

# Wadden Sea Board

**WSB 15**  
**4 November 2015**  
**Wilhelmshaven**



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<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	Report Task Group Sustainable Tourism Strategy
<b>Document No.</b>	WSB 15/5.1/3
<b>Date:</b>	19 October 2015
<b>Submitted by:</b>	Chairman TG-STs

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## Objective

The Task Group Sustainable Tourism Strategy (TG-STs) met on 15 September 2015.

The attached progress report informs about the activities of TG-STs since WSB 13.

## Proposal

The meeting is referred to the proposals in the attached progress report.

## Report Task Group Sustainable Tourism Strategy (TG-STs)

Chair/secretariat: Mr Oeds Bijlsma / Mr Harald Marencic

Meeting: TG-STs 14: 15.09.2015

### 1. PROWAD Project

The Interreg IV B North Sea Region Programme project “PROWAD” was conducted from October 2011 – June 2015 (total budgeted 1.6 Mio €). Project partners: CWSS (lead), National Park administrations Schleswig-Holstein and Lower Saxony, Dutch Ministry of Economic Affairs, Regiecollege Waddenzee, Danish Ministry of Environment, Danish National Park (January to June 2015 only), WWF Germany

A short description of the results of PROWAD since the last TG-STs meeting in December 2014 is given in Annex 1.

At the PROWAD Final Conference on 12 May 2015 in Hamburg, representatives of the three Wadden Sea states, Denmark, Germany and the Netherlands as well as stakeholders discussed the results of the PROWAD project and explored the possibility of continuing this collaboration in the future.

The conference suggested concentrating on World Heritage awareness building through face-to-face communication and joint projects, namely bird watching and bird flyway cooperation, establishment of a transnational World Heritage Cooperation Programme, and extension of the World Heritage education programme to include teacher training courses in the region and additional target audiences by providing tailor-made educational material.

<http://www.waddensea-worldheritage.org/news/2015-05-15-tourism-and-nature-conservation-strengthen-collaboration-wadden-sea-world-heritage>

### 2. New Interreg Project in preparation

Within the new programme period of the Interreg North Sea Region Programme (Interreg V B), an ‘Expression of Interest’ for a new Wadden Sea Project was submitted by end of June 2015.

The new project “Protect and Prosper – The Wadden Sea World Heritage Partner Link (PROWAD LINK) was submitted with the first call under the programme priority 1 “Thinking growth: Supporting growth in North Sea region economies” together with 10 partners: CWSS (lead), German national park administrations of Schleswig-Holstein, Lower Saxony and Hamburg, Dutch Ministry of Economic Affairs, Province of Fryslan, Danish Wadden Sea National Park, Danish Southwest Business Development, Danish Nature Agency, WWF Germany, with a total budget of 2.65 Mio €, duration April 2016 – March 2019.

The main objectives of the project are:

1. To develop structural and governance arrangements for a transnational World Heritage partnership centre and network.



2. To establish a transnational qualification and education framework for stakeholders and SMEs.
3. To implement a new, vibrant brand image for the entire Wadden Sea World Heritage region.

The project application, an Expression of Interest (EoI), is attached as separate PDF document.

A decision on the EoI is expected in mid of November 2015. In case of a positive assessment, the full application (work plan, budget plan, formal letter of intent form each partner) has to be delivered within 6 months.

In case of positive decision, a first meeting of the project partners will be organized in December 2015 to organize the preparation of the full application.

### **3. Sustainable Tourism Strategy and Action Plan**

The TG-STs took stock of the implementation of the strategy and action plan (see Annex 2). A number of activities have already been carried out or finalized in the framework of the PROWAD project (e.g. World Heritage Tool Kit for entrepreneurs, Glocal WH Flyer, other communication, marketing and awareness activities or material), whereas other actions are still ongoing or carried out on regional level.

Further activities, in specific transnational ones, such as development of a WH training and qualification concept, visitor management and monitoring, branding and campaigns, can only be carried out if additional funding is being provided, e.g. by a new Interreg project PROWAD LINK.

### **Proposal**

The WSB is proposed to comment as appropriate on the progress report and the results of the PROWAD project.

