

Wadden Sea Board

**WSB 23
23 March 2018
Wilhelmshaven, Germany**



Agenda Item:	5.10 Communication and education
Subject:	Draft Education and Interpretation Strategy
Document No.	WSB 23/5.10/1
Date:	14 March 2018
Submitted by:	WWF

As announced at WSB 22, the final layout for the Education Strategy requested by WSB 21 was under preparation.

Attached is a draft layout version of the strategy which includes a selection of photos representing the various regions and different activities and which is currently being finalized with support from the Network Group Education.

As this is a draft that has been reduced to a small file size, the quality of the photos (sharpness, brightness, contrast, etc.) is not representing the final quality.

A printed version would be prepared for TGC.

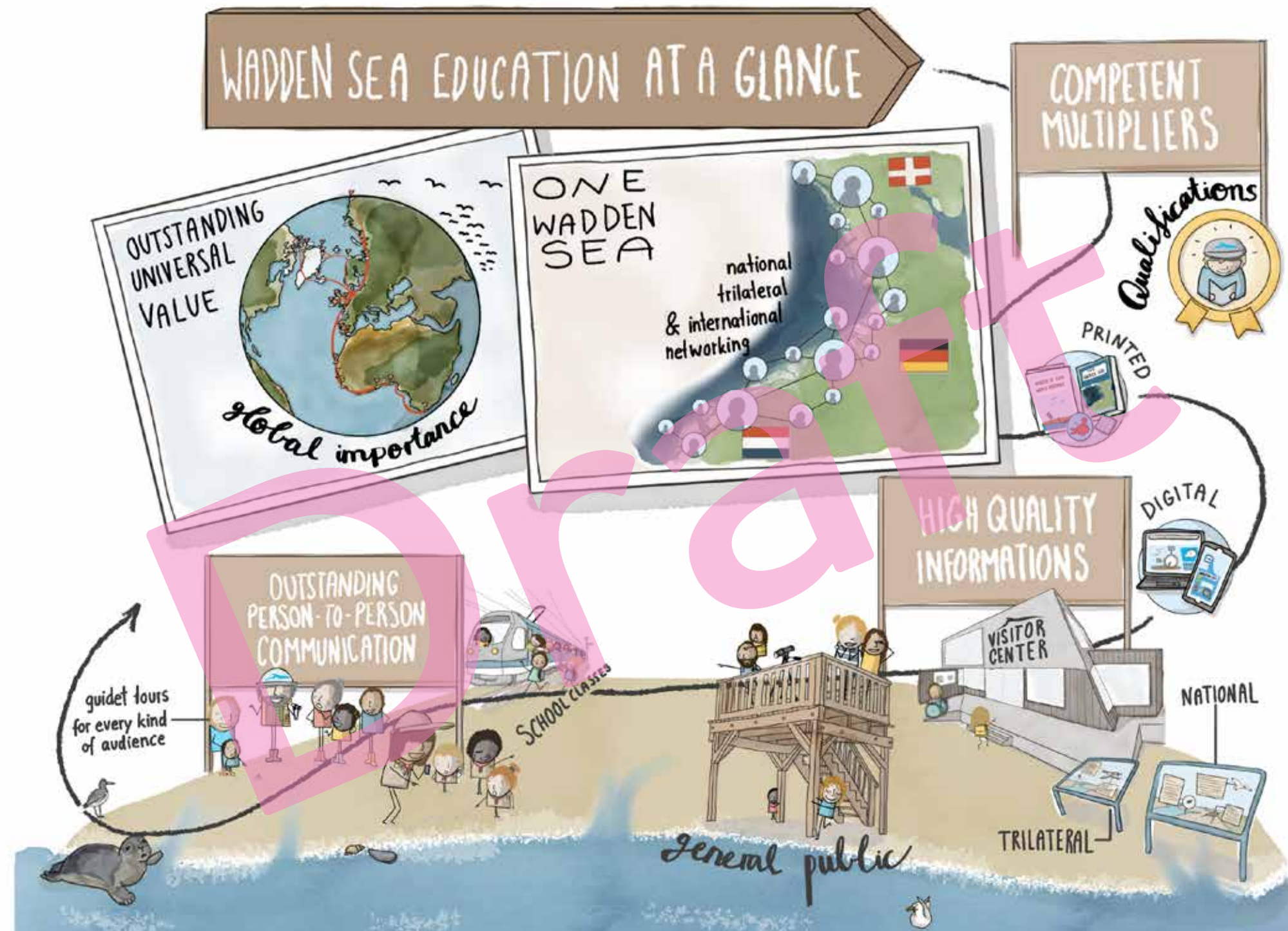
Proposal: The meeting is invited to take note and approve the finalisation of the draft layout for presentation at the Conference



