

Wadden Sea Board

WSB 21
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Vester Vested, Denmark



Agenda Item:	5.10 Communication and Education
Subject:	Environmental Education and Interpretation Strategy
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Submitted by:	WWF

The paper contains two documents: The draft „Strategy for Environmental Education and Interpretation in the Wadden Sea World Heritage Site“, and in addition a number of sample pages purely for the purpose of giving an impression of how it may look like when designed and printed (see sample pages at the end of this document).

The draft strategy was prepared with input from the Network Group Education. TG-WH was also informed and invited for comments.

WSB is invited to note the draft document and the sample pages, to comment as appropriate, and to acknowledge that the process of finishing the work to be continued.

The goal is to present a final strategy for acknowledgement by the Trilateral Governmental Conference in 2018, which should also be signed there by many of those who are supposed to implement the strategy on the operative level.

Proposal: **The meeting is invited to comment as appropriate and endorse the preparation of a final education strategy to TGC 2018.**

Strategy for Environmental Education and Interpretation in the Wadden Sea World Heritage Site

Content & Proposal for Pages

Note: the page numbers refer to the product after layout / the formulation of the headings is for overview only and may be changed]

The entire strategy shall be illustrated with photos showing children and adults in different situations of nature experience, learning and teaching: on the mudflats, at the various nature centers, children who play and draw with various national and international teaching resources, children and adults working with multi-media on the screen or mobile phone, etc.

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The Strategy in a Nutshell

[to be written in a later stage; shall be few sentences and keywords only]

We Engage in Wadden Sea World Heritage Education

The Wadden Sea is the largest unbroken system of tidal flats and intertidal sands in the world, where natural processes run undisturbed throughout the area. It spans 500 km along the coastline of three countries – Denmark, Germany and the Netherlands - and has an overall area of 14,000 km².

In 2009, the Dutch-German Wadden Sea was inscribed into the UNESCO World Heritage List in recognition of the 'Outstanding Universal Value' of the area and the progress made in protecting and managing it for more than 30 years. In 2014, the site was extended to include the Danish part of the Wadden Sea. The UNESCO World Heritage status is the highest possible award for a natural site and recognises and acknowledges its outstanding global importance. Thus, the Wadden Sea is now ranked as highly as other World Heritage properties, for example, the Great Barrier Reef and the Grand Canyon.

Outreach and education are an obligation that directly ensues from the World Heritage Convention and the inscription in the World Heritage List. In order to protect the Outstanding Universal Value of the Wadden Sea it must be known, understood and respected. In other words: The communication and promotion of the Wadden Sea World Heritage are essential factors for a broad acceptance and support of the long-term protection of the Wadden Sea.

At the 12th Trilateral Governmental Conference on the Protection of the Wadden Sea in Tønder (2014) the ministers agreed to “enhance the awareness of the young generation of the Wadden Sea as a shared heritage through development of appropriate educational outreach and products as an integral part of the World Heritage communication and education, and therefore to stimulate and support the development of a trilaterally coordinated World Heritage education network, building upon the already existing International Wadden Sea School (IWSS) network including regional and local initiatives”. The overall strategy for the Wadden Sea World Heritage, agreed upon by the Wadden Sea Board in 2015, further specifies the work field for the educational component.

The World Heritage education and interpretation builds on many years of experience and a large variety of existing national and trilateral Wadden Sea education activities. Committed education professionals and motivated multipliers can jointly bring the OUV to life.

Aim & Status of the Strategy

The “Wadden Sea World Heritage Education and Interpretation Strategy” (i.e. “the education strategy” from now) aims to provide a trans-boundary framework for environmental education and interpretation in the Wadden Sea World Heritage Site. It builds up on the local, regional and national strategies, concepts and individual activities - without replacing these - and provides an umbrella to promote the Wadden Sea’s Outstanding Universal Value (“OUV” from now) in an international and interdisciplinary approach. A Trilateral Work Programme for 2018-2022 and onwards complements the strategy and concretises the joint activities.

The strategy has been developed by the Trilateral Network Group Education with members representing Wadden Sea education and interpretation at national and regional levels, the Trilateral Wadden Sea Cooperation and the International Wadden Sea School (IWSS). It is signed on the occasion of the 13th Trilateral Governmental Conference on the Protection of the Wadden Sea in Leeuwarden in 2018.

The strategy links and contributes to implementing the overall “World Heritage Strategy” (Annex Box 3), the “Strategy for Sustainable Tourism in the Wadden Sea World Heritage Destination” (Annex Box 4) and in a broader sense also to the “UNESCO World Heritage Education Programme” (Annex Box 5).

To fill the strategy with life – both on the national and trilateral level - is our common responsibility. On the national levels, the ongoing and future individual activities will be coordinated and financed by the respective national stakeholders.

On the trilateral level, the trilateral Network Group Education will oversee the implementation of this strategy with the coordination of joint activities according to the Trilateral Work Programme provided by the IWSS in cooperation with the Common Wadden Sea Secretariat (CWSS).

All Wadden Sea education stakeholders who commit to and support the protection of our ONE Wadden Sea, are invited to participate in the implementation of Wadden Sea World Heritage education and interpretation: by informing, engaging, and involving a large proportion of visitors and locals of all ages in the World Heritage, its protected areas and Outstanding Universal Value.

[logos of all partners involved; regional representatives to approach and involve local partners]

Facts & Figures

[to be presented in an appealing way similar to page 6/7 of the tourism strategy]

- 11,000 km² of protected areas such as National Parks make up the Wadden Sea World Heritage, stretching about 500 km along the North Sea shores of Denmark, Germany and the Netherlands
- More than 10 million migratory waterbirds pass through in autumn and spring every year and depend on the area as a major stepping stone on their flyway
- About four million people live on the mainland adjacent to the Wadden Sea World Heritage and about 75,000 live on the islands surrounded by it
- Every year about 10 million tourists with about 50 million overnight stays visit the region, and many more come for a day-trip
- [100] Wadden Sea visitor centres of all sizes serve as gateways to Wadden Sea knowledge and experience
- [60] rangers of the conservation authorities or management organisations and about [500] people active in the field as members, staff or volunteers of nature conservation associations or private guides provide information, guided tours and education programs
- [2.5] million people make use of the different levels of Wadden Sea information, education and interpretation services every year
- [xx] local schools/teachers use, benefit from and are actively involved in Wadden Sea education

Visitor Information & Wadden Sea Education Today – Where we are now

[Map of the Wadden Sea World Heritage region and locations of centres]

Visitor information, environmental education and offers for nature experience have evolved throughout the Wadden Sea Region for several decades, the first activities recorded more than a century ago. Ranging from personal communication, printed and digital information, signs, nature trails and educational offers, to information centres of different sizes, today a broad choice of Wadden Sea information and education offers is provided by various nature conservation bodies and their partners: public bodies from the local to state level, often in various public-private partnerships, bodies run by green NGOs and foundations, and also bodies where small and medium sized businesses such as National Park Partners are taking an active role in the various forms of communication.

About 100 visitor information facilities - from small info-points to large edutainment centres - along the entire coast and on the islands play an important role in presenting the values, attractions and global importance of the Wadden Sea to local inhabitants, stakeholders and tourists alike.

A number of rangers, volunteers and private nature guides offer a broad choice of guided tours - from mudflat walks to boat trips and bird watching activities, providing first-hand experience, fascination and understanding of the irreplaceable nature.

Regional education programs such as “Waddenzeeschool” in the Netherlands, “Junior Ranger” and “National Park Schools” in Germany and “Mit Vadehav” in Denmark provide comprehensive learning opportunities for both local and tens of thousands of pupils that visit the Wadden Sea on class trips every year.

The International Wadden Sea School (IWSS), founded by the Trilateral Wadden Sea Cooperation in 2003, has - with the purpose of enhancing a trilateral perspective of Wadden Sea education and cross-border cooperation among multipliers - developed a wide range of information and educational products, which present the entire Wadden Sea as one ecological and preserved entity.

The Wadden Sea’s inscription as World Heritage Site in 2009 and its extension in 2014 is an obligation and provides the chance to extend the cooperation of stakeholders involved in education, contributing to the awareness, inspiration, and engagement with the worldwide importance and global connections of the Wadden Sea World Heritage property. Explaining the Outstanding Universal Value in a consistent and engaging way constitute the basis for a successful Wadden Sea World Heritage education and interpretation work.

Wadden Sea World Heritage Education Tomorrow – Where we want to be

Our Vision for the Future

It is our joint vision, that in the future...

People who visit, live or work in any part of the Wadden Sea World Heritage region are aware of and appreciate the Outstanding Universal Value and the unique landscape. They are committed to preserving these assets for the benefit of present and future generations.

Environmental education and interpretation provide access to the understanding and appreciation of the Wadden Sea World Heritage Site. High-quality information and nature, landscape and culture experiences ensure outstanding opportunities for all age groups to learn about, experience, enjoy and support to protect the Wadden Sea.

Local, regional, and trans-boundary, as well as governmental and non-governmental offers complement each other, and committed partners actively cooperate on a national, trilateral and international level. All education and interpretation activities support the integral protection of the Wadden Sea as an ecological entity and the ecological requirements of its common World Heritage Status.

Our Objectives & Measures – How the Vision becomes Reality

Three joint objectives and 13 measures on the national as well as on the trilateral level contribute to realising the vision in the long term.

Objective 1

Competent multipliers: All stakeholders of Wadden Sea education have a transnational understanding and appreciation of the Wadden Sea World Heritage, its OUV and its protection in a trilateral and global context.

Objective 2

High-quality information: A comprehensive holistic information and education offer provides consistent communication of the 'Outstanding Universal Value' throughout the Wadden Sea World Heritage region and beyond.

Objective 3

Outstanding person-to-person communication: Guided nature interpretation offers provide authentic experiences of the diversity, dynamics and beauty of the Wadden Sea World Heritage for everyone.

Trilateral Measures

Measures and activities on the trilateral level are further specified in a joint Trilateral Work Programme, facilitated by the International Wadden Sea School (IWSS) and financed by the Trilateral Wadden Sea Cooperation. They are inspired by, complement and – as far as possible - support the activities on the national level.

Objective	Measure	Rationale
Competent multipliers	Provision of trilateral network- and service activities focussing on World Heritage issues targeted at multipliers of Wadden Sea education and visitor information.	<i>Trilateral networking activities such as workshops and service offers such as online platforms for multipliers facilitate learning and exchange opportunities among international colleagues for a profound understanding and consistent communication of World Heritage.</i>

	Engagement in cooperation and exchange activities with Wadden Sea related (marine) World Heritage and protected sites on a global scale.	<i>Broadening the scope of cooperation to relevant sites outside the Wadden Sea facilitates mutual learning and contributes to high-quality wetland education around the world.</i>
High-quality information	Provision of trilateral information, education and edutainment resources with a focus on the joint World Heritage targeted primarily at non-formal and informal learning audiences.	<i>Trilateral World Heritage resources complement the national information and education products. They are provided in Danish, German and Dutch, take into consideration the various national situations and meet the demand on a common denominator.</i>

National Measures

The implementation of existing and future measures and activities on the national level is subject to National Work Programmes which are set up, implemented and financed by public as well as private partners in the three Wadden Sea countries respectively different regions. National activities are inspired by, complemented and – as far as possible - supported by the trilateral activities.

Objectives	Measures	Rationale
Competent multipliers	Provision of national networks and services targeted at multipliers of Wadden Sea education and visitor information.	<i>National networking activities and services for multipliers ensure a competent and coordinated Wadden Sea education and integration of World Heritage issues in national activities.</i>
	Provision of qualification systems and training programs for nature and culture guides and other non-formal audiences.	<i>Coordinated qualification schemes and regular training courses for nature guides, tourist organisation, business partners, etc. can ensure a high-quality standard of guided tours and visitor information in the entire Wadden Sea Region</i>
High-quality information	Provision of visitor centres targeted at informal, non-formal and formal audiences.	<i>Visitor centres of all sizes serve as gateways to the Wadden Sea World Heritage.</i>
	Provision of visitor information systems including self-guided trails targeted primarily at informal learning audiences.	<i>By means of signs, information panels, maps, flyers, etc. visitors can obtain information about and orientation in the World Heritage Region as well as recommendations for nature-</i>

		<i>friendly behaviour.</i>
	Provision of online resources and digital information for informal, non-formal and formal learning audiences.	<i>Websites, social media and apps provide access to Wadden Sea topics in and outside the Wadden Sea Region for visitors, locals, multipliers, etc.</i>
	Provision of printed information (folders, brochures, etc.) targeted primarily at informal learning audiences.	<i>Printed media provide Wadden Sea information for visitors in and the general public outside the Wadden Sea Region.</i>
	Provision of educational resources, programs and projects targeted at formal learning audiences.	<i>Educational resources, online platforms, and partnership-programs for local schools, school classes and study groups visiting the area, and schools as well as other formal learning institutions outside the Wadden Sea Region provide didactic access and comprehensive learning opportunities.</i>
	Provision of educational resources, programs and projects targeted at young non-formal learning audiences.	<i>Edutainment products and non-formal learning programs such as the (German) Junior Ranger program can raise awareness among and activate the (local) youth.</i> <i>Transnational exchange programs for youths can contribute to raise a next generation of the 'Wadden Sea Family' supporting the commitment to the OUV and integrity of the Wadden Sea World Heritage.</i>
Outstanding person-to-person communication	Provision of guided tours for formal, non-formal and informal learning audiences.	<i>Guided tours by National Park Rangers, nature NGOs and institutional and private nature guides offer competent information and first-hand nature experience of mudflats, bird life, seals and other habitats and phenomena of the World Heritage.</i>
	Provision of class trip and study tour programs, seminars and workshops for formal learning audiences.	<i>Extensive education and edutainment offers of several days' duration comprising both indoor and outdoor</i>

		<i>activities offer intensive nature experience and comprehensive learning opportunities.</i>
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Our Audiences

[to be visualised with illustrations]

Our approach to Wadden Sea education and interpretation from the local to the trilateral level addresses various target groups in the framework of formal, non-formal and informal learning.

Schools of all kind (“Formal learning”)

The audience for “formal learning” includes school classes, schools and other formal learning groups including schools of applied sciences and universities. They can be outside or inside the Wadden Sea Region as well as all such groups visiting it. Educational resources and activities offered for these audiences have to comply with the respective teaching curricula and take into consideration nationally different didactic approaches.

Stakeholders (“Non-formal learning”)

The main audience for “non-formal learning” (i.e. stakeholder learning) are multipliers of Wadden Sea World Heritage education and information:

- Visitor centre networks
- Nature NGOs
- Nature guide associations
- Tourist organisations
- Business and interest group partnership programs (such as National Park Partner)
- Children & youth groups engaged in extracurricular learning activities (e.g. Junior Ranger programs, Kid’s Wadden Academy)

General Public (“Informal learning”)

The main audience for “informal learning” is the general public – i.e. guests (tourists on holidays, including day-trips) and local inhabitants. This audience includes all ages, i.e. children, youth and adults. It includes also special interest visitors such as birdwatchers and nature photographers.

Our Principles

Wadden Sea World Heritage education and interpretation on both the national and trilateral level shall

- convey the Wadden Sea’s Outstanding Universal Value
- stress the entity as of one Wadden Sea, while respecting and highlighting the various, including cultural, characteristics of the three states, individual regions or islands.
- promote trans-boundary and trans-disciplinary cooperation among multipliers.
- build on a living network of committed local partners.
- provide multisensory, playful, intercultural and as far as possible barrier-free learning experiences according to the principles of Education for Sustainable Development
- raise positive attitudes towards a sense of common World Heritage ownership based on pride, ownership, identification with and responsibility for the joint natural and cultural heritage.
- empower individuals to reflect on their own actions and role in the protection of the Wadden Sea World Heritage *and of environmental and nature protection in general*
- seek to realise all activities professionally, sustainably, and cost-effectively.
- contribute to the protection of the Wadden Sea and supports the legal conservation targets, as well as the guiding principle – agreed upon by the Trilateral Wadden Sea Cooperation – to

“achieve, as far as possible, a natural and sustainable ecosystem in which natural processes proceed in an undisturbed way”.

Box: Working definitions

The strategy for environmental education and interpretation in the Wadden Sea World Heritage Site tackles both disciplines of education and interpretation. The implementation considers the principles of education for sustainable development.

Environmental education comprises formal and informal learning:

- Formal learning – education within schools at all levels as well as universities; facilitated or self-guided learning activities that are usually linked to a taught curriculum. E: e.g. school visit programs organised by visitor centres or resources provided for teachers to work with the topics related to the World Heritage
- Non-formal learning – education of organised groups outside the formal education system. E.g. Junior Ranger groups, National Park Partners
- Informal learning – education of the general public; facilitated or self-guided learning activities and resources which offer users choice and freedom, giving them ownership of the level of their engagement and allowing them to create their own learning experience.

Interpretation is a part of education and defined as “An educational activity which aims to reveal meanings and relationships through the use of original objects, by first-hand experience and by illustrative media, rather than simply to communicate factual information.” (Freeman Tilden)

Education for Sustainable Development aims at developing competencies that empower individuals to reflect on their own actions, taking into account their current and future social, cultural, economic and environmental impacts, from a local and a global perspective.

Sources:

English Heritage (2011): Stonehenge World Heritage Site – A Strategy for Interpretation, Learning and Participation.

Freeman Tilden et al. (2009): Interpreting Our Heritage - fourth edition, expanded & updated.

Sarah Welton & Associates for Dorset County Council's Outdoor Education Service (without year): The Jurassic Textbook- a Strategy for Education for the Jurassic Coast World Heritage Site.

UNESCO (2017): Education for Sustainable Development Goals.

Implementation of the Strategy

The implementation of Wadden Sea World Heritage education and interpretation is a shared responsibility and common task of the public authorities, NGOs, and other private stakeholders on the national and trilateral level.

National Level

The **implementation** on the national level follows National Work Programmes - existing or future strategies of the three Wadden Sea countries respectively different regions - by public as well as private partners, i.e. National Park Administrations, NGOs, visitor centres, schools, etc. The programmes comprise regional networks, initiatives and activities as well as regional education products. The regions identify regional representatives to represent the regional Wadden Sea education sector in the Trilateral Work Programme

Evaluation and monitoring activities are carried out according to the regional strategies and standards. Quantitative data on the number of visitors in centres and participants of guided tours - recorded on a local, regional and national level – adds to this with a view to working towards a constant, harmonised and coordinated monitoring of education in and on the Wadden Sea World Heritage throughout the entire region contributing to the Trilateral Monitoring and Assessment Program and Quality Status Report.

The national education programmes and products are **financed** on the national level by the various public and private bodies. The regional representatives' contributions to the trilateral work program is either assigned as part of their job or compensated by national funding.

Trilateral Level

The implementation of World Heritage education on a trilateral level – according to a Trilateral Work Programme – is a core task of the Trilateral Wadden Sea Cooperation, following the political decision taken during the Trilateral Governmental Conferences and with financial support and guidance provided by the Wadden Sea Board and the Task Group World Heritage.

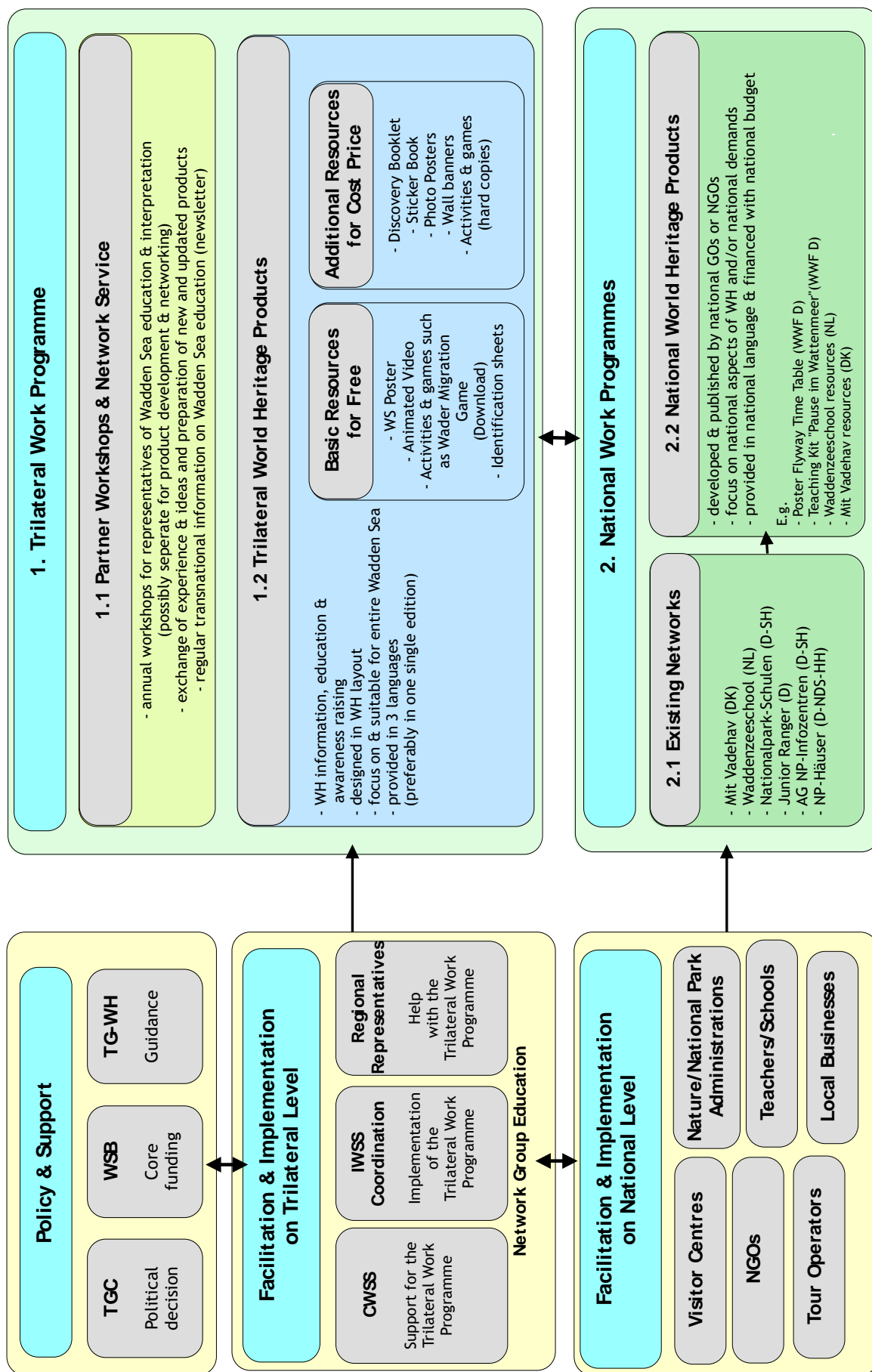
The Trilateral Work Programme –further specified in a separate working document - builds on the existing structures of the International Wadden Sea School (IWSS) and comprises two key work fields: facilitation of network services and provision of trilateral education products.

The IWSS coordinator (at present provided by WWF Germany) serves as a key facilitator of the Trilateral Work Programme and closely cooperates with the Common Wadden Sea Secretariat as well as with the regional representatives of Wadden Sea Education. Together, they constitute the Network Group Education (NGE) to link the trilateral and regional initiatives and to ensure that all trilaterally developed activities and products are suitable for the various national situations and meet the demand on a common denominator. The Trilateral Work Programme also constitutes the educational component of the future Wadden Sea World Heritage Partnership Centre. *(to be discussed by WSB)*

A qualitative and quantitative **evaluation** of the Trilateral Work Programme is carried out prior to Trilateral Governmental Conferences. The programme will also be evaluated annually by the Network Group Education and amended if necessary. Feedback on the ongoing activities and services is continuously collected and discussed both with the Network Group Education and the annual partner workshops.

The Trilateral Work Programme (IWSS) in its core is **financed** by the Trilateral Wadden Sea Cooperation. Additional resources from (private) partners - acquired through fundraising and project funding- can add to the core budget and improve the possibilities to provide the necessary services.

Wadden Sea World Heritage Interpretation Organisational Chart Revised Draft August 2017



Best Practice Examples for Wadden Sea Education

[to be completed upon input from the NGE and illustrated with photos, logos, links, etc.]

Denmark

Mit Vadehav

Mit Vadehav is the online education programme for the Danish Wadden Sea National Park, which was established in 2006, by the Wadden Sea Interpreter Forum (Vadehavets FormidlerForum – VFF).

The portal serves as an online repository of over 165 original materials, activities, factsheets, worksheets, films and more, which is freely available for any teacher to use either in the classroom or on a field visit.

The project seeks to encourage teachers to bring their classes outdoors in order that pupils can learn through experience rather than just from books.

The activities and supporting materials are entirely developed by the professional interpreters, whose organisations are members of the VFF, in conjunction with educators, ensuring that both the factual and didactic aspects are accurate.

The materials are produced on a voluntary basis, in so far as the ideas and expertise are the interpreters own, the time taken to develop the materials paid for by the institutions, and the layout and didactic proofreading carried out by the project coordinator – an educator supported by the National Park and the schools programme of Esbjerg Council.

Many of the nature interpreters involved in the Mit Vadehav project are also actively engaged in the IWSS.

While the materials available are of course concerned with the flora, fauna and landscape of the Wadden Sea, there are also a number of activities which focus upon life by and on the Wadden Sea both historically and contemporarily. The existing activities have been developed for primary and lower secondary school aged pupils, with development of activities and programmes for upper secondary planned to start in 2018.

The portal MitVadehav.dk, is integrated in the National Park's own website, and it is hoped that the site will be the hub for all future educational materials developed for or by the National Park, including professional development tools for the park's partners.

www.mitvadehav.dk

[Text provided by Ditte Dyrbo Hviid]

Schleswig-Holstein

“Nationalpark-Schulen” and “Nationalpark-Kitas”

Schools and kindergartens in the districts of Nordfriesland and Dithmarschen can be awarded as “National Park Schools” or “National Park Nurseries” by the National Park authority.

The prerequisite for this is that the schools are committed to the National Park and take up its subjects in the classroom and the educational work. This cooperation includes additional benefits for the schools and kindergartens. The National Park authority supports them intensively in various projects with regard to the National Park and the Wadden Sea. Examples are special activities like Junior Ranger groups and “World Heritage days” for pupils in the secondary level, and also teaching and learning materials.

At the moment twenty-one “National Park Schools” and three “National Park Nurseries” with more than 7.700 school and pre-school kids are involved in this project.

www.nationalpark-wattenmeer.de/sh/lernen-und-erleben

[Text provided by Evelyn Schollenberger]

Lower Saxony

Junior Ranger Program

[Example for a non-formal education program targeted at children & youths]

Hamburg

National Park Haus Neuwerk

[Example for a National Park visitor centre in the Hamburg Wadden Sea region]

The Netherlands

Waddenzeeschool

“Waddenzeeschool.nl” is a web-based platform for Wadden Sea education in and outside the classroom. It offers background information, teaching resources and outdoor activities in line with the Dutch school curriculums to allow an easy integration of Wadden Sea World Heritage topics into formal education on various levels: Primary school children experience the Wadden Sea in outdoor activities, secondary school children in lower grades are encouraged to make their own discoveries in lessons at school and out in the field and youths in higher grades of secondary school create their own research projects.

Developed as one of the educational results of the Trilateral Ministerial Conference on Schiermonnikoog in 2005, Waddenzeeschool is a joint project of the visitor centres on the Dutch Wadden Sea islands, successfully implemented and further improved with financial support of the Waddenfonds.

<http://www.waddenzeeschool.nl>

[Text provided by Johan Krol, Natuurcentrum Ameland]

Trilateral Wadden Sea

Wadden Sea children take the stage at the United Nations General Assembly

Children from global ocean icons call world leaders at UN to save the ocean for future generations

As part of the United Nations 2017 World Oceans Conference, held in conjunction with the UN general assembly, the children from 10 marine World Heritage sites addressed the attending heads of state in a plea to protect the world's oceans, as part of the Sustainable Development Goals 2030 project.

Jens and Johannes, 12, from Denmark, Silja, 15, from Germany and Marleen, also 15, from The Netherlands represented the Wadden Sea on stage along with the children from all around the globe, bearing a message of hope: if we work together, we can overcome today's ocean challenges.

The event created excellent opportunities for local and national press coverage for each of the Wadden Sea regions, with the message that children who live in the Wadden Sea area care for our World Heritage, and want to work across borders to help protect the site, and the rest of the World's oceans from the effects of climate change.

In conjunction with the live event, UNESCO collected videos of children from all marine World Heritage sites, pledging to protect the oceans for future generations. The videos were used as part of a global World Oceans Day social media campaign entitled #myoceanpledge

It was the first major international event where children from all three countries were represented in a joint effort to put the protection of our shared Outstanding Universal Value in the global spotlight.

Rasmus' and Artur's Ocean Pledge: <https://www.youtube.com/watch?v=48CWy2cD5u4>

Marleen's Ocean Pledge: https://www.youtube.com/watch?v=Z3R_HvuaowE

Johannes' Ocean Pledge: <https://www.youtube.com/watch?v=3EsqygckDCo>

[Text provided by Ditte Dyrbo Hviid]

BeachExplorer

The web portal BeachExplorer.org is a citizen science tool for nature observation at the Wadden Sea coast. The project idea arose during a trilateral IWSS workshop. Schutzstation Wattenmeer as German NGO rose public funding from the federal conservation agency (Bundesamt für Naturschutz) to implement the trilateral web portal and an accompanying smartphone app.

Since 2014 the BeachExplorer offers a picture based determination key for over 2000 different kinds of natural and artificial objects washed ashore – seashells, algae, litter and whales alike. All beach finds can be reported to a public database. The portal is available in English, Danish, Dutch and German language and invites tourists and naturalist from all over the Wadden Sea to contribute their observations to the common data base.

www.beachexplorer.org/en

[Text provided by Rainer Borchering]

Signatures

n.n. Stakeholders
Adopted by ministers

Credits

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Annex

[to be decided by WSB whether excerpts of the strategies and programs shall be included in the education strategy or whether links, e.g. provided in a footnote along “Aim & Status of the Strategy”, suffice]

The Wadden Sea World Heritage Strategy 2014-2020 on “Outreach and Education”

Outreach and education is an obligation that directly ensues from the World Heritage Convention and the inscription of the World Heritage List. In order to protect and manage the Outstanding Universal Value of the property its values must be known to current and future generations. Identification and appreciation of the values support protection and management of the World Heritage.

The educational activities demand a close interaction with the work field of information and education centres and integration of the different educational activities already ongoing, based on an education competency. The main function challenge remains to link the Wadden Sea information centres and education institutions dealing with the Wadden Sea to a partnership for the World Heritage and to develop and produce in agreement with the partners high level Wadden Sea World Heritage educational material in particular for use by school classes and in educational courses, but also for the general public. The International Wadden Sea School (IWSS) is the appropriate instrument for linking the information centres and educational institutions and programmes to a joint partnership with in property and to enhance the awareness of the Wadden Sea as one nature area.

Furthermore, information must continue to be disseminated to inhabitants and visitors to inform about the Wadden Sea World Heritage. Partners must be provided with update and effective information material, video films etc. and use must be made of internet and social media which also ensure that the information and awareness material conform to the common design to guarantee that the message is conveyed similar across the property.

Objectives 1: Develop the International Wadden Sea School into the environmental education institution of the Wadden Sea World Heritage property linking the information centres and education institutions to a partnership and develop and produce high quality educational material for use in environmental education and for the general public.

Objective 2: Produce high quality information and awareness material (measures) for the Wadden Sea World Heritage and extend the use of the internet, social media and other innovative media to promote and enhance the brand.

www.waddensea-secretariat.org/sites/default/files/Meeting_Documents/WSB/WSB8/annex_1-wadden_sea_world_heritage_strategy.pdf

Bringing the Destination to Life: Environmental education and interpretation as key work field for sustainable tourism

Opportunities and challenges

World Heritage provides the chance to extend and develop the cooperation, active participation and networking among stakeholders, contributing to the understanding of the worldwide importance of the Wadden Sea World Heritage property and improving local awareness. The main challenge is to integrate the concept of OUV in a consistent, engaging way in existing and future information and educational activities. Visitor information and environmental education should contain consistent messages, whether these are destination-wide or site specific. This consistency of messaging will increase understanding and appreciation of conservation aims and help to engage visitors and residents to maintain and protect this important environment. People working in the visitor centres need to be fully trained to understand the OUV of the Wadden Sea World Heritage property. It is through them, and the coherent story they tell, that we can effectively promote our World Heritage status. Developing and promoting authentic nature experiences can both maintain our current visitors and attract new segments. Creating 'experience packages' increases the opportunities for families with children, as well as providing greater diversity of activities and experiences for the many 'best agers'. There is also an opportunity to develop 'off-peak' packages to allow adventure seekers to experience natural forces and dynamics of the Wadden Sea World Heritage property and, for example, the spectacular features of bird migration.

Outcomes required

- Educational resources and activities to maintain the OUV and enhance appreciation of the Wadden Sea World Heritage.
- Authentic nature experience offers, an integral part of a sustainable 'Wadden Sea World Heritage Destination'.
- Improved knowledge and appreciation of the Dutch-German-Danish Wadden Sea as an entity by all stakeholders.
- Improved communication of the value of the OUV and its visibility amongst stakeholders, locals and guests.

Strategy for Sustainable Tourism in the Wadden Sea World Heritage Destination, 2014

www.waddensea-worldheritage.org/sites/default/files/downloads/tourism-strategy-english-2014-12-22.pdf

What is the "UNESCO World Heritage Education Program"?

The UNESCO World Heritage Education Programme, initiated as a UNESCO special project in 1994, gives young people a chance to voice their concerns and to become involved in the protection of our common cultural and natural heritage. It seeks to encourage and enable tomorrow's decision-makers to participate in heritage conservation and to respond to the continuing threats facing our World Heritage.

Young people learn about World Heritage sites, about the history and traditions of their own and other cultures, about ecology and the importance of protecting biodiversity. They become aware of the threats facing the sites and learn how the international community as a whole unites to save our common heritage. Most importantly, they discover how they can contribute to heritage conservation and make themselves heard.

The Objectives are:

- To encourage young people to become involved in heritage conservation on a local as well as on a global level.
- To promote awareness among young people of the importance of the UNESCO World Heritage Convention (1972) and a better understanding of the interdependence of cultures amongst young people.
- To develop new and effective educational approaches, methods and materials to introduce/reinforce World Heritage education in the curricula in the vast majority of the UNESCO Member States.
- To foster synergies amongst stakeholders in the promotion of World Heritage Education on a national and international level.

The Programme is led by the UNESCO World Heritage Centre (WHC) in coordination with the UNESCO Associated Schools and in close co-operation with UNESCO Field Offices, National Commissions for UNESCO and other partner stakeholders.

<http://whc.unesco.org/en/wheducation/>

Inside Back Cover

[to be decided by WSB whether the criteria 8-10 are cited in original wording]

Outstanding Universal Value

'Outstanding Universal Value' (OUV) means natural significance that is exceptional enough to transcend national boundaries and to be relevant and of importance to the global community now and in the future. It is based on three pillars:

- the property meets one or more World Heritage criteria
- the property meets the conditions of integrity
- the property meets the requirements for protection and management.

Why the Wadden Sea is a World Heritage Site

Three out of 10 UNESCO selection criteria apply to the Wadden Sea:

Criterion XIII: To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.

Geology: Nowhere else on the planet is there such a diverse and dynamic coastline on this scale, continuously shaped by wind and tides. These natural processes create islands, sandbanks, channels, mud flats, gullies, saltmarshes and dunes that you can experience today.

Criterion IX: To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.

Ecology: Natural forces and dynamics provide an invaluable record of past and ongoing dynamic adaptation of plants, animals and their coastal environments to climate change. The productivity of biomass is the highest in the world and offers wide food availability for fish, seals and birds.

Criterion X: To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

Biodiversity: On a worldwide scale biodiversity is reliant on the Wadden Sea, which sustains over 10,000 species of plants and animals and is crucial for 10-12 million migratory birds that make a stopover in the area on their journey between their wintering and summering grounds.

Integrity

The Wadden Sea includes all the facets (species, habitats and processes) that make up a natural and dynamic ecosystem within an area large enough to ensure that these properties are maintained and protected.

Protection and management

The Wadden Sea's excellent conservation state is a result of over 30 years of joint nature protection efforts by Denmark, Germany and The Netherlands, where the Wadden Sea has been designated as national parks and nature reserves. The protection of one inseparable ecosystem is a joint responsibility for the world community and for the benefit of present and future generations.

Sources:

www.waddensea-worldheritage.org/sites/default/files/downloads/tourism-strategy-english-2014-12-22.pdf
<http://waddensea.cc.demo.faelix.net/wadden-sea-world-heritage>

<http://whc.unesco.org/en/criteria/>



Strategy for Environmental Education and Interpretation in the Wadden Sea World Heritage Site



Visitor Information & Wadden Sea Education Today

Where we are now

Visitor information, environmental education and offers for nature experience have evolved throughout the Wadden Sea Region for several decades, the first activities recorded more than a century ago. Ranging from personal communication, printed and digital information, signs, nature trails and educational offers, to information centres of different sizes, today a broad choice of Wadden Sea information and education offers is provided by various nature conservation bodies and their partners: public bodies from the local to state level, often in various public-private partnerships, bodies run by green NGOs and foundations, and also bodies where small and medium sized businesses such as National Park Partners are taking an active role in the various forms of communication.

About 100 visitor information facilities – from small info-points to large edutainment centres – along the entire coast and on the islands play an important role in presenting the values, attractions and global importance of the Wadden Sea to local inhabitants, stakeholders and tourists alike.

A number of rangers, volunteers and private nature guides offer a broad choice of guided tours – from mudflat walks to boat trips and bird watching activities, providing first-hand experience, fascination and understanding of the irreplaceable nature.

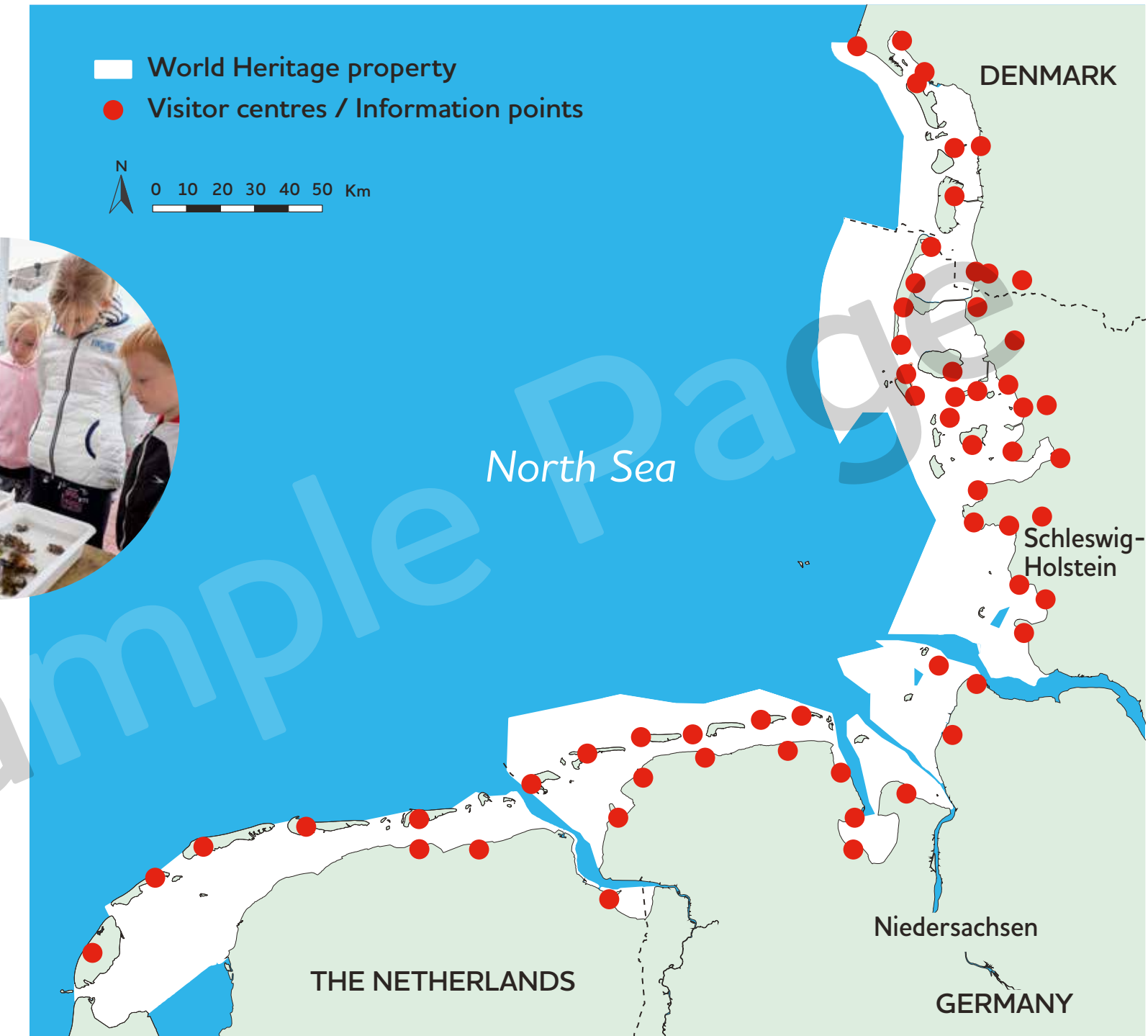
Regional education programs such as “Waddenzeeschool” in the Netherlands, “Junior Ranger” and “National Park Schools” in Germany and “Mit Vadehav” in Denmark provide comprehensive learning opportunities for both local and tens of thousands of pupils that visit the Wadden Sea on class trips every year.