**ANNEX 1****1. PROWAD Results**

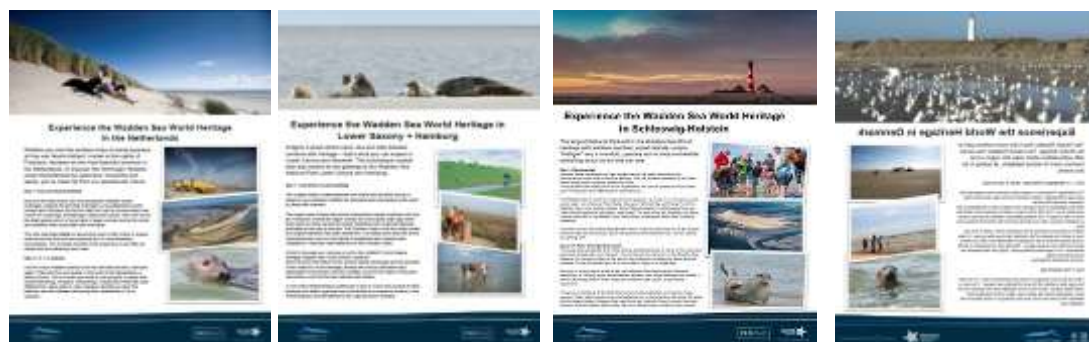
All publications and results can be found and downloaded at [www.prowad.org](http://www.prowad.org)

**Publicity and Communications**

- PROWAD Final Conference, 12 May 2015, Hamburg. Representatives of the three Wadden Sea states, Denmark, Germany and the Netherlands as well as stakeholders discussed the results of the PROWAD project and explored the possibility of continuing this collaboration in the future.  
(<http://www.prowad.org/news/2015-05-15-tourism-and-nature-conservation-strengthen-collaboration-wadden-sea-world-heritage>)
- PROWAD was invited by the UNESCO to the World Heritage Forum in Sanqingshan, China, on 22 -22 May 2015 to present the strategy on linking tourism and conservation in a transboundary World Heritage property.

**Development of Sustainable Tourism Offers**

- Sample 7 day-tour **itineraries** for experience the Wadden Sea WH locally in the regions have been developed and initially presented during the ITB in Berlin in March 2015. As the concept was very well received by partners and visitors is an updated layout version and online integration into the new WH webpage an ongoing activity exceeding the PROWAD project.



- **WH bird watching offers:** The consultant Dr. Pagenkopf in association with the National Park Administration Schleswig-Holsteinisches Wattenmeer conducted a study which analyses available bird watching offers and gives practice examples as well as further recommendations in order to help to tap the potential of bird watching tours.
- A guideline for the creation of sustainable and environmentally friendly **World Heritage package holidays** has been developed as a case study in the National Park Lower Saxony together with marketing organisation Die Nordsee GmbH as part of a bachelor thesis of Ms Rittinghaus. The useful guideline provides information on what a World Heritage holiday package needs to consist of regarding its content, its activities (conveying the OUV) and its organisation (sustainable and environmentally friendly) to



be called a “World Heritage package holiday”. An English summary is in preparation.

- **World Heritage Teaching Kit.** The teaching resource on sustainable tourism in the Wadden Sea World Heritage Destination has been finalized in a German, Dutch and English version. A Danish version is in preparation is currently being finalized. The material comprises comprehensive background information for teachers as well as a set of worksheets for pupils.

<http://www.prowad.org/news/2015-09-24-new-teaching-resource-sustainable-tourism-wadden-sea-world-heritage>



## Promotion and Marketing of the Wadden Sea

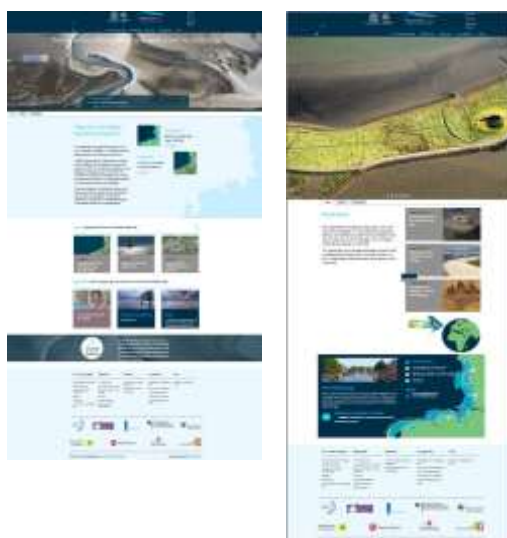
- **“Glocal” WH Flyer:** For the first time jointly developed and locally adapted flyers enhance the local visibility and understanding of the Wadden Sea as a World Heritage in the various regions along the Wadden Sea coast and give a concrete access to the Wadden Sea World Heritage in the specific regions. Flyers are completed and distributed: SH: 9 regional WH flyers / NL: 9 regional WH flyers / DK: 6 regional WH flyers. Hamburg produces (outside the PROWAD project) as well a glocal flyer in the same layout and with the same content. Lower Saxony will cover and transfer the content of the glocal flyers into their already established own brochures. Due to the great success Schleswig-Holstein has already issued a 2<sup>nd</sup> edition (80,000 copies).