Shaping a Sustainable Tomorrow

Wadden Sea Strategy on Education for
Sustainable Development and World Heritage Interpretation





We Engage in Wadden Sea World Heritage Site 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 on the UNESCO World Heritage List in recognition of the 'Outstanding Universal Value' (OUV) 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. 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 inscription on the World Heritage List. In order to protect the OUV of the Wadden Sea it must be known, understood and respected. In other words, communication and promotion of the Wadden Sea World Heritage Site (WHS) are essential factors for 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 World Heritage information and education, and therefore to stimulate and support the development of a trilaterally coordinated World Heritage Site 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 WHS, agreed upon by the Wadden Sea Board in 2015, further specifies the work area for the educational component.

World Heritage Site 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.



**11,000
km²**

of protected areas such as National Parks make up the Wadden Sea World Heritage Site, stretching about 500 km along the North Sea shores of Denmark, Germany and the Netherlands



**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
45,000**

Numbers of about 40,000 harbour seals and 5,000 grey seals indicate that the populations of these species have recovered well



**About
4
million**

people live on the mainland adjacent to the Wadden Sea WHS and about 75,000 live on the islands surrounded by it



**2.5
million**

people make use of the different levels of Wadden Sea information, education and interpretation services every year

Facts and Figures

Every year about 10 million tourists visit the region with about 50 million overnight stays, and many more come for a day-trip

**10
million**



60



Wadden Sea visitor centres of all sizes serve as gateways to Wadden Sea knowledge and experience

100s



of local teachers use, benefit from and are actively involved in Wadden Sea education



**About
60 rangers
500 actives**

Information, guided tours and education programmes are provided by about 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

Aim and Status of the Strategy

The “Wadden Sea World Heritage Site Education and Interpretation Strategy” (henceforth “the education strategy”) aims to provide a trans-boundary framework for environmental education and interpretation in the entire Wadden Sea WHS. It stands for **ONE Wadden Sea** and 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 OUV 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 IWSS. It will be 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” (p. 32), the “Strategy for Sustainable Tourism in the Wadden Sea World Heritage Destination” (p. 33) and, in a broader sense, also to the “UNESCO World Heritage Education Programme” (p. 33) and “Education for Sustainable Development Goals” (p. 33).

Filling the strategy with life – both at the national and trilateral level – is our common responsibility. At the national level, the ongoing and future individual activities will be coordinated and financed by the respective national stakeholders.

At 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 Site education and interpretation. This is done by informing, engaging, and involving a large proportion of visitors and locals of all ages in the WHS, its protected areas and OUV.

**ONE
Wadden Sea**





Visitor Information and Wadden Sea Education Today

Where we are now

Visitor information, environmental education, and offers for nature experience have evolved throughout the Wadden Sea region over several decades, with 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 national 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. Though the offers are numerous, the demand is increasing and not always fully covered.

About 60 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 staff of green NGOs, private nature guides and rangers 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 programmes 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 pupils and the tens of thousands who visit the Wadden Sea on class trips every year.

The IWSS was founded by the Trilateral Wadden Sea Cooperation in 2003, with the purpose of enhancing a trilateral perspective of Wadden Sea education and cross-border cooperation among multipliers. It has 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 a WHS in 2009, and its extension in 2014, is an obligation and provides the chance to extend the cooperation of stakeholders involved in education. This contributes to the awareness, inspiration, and engagement with the worldwide importance and global connections of the Wadden Sea WHS. Explaining the OUV in a consistent and engaging way constitutes the basis for successful Wadden Sea World Heritage Site education and interpretation work.



