

Wadden Sea Board

WSB 2
7 October 2010
Wilhelmshaven



Agenda Item:	9
Subject:	Progress Report Wadden Sea World Heritage
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Submitted by:	CWSS

Attached is a brief progress report on the main activities related to the Wadden Sea World Heritage and proposals in particular with regard to the communication and marketing plan, the use of the new WH Logo, the joint campaign and common principles for stakeholder cooperation.

Proposals

The meeting is **proposed** to

- 1) Approve the communication and marketing programme (Annex 1) as the framework for the WH activities in the period 2010 – 2013 and to instruct the new WHTG with the further elaboration and coordination;
- 2) Adopt the guidelines for the use of the WH Logo for the time being and to instruct the CWSS to obtain expert advice on the legal implications (Annex 2);
- 3) Note the status report on the joint campaign;
- 4) Adopt common principles as a basis for the stakeholder cooperation;
- 5) Note the status report on stakeholder involvement.

PROGRESS REPORT WADDEN SEA WORLD HERITAGE

1. Objective

To inform the Wadden Sea Board on progress on the Wadden Sea World Heritage issue and obtain decisions of the Board on several issues.

2. Status

Several communication and marketing activities have been launched since the inscription of the Dutch-German Wadden Sea on the World Heritage List in June 2009 (see progress report to WSB 1, June 2010). The focus was on the development of a draft Communication and Marketing Programme for the period 2010 – 2013 and the implementation of the joint campaign.

3. Ongoing activities

3.1. Communication and Marketing Programme 2010 – 2013

A draft Communication and Marketing Programme 2010 – 2013 (ANNEX 1) has been elaborated by the Wadden Sea World Heritage Group as set out in § 5 of the Sylt Declaration¹. It covers the work fields: 1) Information and Awareness, 2) Environmental Education and Cooperation Information Centres, 3) Tourism and recreation, and 4) Reporting and International Cooperation. The programme is intended to provide the framework for the initiatives and activities, and the cooperation between and the commitments of the stakeholders participating in the partner network around the Wadden Sea World Heritage.

PROPOSAL 1: The **meeting** is proposed to **approve** the programme as framework for the activities in the period 2010 – 2013 and to instruct the new WHTG with the further elaboration and coordination.

3.2 Logo/Corporate Design

After the successful competition and selection of the new WHS logo, the agency adapted the logo for implementation by the stakeholders and the application in the WHS campaign 2010.

The TSG/WSWHG decided that as a matter of principle, the logo can be used by partners participating in the current network on the basis of the draft guidelines as attached in ANNEX 2. However, it will be necessary to obtain expert advice on the legal implications in particular of usage by other stakeholders and in connection with commercial products.

PROPOSAL 2: The **meeting** is **proposed** to adopt the guidelines for the new WH Logo for the time being and to instruct the CWSS to obtain expert advice on the legal implications.

¹ SD § 5: Instruct the Board to initiate and organize the development of an overall Sustainable Tourism Development Strategy for the Wadden Sea World Heritage Site, in order to meet the request of the World Heritage Committee, the Hamburg Wadden Sea National Park, and the Danish National Park, pending formal approval by its forthcoming board, and as a first step to adopt a Wadden Sea Communication and Marketing Programme 2010-13.

3.3 Joint Campaign

A joint campaign is currently being implemented as a follow up of the 2009 campaign to further enhance the awareness of the Wadden Sea World Heritage and to increase the public awareness for the universal values of the property, to support nature conservation and sustainable tourism and intensify the cooperation between all stakeholders. Publicis Hamburg was selected to implement the campaign after a creative competition in which 11 communication agencies participated, of which 5 presented a pitch.

The budget for the campaign for 2010 is around € 100,000 (jointly financed by the Dutch Provinces, Lower Saxony and Schleswig-Holstein and the marketing organizations) and it is intended to continue the campaign in the coming years as part of the WH communication.

The first part has been implemented by Publicis by preparing print advertisements, online banners and A1 posters in the new campaign layout for use in the partner network. The ads have already been used by the partners in various print media and magazines (see [ANNEX 3](#)). A proposal for common press release is currently being prepared by Publicis together with the partners which is planned to be launched by end of September to inform the media on the new campaign. In the second phase of the campaign, inhabitants and visitors will be actively involved by telling their story about the Wadden Sea under the motto: Be part of the World Heritage. A team of "story hunters" will be established in all four regions to look for interesting stories and to attract media attention. The implementation of the concept including new interactive media (Web 2.0) is currently being prepared by Publicis together with a core group of stakeholders. It is intended to sustain and further expand this concept in the following years of World Heritage communication and marketing.