- **Stakeholder Toolkit for Communication and Marketing:** The toolkit was created to help bring consistency to the Wadden Sea World Heritage communication and to provide stakeholders with an overview of and easy access to marketing materials and guidelines. English, Danish, German and Dutch versions finalized, interactive pdf in preparation. **USB Flash Drive Card** which contain all material developed by PROWAD will be distributed to PROWAD partner by end of October 2015.



- **Re-launch World Heritage** website with experience/PROWAD (integration of online guide, sustainable WH offers, and education material/IWSS) delayed due to lack of manpower in the CWSS.  
In October 2015, The Netherlands provided financial support to contract an external agency finalizing the new website.



### Extension target audiences (additional project January – June 2015)

The additional work package from January to June 2015 consists of 3 key activities:

- 1. Collect and communicate best practice examples of sustainable tourism which demonstrate the application of the PROWAD results, and use of the World Heritage brand as place-making catalyst for regional development.
  - **Video of best practice examples** demonstrating the positive impacts of World Heritage and sustainable development in the Wadden Sea: 11 interviews/stories (max 2 min), including a summary video (as teaser) have been finalized.  
<https://www.youtube.com/channel/UCYRzxEiSHoolO34pDaiObsw/vid eos>





- 2. Face-to-Face communication

- Presentation of **PROWAD at ITB Berlin** (4 - 8 March 2015) in hall 4.1. with a standard booth with daily WH programmes organized by CWSS and local partners and with a 14 metres photo exhibition. The stage area was used for one presentation (organized by Alina Claußen, LKN-SH and Sjon de Haan, NL) and one press event (organized by Wachholtz Verlag) as well. During the ITB Congress a panel discussion and a presentation together with ETE on transnational cooperation in sustainable tourism also took place.  
<http://www.waddensea-worldheritage.org/news/2015-03-09-wadden-sea-world-heritage-itb-2015>

A proposal for a presentation at the ITB 2016 is given as a separate document.

- **Roadshow concept:** An overall approach and an event design were conducted and inaugurated in June 2015 with 14 roadshow stops in Lower Saxony as a pilot. The concept was locally very well received and showed the great interest and the demand of easy accessible information about the tools developed by PROWAD.

- 3. Wadden Sea World Heritage brand management

- **WH brand video:** The animated video clip on sustainable nature experience in the Wadden Sea World Heritage Destination has been developed by WWF in a German, English, Dutch and Danish version. The video will be made available to all interested stakeholders to be included in the World Heritage communication of both the tourism and nature conservation sector.
- **World Heritage Cooperation Program for Business Partners:** a feasibility study was written by inspektour and NL RNT drawing up an overview of existing programs and cooperation initiatives in the entire Wadden Region that are relevant to the Wadden Sea World Heritage site and analysing the benefits of and opportunities for a transnational World Heritage cooperation program with businesses and establishing how this can contribute to protecting the OUV.
- **Brand Messaging:** A proposal for an integrated marketing communications package has been developed that incorporates marketing tools for different target groups, public relations, events, and internal communications has been initiated and will continue in the next months in cooperation with the .
- **WH Campaign Concept:** A consortium of a Dutch and German company (Merkmakers, Leeuwarden, DieBrueder, Hamburg/Berlin) has prepared a concept for a World Heritage campaign with support of the PROWAD partners. The concept will be communicated to potential partners and further developed and implemented in a participatory approach in 2016 – 2018.

## ANNEX 2

### Status Action Plan

The TG-STs will organize the further work on the action plan implementing the strategy in the coming period, in specific concerning the priorities, the involvement of stakeholders on local and regional level, and how to organize and coordinate the regional work, e.g. through existing regional networks or World Heritage working groups.

The regional working groups have already discussed the action plan and prepared proposals how the activities can be implemented (including funding possibilities), who is taking the lead regionally and how this is being coordinated trilaterally ensuring a consistent approach in accordance with the agreed strategy.

Overall, it can be concluded, that a significant number of activities of the action plan has already been taken up within the PROWAD project and the regional working groups which are currently being implemented. Priority activities proposed by the regionals working groups cover a.o.

- Visibility of World Heritage needs to be enhanced with a coherent message and approach trilaterally to ensure that all partner work towards the same, one goal protecting the OUV in One Wadden Sea.
- Development of World Heritage marketing and products which communicates the OUV thus creating and added values of stakeholders,
- Extension of training and qualification of multipliers on World Heritage and sustainable tourism,
- Development of an overall framework for cooperation with business partners (e.g. through national park partner programmes) including the use of the WH brand for commercial purposes (based on joint criteria and quality standards),
- Enhancing environmental friendly mobility (communication, cooperation, pilot projects).