Wadden Sea World Heritage Education Tomorrow

Where we want to be



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



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



... Local, regional, and trans-boundary, as well as governmental and non-governmental offers complement each other, and committed partners actively cooperate at 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 and its global importance. High-quality information and nature, landscape and culture experiences ensure outstanding opportunities for all age groups to learn about, experience, enjoy, and support the protection of the Wadden Sea.



Our Objectives and Measure

How the Vision becomes Reality

Three joint objectives and 13 measures at the national as well as at 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 Site, its OUV and its protection in a trilateral and global context.

Objective 2

High-quality information:
Comprehensive holistic information and education offers provide consistent communication of the OUV throughout the Wadden Sea 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 Site for everyone.



	Objective	Measure	Rationale
Trilateral Measures Measures and activities at the trilateral level are further specified in a joint Trilateral Work Programme, facilitated by the IWSS and financed by the Trilateral Wadden Sea Cooperation. They are inspired by, complement and – as far as possible – support the activities at the national level.	Competent multipliers	1 Provision of trilateral network – and service activities focussing on World Heritage issues targeted at multipliers of Wadden Sea education and visitor information.	Trilateral networking activities (e.g. workshops) and service offers (e.g. online platform for multipliers) facilitate learning and exchange opportunities among international colleagues for a profound understanding and consistent communication of World Heritage.
		2 Engagement in cooperation and exchange activities with Wadden Sea related (marine) WHSs and protected sites at a global scale.	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.
	High-quality information	3 Provision of trilateral information, education and edutainment resources with a focus on the joint WHS targeted primarily at non-formal and informal learning audiences.	Trilateral World Heritage resources complement national information and education products. They are provided in Danish, German and Dutch, take into consideration the various national situations, and meet the demand for a common denominator.
National Measures Implementing existing and future ‘measures and activities at the national level is subject to National Work Programmes. These are set up, implemented and financed by public as well as private partners in the three Wadden Sea countries and their different regions. National activities are inspired, complemented and – as far as possible – supported by the trilateral activities.	Competent multipliers	4 Provision of national networks and services targeted at multipliers of Wadden Sea education and visitor information.	National networking activities and services for multipliers ensure a competent and coordinated Wadden Sea education and integration of World Heritage issues in national activities.
		5 Provision of qualification systems and training programmes for nature and culture guides and other non-formal audiences.	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.
	High-quality information	6 Provision of visitor centres targeted at informal, non-formal and formal audiences.	Visitor centres of all sizes serve as gateways to the Wadden Sea WHS.
		7 Provision of visitor information systems including self-guided trails targeted primarily at informal learning audiences.	By means of signs, information panels, maps, leaflets, etc. visitors can obtain accessible information about and orientation in the World Heritage region, as well as recommendations for nature-friendly behaviour.
		8 Provision of online resources and digital information for informal, non-formal and formal learning audiences.	Websites, social media and apps provide access to Wadden Sea topics in and outside the Wadden Sea region for visitors, locals, multipliers, etc.
		9 Provision of printed information (leaflets, booklets, etc.) targeted primarily at informal learning audiences.	Printed media provide Wadden Sea information for visitors in and the general public outside the Wadden Sea region.
		10 Provision of educational resources, programmes and projects targeted at formal learning audiences.	Educational resources, online platforms, and partnership- programmes 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.
	Outstanding person-to-person communication	11 Provision of educational resources, programmes and projects targeted at young non-formal learning audiences.	Edutainment products and non-formal learning programmes such as the (German) Junior Ranger programme can raise awareness among and activate the (local) youth. Transnational exchange programmes for youths can contribute to raising the next generation of the ‘Wadden Sea Family’, supporting the commitment to the OUV, and integrity of the Wadden Sea WHS.
		12 Provision of guided tours for formal, non-formal and informal learning audiences.	Guided tours by National Park Rangers, nature NGOs and institutional and private nature guides offer accessible, competent information and first-hand nature experience of mudflats, bird life, seals and other habitats and phenomena of the WHS.
			13 Provision of class trip and study tour programmes, seminars and workshops for formal learning audiences.



Our Audiences

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 kinds (“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 different national didactic approaches.

Stakeholders (“Non-formal learning”)

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

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

General Public (“Informal learning”)

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



Our Principles

Wadden Sea World Heritage Site education and interpretation, at both the national and trilateral level, shall

- convey the Wadden Sea’s OUV.
- stress the entity of ONE Wadden Sea, while respecting and highlighting the various, characteristics of the three countries, individual regions or islands (including cultural).
- promote trans-boundary and trans-disciplinary cooperation among multipliers.
- build on a living network of committed local partners.
- provide multisensory, playful, intercultural, and accessible 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 WHS and of environmental and nature protection in general.
- seek to implement all activities professionally, sustainably, and cost-effectively.
- contribute to the protection of the Wadden Sea and support 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”.

Working Definitions

The strategy for environmental education and interpretation in the Wadden Sea WHS 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. For example, school visit programmes organised by visitor centres or resources provided for teachers to work with topics related to the WHS.
- Non-formal learning – education of organised groups outside the formal education system. For example, 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.

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**.

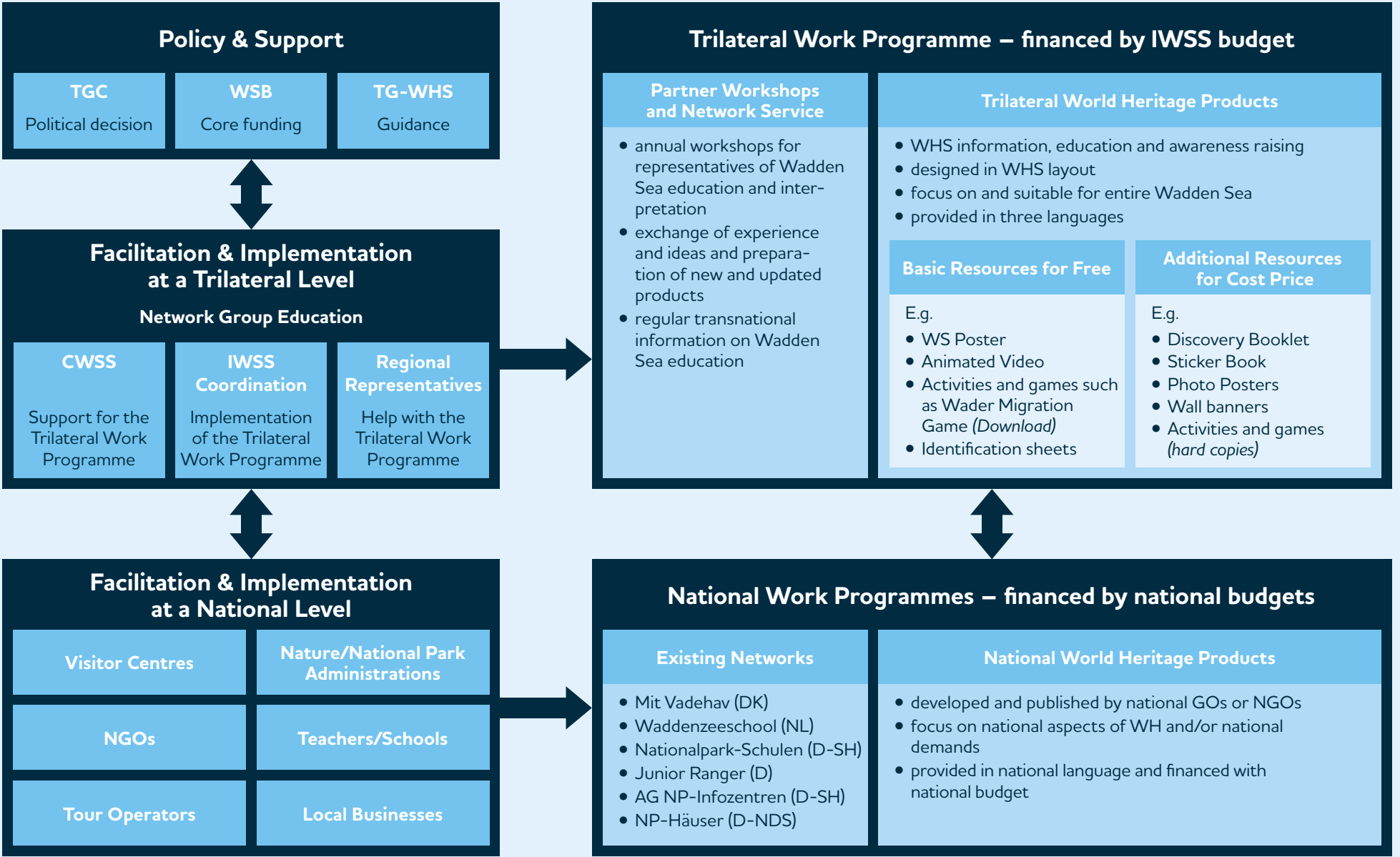
The IWSS coordinator (at present provided by WWF Germany) serves as a key facilitator of the Trilateral Work Programme and closely cooperates with the Common Wadden Sea Secretariat as well as with the regional representatives of Wadden Sea Education. Together, they constitute the **Network Group Education (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; it 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 so that pupils can learn through experience rather than just from books. The activities and supporting materials are entirely developed by 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 historic and contemporary. The existing activities have been developed for primary and lower secondary school pupils, with development of activities and programmes for upper secondary planned to start in 2018. The portal MitVadehav.dk is integrated into 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

