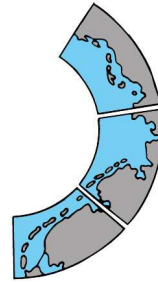


Wadden Sea Board

WSB 3
17 March 2011
Bourtange



Agenda Item:	9
Subject:	Progress Report World Heritage
Document No.	WSB 3/9/1
Date:	17 February 2011
Submitted by:	TG-WH

Attached is a progress report by the Task Group World Heritage (TG-WH)

Proposal

It is referred to the Progress Report.

Progress Report Wadden Sea World Heritage

This report informs on the developments and activities with regard to the Wadden Sea World Heritage since WSB 2 and on future and planned activities including a proposal for an investigation of the feasibility of establishing and the functions of a Wadden Sea World Heritage Trust Fund.

1. Nomination Hamburg Wadden Sea National Park

In January 2011, a request for a minor boundary modification of the Wadden Sea World Heritage to include the Hamburg Wadden Sea National Park was submitted to the World Heritage Center. The Hamburg National Park covers an area of around 13,700 ha and will increase the World Heritage property with about 1.4%. The application document can be found at <http://www.waddensea-secretariat.org/management/whs/whs-boundary-mod-hh.html>. The application for the minor boundary application will be decided at the forthcoming session of the World Heritage Committee in Bahrein in June this year.

2. Communication and Marketing Program

The Communication and Marketing Program 2010 – 13, which was adopted at WSB 2, is under implementation under the supervision of the TG-WH. Basically all actions and priorities are being addressed including education and information, and cooperation with the information centers.

A proposal for common road signs has been elaborated and will now be implemented in the regions. It is mandatory to use the common design by the responsible authorities, and the partners are requested to supervise that this is adhered to.

The use of the common corporate design in conjunction with the communication strategy is under discussion. It is expected that a common approach will be reached in the first half of 2011. The Wadden Sea World Heritage logo is being patent registered, and the CWSS will be the holder of the patent on behalf of the state parties once it has obtained a formal legal status. The registration process is however a complicated one, a onerous and expensive process which will need more time and possibly more money. During the implementation of the guidelines for the use of the logo, it has become apparent that further specific criteria for use of the logo are necessary. This should also include the use of the logo by the regional and local authorities.

3. Joint Campaign

In January 2011, the concept of the joint campaign and the implementation plan was finally adopted by all involved partners and is currently being implemented in the Netherlands and Germany. The “Story Hunter” campaign invites inhabitants, visitors and potential visitors to be part of the World

Heritage by sharing their personal stories about the Wadden Sea. In total, up to 300 stories (videos, text, photos) are planned to be collected and presented via the World Heritage website. The campaign will be announced to the public in March 2011 and will run from May to June 2011. Press and various media (regional and nationwide) including social media channels will promote the campaign to a wider audience (details are at www.waddensea-worldheritage.org).

4. Meeting World Heritage Marine Sites

The first meeting of marine World Heritage Sites was held on 1-3 December 2010, Honolulu, Hawaii. There are 43 marine World Heritage properties on the World Heritage List. From the Wadden Sea participated Ms Vera Knoke from the Ministry of Agriculture, Schleswig-Holstein, Germany and the secretary. The meeting was organized by the UNESCO World Heritage Center Marine Program. The purpose of the meeting was to bring the Marine World Heritage site policy makers and managers together to establish a productive exchange of success stories and management experiences among marine World Heritage site managers and to deliver the contents for a draft action plan toward navigating a new future for marine World Heritage.

The discussions over the two days resulted in the identification of key challenges and opportunities common for practically all sites. There was agreement that the joint efforts of the marine sites being the jewels in the crown of marine protected areas could play a much more significant role in furthering both the protection of the marine environment and the individual sites. As a community the sites would have a significant say in matters related to the marine environment on the level of the UNESCO, IMO, IPCC etc. It was likewise the common view that the community of sites was a very valuable learning community for the exchange of the most advanced techniques and practices for e.g. management, education and awareness. The activities of the Great Barrier Reef are of high interest for the Wadden Sea and some of the techniques can be adapted to the Wadden Sea.