In the following table, an overview on the implementation of the action plan is given.



## Action Plan (version 03.05.2013)

### Status September 2015

(Costs: Low: below 15,000 Euro, Medium: 15,000 - 75,000 Euro, High: above 75,000 Euro)

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
	<b>Objective 1 Enhance understanding and appreciation of Wadden Sea World Heritage</b>										
1.0	<b>1. Raise awareness and visibility of World Heritage amongst stakeholders of its benefits for conservation and sustainable tourism (create communication strategy and tools)</b>										
1.1	Preparation on information packages for various target groups (flyer, presentation, website) on existing and potential economic benefits of nature conservation.	High	2014	Medium	Distributed packages	Preparation of a ppt (max 10 slides) and flyer/website to illustrate economic benefits of nature conservation by PROWAD budget	TG-STs	SH: Christiane Gätje Nds: Arndt Meyer-Vosgerau NL: Sjon de Haan DK NP	Distribution of packages to local stakeholders	Develop consistent info package.	To be done
1.2	Material for internal marketing ('WH bible'): establish regular information flow to local entrepreneurs and tourist information (print and website) tailored to the needs of the stakeholders and their marketing activities (e.g. best practice and hands-on	High	2014	Medium	Internal Communication Concept	Develop. internal marketing concept. PROWAD newsletter for tourism stakeholder (Sept) to be continued.	TG-STs	SH: Christiane Gätje Nds: Arndt Meyer-Vosgerau NL: Sjon de Haan DK NP	Communicate information to stakeholders, integration into exiting channels	Develop concept and continue PROWAD newsletter.	Ongoing / delayed

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
	examples).					Tailored newsletter on WH website					
1.3	WH tool box for entrepreneurs (WH texts for various communication channels, photos, adverts, stories, WH product catalogue with prices, online catalogue with products)	High	2014	Low	Tool box	PROWAD Toolkit in preparation	TG-STs, TMOs	SH: Christiane Gätje, C.Höfinghoff Nds: Arndt Meyer-Vosgerau, M.Klinke NL: Sjon de Haan, NN DK Thomas Holst Christensen, NN	Distribute and communicate toolkit	Develop toolkit with stakeholders.	DONE
1.4	Establish a "Wadden Sea World Heritage Day" with common date, motto and activities.	High	2014	Low	Regular annual WH Day	Preparation of Campaign 2014 ongoing. TG-WH to decide on WH Day.	TG-WH, TG-STs	SH: Christiane Gätje, V. Knoke Nds: Arndt Meyer-Vosgerau, H. Hebb. NL: Sjon de Haan, B.Baerends DK NP, A H Marboe	Integrate regional events in joint campaign. Support implementation.	Develop concept and implementation plan.	Ongoing / delayed
1.5	Establish further events for locals and visitors to communicate the world heritage and to create awareness for the OUV, .e.g. art and culture in the world heritage region (such as the daily painting idea or the planned Wadden Summer for 2013)	Medium									

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
1.6	Continue story campaign in 2014 and improve the utilisation of results for marketing and communication.	Medium	2014	Medium	Application of stories in communication						
1.7	Extend official WH website as a central hub for WH information of stakeholders	High	2014	Medium	Website with Stakeholder information	Re-launch website in preparation by CWSS with stakeholder info (by WH budget)	TG-WH, TMOs, NPs	SH: Christiane Gätje, C.Höfinghoff Nds: Arndt Meyer-Vosgerau, M.Klinke NL: Sjon de Haan, NN DK NP, NN	Integration of local information, WH activities and offers on new website (WH highlights).	Re-launch by CWSS in Jan 2014. Inclusion of further functionalities in 2014	Ongoing / delayed
1.8	Offer talks on World Heritage for locals, regional clubs, etc. for consistent communication.	Medium	ongoing	Low	number of talks and number of visitors						
1.9	Establish a regular forum for debates on the current activities in the region for touristic service providers and other multipliers.	Medium	ongoing	Low	number of forums and number of participants						
1.10	Enhance the visibility of the Wadden Sea World Heritage by jointly developing a consistent set of eye-catchers e.g. World Heritage traffic signs not only for the highways but also for the coastal towns.	High	2016	Low	number of signs	WH traffic signs in NL developed for coastal towns (according highway sign) to be promoted by CWSS, TG-WH, TG-STs			Communication of existing material and traffic signs to stakeholders	Integration into tool kit	DONE / ongoing
2.0	2. Provide stakeholders with the <b>capacity and tools</b> to manage tourism efficiently, responsibly and sustainably based on the local context and needs (qualification and										

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
	training, best practice examples, education, information sharing, networking),										
2.1	Developing of a joint concept for WH qualification and training for stakeholders to ensure a high quality and consistency of training throughout the entire World Heritage ( tailor-made training curriculum / training contents, specification of education needs, depending on the target group).	High	2015	High	Qualification and Training Concept	PROWAD to prepare a workshop in spring 2014 with stakeholders involved in training and qualification with the aim to prepare a project application for EU funding in 2015.	TMOs, NPs, universities	SH: C. Gätje, C.Höfinghoff, A.Wollesen Nds: A. Meyer-Vosgerau, M.Klinke, Uni NL: Uni Leeuwarden, Groningen, DK NP, NN	Invite stakeholder to contribute in the development.	Develop concept.	Workshop in cooperation with Wadden Academy in preparation, in PROWAD – LINK, in coop. with RPW and Interreg V A (NL/Nds)
2.2	Provide sufficient resources to enable tourism stakeholder to participate in training and educational programmes.	Medium	2015	Medium	Number of participants						
2.3	Exchange information on existing training programmes and information events to be published on the World Heritage website.	High	2014	Low	Events on Website	Stakeholders to communicate relevant WNE qualification programmes to the CWSS	All	SH: Christiane Gätje, C.Höfinghoff Nds: Arndt Meyer-Vosgerau, M.Klinke NL: Sjon de Haan, NN DK NP, NN	Supply CWSS with information on training and qualification.	Communicate on website.	Delayed,
2.4	Development of tailor-made English courses for service providers for an active use of English language incl. communication and rhetoric	Medium	2016	High	Regular language courses						

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
	training.										
2.5	Training courses for education and upgrading of the local labour force to being qualified to meet the (new) job market.	Medium	2016	Medium	Number of training courses						
2.6	Integrate nature conservation, sustainability in tourism and World Heritage in professional training of tourism sector (tourism studies at schools and universities, internal training).	Medium	2016		No of study courses						
3.0	<b>3. Develop educational resources and to enhance pride and identification in relation to the Wadden Sea World Heritage (info centres, schools, universities, job training).</b>										
3.1	IWSS as coordinator of World Heritage education and to bundle existing programmes and activities on regional level. Continuation of existing successful cooperation with info centers, education programmes, annual workshops, and integration of World Heritage.	High	2013	Medium	Annual workplan	IWSS financing ends in 2013. Financing 2014/15 pending decision from NL, D and DK (WSB December, TGC Feb)	Network Group Education (NG-E), TG-WH	SH: V.Knoke, G..Meurs Nds: H.Hebbelmann, J P Kiel NL: B. Baerends, J.Spek / J. Krol DK: A.H. Marboe, U.H.Lützen	IWSS cooperates with educational institutes and info centers.	Development of a World Heritage Education Strategy (pending finances)	Ongoing / end of 2015
3.2	Develop educational material in cooperation with info centres to provide multipliers and educational sector with adequate material about Wadden Sea World Heritage.	Medium	2013	Medium	World Heritage educational products						

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
3.3	Integration of World Heritage into existing educational programmes on regional and national level (e.g. Junior Ranger, My Wadden Sea)	Medium	2015	Low	WH integrated in existing programmes						
3.4	Develop a concept for a cooperation with educational sector (kindergarten, schools, universities) and development of curricula with Wadden Sea themes.	Medium	2016	Medium	Concept for integration of WH in curricula.						
3.5	Establish a Wadden Sea World Heritage Identity (pride and identification of stakeholders) and emotional access to World Heritage amongst children and adults, visitors and locals.	High	2014	Medium	World Heritage Identity	Development conceptual approach to further enable emotional access and identity (Brand Paper, communication) by IWSS	NG-E and TG-WH	SH: V.Knoke, G..Meurs Nds: H.Hebbelmann, J P Kiel NL: B. Baerends, J.Spek / J. Krol DK: A.H. Marboe, U.H.Lützen	Enable stakeholders to establish emotional access to WH (identity and pride)	Develop conceptual approach.	Delayed
	<b>Objective 2 Involving stakeholders in tourism management and product development</b>										
4.0	<b>4. Prepare a tourism management and planning scheme</b> for the entire World Heritage that is in line with the OUV of the property (visitor management and guidance, monitoring and assessment of tourism impacts on nature values, infrastructure and sustainable transport),										