Schools and kindergartens in the districts of Nordfriesland and Dithmarschen can be designated 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 their 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 at secondary level, and also teaching and learning materials. At the moment, 24 “National Park Schools” and three “National Park Nurseries” with more than 8,000 school and pre-school children are involved in this project.

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

Nationalpark
Wattenmeer



SCHLESWIG-HOLSTEIN



Germany | Hamburg



Neuwerk National Park House – Environmental education for visitors and locals

As the central – and only – visitor centre of Hamburg Wadden Sea National Park, **Neuwerk National Park House** offers visitors and locals from the island comprehensive information on and experience of the Wadden Sea World Heritage Site. In close cooperation, the non-profit nature conservation association Verein Jordsand and the National Park administration offer a joint environmental education programme. Special attention is given to school classes and youth groups, which visit the island on school trips and stay in one of the two available group accommodations. A choice of various indoor and outdoor activities tailored to their needs is offered to different age groups, including groups with special educational needs, to interactively learn and explore – out on the mudflats, at the aquariums, displays and information boards of the exhibition, or in the Wadden Sea laboratory with its multifunctional room. Every year, about 15,000 visitors make use of the National Park information and education offers, thus reaching about every eighth visitor to the island of Neuwerk. Neuwerk National Park House is one of many visitor centres in the Wadden Sea Region run in cooperation with governmental and non-governmental Wadden Sea conservation.

► www.nationalpark-wattenmeer.de/hh/lernen-und-erleben/informationseinrichtungen/nationalpark-haus-neuwerk

Nationalpark
Wattenmeer



HAMBURG



Germany | Lower Saxony



Junior Ranger Programme

Targeted at children and youths both in- and outside the Wadden Sea Region, the **Junior Ranger Programme** offers four ways of getting involved with nature, culture, biodiversity, and conservation: By regularly participating in regional Junior Ranger groups or special Junior Ranger courses at school, local children can qualify as Junior Rangers and support the protected area as multipliers, spreading their knowledge and creating awareness of the importance of heritage conservation. Children who spend their holidays in the Wadden Sea Region can embark on a Junior Ranger discovery tour by completing a discovery booklet while exploring the area together with their family and/or participating in a discovery camp. A comprehensive Junior Ranger online game provides a digital learning experience and encourages children to extend their research adventure to an outdoor mission exploring their surrounding nature at home. All the activities aim not only to increase the participants' awareness and appreciation of nature and biodiversity, but also to further their identification with their own culture and history. The children and youths are provided with useful hints for their everyday life and are motivated for a sustainable lifestyle. The Junior Ranger programme was developed by *EUROPARC Deutschland e.V.* and is implemented in National Parks, Biosphere Reserves, and Nature Parks throughout Germany. The Wadden Sea National Park administration in Lower Saxony has offered Junior Ranger activities since 2010. In Schleswig-Holstein, the programme started in 2008. Within the programme, a strong network of education partners and several Junior Ranger Groups have been established in the Wadden Sea region.

