

MEETING DOCUMENT

Wadden Sea Board (WSB 31)

18 June 2020
Virtual Meeting



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| Agenda Item: | 4 |
| Subject: | Announcements by CWSS |
| Document No.: | WSB 31/4/2 |
| Date: | 27 May 2020 |
| Submitted by: | CWSS |

The following paper gives a written overview of the announcements of CWSS to the WSB 31.

Proposal: The meeting is invited to note the announcements.

Announcements by CWSS to WSB 31

1 Communication activities

The Leeuwarden Declaration foresees a further development on the 2013 developed **Communication strategy**. In order to not spend a large amount of money on a completely new strategy and because the main aspects of the 2013 strategy still apply, CWSS is planning to assess the topicality of the strategy section by section to see, where revision is needed. As a second step representatives of the TWSC and third parties will be asked to take part in a survey about the effectiveness of current communication activities. This process will be supported by an external agency to receive a neutral image as well as external advice and audit. The evaluation is planned for the second half of 2020. The result will be an updated strategy applicable to the upcoming years.

CWSS is also planning to enhance the communication of TWSC activities in form of a reintroduced and relaunched **Wadden Sea Newsletter** (first was sent out 27 May – please remember to subscribe as the GDPR does not allow CWSS to add people to the subscription without active affirmation). The newsletter specifically addresses the various TWSC stakeholders. With it, we want to keep you informed about the recent activities and publications as well as upcoming (online) events. It is intended as additional means parallel to our website to point you to the newest developments of our Cooperation. The newsletter will be published regularly every other month.

Another new feature to communicate the TWSC better is an **Annual Report**. Every fall CWSS reports the annual activities to the WSB already. The new Report will pick up on this, go into more depths on some subject such as special monitoring reports or studies and will be presented in a pleasantly designed way, which can also be given to an external audience. It is planned to have a small print edition as well as online view of the report. The first will be published in time for the WSB 32.

New versions of the **WSWH leaflet** (refreshed text and design) and the **WSWH introduction video** (completely new by Ruben Smit) are currently being worked on. They will be published in fall and at the end of August, respectively.

Further, CWSS is working on new **microsites** to specifically handle the topics of the WSFI, Swimway, Alien Species and the SIMP. The first three are scheduled to go online this fall.

The pandemic has also caused some shifts in communication to online media. Regular group meetings are moved to **virtual platforms** as long as travel is not encouraged (CWSS uses Zoom). CWSS is further working on a **webinar series** to better illustrate the diverse aspects of the work of the TWSC. The first webinar is envisaged to take place mid-2020. Lastly, videos are in the making in the framework of Prowad Link to showcase how SMEs and other partners cope with the situation. A first video was released on 18 May. All videos are placed in a [YouTube playlist](#). It is planned to release one video per week. Another [video with greetings to the World Heritage Centre](#) (requested) was released on 15 May.

2 Yellow Sea Cooperation

Due to the Covid-19 crisis, all planned activities have been cancelled since beginning of March 2020. This also concerned the envisaged exchange between with the East-Asian-Australasian Flyway Partnership (EAAFP) and the Wadden Sea Flyway Initiative, and the support of the IUCN Yellow Sea Working Group by participating in their annual meetings. It still is unclear how and when this can be re-started.

2.1 Memorandum of Understanding Korea-Wadden Sea

The decision the application to inscribe the South Korean tidal flats and archipelago on the World Heritage List has not yet been taken because this year's World Heritage Committee meeting initially scheduled for 29 June - 9 July 2020 has been postponed to a later date.

In case of an inscription, the current MoU (signed in 2009) may require an update, also to follow up new activities and projects at both sites. The next International Wadden Sea Symposium in March 2021 may be an opportunity to enhance the exchange between site managers and scientists from both sites. It would also be an opportunity to broaden the bilateral cooperation and to also invite the MoU partners from the Banc d'Arguin World Heritage (as done in a small workshop at the Leeuwarden Conference in May 2018).

2.2 Study visit North-South Korea to the Wadden Sea

Furthermore, the preparation of study visit of a mixed delegation (about 20) from North- and South-Korean managers to the Wadden Sea in May 2020, as requested by the Korean Ministry (KOEM/MOF), has been set on hold due to the recent situation. The foreign ministries in Germany, Denmark and the Netherlands have been involved in 2019 and will be informed accordingly if the situation will change.

2.3 World Heritage Bird Sanctuaries of the Yellow Sea and Bohai Sea (Phase 1)

The Chinese Yancheng Province asked CWSS to develop a proposal for a sustainable tourism strategy for the World heritage site of the Migratory Bird Sanctuaries along the Coast of the yellow Sea – Bohai Gulf of China (Phase I, inscribed in 2019), taking the Sustainable Tourism Strategy for the Wadden Sea World Heritage property as a format. The request is taken up and advanced by the CWSS in close collaboration with Wadden Sea experts and an affiliated organisation like LT&C (Linking Tourism & Conservation) within the framework of the Partnership Hub development (see also document WSB 31/6). Due to the crises, the project is currently on hold and it is unclear when it can proceed again