No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
4.0	<b>Tourism and Visitor management</b>										
4.1	Involve tourism sector in <b>planning</b> , implementation and communication of regional / local conservation / management projects to minimize/maintain low level of impacts from recreational activities on OUV.	Medium	ongoing	Low	No. of joint activities and projects						
4.2	Setting up a consistent visitor management plan for the entire World Heritage defining visitor monitoring instruments (see 4.3) , visitor guidance and information (see 4.6, 4.7) to avoid/minimize impacts of tourism on OUV.	Medium	2017	High	Visitor Management Plan						
4.3	Development of a <b>monitoring and reporting system</b> to assess impact of tourism on nature values and socio-economy (e.g. monitoring visitor numbers at hot-spots, info centres, sensitive areas, employment and income).	High	2017	High	Monitoring System	Workshop to develop a project outline to monitor and assess tourism and recreational activities in cooperation with the UNESCO ST programme to apply for EU funding.					delayed
4.4	Harmonization of <b>basic tourism indicator</b> (no. visitors, overnight,) to assess and compare trends in tourism developments in the Wadden Sea regions (taking into account Eurostat	High	2017	Medium	Comparable tourism indicator	(see above)				Within QSR 2016, evaluation of existing indicators	Delayed

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
	developments)										
4.5	Develop a <b>code of conduct</b> on tourism activities at a World Heritage Site for communication to tourism stakeholders and tourists.	High	2015	Low	Code of conduct	Promoting "Sustainable Tourism in the Wadden Sea" to the stakeholders as defined in the strategy. Develop a more concrete code of conduct in 2014.	TG-STs				NL Boating agreement and harbours, DK in prep.
4.6	Consistent integration of World Heritage <b>in existing Wadden Sea exhibitions and visitor information systems</b> , and their improvement and further development.	High	2017	Medium	WH Integrated in info systems	Band strategy developed as basis to enable integration of WH consistently in exhibition and information systems. Supporting stakeholders in implementation by CWSS	TG-WH, TMOs, NPs				Ongoing on regional level
4.7	Development of <b>new visitor information system</b> in cooperation with stakeholders to ensure a consistent approach for the entire Wadden Sea (use experiences from Germany)	Medium	2017	High	Visitor Info System with WH						
4.8	Develop proposal for a WH wide visitor survey concept based on a PROWAD pilot survey in Germany in 2013.	Medium	2014	Medium	WH visitor survey						

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
4.9	Compile data for a bi-annual <b>tourism barometer</b> / quality monitor for tourism service providers.	Medium	2017	Medium	WH tourism barometer						
4.10	Create local (long-term) <b>development strategies</b> for existing and new tourism facilities in the coastal zone and adjacent areas in order to contribute to optimize the tourism flows in relation to sensitive Wadden Sea locations	Medium	2015	Medium	Strategies available						
4.11	<b>Sustainable Transport</b>								Several activities on regional level (LNG ferries, bus)		
4.11	Establish <b>regional forums</b> to coordinate and promote sustainable transport and improve public traffic infrastructure for tourism with the aim to improve access to the destination and to contribute to a climate friendly Wadden Sea (e.g. sustainable transport & mobility masterplan)	Medium	2014	Low	Regional forums/work shops on sustainable traffic infrastructure						
4.12	Engage <b>transport companies</b> (ferries, trains, busses) in planning and management of sustainable transport to and within the World Heritage destination (e.g. Fahrtziel Natur, Urlauberbuss) and to enhance guest satisfaction (e.g. as national park partners)	High	2014	Low	Number of joint activities	Establish cooperation with transport companies.	TMOs, NPs, locals				ongoing on regional level (exchange info)

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
4.13	Provide, offer and promote (well-proceed) travelling to and from destination by train (e.g. Fahrtziel Natur, RIT Tickets) combined with pick up/drop off service by accommodation	High	2014	low	increased numbers of offers with possibility to travel by train	see above					ongoing on regional level (exchange info)
4.14	Enhance communication of <b>existing public transport offers</b> to tourism stakeholders and their guest. Share best practice examples from other regions.	High	2014	Low	Information Package on existing offers	see above					ongoing on regional level (exchange info)
4.15	Develop and promote <b>cross-border hiking and biking facilities</b> along Wadden Sea coast (e.g. improve sign posts, develop theme routes, transport facilities to and in the area, integrate North Sea cycle route).	Medium	2015	Medium	Catalogue of hiking and biking facilities.						
4.16	Develop a concept to improve the <b>maritime infrastructure</b> across the entire World Heritage site.	Medium	2017	High	Cross border concept on maritime infrastructure						
5.0	<b>5. Provide a strong World Heritage brand as starting point for development of quality products, services and facilities (with common standards and quality schemes).</b>										
5.1	Prepare a description of the <b>brand</b> "Wadden Sea World Heritage" to ensure an understanding and a consistent use of brand by stakeholders.	High	2013	Low	WH Brand Paper	Final Draft prepared by PROWAD	TG-WH, TG-STs				DONE