► www.juniorranger-nds-wattenmeer.de

Nationalpark
Wattenmeer



NIEDERSACHSEN



Best Practice Examples for Wadden Sea Education

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 easy integration of Wadden Sea World Heritage topics into formal education at 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 from the Waddenfonds.

► www.waddenzeeschool.nl

Trilateral Wadden Sea

International Wadden Sea School

Towards a trilateral Wadden awareness

Founded by the Trilateral Wadden Sea Cooperation and nature NGOs in 2003, the International Wadden Sea School (IWSS) aims to raise awareness of the Wadden Sea as ONE shared nature area among multipliers and users of Wadden Sea education. The IWSS brings together environmental educationalists from Denmark, Germany and the Netherlands at annual workshops throughout the Wadden Sea Region. They share their experience and approaches to Wadden Sea education – from visitor centres and guided tours to online learning platforms and school programmes – and jointly develop ideas for translation activities and trilateral resources. A broad pool of multilingual education and edutainment resources are available, such as posters, discovery booklets, sticker books, and various games focussing on the Wadden Sea as an entity. They offer multipliers the chance to include a transnational perspective in their regional and local education activities. The IWSS constitutes the basis for World Heritage Site education and is in charge of the implementation of the trilateral World Heritage Site education programme.

► www.iwss.org

Trilateral Wadden Sea

BeachExplorer

The web portal **BeachExplorer.org** is a citizen science tool for nature observation on the Wadden Sea coast. The project idea arose during a trilateral IWSS workshop. Schutzstation Wattenmeer, as a German NGO, raised public funding from the Federal Agency for Nature Conservation (Bundesamt für Naturschutz) to implement the trilateral web portal and an accompanying smartphone app. Since 2014, BeachExplorer offers a picture based identification 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 and invites tourists and naturalist from all over the Wadden Sea to contribute their observations to the common data base.

► www.beachexplorer.org/en

Trilateral Wadden Sea

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

Children from global ocean icons call on world leaders at the UN to save the oceans for future generations. As part of the United Nations 2017 World Oceans Conference, held in conjunction with the UN General Assembly, 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 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 Site, and they 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>

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

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



Signatures

Strategy for Wadden Sea World Heritage Education and Interpretation

Summary

Introduction

Building upon a network of people and activities evolved over decades, the “Strategy for Wadden Sea World Heritage Education and Interpretation” aims to provide a trans-boundary framework for environmental education and interpretation in the entire Wadden Sea. It stands for ONE Wadden Sea and builds on the numerous local, regional and national activities in this field. It is supposed to provide an umbrella to promote the Wadden Sea’s Outstanding Universal Value (OUV) in an international and interdisciplinary approach. Filling the strategy with life – from the local to the trilateral level – is a common responsibility.

The strategy has been developed as part of the work of the International Wadden Sea School (IWSS). Much has been contributed by the Trilateral Network Group Education, the members of which represent Wadden Sea education and interpretation at national and regional levels, and by the Common Wadden Sea Secretariat. The work was supported by the Trilateral Wadden Sea Cooperation and its Wadden Sea Board.

The strategy links and contributes to implementing other important strategies for the Wadden Sea, namely the overall World Heritage Strategy and the strategy for sustainable tourism. It also contributes to the UNESCO Programmes for “World Heritage Education” and “Education for Sustainable Development” as well as to the respective UN Sustainable Development Goals.

