority, a mobile learning workshop on climate change in the Wadden Sea for schools
* Other
  + New Head of National Park Authority: Michael Kruse
  + Updated brochure on “Added value of Nature” ([www.nationalpark-wattenmeer.de/sites/default/files/media/pdf/broschuere-mehrwert-natur-2020-web.pdf](http://www.nationalpark-wattenmeer.de/sites/default/files/media/pdf/broschuere-mehrwert-natur-2020-web.pdf))
  + Brochure with list of criteria for evaluating tourism projects on Sylt was published ([www.naturgewalten-sylt.de/wp-content/uploads/2020/02/Brosch%C3%BCre-Tourismus-f%C3%BCr-Sylt-Stand-Februar-2020.pdf](http://www.naturgewalten-sylt.de/wp-content/uploads/2020/02/Brosch%C3%BCre-Tourismus-f%C3%BCr-Sylt-Stand-Februar-2020.pdf))