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
5.2	Develop a trilateral <b>brand strategy</b> how World Heritage can be applied by the stakeholders for marketing and communication (consistent use on websites) including a feasibility study for commercial use.	High	2014	Medium	WH Brand Strategy	PROWAD to develop a strategy to communicate the brand including guidelines for the commercial use (licensing, merchandising, partnerships)	TG-WH, TG-STs		Develop project and TOR		Delayed, in new project
5.3	Update / amend existing guidelines for the <b>usage of the WH logo</b> by the stakeholders	High	2013	Low	Revised Logo Guidelines	CWSS to update guidelines in accordance with the experience so far, including licensing.	TG-WH				DONE
5.4	Development of a consistent approach for a Wadden Sea wide <b>quality standards</b> for the use of the World Heritage brand in tourism in accommodation, catering and regional products, public transportation and tour-operation, information and interpretation - based on equal high standards and taking into account existing quality labels and certification.	High	2014	High	Quality Standards for business partners	PROWAD to develop a proposal for consistent quality standards when using the brand.	TG-STs, TG-WH, Prow ad			Inventory of partner programmes in the Wadden Sea	Partner study done, next steps in new project
5.5	Enlarge the <b>National Park Partnership</b> initiative (promotion and information, new sectors), integration of World Heritage, and ensure a consistent approach in the entire WH.	High	2014	Medium	Number of partners and sectors	Ongoing	NPs				Ongoing on regional level

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5.6	Introduction of <b>Public-Private Partnership</b> schemes in the Wadden Sea on quality labels and certifications with a consistent approach in the entire World Heritage.	High	2015	High	Number of partners and sectors	In preparation	TG-STs, TG-WH, Prowad				
5.7	Compile a <b>catalogue</b> of sustainable tourism offers and regional products (based on common quality criteria)	Medium	2015	Medium	Catalogue sustainable offers						
5.8	Develop nature experience offers related to World Heritage themes and contents to enable visitors' "magic experience" considering balance between accessibility and vulnerability of places.	High	2015	Medium	Catalogue nature experience offers	WH website with nature experience offers ongoing (PROWAD)	TG-STs				Ongoing/delayed
5.9	Develop and promote a programme for climate-friendly accommodations, gastronomy services and leisure activities within the destination.	Medium	2016	Medium	Programme on climate friendly tourism						
5.10	Developing of an integrated service for visitors of the entire World Heritage, covering sustainable transport, accommodation, gastronomy products, information and interpretation (for example service packages)	Medium	2017	High	Integrated service packages for sustainable tourism service, products and facilities.						
6.0	6. Develop a sustainable <b>"Wadden Sea World Heritage Destination"</b> in transboundary cooperation as an added value of the World Heritage status										



No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
6.1	Investigate the feasibility of a "Wadden Sea World Heritage Tourism Destination" which contributes to World Heritage protection.	High	2014	Medium	Feasibility study	Done in strategy					Done
6.2	Develop and implement a concept for a "Wadden Sea World Heritage Tourism Destination"	Medium	2015	High	Destination concept						
6.3	Carry out joint market research (international/national) for the destination.	Medium	2016	high	Market Research Study						
	<b>Objective 3 Consistent communication and promotion of high quality tourism</b>										
7.0	<b>7. Development of a joint marketing approach for the destination</b>										
7.1	Develop and implement a joint marketing strategy for products, services and facilities (including market research)	High	2015	High	Marketing Strategy	Develop outline for a marketing project for application of EU funding			Use of WH label for regional marketing		Delayed
7.2	Joint marketing of existing sustainable products and offers which convey the OUV (concrete themes: bird watching, hiking tours, tidal flats)	High	2014	Low	Offers on WH Website	PROWAD to define criteria to promote OUV and compile a set of offers which can be					Delayed

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
						promoted jointly.					
7.3	Develop a World Heritage internet portal with connection to bookable offers in cooperation with other distribution partners (online portals, tour operators, regional booking systems)	Low	2017	medium	Internet portal with bookable offers						
7.4	B2B marketing, promote WH offers towards tour operators and travel agencies	Low	2015	Low	Travel agencies promote WH						
7.5	Cooperate with national tourist organization (e.g. in Germany DZT) to integrate Wadden Sea WH themes in international marketing.	High	2014	Low	Wadden Sea WH promoted internationally	WH as theme in national promotion (NL visitor centre Amsterdam, DZT theme year)	TG-WH, TMOs, NPs				Ongoing,
	<b>8. Integration of World Heritage marketing in existing regional and national marketing activities</b>										
8.1	Integration of appropriate information about World Heritage and relevance for economic development in all existing communication channels of the stakeholders.	High	2014 – 2015	Low	WH Integrated in websites	Ongoing. Internal marketing to promote WH communication and integration in existing channels	TMOs, NPs				

