



**Trilateral Workshop on
Wadden Sea World Heritage
Communication and Marketing
Hamburg, 26 January 2012**

**Prepared by
the Common Wadden Sea Secretariat**

Colophon

The workshop was organized by the Common Wadden Sea Secretariat and the Task Group World Heritage in the framework of the Interreg IVB project “PROWAD – Protect and Prosper - Sustainable Tourism in the Wadden Sea” (www.prowad.org).

The PROWAD project is to identify opportunities and perspectives for sustainable socio-economic development in the Dutch-German-Danish Wadden Sea region following the designation of the Wadden Sea as UNESCO World Heritage Site.

PROWAD is to analyse the potential for sustainable tourism and carries out regional workshops with stakeholders from the nature and tourism sector developing a joint vision, aims and principles for sustainable tourism in the Wadden Sea.

The PROWAD partners are:

- The Common Wadden Sea Secretariat (Lead Partner),
- The Dutch Ministry of Economic Affairs, Agriculture and Innovation,
- The Regiecollege Waddengebied,
- The National Park Administration Lower Saxon Wadden Sea,
- The LKN National Park Administration Schleswig-Holstein Wadden Sea,
- The World Wide Fund for Nature Germany (WWF)
- The Danish Ministry of the Environment – Nature Agency



Ministerie van Economische Zaken,
Landbouw en Innovatie



Nationalpark
Wattenmeer
NATURSCHUTZ



Nationalpark
Wattenmeer
SCHLESWIG-HOLSTEIN



Miljøministeriet
Naturstyrelsen

Common Wadden Sea Secretariat
Virchowstr. 1
D-26382 Wilhelmshaven
Phone: +49 4421 91080
info@waddensea-secretariat.org



www.prowad.org

1. Introduction

The Wadden Sea World Heritage communication has generated huge enthusiasm among and broad support by the stakeholders. Since the inscription in June 2009, a number of concrete World Heritage products, activities and working arrangements have been implemented with broad involvement of stakeholders. The recent “Communication and Marketing Programme 2010 – 13”, which is the framework plan for the conservation and management, awareness, communication and marketing of the property, has been developed with input from stakeholders workshops and was approved by the Wadden Sea Board in October 2010. It intends to provide the framework for the initiatives and activities, and the cooperation between and the commitments of the stakeholders, participating in the partner network around the Wadden Sea World Heritage.



In addition, a number of World Heritage communication and marketing initiatives have been taken on local and regional level thus reflecting the high identification with and valuation of the new status as World Heritage.

The main focus of the workshop was to exchange the marketing and communication experiences gained since the World Heritage inscription, in order to optimize the current programme, to adjust the work activities to

the needs of the stakeholders, to continue generating synergies and work relationships across boundaries, and to discuss the development of a more long-term framework for the period after 2013. The workshop programme is in Annex 1.

Representatives from Dutch, German and Danish ministries, nature conservation agencies and national parks, provinces, counties, municipalities, tourism and marketing organisations, info centres, nature NGOs, advisory boards, research institutes, and universities attended the workshop. The list of participants is in Annex 2.

2. Objectives

The aim of the workshop was to enhance coordination in and between the regions and to enhance responsibility for joint projects. The main objectives were:

1. To inform stakeholders about progress in implementing the current joint communication and marketing programme 2010 – 2013,
2. To exchange experiences in World Heritage communication and marketing activities carried out by the partners in the various regions (presentations from local and regional level),
3. To discuss perspective for a joint work programme for the period after 2013 including synergies and work relations.

3. Presentations

3.1 World Heritage – Is there an opportunity for economic gain?

James Rebanks (Rebanks Consulting) presented the results of a seminal study of the socio-economic impact potential of all World Heritage Sites, which was published in 2010 and was well received by the UNESCO as well as internationally. He distinguished four motivations to become a World Heritage:

- an emergency attention for a unique heritage at risk,
- a celebration award for heritage already preserved,
- a marketing/quality brand
- a catalyst for economic development using heritage.



The study which covered all existing 878 World Heritage sites revealed that almost 80% of the sites are about heritage for heritage's sake and only a few were motivated by socio-economic objectives. The values of the World Heritage status and particularly as marketing brand and place-making catalyst for regional development are often neglected.

The study also showed that socio-economic benefits of becoming a World Heritage are not automatic. There is a high potential for benefits ranging from PR values, interest of international tourism media, involvement of world's leading companies, attracting international high spending visitors, to binding bits together into a coherent product. However, too many sites have only a passive relation to the World Heritage status and do not explore those benefits. James Rebanks identified 12 impacts on areas of UNESCO World Heritage Site status (see figure left) which require joint strategies and coordinated actions to be implemented.

He also presented some best practice examples from other World Heritage Sites (e.g. from Cinque Terre, Bordeaux, Jurassic Coast, Blaenvon, Hadrians Wall) to illustrate how the World Heritage status can help to enhance quality of tourism and be used as place-making catalyst. New studies also underlined that image and profile of a destination is critical for investment decisions by companies.

In this regard, the joint efforts, carried out in the Wadden Sea since the designation 2009, are good examples and should be continued.

3.2 Wadden Sea World Heritage communication and marketing programme

Jens Enemark (Common Wadden Sea Secretariat) provided an overview of World Heritage communication and the marketing programme, carried out since 2010, which have had the aim to safeguard the protection, management and awareness to strengthen the common responsibility of the property, to support sustainable regional development and to promote national and international cooperation and awareness of the World Heritage status of the Wadden Sea. He identified the following main issues:

1. Nature conservation and international cooperation: The activities of the Trilateral Cooperation on the Wadden Sea conservation (Wadden Sea Plan, TMAP, trilateral projects) has to be further integrated into World Heritage activities. This concerns in particular the Migratory Bird Flyway Project and the Alien Species Strategy, as requested by the World Heritage Committee, as well as and the international cooperation in the framework of the UNESCO World Heritage Marine Programme.
2. Information and awareness: A number of high quality products have been developed and listed in the recent product catalogue. The development of information products and branding to enhance the visibility of the World Heritage status amongst stakeholders and visitors should be continued.
3. Environmental education: The International Wadden Sea has established a co-operation with information centres and developed education material for the entire Wadden Sea (e.g. teacher's lounge). This cooperation should be strengthened in the next period to develop suitable World Heritage education material.
4. Tourism and recreation: The stakeholders cooperate in the development of a sustainable tourism strategy and action plan for the Wadden Sea. The work is co-financed by the Interreg IVB project "PROWAD – Protect and Prosper". The cooperation and partnership between the stakeholders should be strengthened and continued after the end of the project in 2014.

For the future period, the World Heritage communication through website, social media, newsletter and brand products should be continued and the common responsibility of all stakeholders for the joint communication and product development be enhanced. The World



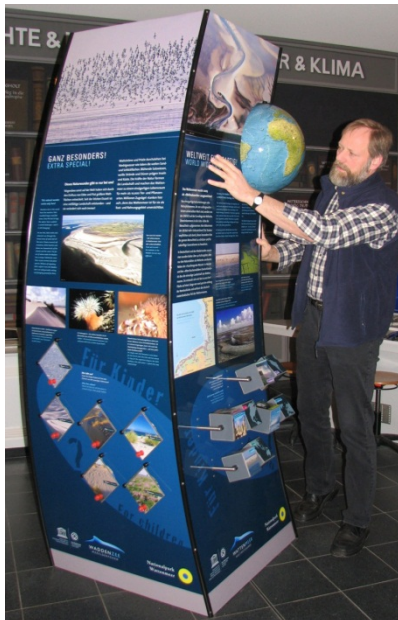
Heritage status can be a place-making catalyst for regional sustainable development and further emphasize should be given to jointly exploit this benefit in the future.

Figure (left) The Wadden Sea as stage for countless stories (Story hunter campaign 2012)

3.3 Wadden Sea World Heritage activities in the regions

Schleswig-Holstein

Christiane Gätje (LKN/National Park Administration) and Constanze Höfinghoff (NTS Nordsee-Tourismus-Service) presented the World Heritage communication and marketing activities in Schleswig-Holstein. The activities were carried out by a working group called AG Westküste established already in 2009. Members are regional tourism organisations, the Institute for Management and Tourism at the Fachhochschule Westküste, two ministries of environment and economics, the national park administration and nature NGO's. The group serves as a forum for information exchange, prepares events and initiates projects, and acquires funding from different regional and national programmes. The Working Group has identified five fields of work which are relevant in context with the World Heritage status: infrastructure, qualification, education, market research, communication and marketing. This



covers, amongst others, a traffic sign post World Heritage, the completion of the National Park information system with an information column (see photo left), regular qualification activities, and the development of new education offers for children and adults. Regular representative telephone surveys are carried out with, a.o. questions about peoples' attitude towards national park and World Heritage. Together with National Park Partners and nature NGOs, 5-to-7-day trips in the World Heritage site have been developed and are offered by certified tour operators. The 15 ambassadors (small, flying and big five) are the darling of the media and are widely used. World Heritage has been integrated into regular marketing such as the annual tourism magazines and websites, special supplements in newspapers and magazines, and cooperation with the German Railway (Fahrtziel Natur).

Lower Saxony

Juliane Reich (National Park Administration) introduced the overall objective of the National Park to improve the quality of nature protection, information, nature experiences, and tourism. Protective measures for species and biotopes are the basic requirements to maintain the values of the World Heritage site. Since 2009, the World Heritage status has



been integrated in National Park information material and talks, exhibitions, including the World Heritage information column and the traffic sign post (see photo left) developed together with Schleswig-Holstein and the Netherlands. In the framework of the annual migratory bird days, the awareness of the global significance of the Wadden Sea is communicated, and at the same time, high quality and sustainable activities are offered in cooperation with

regional partners and marketing organisations. The National Park information centres have been provided with World Heritage material and two of the centres were officially designated as Wadden Sea World Heritage Visitor Centres in 2011. The World Heritage Group Lower Saxony, consisting of stakeholder from the region (a.o. info centres, regional administration, marketing organizations, university), was established to exchanges information and plan new activities, taking into account local needs. The national park partner programme was continued to improve quality and sustainability in the region, a.o. by a certification procedure for regional products, accommodation, information and education). Stakeholder workshops regarding media training and further education for regional disseminators on how to communicate the topic World Heritage competently were carried out. Several World Heritage projects (information, exhibition, infrastructure) were financed by the Federal Ministry of Transport, Building and Urban Development, the Lower Saxon programme “Natur Erleben” and the Wadden Sea Foundation.

Oliver Melchert (Die Nordsee GmbH) informed the meeting about ongoing and planned World Heritage marketing activities. The first anniversary of the Wadden Sea as World Heritage was celebrated in June 2010 with the participation of the Lower Saxon prime minister, which was taken up by the regional and national media. The official information flyers (50,000 in 2009; 50,000 in 2011) and posters (over 300) were distributed to the local stakeholders. In addition, several large outdoor banners were produced to increase the



visibility of the World Heritage status in the region. Four press journeys were organized in cooperation with the Netherlands which resulted in over 50 publications about World Heritage. Future marketing activities will focus on a Wadden Sea road show (see left) with an interactive exhibition and tourism information and a co-operation with the German railway company

(together with Schleswig-Holstein) to promote the Wadden Sea World Heritage and sustainable travelling. Bookable offers are integrated to create buying incentives.

The Netherlands

Femke von Akker (Province of Fryslân) informed the meeting about the World Heritage activities in The Netherlands, which are carried out in close cooperation with the information centres on the islands, the main contact point being Ecomare on Texel, the Wadden Sea municipalities and Fryslân marketing. The World Heritage print material (flyers, posters) were distributed to the stakeholders and about 5 information columns are planned to be placed in the region. The municipalities have prepared a report on communication of the World Heritage status in combination with cultural themes. It is currently discussed where to place the World Heritage traffic sign posts and to use them also as welcome boards in the municipalities. The Dutch initiative of regional Wadden Sea products (“Waddengoud”) can serve as an example to use the approach in the entire Wadden Sea under the World Heritage label. The programme “Rich Wadden Sea” aims for a healthy Wadden Sea where nature and sustainable use are balanced and could be instrumental for World Heritage

communication and awareness. The Wadden Sea Society's initiatives "Fan van de Wadden" and the code of conduct "Ik pas of het wad" with over 45,000 members should also be integrated. To better integrate the various initiatives, programmes and stakeholders and a World Heritage project coordinator position will be established by the municipalities, provinces and ministry in spring 2012.



Maaikje Veldhuis (Fryslân Marketing) introduced the marketing activities for the Wadden Sea region. The Ems-Dollard Region (EDR) project "Network Toekomst is a cooperation of seven regional travel areas (the provinces of Drenthe , Fryslân and Groningen as well as the regions Cloppenburg, Emsland , Nordsee and East Friesland) in the Ems-Dollard Region. It has the aim to fundamentally restructure the tourism development in the region by working together in a permanent network through which the core qualities of the EDR are promoted. One of the seven work fields covers the Wadden Sea and integrates the CWSS World Heritage communication strategy. A new marketing campaign (Dutch SNN programme) is in preparation and will be in line with the international World Heritage activities. Fryslân Marketing also cooperates with the Chamber of Commerce (KvK) in a project on future scenarios for North Nederland and the Stenden University (Leeuwarden) in market research and scenario development. Further effort in communication and marketing are necessary to increase the visibility of the World Heritage status in the Wadden Sea region and to attract more tourists to stop the decline of visitors on the Wadden Sea islands.

3.4 Discussion – Where are we going?

In an interactive session, the workshops assessed the World Heritage activities and discussed future challenges. Overall, it was concluded that a lot has been achieved since 2009 but that there was also room for improvement. The participants identified the following opportunities but also barriers to be considered, a.o., in the future work:

Opportunities

- Visibility of the Wadden Sea World Heritage property,
- Private sector involvement – sustainable development, quality
- Listen to the people, accept different pride (identities?)
- “Change management”
- Synergies products, funding

Barriers

- Harmonized communication, branding
- Reach the local people
- 3 regional approaches
- Attitude of not listening to the people
- Gaps in conservation
- Different regional approaches and linkage to the overall approach

The following issues should be addressed in the **mid and long-term agenda**:

- Increased World Heritage communication through website, social media, brand, OUV,
- Partnership, sustainable development,
- Quality development, education,
- Creation of a World Heritage identity/community
- External evaluation: Someone from outside to look at whether we can improve.



4. Future perspectives and chances

During the afternoon sessions, three sub-groups discussed the questions “What do we gain with World Heritage? Future Perspectives & Chances” and proposed work priorities in the mid and the long term (2016/17), taking account of the identified opportunities and constraints. The following sections summarize the main outcome of this discussion.

4.1 Nature conservation and research



Key outcome

The high standard and quality of nature conservation must be kept and enhanced to protect and maintain the values of the World Heritage. Conservation must be an integrated part of the World Heritage agenda (and vice versa).

Activities and priorities

1. Improve our heritage: The Wadden Sea as a “living system” will change in the future. It will be a challenge to keep the wilderness concept (“let nature be nature”) in light of possible future threats, such as impacts of climate change or invasive species.
2. Protection of the Outstanding Universal Values:
 - a. criteria ix (processes) and x (biodiversity) covered in detail (several activities and projects to protect habitats and species),
 - b. criteria viii (geology) is covered only implicitly,
 - c. criteria integrity (largest coherent tidal area – barrier island system in the world) is covered well, but the global responsibility resulting from the OUV has only be integrated partly (e.g. flyway project), global change is regarded as one of the main threats.
3. “Global player”: International cooperation on nature conservation should be integrated in the trilateral agenda and the Wadden Sea Cooperation should actively contribute to the World Heritage cooperation in accordance with requirements of the World Heritage Convention.
4. “Partnership for Nature”: The World Heritage status results in a broad societal responsibility for nature and should be used to develop partnerships between governments, NGOs and economy.
5. Science: The Wadden Sea should contribute to science development on a global scale including other marine World Heritage properties in fields where there is a strong contribution to be expected from the Wadden Sea, in particular climate change and adaptation strategies, flyway management and conservation and management of large ecosystems.

4.2 Communication and environmental education



Key outcome

The World Heritage brand should be communicated as an umbrella brand which provides an added value to the existing local, regional and national brands.

Activities and priorities

1. Establish a common World Heritage budget to finance awareness and education activities. World Heritage sponsorship, fundraising and merchandising concepts can contribute to a central budget administered by the CWSS,
2. Enhance the brand attractiveness by communication of achievements (quantitative, qualitative) and explain benefits of a World Heritage brand,
3. Better involvement of information centres in World Heritage communication,
4. Environmental education: develop material not only for kids but also for adults.
5. Enhance World Heritage attractiveness on local and regional level to get support from stakeholders,
6. Develop public-private partnerships with sector, use best-practice examples,
7. Improve guidelines for the use of the logo in various contexts,
8. Contributions by stakeholders
 - a. Share ideas and products with others (e.g. International Wadden Sea School),
 - b. Provide communication channels: integration of World Heritage in existing communication structures is a joint responsibility of all stakeholders,
 - c. CWSS to act as main coordination point in World Heritage communication.

