

**TASK GROUP**

**World Heritage**

**TG-WH 26**

**31 January - 1 February 2019**

**Bremen**

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**Agenda Item:** 7

**Subject:** Overview WSWH Logo Use 2018

**Document No.** TG-WH 26/7/5

**Date:** 22 January 2018

**Submitted by:** Secretariat

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Attached is an overview of the use of the Wadden Sea World Heritage Logo for category 1, 2 and 3 users compiled by CWSS (since 2012).

Compared to 2018, the number of user increased in category 1 from 350 to 534 (Annex 1 user, non-commercial), due to increase of national park partners in Germany, in category 2 (other user, non- commercial) from 14 – 17, and in category (commercial, licence agreement) from 5 to 8.

**Proposal**

The meeting is invited to note the information.

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| **Status World Heritage Logo Use 2018 (version 22.01.2018)** | | |  |  |  |  |  |  |  |
| **Category 1** | **Annex 1 User (non-commercial, in editorial context about WH)** | year | **NL** | **Nds** | **HH** | **SH** | **D (others)** | **DK** | **Total** |
|  | Ministries |  | 2 | 1 |  | 1 |  |  | 3 |
|  | Provinces (NL) |  |  |  |  |  |  |  | 0 |
|  | Landkreise (D) |  |  |  |  | 2 |  |  | 2 |
|  | Municipalities |  | 10 |  |  | 10 |  |  | 22 |
|  | Wadden Sea Info Centres |  | 9 | 18 |  | 39 |  |  | 65 |
|  | Educational institutions |  |  |  |  |  |  |  | 14 |
|  | National Park Partners |  |  | 229 |  | 184 |  |  | 208 |
|  | *Tourism and Marketing Organisations:* |  |  |  |  |  |  |  | 13 |
|  | Die Nordsee GmbH (Nds) |  |  |  |  |  |  |  | 1 |
|  | Nordsee-Tourismus-Service GmbH (SH) |  |  |  |  | 1 |  |  | 1 |
|  | Royal Dutch Touringclub ANWB |  |  |  |  |  |  |  |  |
|  | Marketing Groningen |  | 1 |  |  |  |  |  |  |
|  | Fryslân Marketing |  | 1 |  |  |  |  |  |  |
|  | Marketing Texel |  | 1 |  |  |  |  |  |  |
|  | Stichting Waddenfederatie |  |  |  |  |  |  |  |  |
|  | Waddeneilanden- Samenwerkingsverband VAST |  | 1 |  |  |  |  |  |  |
|  | Other newely established regional marketing organisations and island VVV’s |  | 9 |  |  |  |  |  |  |
|  | *Green NGOs:* |  |  |  |  |  |  |  |  |
|  | WWF |  |  |  |  | 1 |  |  | 1 |
|  | Waddenvereniging |  | 1 |  |  |  |  |  |  |
|  | Schutzstation Wattenmeer |  |  |  |  | 1 |  |  | 1 |
|  | Other green NGOs |  | 5 |  |  | 7 |  |  |  |
|  | **Total Category 1 ( Annex 1 User) in 2017** |  | **40** | **248** | **0** | **246** | **0** | **0** | **534** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  | **NL** | **Nds** | **HH** | **SH** | **D** | **DK** | **Total** |
| **Category 2** | **Other Users (non-commercial), separate application to CWSS/TG-WH (2011 – 2017)** | Year |  |  |  |  |  |  |  |
| 1 | Martin Stock (in book "Wissen Wattenmer") | 2011 |  |  |  | 1 |  |  |  |
| 2 | TMS Büsum (anniversary chocalate with text on WH, donation 1 €) | 2011 |  |  |  | 1 |  |  |  |
| 3 | TMO Esens (WH information on website) | 2012 |  | 1 |  |  |  |  |  |
| 4 | Martin Stock (in reprint of book "Watt - Lebensraum zwischen Land und Meer") | 2012 |  |  |  | 1 |  |  |  |
| 5 | TASH / TMN (national campaign Fahrziel Natur) | 2012 |  |  |  |  | 1 |  |  |
| 6 | Stichting Waddengroep - Waddengoud (WH information on website) | 2012 | 1 |  |  |  |  |  |  |
| 7 | Stichting Waddloopcentrum (use for WH coms, website, brochure) | 2012 | 1 |  |  |  |  |  |  |
| 8 | Klett Verlag (WH chapter in school book) | 2012 |  |  |  |  | 1 |  |  |
| 9 | Seal Centre Pieterburen (mobile exhibition with WH info) | 2016 | 1 |  |  |  |  |  |  |
| 10 | Fishery Museum Esbjerg (logo on poster about WH) | 2016 |  |  |  |  |  | 1 |  |
| 11 | Hotel Schylge (WH exhibition in entrance hall, use of WH flag) | 2016 | 1 |  |  |  |  |  |  |
| 12 | De SeedyksterToer (use of WH flag) | 2016 | 1 |  |  |  |  |  |  |
| 13 | Waddenageda (Interreg A Project Markteting Cooperation Context) | 2016 | 1 |  |  |  |  |  |  |
| 14 | Puur Terschelling (logo on info material) | 2017 | 1 |  |  |  |  |  |  |
| 15 | DeDining Vlieland (logo on cuttlery sacks) | 2018 | 1 |  |  |  |  |  |  |
| 16 | Doeenswad (advocy for a platstic free WH) | 2018 | 1 |  |  |  |  |  |  |
| 17 | Klett Verlag (WH chapter in school book) | 2018 |  |  |  |  |  |  |  |
| 18 |  | 2018 |  |  |  |  | 1 |  |  |
|  | **TOTAL Category 2** |  | **9** | **1** | **0** | **3** | **3** | **1** | **17** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  | **NL** | **Nds** | **HH** | **SH** | **D** | **DK** | **Total** |
| Category 3 | **Commercial Logo Use (license agreement with CWSS / TG-WH) (2014 – 2017)** | Year |  |  |  |  |  |  |  |
| 1 | WWF Husum (WH Poster in Danish, Dutch, German) | 2014 |  |  |  |  | 1 |  |  |
| 2 | Wachholtz Verlag (Wadden Sea Photo Book, M. Stock, P. de Vries) | 2014 |  |  |  |  | 1 |  |  |
| 3 | Deff Westerkamp (Wadden Sea postcards) | 2014 |  |  |  |  | 1 |  |  |
| 4 | VerlagsKG Wolf (WH logo for book for teachers, Wadden Sea didactics, by National Park SH and Nds) | 2015 |  |  |  |  | 1 |  |  |
| 5 | Ruben Smit (film producer, WH Wadden Sea film) | 2017 | 1 |  |  |  |  |  |  |
| 6 | Wachholtz Verlag (Co-financed by NLPV, National Park Bird Book) | 2018 |  |  |  |  | 1 |  |  |
| 7 | Bigit Bertz WH Merchandising | 2018 |  |  |  |  | 1 |  |  |
| 8 | Crossbill Wadden Sea Guide | 2018 | 1 |  |  |  |  |  |  |
|  | **Total Category 3** |  | **2** |  |  |  | **6** |  | **8** |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |