

# Wadden Sea Board

**WSB 7**  
**6-7 March 2013**  
**Hamburg**



---

<b>Agenda Item:</b>	8
<b>Subject:</b>	World Heritage: Progress Report TG-WH
<b>Document No.</b>	WSB 7/8/2
<b>Date:</b>	28 February 2012
<b>Submitted by:</b>	Chair TG-WH

---

Attached is a progress report from the Task Group World Heritage (TG-WH) ensuing from its meeting on 27 February 2013.

## **Proposal**

The meeting is referred to the document.

## **PROGRESS REPORT TASK GROUP WORLD HERITAGE**

### **1. Objective**

Inform respectively seek the decision of the Wadden Sea Board on the work of the Task Group World Heritage (TG-WH).

### **2. Background**

The TG-WH has met two times since the WSB 6, in November 2012 on the occasion of the scientific symposium and on 27 February 2013. The meeting prepared the Danish-German Wadden Sea World Heritage nomination which was submitted to the UNESCO World Heritage Centre in January 2013 and the follow up of the nomination.

A further point of the agenda of the last meeting was stocktaking of the 2010 – 13 Communication and Marketing Programme including a discussion of the planned activities in 2013. The objectives of the programme are to

- Safeguard the protection, management and awareness of the property
- Strengthen the common responsibility for the site and support regional sustainable development
- Promote, support and benefit of national and international cooperation and awareness on World Heritage

Within four work priorities, information and awareness, education, tourism and recreation, and nature conservation.

The meeting also agreed on the preparation of the Periodic Reporting to the World Heritage Committee allowing an assessment of the application of the Convention and the status of the properties.

The meeting also discussed the outcome of the expert workshop of the possible commercial use of the Wadden Sea World Heritage logo which was held on 19 February 2012 with participation of already existing certification schemes in the Wadden Sea region.

As has been indicated in the draft Declaration it is the intention to request ministers to approve of a more long term strategy for the Wadden Sea World Heritage activities. The initial discussion on such a strategy commenced on the basis of what has been achieved so far and what would be challenges in the period to come. Finally TG-WH discussed the situation with regard to commencing the work of the Foundation Committee.

### **3. Follow up**

#### 2013 Wadden Sea Nomination

The Danish Ministry of Culture will be informed on the completion check and registration of the Danish-German Wadden Sea World Heritage in the first week of March. Pending the completeness check it is already now important to prepare the next steps. It is likely that IUCN will implement a field mission in 2013 and based on the 2008 field mission experience it is essential that the mission is prepared well in

advance to provide the expert with a full understanding of the dossier and also to use this exceptional opportunity to create more local support and public awareness.

It has been indicated on behalf of the IUCN that the field mission will also request conformation that the Danish area is also part of the joint trilateral management. It is therefore crucial that the field mission is prepared in a trilateral context and the TG-WH will coordinate the activities in this regard. Furthermore, it is essential that Denmark will already now be involved in all World Heritage activities (Communication and Marketing Programme, see below) to send a strong signal to the World Heritage and the wider community. It is therefore proposed that this is confirmed by the WSB.

#### Communication and Marketing Programme 2010 – 13

The Communication and Marketing Programme has reached basically all the targets set out in the initial stage, involved a considerable number of stakeholders and with the assistance of those stakeholders achieved much in the past three-four years. The activities this year will continue as agreed in the programme including the continuation of the joint campaign story hunting with producing a video and a booklet with the best stories and enhancing the use of the stories on the website. The activities of this year can be done within the budget already provided and the PROWAD budget which covers also such promotion activities.

The preparation of the 2014 campaign and follow up activities will start. It is highly likely that the Danish part will become part of the overall Wadden Sea World Heritage and this should therefore be used to use further enhance the visibility of the World Heritage and involve local communities with e.g. new regional flyers, new trailer, Wadden Sea Day etc. A separate budget for 2014 will have to be organized and will be presented to the WSB June meeting.

#### Periodic Reporting

The meeting established a sub-group to prepare a first draft of the Periodic Reporting by 4 April in order to deliver a final draft to the National Focal Points in NL and D by 1 May 2013. The information and assessment of the factors affecting the property will be based on the conclusions of the nomination dossier 2008 and 2013.

#### Commercial Use Logo

In discussing the outcome of the logo workshop it was the common understanding that any use of logos which could devalue the content and the OUV of the Wadden Sea World Heritage should be averted in any possible way. The certification for commercial use of the logo including products was therefore too premature and that any use would necessitate a common understanding by the State Parties of what the Wadden Sea World Heritage brand stands for and that partners would understand and subscribe to this. As a first step it was therefore agreed to develop a brand description and a proposal of a partnership scheme as a basis for the further discussion with the aim of an agreement at the 2014 Conference.

Also within the Sustainable Tourism Strategy partnership models will be developed. It is important that such partnerships will continue and it is worrying that some partners disassociate themselves from the joint activities.

It was also noted that there is much unawareness of the Outstanding Universal Value of the Wadden Sea World Heritage and of the fact that the logo can already be used for non-commercial purposes. It was therefore agreed to start an information campaign to promote the use of the logo in accordance with the current guidelines to support the aims of the World Heritage and enhance visibility. Regional and local

authorities are also allowed to use the logo (including the UNESCO one) under strict regulations. It was agreed to explore and promote the use further by such authorities.

#### Wadden Sea World Heritage 2014-20

TG-WH commenced an initial discussion on preparing a draft strategy for the period after the current programme. It was basically agreed that it was necessary to establish an umbrella strategy to guide the different activities in the coming period. A major flaw of the current programme was that it was too ad-hoc and was insufficiently embedded in an overall trilateral work programme. During the discussions it was stressed that part of the strategy was a continuation of the business as usual scheme since this was already part of core business of the cooperation whereas activities related to information and awareness, promoting the region and regional sustainable development and business cooperation schemes would explore new frontiers. The discussion will continue at the next meetings with a view to have a first complete draft discussed at the WSB June meeting.

#### Foundation

A Danish member of the Foundation Committee has not yet been appointed and it is vital that this is done asap to allow for a timely elaboration of the report for the Conference. It was suggested to consider finding a suitable arrangement to present the report at the Conference to possibly generate awareness around the possible Foundation. It is proposed to await the further steps. The Dutch delegation announced that it had already started an investigation to support the work of the Foundation Committee (suitable organizational framework, experience from other foundations etc.).

#### Next meetings

The next TG-WH meetings are scheduled on 3 April and 29 May 2013.

### **4. Proposal**

The meeting is proposed to

- (1) **Note** respectively comment on the information.
- (2) **Invite** Denmark to fully participate in the Wadden Sea World Heritage activities as outlined in the Communication and Marketing Programme 2010-13.
- (3) **Urge** Denmark to appoint a Foundation Committee member.