

Wadden Sea Board

**WSB 13
28-29 January 2015
Wilhelmshaven**



Agenda Item:	6
Subject:	Amended Task Groups ToR
Document No.	WSB 13/6/6
Date:	8 January 2015
Submitted by:	Denmark

Attached is the Danish proposal for amended ToR for TG-WH and TG-STs. At WSB 12 it was agreed to see whether official reporting obligations can be separated from practical tourism issues and that Denmark should bring forward a proposal for a clearer division of the tasks of the two task groups.

It is proposed to hold task groups meetings back to back to stimulate a fruitful cooperation between the two groups in the areas where there are mutual interests.

Proposal: **The meeting is invited to discuss and decide upon the amendments and proposals contained in the document.**

TASK GROUP SUSTAINABLE TOURISM STRATEGY (TG-STs)

Terms of Reference 2014 – 2018

The joint implementation of the strategy on “Sustainable Tourism in the Wadden Sea World Heritage Destination” is an important work theme for the Cooperation in the coming period according to the Tønder Declaration (TD §§ 11-13). The work contributes to the World Heritage Strategy (TD § 5) and the aims and objectives of the World Heritage Convention.

Objective

Coordinate and oversee the implementation of the strategy for sustainable tourism and the action plan in a participatory approach with the relevant stakeholders.

Tasks

- (1) Elaborate an implementation plan of the strategy and action plan together with the relevant stakeholders for approval by the WSB.
- (2) Coordinate and oversee the implementation plan both in terms of its contents and financially.
- (3) Promote and enhance the cooperation between the regions and sectors on sustainable tourism including the exchange of relevant information and coordination between regional projects.
- (4) Ensure coordination with activities in the field of tourism in the context of the World Heritage Convention and with activities of the Task Group World Heritage (TG-WH).
- ~~(4)~~(5) Identify funding mechanisms, prepare project applications and serve as project implementation unit/steering group for joint projects
- ~~(5)~~(6) Prepare annual reports on the implementation of the STS strategy for discussion and approval by the Board and the further development of the Business Plan including, as appropriate, signalling of issues to be solved by the Board.

Deliverables

- (1) Implementation Plan 2014-18 for strategy on “Sustainable tourism in the Wadden Sea World Heritage Destination”.
- (2) Annual Progress Reports on the status of the implementation plan.

Composition/Membership

- Chairperson /with experience in sustainable tourism and nature conservation),
- Representatives from relevant government authorities, the tourism sector and nature NGOs, i.e. 2 to 4 representatives per region (1-2 GO, 1-2 tourism and marketing sector depending on the regional structure) and 2 green NGOs (WWF, Waddenvereniging)

Time schedule 2014-18

TASK GROUP WADDEN SEA WORLD HERITAGE (TG-WH)

Terms of Reference 2014 – 2018

The Wadden Sea World Heritage is a central work theme for the Cooperation in the coming period according to the Tønder Declaration. The strategy for the property according to §5 of the Tønder Declaration will be the central instrument for implementing objectives and activities of the Cooperation and will involve also non-governmental strategic partners.

Objective

Coordinate and oversee the implementation of the Wadden Sea World Heritage Strategy to warrant the realization its vision and objectives.

Tasks

- (1) Elaborate a Business Plan for the implementation of the Strategy together with the strategic partners for approval by the WSB.
- (2) Coordinate and oversee the implementation of the Business Plan both in terms of its contents and financially together with the strategic partners.
- (3) Elaborate annual reports on the implementation of the strategy for discussion and approval by the Board and the further development of the Business Plan including, as appropriate, signalling of issues to be solved by the Board.
- (4) Observe and appropriately respond to any other development nationally and internationally relevant for the Wadden Sea World Heritage (Strategy).
- (5) Implement any other activities and projects assigned by the Board.
- (5)(6) [Ensure coordination with TG-M on Status of Conservation report to Unesco in 2016](#)

Deliverables

- (1) Business Plan 2014-18 for the implementation of the Wadden Sea World Heritage Strategy.
- (2) Annual Progress Reports on the implementation of the Business Plan.
- (3) Overall implementation report of the Strategy including, as appropriate, amendments of the Strategy for the 2018 Conference.

Composition/Membership

- Chairperson² per region (+ one Hamburg), one from policy level, one from management/operational level
- One representing advisors
- Two representing strategic partners

Time schedule

2014-18

TG-WH and TG-STs both have a role in the work following of the World Heritage nomination, and previously some confusion on the division of the tasks has been experienced.

In order to secure a transparent approach and to avoid overlap in the tasks between TG-WH and TG-STs the following division of the actual assignments following execution of the task is stated:

TG-WH has the leading role in:

WH Educational activities (as currently mandated to WWF and the Educational Network)

WH Campaign 2015-2018, the overall development of the concept

Development of information and awareness

Qualification programs in line with the WH educational concept

TG-STs has the leading role in:

WH Brand implementation and awareness

Marketing activities

Qualification of people working in tourism sector

Tourism surveys

WH work program and the action list for implementation of the STs shall be amended according to the list above.

Future project development will be unequivocally assigned to one of the groups.

Recognising the mutual interest in WH development and tasks in the TG-WH and TG-STs it is considered to be helpful to plan TG-WH and TG-STs meetings back to back in order to make joint meeting and mutual information possible. This will also enhance the stakeholder involvement in relation to World Heritage development considering the anticipated approval and support for the WH Strategy.