The International Wadden Sea School (IWSS), founded by the Trilateral Wadden Sea Cooperation in 2003, has – with the purpose of enhancing a trilateral perspective of Wadden Sea education and cross-border cooperation among multipliers – developed a wide range of information and educational products, which present the entire Wadden Sea as one ecological and preserved entity.

The Wadden Sea’s inscription as World Heritage Site in 2009 and its extension in 2014 is an obligation and provides the chance to extend the cooperation of stakeholders involved in education, contributing to the awareness, inspiration, and engagement with the worldwide importance and global connections of the Wadden Sea World Heritage property. Explaining the Outstanding Universal Value in a consistent and engaging way constitute the basis for a successful Wadden Sea World Heritage education and interpretation work.



Visitor centres serve as gateways to the Wadden Sea World Heritage Site.



Wadden Sea World Heritage Education Tomorrow

Where we want to be



It is our joint vision, that in the future ...



... People who visit, live or work in any part of the Wadden Sea World Heritage region are aware of and appreciate the Outstanding Universal Value and the unique landscape. They are committed to preserving these assets for the benefit of present and future generations.



... Local, regional, and trans-boundary, as well as governmental and non-governmental offers complement each other, and committed partners actively cooperate on a national, trilateral and international level. All education and interpretation activities support the integral protection of the Wadden Sea as an ecological entity and the ecological requirements of its common World Heritage Status.

... Environmental education and interpretation provide access to the understanding and appreciation of the Wadden Sea World Heritage Site. High-quality information and nature, landscape and culture experiences ensure outstanding opportunities for all age groups to learn about, experience, enjoy and support to protect the Wadden Sea.



Implementation of the Strategy

The implementation of Wadden Sea World Heritage education and interpretation is a shared responsibility and common task of the public authorities, NGOs, and other private stakeholders on the national and trilateral level.

National Level

The **implementation** on the national level follows National Work Programmes – existing or future strategies of the three Wadden Sea countries respectively different regions – by public as well as private partners, i.e. National Park Administrations, NGOs, visitor centres, schools, etc. The programmes comprise regional networks, initiatives and activities as well as regional education products. The regions identify regional representatives to represent the regional Wadden Sea education sector in the Trilateral Work Programme

Evaluation and monitoring activities are carried out according to the regional strategies and standards. Quantitative data on the number of visitors in centres and participants of guided tours – recorded on a local, regional and national level – adds to this with a view to working towards a constant, harmonised and coordinated monitoring of education in and on the Wadden Sea World Heritage throughout the entire region contributing to the Trilateral Monitoring and Assessment Program and Quality Status Report.

The national education programmes and products are **financed** on the national level by the various public and private bodies. The regional representatives' contributions to the trilateral work program is either assigned as part of their job or compensated by national funding.

Trilateral Level

The implementation of World Heritage education on a trilateral level – according to a **Trilateral Work Programme** – is a core task of the Trilateral Wadden Sea Cooperation, following the political decision taken during the Trilateral Governmental Conferences and with financial support and guidance provided by the Wadden Sea Board and the Task Group World Heritage.

The Trilateral Work Programme – further specified in a separate working document – builds on the existing structures of the International Wadden Sea School (IWSS) and comprises two key work fields: facilitation of **network services** and provision of **trilateral education products**.

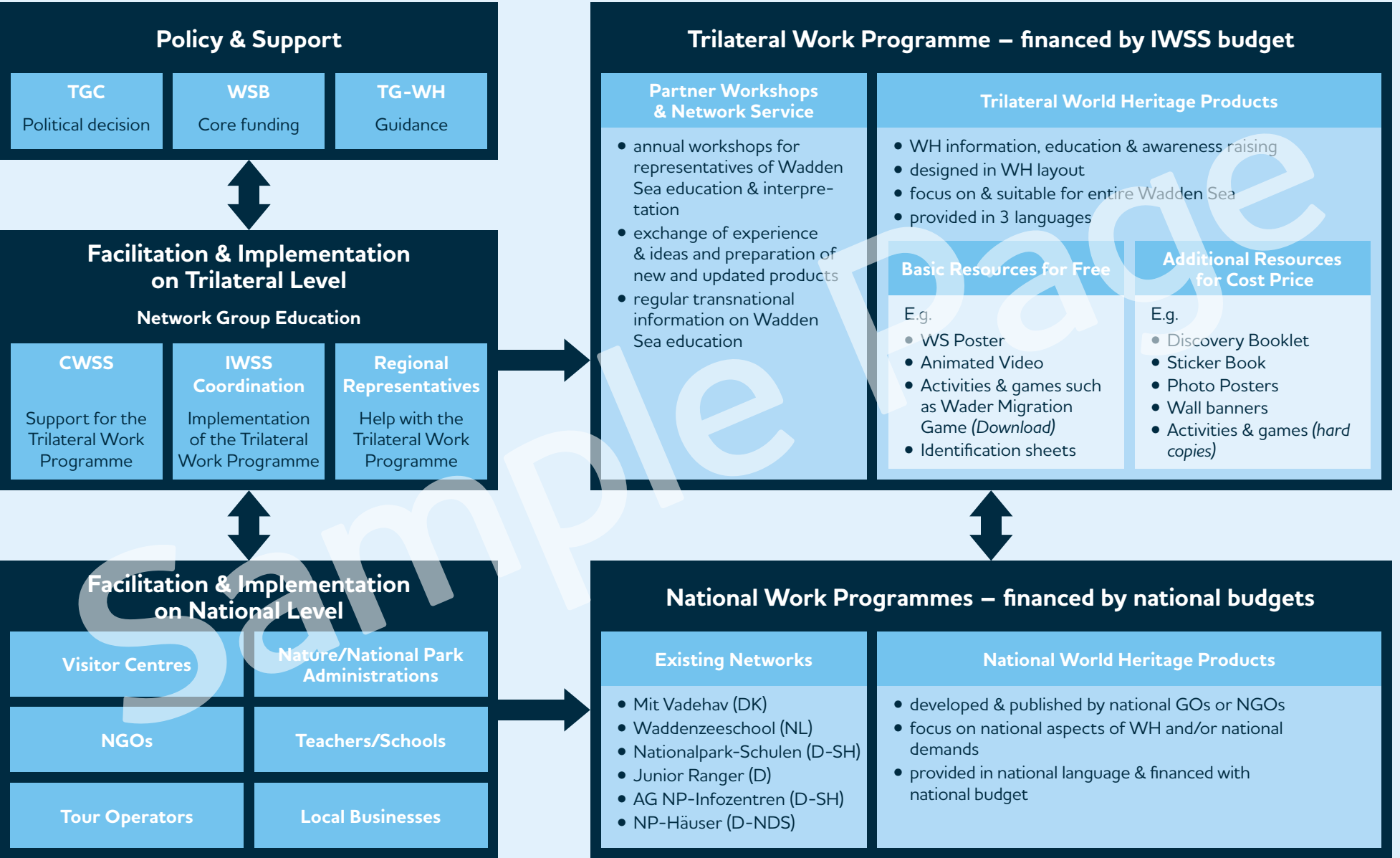
The IWSS coordinator (at present provided by WWF Germany) serves as a key facilitator of the Trilateral Work Programme and closely cooperates with the Common Wadden Sea Secretariat as well as with the regional representatives of Wadden Sea Education. Together, they constitute the **Network Group Education (NGE)** to link the trilateral and regional initiatives and to ensure that all trilaterally developed activities and products are suitable for the various national situations and meet the demand on a common denominator. The Trilateral Work Programme also constitutes the educational component of the future Wadden Sea World Heritage Partnership Centre. *(to be discussed by WSB)*