Our Vision for the Future

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

- People who live, visit or work in any part of the Wadden Sea World Heritage region are aware of and appreciate the OUV and the unique landscape. They are committed to preserving these globally important assets for the benefit of present and future generations and for all humankind.
- Environmental education and interpretation provide access to the understanding and appreciation of the Wadden Sea World Heritage Site and its global importance. High-quality information and nature, landscape and culture experiences ensure outstanding opportunities for all age groups to learn about, experience, enjoy, and support the protection of the Wadden Sea.
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Three joint objectives set out how we want to achieve the vision:

- **Competent multipliers:** All stakeholders of Wadden Sea education have a transnational understanding and appreciation of the Wadden Sea World Heritage Site, its OUV and its protection in a trilateral and global context.
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Thirteen measures at the national as well as at the trilateral level are expected to achieve the objectives and to realise the vision in the long term. At the trilateral level, three measures comprise networking and service activities targeted at multipliers of Wadden Sea education as well as providing multilingual education resources focussing on the World Heritage Site. Ten measures at the national level range from training programs for various audiences, to operating visitor centres and other information systems, numerous guided tours e.g. for the public and for classes, to online and offline information and education material.

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Summary to be translated into Danish

Resumé



Introduction

Building upon a network of people and activities evolved over decades, the “Strategy for Wadden Sea World Heritage Education and Interpretation” aims to provide a trans-boundary framework for environmental education and interpretation in the entire Wadden Sea. It stands for ONE Wadden Sea and builds on the numerous local, regional and national activities in this field. It is supposed to provide an umbrella to promote the Wadden Sea’s Outstanding Universal Value (OUV) in an international and interdisciplinary approach. Filling the strategy with life – from the local to the trilateral level – is a common responsibility.

The strategy has been developed as part of the work of the International Wadden Sea School (IWSS). Much has been contributed by the Trilateral Network Group Education, the members of which represent Wadden Sea education and interpretation at national and regional levels, and by the Common Wadden Sea Secretariat. The work was supported by the Trilateral Wadden Sea Cooperation and its Wadden Sea Board.

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Summary to be translated into German

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Martin Stock

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Vadehavets Formidlerforum

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Adam Schnabler (big photo left),
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Martin Stock, Frank Hecker, Jan van de
Kam, Martin Stock (free form)

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Contacts

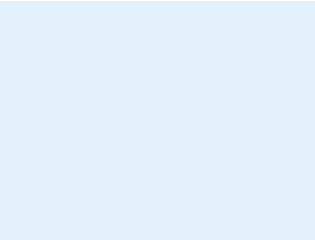


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Annex



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 inscription on 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 Site.

The educational activities demand close interaction with the work 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 Site 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 and to enhance awareness of the Wadden Sea as one nature area.

Furthermore, information must continue to be disseminated to inhabitants and visitors to inform them about the Wadden Sea World Heritage Site. Partners must be provided with up-to-date and effective information material, video films, etc. and use must be made of the Internet and social media, which also ensures that the information and awareness material conform to a common design to guarantee that the message is conveyed similarly across the Site.

Objective 1: Develop the IWSS into the environmental education institution of the Wadden Sea World Heritage Site, 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 Site 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 a key work field for sustainable tourism

Opportunities and challenges

World Heritage provides the chance to extend and develop cooperation, active participation, and networking among stakeholders, contributing to the understanding of the worldwide importance of the Wadden Sea World Heritage Site 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 Site. 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 Site 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 Site.
- 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 Programme”?

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 at a local as well as at 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 UNESCO Member States.
- **To foster synergies amongst stakeholders** in the promotion of World Heritage Education at a national and international level.

The Programme is led by the UNESCO World Heritage Centre (WHC) in coordination with 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/>

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 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 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; it 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

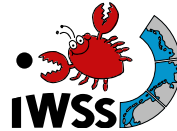
The Wadden Sea's excellent conservation state is a result of over 30 years of joint nature protection efforts by Denmark, Germany and The Netherlands, where the Wadden Sea has been designated as national parks and nature reserves. The protection of one inseparable ecosystem is a joint responsibility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



We Engage in Wadden Sea World Heritage Site Education



Nationalpark
Wattenmeer



Vadehavets
Formidlerforum



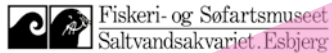
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