4.3 Sustainable tourism and business partnership

Key Outcome

Increase awareness and understanding of the global importance of the entire Wadden Sea – what is special and why conservation is good for business and residents.

Activities and Priorities

1. Work with the commercial sector (beyond tourism, e.g. local Chambers of Commerce), and residents to raise understanding of how the qualities of the Wadden Sea can benefit the area's social and economic development ('liveability')

Priority by 2013

2. Establish a programme that builds pride in the area that is based on raising the quality and international importance of the Wadden Sea World Heritage, through:
 - An 'Ambassador' programme – spreading knowledge about the entire area,
 - A 'Tool kit' of material for businesses to use (information, maps, photos, leaflets, logos, etc.),
 - A map of the area (including hinterland) to show entire area and where and which products and activities visitors can experience,
 - Use expertise of existing national park partner programmes to create an entire Wadden Sea partner approach,
 - Use NGO partners for 'familiarisation' tours for residents,
 - Develop, promote simple and consistent messages,
 - Develop an outreach and awareness for local school children, e.g. a Wadden Sea World Heritage curriculum.

Priority by 2013

3. Harmonisation of common quality criteria – e.g. The European Charter for Sustainable Tourism in Protected Areas

Priority by 2016

5. Conclusions

The current World Heritage Programme 2010 – 2013 can be regarded as a first approach to jointly exploit the added value which the World Heritage designation provides. It has attempted to use synergies much better and lifted the World Heritage status on a common, higher level across the various regions. On the other hand, a kind of dilemma became obvious in carrying out the programme without having an overall joint World Heritage strategy for the various work fields in place.



The workshop recommended to continue the programme and at the same time to put more effort in getting support from the stakeholders. The success of the programme depends on how they sign-up to such a joint programme and integrate it in their regular work.

The following main themes for the mid and long-term agenda were identified:

1. Development of strategic objectives and a vision for the World Heritage site which integrates regional, national and international aspects and cooperation arrangements, and which fully considers the integrity and ecological requirements of the property.
2. Enhancing the visibility of the World Heritage status to a broader public on the regional, national and international level.
3. Enhancing World Heritage awareness, information and education through the development of world class products, increased World Heritage branding and exploring fund-raising opportunities.
4. Explore possible partnerships or co-operations with other sectors using World Heritage as place-making catalyst (e.g. chambers of commerce, Wadden Sea Forum) and supporting the integrity and protection of the site.
5. Integration of science into the World Heritage conservation agenda, also internationally.

The workshop recommended developing these themes further in order to provide input into the next meeting of Trilateral Ministerial Council. As appropriate, a World Heritage stakeholder conference could be carried out beforehand to discuss the perspectives for a work programme in more detail.

ANNEX 1

Trilateral Stakeholder Workshop on
Wadden Sea World Heritage Communication and Marketing
Bundesamt für Seeschifffahrt und Hydrographie, Bernard-Nocht-Str. 78, Hamburg
26 January 2012

Organized by the Common Wadden Sea Secretariat and the Task Group World Heritage

Programme

- 10:15 – 10:25** **Opening and introduction to the workshop**
Gábor Oolthuis (Ministry of Economic Affairs, Agriculture and Innovation), Chairman
- 10:25 - 11:00** **World Heritage – Is there an opportunity for economic gain?**
Research and analysis of the impact potential of 800 World Heritage sites
James Rebanks, Rebanks Consulting Ltd
- 11:00 – 11:15** **Wadden Sea World Heritage communication and marketing programme**
Status and achievements – Evaluation and future opportunities
Jens Enemark, Common Wadden Sea Secretariat
- 11:15 – 12:30** **World Heritage activities in the Wadden Sea regions**
- Schleswig-Holstein: Christiane Gätje (LKN Nationalpark Schleswig-Holsteinisches Wattenmeer); Constanze Höfinghoff (Nordsee-Tourismus-Service GmbH, Schleswig-Holstein)
 - Lower Saxony: Juliane Reich (Nationalpark Niedersächsisches Wattenmeer); Oliver Melchert (Die Nordsee GmbH),
 - The Netherlands: Femke van Akker (Provincie Fryslân); Maaïke Veldhuis (Fryslân Marketing)
- 12:30 – 13:00** **Discussion**
- What has been achieved and what are the future perspectives?
 - What has been gained for nature conservation?
 - World Heritage as a new identity for the region?
 - How can business partnerships make a difference for the World Heritage?
- 13:00 – 13:45** **Lunch break**
- 13:45 – 14:45** **Development Framework Plan 2013 - 2016**
- What do we gain with World Heritage – Future perspectives & chances**
Subgroups:
1. Nature Conservation / Research
 2. Communication / Environmental Education / Info Centres
 3. Sustainable tourism and business partnerships
 4. International Cooperation and Networks
- 14:45 - 15:45** **Plenary**: Discussion proposed framework plan and action to be undertaken
- 15:45 - 16:00** **Closing and next stakeholder meeting**
- The workshop is carried in the framework of the Interreg IVB project
“PROWAD – Protect and Prosper: Sustainable Tourism in the Wadden Sea”