A qualitative and quantitative **evaluation** of the Trilateral Work Programme is carried out prior to Trilateral Governmental Conferences. The programme will also be evaluated annually by the Network Group Education and amended if necessary. Feedback on the ongoing activities and services is continuously collected and discussed both with the Network Group Education and the annual partner workshops.

The Trilateral Work Programme (IWSS) in its core is **financed** by the Trilateral Wadden Sea Cooperation. Additional resources from (private) partners – acquired through fundraising and project funding – can add to the core budget and improve the possibilities to provide the necessary services.



Wadden Sea World Heritage Interpretation Organisational Framework



Best Practice Examples for Wadden Sea Education

Denmark



Mit Vadehav

Mit Vadehav is the online education programme for the Danish Wadden Sea National Park, which was established in 2006, by the Wadden Sea Interpreter Forum (Vadehavets FormidlerForum – VFF). The portal serves as an online repository of over 165 original materials, activities, factsheets, worksheets, films and more, which is freely available for any teacher to use either in the classroom or on a field visit. The project seeks to encourage teachers to bring their classes outdoors in order that pupils can learn through experience rather than just from books. The activities and supporting materials are entirely developed by the professional interpreters, whose organisations are members of the VFF, in conjunction with educators, ensuring that both the factual and didactic aspects are accurate. The materials are produced on a voluntary basis, in so far as the ideas and expertise are the interpreters own, the time taken to develop the materials paid for by the institutions, and the layout and didactic proofreading carried out by the project coordinator – an educator supported by the National Park and the schools programme of Esbjerg Council. Many of the nature interpreters involved in the Mit Vadehav project are also actively engaged in the IWSS.

While the materials available are of course concerned with the flora, fauna and landscape of the Wadden Sea, there are also a number of activities which focus upon life by and on the Wadden Sea both historically and contemporarily. The existing activities have been developed for primary and lower secondary school aged pupils, with development of activities and programmes for upper secondary planned to start in 2018. The portal MitVadehav.dk, is integrated in the National Park's own website, and it is hoped that the site will be the hub for all future educational materials developed for or by the National Park, including professional development tools for the park's partners.

► www.mitvadehav.dk

mitvadehav



Germany | Schleswig-Holstein



National Park Schulen & National Park Kitas in the Wadden Sea

Schools and kindergartens in the districts of Nordfriesland and Dithmarschen can be awarded as “National Park Schools” or “National Park Nurseries” by the National Park authority. The prerequisite for this is that the schools are committed to the National Park and take up its subjects in the classroom and the educational work. This cooperation includes additional benefits for the schools and kindergartens. The National Park authority supports them intensively in various projects with regard to the National Park and the Wadden Sea. Examples are special activities like Junior Ranger groups and “World Heritage days” for pupils in the secondary level, and also teaching and learning materials. At the moment twenty-one “National Park schools” and three “National Park kita” with more than 7.700 school and pre-school kids are involved in this project.

► www.nationalpark-wattenmeer.de/sh/lernen-und-erleben

Nationalpark
Wattenmeer



SCHLESWIG-HOLSTEIN



The Netherlands



Waddenzeeschool

“Waddenzeeschool.nl” is a web-based platform for Wadden Sea education in and outside the classroom. It offers background information, teaching resources and outdoor activities in line with the Dutch school curriculums to allow an easy integration of Wadden Sea World Heritage topics into formal education on various levels: Primary school children experience the Wadden Sea in outdoor activities, secondary school children in lower grades are encouraged to make their own discoveries in lessons at school and out in the field and youths in higher grades of secondary school create their own research projects. Developed as one of the educational results of the Trilateral Ministerial Conference on Schiermonnikoog in 2005, Waddenzeeschool is a joint project of the visitor centres on the Dutch Wadden Sea islands, successfully implemented and further improved with financial support of the Waddenfonds.

► www.waddenzeeschool.nl



Trilateral Wadden Sea



BeachExplorer

The web portal BeachExplorer.org is a citizen science tool for nature observation at the Wadden Sea coast. The project idea arose during a trilateral IWSS workshop. Schutzstation Wattenmeer as German NGO rose public funding from the federal conservation agency (Bundesamt für Naturschutz) to implement the trilateral web portal and an accompanying smartphone app. Since 2014 the BeachExplorer offers a picture based determination key for over 2000 different kinds of natural and artificial objects washed ashore – seashells, algae, litter and whales alike. All beach finds can be reported to a public database. The portal is available in English, Danish, Dutch and German language and invites tourists and naturalist from all over the Wadden Sea to contribute their observations to the common data base.

► www.beachexplorer.org



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The property meets the requirement for protection and management.

The property meets conditions of integrity.



Why the Wadden Sea is a World Heritage Site

Three out of 10 UNESCO selection criteria apply to the Wadden Sea:

Criterion VIII

GEOLOGY

To be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features.

Nowhere else on the planet is there such a diverse and dynamic coastline on this scale, continuously shaped by wind and tides. These natural processes create islands, sandbanks, channels, mud flats, gullies, saltmarshes and dunes that you can experience today.

Criterion IX

ECOLOGY

To be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals.

Natural forces and dynamics provide an invaluable record of past and on-going dynamic adaptation of plants, animals and their coastal environments to climate change. The productivity of biomass is the highest in the world and offers wide food availability for fish, seals and birds.

Criterion X

BIODIVERSITY

To contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

On a worldwide scale biodiversity is reliant on the Wadden Sea, which sustains over 10,000 species of plants and animals and is crucial for 10–12 million migratory birds that make a stopover in the area on their journey between their wintering and summering grounds.



Integrity

The Wadden Sea includes all the facets (species, habitats and processes) that make up a natural and dynamic ecosystem within an area large enough to ensure that these properties are maintained and protected.



Protection and management

The Wadden Sea's excellent conservation state is a result of over 30 years of joint nature protection efforts by Denmark, Germany and The Netherlands, where the Wadden Sea has been designated as national parks and nature reserves. The protection of one inseparable ecosystem is a joint responsibility for the world community and for the benefit of present and future generations.