More information is at <http://whc.unesco.org/en/marine-programme/>

At the margin of the conference, a meeting was held with the representative from the Banc d'Arguin, Mr Mohamed Mahmoud Ould Yehdih from the National Park Authority. It was agreed to use him and the CWSS as contact points for further information exchange and to invite a representative of the Park Authority to the forthcoming international flyway workshop. Further steps should be considered in connection with the implementation of § 6 of the Sylt Declaration.

5. Other business

In the past period, two requests by the World Heritage Center for additional information have been responded to. One of the requests related to the conference on neobiota on the Wadden Sea day in August 2010. The other one related to a complaint with regard to the coal electricity factory at the

Eemshaven, submitted to the Center by a German environmental organization. The TG-WH considers developing a standard format for responding to similar requests for information on projects and activities which will include reference to the standard environmental assessments according to the Environmental Impact Assessment Acts or the Habitats Directive and further legal procedures.

Currently a book on the Wadden Sea World Heritage is under production in the Netherlands. The book is one in a series on the Dutch World Heritage sites and is partly financed by the state authorities. It is written by renowned Dutch and German scientists for a wider audience. The book will be available in autumn 2011. The book will also be made available for a German publisher if there is an interest to publish it in German.

6. Feasibility World Heritage Trust Fund

The Wadden Sea World Heritage Site was inscribed on the World Heritage List about 18 months ago. In the period since the inscription, a wide variety of activities have been undertaken by a broad number of stakeholders in particular the tourism and marketing organizations. These organizations have also contributed to the financing of such activities. Also activities with regard to communication and information, cooperation in education and awareness through the International Wadden Sea School have been undertaken, partly also financed by partners from these areas.

Overall, the Wadden Sea World Heritage is a unique opportunity to strengthen and extend the cooperation between governmental and non-governmental stakeholders to support a diverse range of sustainable tourism, environmental education, conservation, arts, and science projects along the length of the Wadden Sea World Heritage Site and to commit partners to the common responsibility for the continued conservation and management of the property.

The Communication and Marketing Program 2010-13, adopted at WSB 2, indicated that the Wadden Sea World Heritage property is one and indivisible. Only by joining forces will the true potential of the Wadden Sea World Heritage brand be used.

In the forthcoming period, the feasibility of the establishment of a Wadden Sea World Heritage Foundation by 2013 at the latest for the joint communication of the World Heritage Site should be investigated. Such a foundation could, pending further decision, be established to

- Communicate the Wadden Sea World Heritage property on a joint basis and the decisions deriving from the Statement of Outstanding Universal Value, including protection and management,
- Further science and nature protection activities for the property including international cooperation such as promoting flyway management,

- Bundle the joint activities of the partners for the promotion and common marketing of the World Heritage Site to ensure an efficient resource use and enhance marketing potential,
- Promote and advance high quality services and offer residents and visitors the establishment of high quality products and exchange of best practices,
- Further common funding and sponsoring of joint activities and projects.

All stakeholders must acknowledge their common responsibility for the site in terms of how they cooperate and communicate. Important elements of such commonly agreed rules of conduct are e.g.:

- Promotional activities will be undertaken on a joint basis as much as possible,
- Products developed for the World Heritage Site will be available for all stakeholders,
- Acquisition of sponsors will only be undertaken on a common basis for non-regional products.

In order to investigate the feasibility of establishing such a trust fund, a small committee of wise wo/men should be established with the following tasks:

1. Investigate the feasibility of establishing a trust fund for the Wadden Sea World Heritage to promote the property, including financing.
2. Outline the specific objectives of the trust fund, its governance and responsibilities in particular in relation to the responsible state parties and its competent authorities.

Information from other foundations established for similar purposes shall be included in the work.

7. Proposal

It is **proposed** to

1. Comment and note the information
2. Approve of the establishment of the committee to investigate the establishment of a Wadden Sea World Heritage Foundation and instruct the secretary to initiate such an initiative.