

Wadden Sea Board

**WSB 23
23 March 2018
Wilhelmshaven, Germany**



Agenda Item: 5.1 World Heritage
Subject: Progress Report TG-STs
Document No. WSB 23/5.1/2
Date: 14 March 2018
Submitted by: TG-STs

Attached is the TG-STs progress report.

Proposal: The meeting is invited to note the report and endorse the proposals.

TG STS Progress Report to WSB 23

TG-STs 20 met on 9 February 2018 and discussed the progress made in implementation of the Sustainable Tourism Strategy.

TG-STs 20 took note of and discussed ongoing or planned bilateral/regional projects implementing the tourism strategy and action plan at the regional level (The Netherlands, Lower Saxony, Hamburg, and Schleswig-Holstein, Denmark) in order to link activities trilaterally.

1. Planned or ongoing regional WH activities

In Schleswig-Holstein, a new project of the National Park to further development the national park partner programme in Schleswig-Holstein funded by the State of SH and EU structural fund (ITI) (February 2018 – September 2020). The project will evaluate the current, 15-year old programme, prepare a concept for further development, motivate enterprises to become partners, and carry out qualification of partners. The project will also develop communication and marketing tools for national park partners and conduct regional roadshows to inform potential partners. She also introduced the progress in implementing the STS Action Plan in Schleswig-Holstein.

The Danish-German Interreg VA project “**NAKUWA**” was officially launched in November 2017 (<https://www.nakuwa.net/>, July 2017 – June 2020, budget: 1.4 Mio €). Project partners are: Business Region Esbjerg (lead), Nationalpark Vadehavet, Nordsee-Tourismus-Service-GmbH, Nationalparkverwaltung Schleswig-Holsteinisches Wattenmeer, WWF Wattenmeerbüro. The project aims to develop and market cross-border products and services in the fields of natural and cultural tourism (especially cycling, hiking, bird watching, cultural tours and round trips) in the context of World Heritage, in order to address the new target group of "international world heritage tourists". This target group is characterized by high standards in terms of quality as well as by a high willingness to spend and a rather long stay away from the main travel periods. Especially the topics of cycling, hiking, birdwatching, circular routes and cultural offers play a central role here. NAKUWA is the first German-Danish cooperation in the field of cross-border tourism development under the common roof of the Wadden Sea World Heritage.

The Dutch-German Interreg VA project “**Waddenagenda**” started in 2014 (activities see previous reports) and will terminate at the end of 2018. The closing event will take place at the Lower Saxon World Heritage Forum on 3 December 2018. The objectives of the project are reflected in the four work packages (1) awareness and enthusiasm for the Wadden Sea, (2) knowledge and knowledge networking about the Wadden Sea, (3) Linking sustainable forms of experience with the Wadden Sea, and (4) Communication of the Wadden Sea beyond the region. Main outputs are a.o:

- E-learning modules for Dutch and Lower-Saxon stakeholders.
- Package deals are in progress and an exchange with the NaKuWa project is in preparation.
- Hiking and biking guides
- Interpretation for kids: story booklets with easy to identify figures,
- Study visits and exchange for stakeholders,
- Workshops and individual coaching for sustainable catering.

Proposal: WSB is invited to note the information

2 Planned or on-going trilateral activities

Wadden Sea World Heritage at ITB Berlin 2018

TG-STs acknowledged the programme at the ITB 2018 (7 – 11 March 2018) covering activities at the three trade visitor days (workshops, presentations in the context of WH), a comprehensive programme at the two public days with customized events and activities organized and financed by local stakeholders, and the photo exhibition, and thanked CWSS and all participants for their support. A more detailed ITB report will be prepared after the event.

Proposal: WSB is invited to note the information

Merchandising

TG-STs took note of the status of implementation of the WH Merchandise. Three manufacturers, which have been selected by the regional WH focal points and TG-STs, have prepared proposals for merchandising products in cooperation with the regional WH focal points and CWSS, amongst others a desk agenda, outer garments/houseware and stationery/gifts. The products are currently being developed for a pilot in spring 2018.

Proposal: WSB is invited to note the information

Preparation Action Plan

WSB 21 (November 2017) encouraged TG-STs to prepare a revised Action Plan 2018 - 2022 to jointly implement the Sustainable Tourism Strategy applying the SMART approach (Specific – Measurable – Assignable – Realistic – Time-related).

TG-STs discussed the outline of the preparation of an action plan and suggested that it should contain

- A structural approach for each action (what, who, when, results),
- A better link to strategy objectives (awareness, understanding sustainability),
- A better linking of trilateral and regional/local activities and resources (similar to the WH education strategy).
- Activities to link culture and nature values in the WH destination (e.g. arts, landscape, shipping) and engage in identity of local people (socio-cultural aspects),
- Tools to analyse impact / achievements of the action plan,
- How to deal with the challenge of language barriers.

TG-STs **agreed** to organize an interactive workshop on 25 June 2018 to jointly define objectives and challenges, the needs at trilateral and local level, and activities to overcome the challenges.

The outline of the action plan was adapted and is attached as **Annex 1**.

Proposal: WSB is invited to endorse the approach

ANNEX 1**Outline for the preparation of the STS Action Plan 2018 – 2022****Framework**

The action plan will implement the objectives as agreed in trilateral strategy for sustainable tourism (2014) in the Wadden Sea World Heritage.

The Action Plan 2014 - 2017 was developed by the PROWAD project in a participatory approach and with input from four stakeholder workshops in 2012. WSB 21 endorsed the proposal by TG-STG to prepare a revised action plan for the period 2018 – 2022.

Content

Action plan will contribute to the objectives and commitment to realize the objectives as laid down in trilateral sustainable tourism strategy as adopted in 2014.

Actions

1. The actions should differentiate between trilateral activities (covering all three countries), regional activities (e.g. at province or state level) and local level (e.g. at municipality level).
2. Responsibilities for the implementation of each activity should be defined (linking trilateral and regional resources and activities)
3. All activities should be interlinked and coordinated in a way to create synergies and mutual benefit for stakeholders in the entire World Heritage, in specific linkage to ongoing and planned projects.
4. The activities in the plan should be specific, measurable, attainable, realistic and timely (SMART), including budget and an impact analysis.

Main topics to be addressed in the action plan

1. Understanding, appreciation, awareness
 - a. World Heritage communication measures (align with envisaged WH communication strategy and ongoing projects), ,
 - b. Events and regular WH forums (trilateral and regional)
 - c. Address language barrier in communication.
2. Involving stakeholders in tourism management and product development
 - a. Tourism and visitor management (such planning, monitoring, reporting, code of conduct)
 - b. WH brand management (brand activation, brand engagement, sustainable WH offers and products)
 - c. Linking socio-cultural and natural values in the WH destination
3. Communication and promotion of high quality tourism
 - a. Joint marketing of Wadden Sea WH (linking with existing marketing activities)
 - b. Promotion of (joint) WH communication and activities (by merchandise, flyers, publications, website, social media)
4. Derive benefits for WH and stakeholders
 - a. Enhance engagement of (local) stakeholders in UNESCO and trilateral programmes and activities,
 - b. Involvement of local communities for sustainable development
 - c. Create financial revenues to maintain WH (donations, funding, cooperation with business partner)

Timeline

- Interactive workshop June 2018 to define specific objectives, needs and priorities,
- Discussion of first draft by TG-STG in September 2018
- Approval WSB by November 2018