

MEETING DOCUMENT

Wadden Sea Board (WSB 41)

15 May 2023
Esbjerg, Denmark



Agenda Item:	5.4 Communication and education
Subject:	Proposal for process of TWSC communication strategy evaluation
Document No.:	WSB 41/5.4
Date:	20 April 2023
Submitted by:	CWSS

In 2021, CWSS submitted [an internal assessment](#) of the 2012 communication strategy with recommendation to an externally led revision process to WSB 32. The board agreed on nominating a subgroup for further steps. The agreement has not been taken further since due to initial missing capacity and the Board's signal to wait until after the Wilhelmshaven Conference. The renewal of the strategy is mentioned in the Wilhelmshaven Declaration § 56: "Instruct the Wadden Sea Board to revise the Trilateral Communication Strategy (2012) and to update it with the aim to adequately manage the Wadden Sea World Heritage brand for nature conservation and to further enhance the use of modern media." This document is a proposal on how to proceed through the creation and involvement of a trilateral communications expert group.

Proposal: The meeting is invited to endorse the proposal.

Proposal for process of TWSC communication strategy evaluation

The WSB 32 decision regarding the evaluation of the Communication Strategy is as follows: “The WSB **agreed** on nominating a subgroup to analyse the internal evaluation and assess if an external evaluation is needed. In the next (or a later) meeting the subgroup to provide a recommendation on what would be potentially needed.”

Based on this decision, the CWSS recommendation for the further evaluation in preparation for the completion of a new Communication Strategy is as follows: Prior to any further work on a revised/new communication strategy, a trilateral group of communications experts should be set up and tasked with the review of the 2012 strategy and its 2021 assessment. This can be a new group or possibly an extension of focus of the current trilateral social media group, created by the participants of the first trilateral social media workshop in 2017.

In their review, the group should recommend further steps regarding the extent of revision and give a list of specific shortcomings of the current strategy that need to be addressed in any further process. If the group recommends an external agency to start a comprehensive revision process, the group should be included in that process.

Suggested schedule

- Summer 2023: WSB delegations nominate candidates for the expert group and/or agree to give this task to the existing trilateral social media group;
- Autumn 2023: First meeting of expert group, ToR formulation, selection of chairperson;
- Spring 2024: Expert group workshop-style meeting reviewing the strategy and internal assessment;
- Fall 2024: Presentation of workshop report and proposal on further steps to WSB.

Key areas for potential further investigation

- 1) The effectiveness of the current strategy in engaging partners and ensuring a presence on relevant media/platforms;
- 2) The effectiveness of the strategy in communicating;
- 3) Does the current or should a strategy deal with future changes in communication trends and platforms?
- 4) Do the resources needed for the effective continued efforts for trilateral communication reflect the current situation?
- 5) Should larger, long-lasting projects (such as IWSS and WSFI) have separate, individual strategies, which could be coordinated with the overall trilateral message?
- 6) Is there a need for a more concrete network of collaboration, involving member organisations and CWSS, to ensure the implementation of future strategies?
- 7) Optimum content and length of future strategies, to ensure implementation of partners.