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
8.2	Integration of information about conservation issues and World Heritage in communication and marketing in a consistent approach	High	2014 - 2015	Low	Integrated in TMO material	Ongoing, see above					
8.3	Quality monitoring of existing stakeholders' World Heritage communication and presentation and alignment with joint WH brand to ensure a consistent approach for the entire destination.	High	2014	Low	Concept quality assurance marketing	PROWAD to monitor and assess use of brand by stakeholders with recommendations for further development.	TG-STs				
	<b>9. Continuation of joint communication and information activities</b> to raise profile and visibility of the Wadden Sea World Heritage (locally, nationally and international)										
9.1	Develop and implement a WH information campaign in cooperation with stakeholders	High	2014-2017	Medium	Annual campaign work plan	Ongoing by PROWAD. Campaign 2014 in preparation				Concept developed by PROWAD	Ongoing / in 2016-18,
9.2	Develop and implement merchandising concept including business model (based on feasibility study by PROWAD in 2013)	High	2014	Medium	WH Merchandising Concept	Ongoing by PROWAD. Merchandising concept ready. Implementation in preparation.				Pilot project conducted	On hold due to lack of finances
9.3	Develop and implement concept of an Official WH Guide (App, website, brochure) in four languages.	High	2014	Medium	Publication WH Guide	Ongoing by PROWAD. Implemented in website. Publishing in preparation in 2014					Delayed

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
9.4	Provide multilingual information on WH on websites of stakeholders	High	2015	Low	Multilingual WH info on websites	Support by material from WH website. (see also 8.3)	All				Ongoing
9.5	Enhance cooperation with media on World Heritage regionally, nationally, and internationally	High	214	Medium	WH Media Concept	Development of media partnership concept with major media companies in the framework of the campaign 2014.					Ongoing
9.6	Coordinate the use of new media and social media to enhance engagement and information about WH	Medium	2014	Medium	Social media concept						
9.7	Promote existing Wadden Sea events with link to the WH site at the common website / a joint event calendar in four languages.	Medium	2014	Low	Wadden Sea WH event calendar						
9.8	Development of local WH-flyers in order to strengthen a concrete local visibility and understanding of WH and identification with WH for touristic stakeholders and visitors (in progress 2013 by PROWAD)	Medium	2014	Medium	"glocal" flyer distributed in each region in NL and D	Ongoing by PROWAD	TG-STs		Provide information on local visibility of WH	Preparation flyer with general WH info. Integration of local info accordingly.	
	<b>Objective 4 Derive benefits for Word Heritage and stakeholders</b>										

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
10.0	10. Increase engagement of stakeholders in <b>trilateral and international activities</b> on World Heritage										
10.1	Participation and commitment of stakeholders in trilateral activities and programmes.	High	ongoing	Low	Number of committed stakeholders	Ongoing. High participation in PROWAD.					Ongoing
10.2	Engagement in UNESCO World Heritage Marine Programme and Tourism Programme (e.g. international workshop on European WH sites, Tönning, 15 - 17 April 2013).	High	ongoing	Low	Joint project and activities	Ongoing. Cooperation with other WH sites. Communication of international cooperation.					Ongoing
10.3	Integration of trilateral and international activities in stakeholder communication.	High	ongoing	Low	Number of activities	Ongoing. Support stakeholder with appropriate information via newsletter and website					Ongoing / delayed
11.0	11. Promote WH and sustainable tourism as an instrument to maintain and enhance <b>life quality of local communities</b> and sustainable regional development										
11.1	Integrate World Heritage and Wadden Sea Plan in relevant legislation and management plans on all governmental levels.	High	2013	Medium	WH integrated	Integrate WH in local, regional and national policy and management issues.	All				Ongoing

No.	Strategies and Actions	Priority	When	Costs	Expected outcome	Implement.	Stakeholders involved	Regional contact persons	Activities Local / Regional Level	Activities Trilateral Level	Status (15.9.15)
11.2	Investigate impact of World Heritage status on economy, society and culture in the Wadden Sea.	Medium	2017	Medium	Economic, social and cultural impact study.						In new project PROWAD LINK
12.0	12. Providing <b>financial revenues</b> from high quality tourism for stakeholders as well as for the protection of the World Heritage										
12.1	Investigate possibilities of donations/funding of nature and educational projects from tourism sector.	Medium	2014	Medium						PROWAD Study (WWF)	Done
12.2	Investigate possibilities of (co)-funding of projects by tourism sector or visitors (see also Rebanks study).	Medium	2014	Low	Feasibility study						In new project PROWAD LINK
12.3	Investigate cooperation with companies in the regions as donors and multipliers.	Medium	2015	High						Feasibility Study Partner Programme	ongoing