**WADDEN SEA WORLD HERITAGE | BRAND NARRATIVE**

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| **WADDEN SEA WORLD HERITAGE** | | | | | | |
| **BRAND MESSAGING – LEAD LINE:**  The phrase Wadden Sea World Heritage should always be used in text form or prominently in the logo form, supported by an additional phrase.  This additional phrase can be chosen depending on the audience, communications channel and the situation.  **Wadden Sea World Heritage:** Three countries, one globally unique landscape  **Wadden Sea World Heritage:** A unique landscape to share with the world  **Wadden Sea World Heritage:** Our global heritage, our shared responsibility  **Wadden Sea World Heritage:** 500km, three countries, one unique place  **Wadden Sea World Heritage:** 500 km of coastline, three countries, one global heritage  **Wadden Sea World Heritage:** Loved, celebrated and treasured for the world  **Wadden Sea World Heritage:** Loved, celebrated and shared with the world  **Wadden Sea World Heritage:** Natural wonder, global value    **Wadden Sea World Heritage:** A global jewel to share with the world  **Wadden Sea World Heritage:** Created by nature, shaped by the tides, shared with all  **Wadden Sea World Heritage:** A place to cherish, a place to share with the world  **Wadden Sea World Heritage:** Locally loved, globally celebrated | | | | | | |
| **BRAND STATEMENT**  Wadden Sea World Heritage is the culmination of a journey – an award for a constant progression, supported over many years by local inhabitants, organisations and government authorities.  Our partnership is based on the protection of an outstanding universal tidal wetland offering unique and fulfilling experiences. In the Wadden Sea – regardless of the country or region – people can discover a unique natural beauty with an incredible range of plants and animals. They find all that UNESCO has considered worthy of keeping, of protecting, of preserving – a vast treasure of natural resources.  The Wadden Sea is part of our global heritage. | | | | | | |
| **BRAND VALUES**  **COMMITTED**  We will protect the Wadden Sea World Heritage for both present and future generations.  **IRREPLACEABLE**  The Wadden Sea deserves protection, it is a seascape of immeasurable importance in harbouring a wealth of biodiversity.  **INSPIRING**  The Wadden Sea is a place like no other, a truly unique natural environment.  **DYNAMIC**  The Wadden Sea is an ever-changing environment, where the ebb and flow, sea and wind shape the coastline in front of your eyes | | | | | | |
| **PLACE DESCRIPTORS:**  *Dynamic landscape, shaped by time*  *Timeless beauty*  *A place like no other*  *Space to explore*  *Calm and tranquillity*  *Feed your senses*  *Ebb and flow*  *Rich in biodiversity*  *Tidal meadows*  *A watery wilderness* | | | | | | |
| **Audience:** | **Residents** | **Visitors / Tourists** | **Business owners**  ***(e,g, tourism business, hospitality, leisure etc.)*** | **Conservationists** | **Tourism partners**  ***(e.g. tourism bodies from the Netherlands, Germany and Denmark )*** | **International audience *(e.g. conferences, international tourism bodies, international media etc.)*** |
| **Why the Wadden Sea is unique**  ***(the reasons why Wadden Sea World Heritage matters to the different audiences)*** | Living in a World Heritage site means living in one of the most special places on the planet – a unique and irreplaceable environment – a place like no other.  Nowhere else on the planet is there such diverse and dynamic coastline of this scale continuously being shaped by wind and tides.  Being part of this landscape makes you a guardian of its future and a custodian of this unique landscape. | Imagine a unique place that is shaped by tide, where each day a new environment emerges.  A sense of space, a sense of wonder – a place to enrich your senses, a place where your dreams to take flight.  The Wadden Sea World Heritage is an unforgettable experience for all. A place where the ebb and flow, sea and wind shape the coastline in front of your eyes. | We welcome customers and visitors from all over the world to one of the most globally significant landscapes.  People remember forever the sense of space and the wonder of our natural environment.  The Wadden Sea World Heritage, an unforgettable experience for all. | The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world: a seascape of immeasurable importance.  It’s a place like no other: a  rich network of habitats and environments, which is home  to thousands of species of flora and fauna.  Every year 10-12 million migratory waterbirds visit the Wadden Sea, taking advantage of the food source it provides during migrations between the Arctic and Africa. | The Pyramids of Giza, the Great Barrier Reef, the Acropolis of Greece, the Galápagos Islands, Yellow Stone National Park... some places in the world are precious. Global treasures that are irreplaceable. The Wadden Sea is one such place.  Inscribed on the UNESCO World Heritage List for its unique landscape and dynamic natural processes, the Wadden Sea is part of our global heritage to be protected, celebrated and shared. | The Wadden Sea is the largest tidal flats system in the world, where natural processes run undisturbed throughout the area. It spans 500km and the coastline of three countries – Netherlands, Germany and Denmark and has an overall area of 14,000 km².  Nowhere else in the world is there such a dynamic landscape with a multitude of habitats being shaped by wind and tide. It’s a unique environment that we are proud to protect and share with the world. |
| **Tag lines** | A place like no other. The place you call home.  A unique place where your imagination takes flight.  A globally significant place to protect and share. A place you call home. | The Wadden Sea. Once visited, never forgotten.  A globally unique landscape. Once visited, never forgotten.  The wonder of nature, as far as the eye can see.  Let your imagination take flight | The Wadden Sea: a place like no other.  A natural wonder, ours to share with the world. | Shaped by nature, protected by us.  One Wadden Sea, One Global Heritage – a wealth of biodiversity.  A landscape of unique natural dynamics.  A seascape of immeasurable importance.  The wonder of nature, as far as the eye can see. | A natural wonder, ours to share with the world.  Space for nature, space to explore, an unforgettable experience. | One Wadden Sea, One Global Heritage – a wealth of biodiversity.  A landscape of unique natural dynamics.  A seascape of immeasurable importance. |