ANNEX 2 List of Participants

State	Title	First Name	Name	Institution	City
DK	Ms	Anne	Husum Marboe	Danish Nature Agency	Gram
HH	Mr	Klaus	Janke	Behörde für Stadtentwicklung & Umwelt	Hamburg
HH	Ms	Gabriele	Meusel	Behörde für Stadtentwicklung & Umwelt	Hamburg
Nds	Mr	Marc	Klinke	Die Nordsee GmbH	Schortens
Nds	Mr	Peter	Südbeck	Nationalparkverwaltung Nds. Wattenmeer	Wilhelmshaven
Nds	Ms	Juliane	Reich	Nationalparkverwaltung Nds. Wattenmeer	Wilhelmshaven
Nds	Mr	Bunje	Jürn	Nationalparkverwaltung Nds. Wattenmeer	Wilhelmshaven
Nds	Mr	Hubertus	Hebbelmann	Niedersächsisches Umweltministerium	Hannover
Nds	Mr	Oliver	Melchert	Die Nordsee GmbH	Roffhausen
NL	Mr	Herman	Verheij	Waddenvereniging	Harlingen
NL	Ms	Femke	van Akker	Provincie Fryslân	Leeuwarden
NL	Ms	Maaïke	Veldhuis	Fryslân Marketing	Leeuwarden
NL	Ms	Elze	Klinkhammer	Vorzitter TG-STC	
NL	Mr	Bernard	Baerends	Ministerie EL&I	Groningen
NL	Ms	Lisbeth	Meijer	RCW	Leeuwarden
NL	Mr	Gabor	Oolthuis	Ministerie EL&I	Groningen
SH	Ms	Constanze	Höfinghoff	Nordsee-Tourismus-Service GmbH	Husum
SH	Ms	Maike	Walter	Nordsee-Tourismus-Service GmbH	Husum
SH	Mr	Frank	Ketter	Wirtschaftsförderungsgesellschaft Nordfriesl.	Husum
SH	Mr	Hans-Ulrich	Rösner	WWF Wattenmeerbüro	Husum
SH	Mr	Harald	Förster	Schutzstation Wattenmeer	Husum
SH	Mr	Bernd	Scherer	Ministerium Landwirtschaft, Umwelt, ländliche Räume Schleswig-Holstein	Kiel
SH	Ms	Margret	Brahms	Ministerium Landwirtschaft, Umwelt, ländliche Räume Schleswig-Holstein	Kiel
SH	Ms	Kerstin	Schneider	Wirtschaftsministerium Schleswig-Holstein	Kiel
SH	Prof Dr	Karsten	Reise	AWI Wattenmeerstation	List/Sylt
SH	Mr	Klaus	Koßmagk-Stephan	LKN Nationalparkverwaltung SH Wattenmeer	Tönning
SH	Ms	Christiane	Gätje	LKN Nationalparkverwaltung SH Wattenmeer	Tönning
SH	Mr	Gerd	Meurs-Scher	LKN Nationalparkverwaltung SH Wattenmeer/Multimar	Tönning

D	Ms	Stefanie	Hedtkamp	Federal Ministry BMU	Bonn
D	Mr	Manfred	Volmer	Wadden Sea Forum	Wilhelmshaven
UK	Mr	James	Rebanks	Rebanks Consulting	Pentrith
UK	Mr	Richard	Partington	Europarc Consulting	Dunverton
UK	Mr	Wilf	Fenten	Europarc Consulting	Settle
D	Mr	Jens	Enemark	CWSS	Wilhelmshaven
D	Mr	Harald	Marencic	CWSS	Wilhelmshaven
D	Ms	Nataliya	Drozdovych	CWSS	Wilhelmshaven