| **Why should I support it?**  ***(why should it matter to the audience, what is their reason to support and protect the Wadden Sea World Heritage)*** | You live in a place so special it deserves World Heritage status.  By protecting the Wadden Sea we can ensure this unique place remains for future generations to cherish.  Being part of this landscape makes you a guardian of its future and a custodian of its unique landscape. | The Wadden Sea is one of a kind – you won’t find an experience like it anywhere else in the world.  Wadden Sea World Heritage is an unforgettable experience for all.  The Wadden Sea is a World Heritage site, a status given to a select few destinations that are globally significant. We share this status with places like the Great Barrier Reef and the ancient pyramids of Egypt. | Wadden Sea World Heritage attracts millions of visitors looking for unique experiences every year.  Visitors looking for authentic, world-heritage destinations are high-value tourists who, on average, spend more than average visitors.  World Heritage status gives us the opportunity and the strength to work together to manage and protect this incredible landscape. | It’s a unique, yet fragile, environment, home to many at risk species. It is an environment that needs our collective management and protection.  World Heritage status gives us the opportunity and the strength to work together to manage and protect this incredible landscape.  The Wadden Sea plays a critical role in the annual conservation of 10-12 million African-Eurasian migratory waterbirds. | The tourism market is changing and there is a rapid growth in visitors looking for unique tourism experiences. World heritage enthusiasts are an emerging market.  We can balance the needs of the tourism industry and the needs for conservation and protection to ensure tourism and nature thrives.  The Wadden Sea is already a tourism destination with an estimated 3-5 billion euro yearly turnover of tourism in the region. | The Wadden Sea is a world heritage site, a status given to a select few destinations that are globally significant. We share this status with places like the Great Barrier Reef and the ancient pyramids of Egypt.  It’s a truly unique environment. The landscape and natural processes here can’t be found anywhere else in the world. |
| **Proof points**  ***(providing evidence of importance of the Wadden Sea World Heritage for the different audiences)*** | In 2009, the Wadden Sea was inscribed into the UNESCO World  Heritage List for its globally unique geological and ecological values.  Around 3.75 million people live on the mainland along the Wadden Sea. A further 75,000 people live on the islands.  World Heritage status was won thanks to local residents, organsations and governments working together to protect this globally significant landscape. | In 2009, the Wadden Sea was inscribed into the UNESCO World  Heritage List for its globally unique geological and ecological values.  Nowhere else in the world there is such a dynamic landscape with a multitude of habitats, being shaped by wind and tides.  Along the Dutch, German and Danish coast and on the islands there are 50 visitor centres offering Wadden Sea experiences, guided tours and educational activities for all ages.  The Wadden Sea has been voted one of the most beautiful World Heritage sites (Conde Nast Traveler, 2014). | The Wadden Sea World Heritage Destination attracts 10 million people, about 50 million overnight stays and 30-40 million day-trippers every year.  The Sustainable Tourism strategy for the Wadden Sea World Heritage destination has been developed to define the importance of balancing the needs of nature, tourism and business success in the Wadden Sea World Heritage Destination.  World Heritage status adds value – it can create new partnerships and opportunities to strengthen trilateral initiatives across the Wadden Sea.  Visitors regard World Heritage Status as a mark of quality and exceptional experiences. | Around 6 million migratory birds can be present in the Wadden Sea at one time, and an average of 10-12 million pass through it in autumn and spring every year.  There are estimated to be 50,000 harbour seals living in the Wadden Sea.  The Wadden Sea Plan ensures the protection of the Wadden Sea. The Netherlands, Germany and Denmark have  joined their conservation forces for over 30 years, taking responsibility for this irreplaceable ecosystem and preserving it for the benefit of present and future generations.  TMAP (Trilateral Monitoring and Assessment Programme) responsible for joint monitoring and reporting.  Sustainable Tourism Strategy and Action Plan – developed through partnership between nature conservation organisations, governments, the tourism sector and NGOs in the Netherlands, Germany and Denmark.  Almost the entire Wadden Sea is protected as national parks and nature reserves. | ­The Wadden Sea World Heritage Destination attracts 10 million people, about 50 million overnight stays and 30-40 million day-trippers every year.  ­Almost the entire Wadden Sea is protected as national parks and nature reserves.  ­There are 50 visitor centres offering Wadden Sea experiences, guided tours and educational activities for all ages.  The Sustainable Tourism Strategy and Action Plan outlines the potential that exists for protecting the Outstanding Universal Value of the Wadden Sea World Heritage.  Pristine nature and nature conservation at the holiday destination is a very important aspect of the holiday for over 90% of North Sea visitors. (NIT Visitor Survey PROWAD 2013)  97% of respondents are aware of the World Heritage Site status of the Wadden Sea. (NIT Visitor Survey PROWAD 2013)  Visitors regard World Heritage Status as a mark of quality and exceptional experiences. | The World Heritage status underlines the fact that we need to protect and manage the Wadden Sea as one ecological entity. Through this we can develop a new quality of cooperation and joint responsibility towards the global community.  The Wadden Sea spans 500 km and the coastline of three countries – Germany, Netherlands and Denmark.  The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world, with natural processes undisturbed throughout most of the area.  The Wadden Sea is a partner in the global network of UNESCO World Heritage Marine Programme – building a network of World Heritage marine site managers who share management solutions and best practices across 47 sites.  Twinning: Banc d’Arguin National Park and Wadden Sea strengthen conservation through formal agreement.  PROWAD Project: seen as best practice example how the tourism sector can actively contribute to and benefit from the aims of the World Heritage Convention in protecting the natural values of the Wadden Sea. |