PROPOSAL 3: The **meeting** is proposed to **note** the status report on the joint campaign.

3.4 Principles for stakeholder cooperation

The Wadden Sea World Heritage property is one and indivisible. Only by joining forces will the true potential of Wadden Sea World Heritage brand be used. The cooperation of stakeholders on the regional level across the World Heritage site should be further enhanced. This must also concern all measures of infrastructure (sign posts on municipal, regional and national level), promotional activities and acquisition of sponsors.

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, including infrastructural measures (such as WHS sign posts) will be undertaken on a joint basis as far and often 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.

PROPOSAL 4: The **WSB** is **proposed** to adopt the common principles as a basis for stakeholder cooperation.

3.5. Stakeholder Involvement

Much has been done to underline the shared responsibility for the protection and management of the Wadden Sea World Heritage property. For the purpose of communicating and marketing the site, stakeholder workshops have been organized and the Tourism Strategy Group has been involved to endorse the activities launched in 2009 and 2010 in cooperation with the WSWHG.

It is apparent though that in the longer term, also for the sake of efficiency, there must be a closer cooperation with the Wadden Sea Forum (WSF) as the Wadden Sea stakeholder forum on the World Heritage issue, e.g. by integrating the WHS in the regional development. The WSF is currently developing a proposal to further develop the existing "Gastronomy Award" and marketing of regional products (such as the successful Dutch "Wadden Gould") under the umbrella of the WHS.

PROPOSAL 5: The meeting is proposed to provide guidance on future stakeholder involvement.

ANNEX 1

Wadden Sea World Heritage

Communication and Marketing Programme 2010 – 13

Draft version 8 September 2010

WADDEN SEA WORLD HERITAGE COMMUNICATION AND MARKETING PROGRAMME 2010 -2013

1. Introduction

After 20 years of preparation of the nomination and with the support of the regions the Dutch-German Wadden Sea was inscribed on the World Heritage List on 26 June 2009 by decision of the World Heritage Committee at its 33rd session in Seville. The inscription on the UNESCO World Heritage List under the World Heritage Convention represents the highest global recognition of a natural area in its kind and the acknowledgment and appreciation by the world community of the responsible state parties and its inhabitants to protect and conserve its Outstanding Universal Values.

The inscription of the Wadden Sea on the exclusive World Heritage List is a unique opportunity to promote the site, its outstanding universal values and sustainable use, and to further enhance regional development. But the inscription on the List also encompasses the commitment of the state parties to ensure that the Outstanding Universal Value and its integrity are maintained or enhanced in the future. These conditions are included in the Statement of Outstanding Universal Value for the property, adopted by the Committee and the basis for its future protection and management.

2. Status Communication and Marketing

There has been a tremendous support for the nomination of the Wadden Sea and full awareness of the commitments from all stakeholders following the inscription. The follow-up by all key stakeholders involved has been amazing and the developments since the inscription has demonstrated that there is a determination among the key stakeholders to make this a further success story and to make use of the benefits of the inscription.

The work in the period since the inscription between the key stakeholders has been based on mutually agreed action plans and resulted in a number of concrete products and working arrangements including a cooperation structure. The Communication and Marketing Plan 2010 – 13 for the natural Wadden Sea World Heritage follows up on the previous more short-term action plans and is the framework plan for the conservation and management, awareness, communication and marketing of the property approved by the key stakeholders.

The Communication and Marketing Programme 2010-13 is intended to provide the framework for the initiatives and activities, and the cooperation between and the commitments of the stakeholders participating in the partner network around the Wadden Sea World Heritage.

As indicated above, a comprehensive information and communication programme was launched on the day of the decision of the World Heritage Committee, 26 June 2009, based on the Communication and Marketing Action Plan agreed with the stakeholders in advance of the inscription. The programme encompassed the following main elements

- (1) The Wadden Sea World Heritage website in three languages with key information on the site, the key nomination documents, the IUCN evaluation

report including the decision of the Committee, and the news and press releases published.

- (2) A trailer to celebrate the inscription of the Wadden Sea on the List and present the property in a wider context. The trailer is on the website and available for all key stakeholders.
- (3) A leaflet in Dutch, German and English and three posters with different motives to inform the wider community. The leaflet has been printed in almost 300,000 copies.
- (4) Flags/ banners.

The inscription was also celebrated in various meetings and events along the coast with the stakeholders involved. The inscription obtained a substantial attention in the media both in the regional as well as the national and international media.

Following the inscription of the Wadden Sea on the World Heritage List and the launch of the information campaign on the property, a Communication and Marketing Action Plan was launched with the stakeholders for the period until the Sylt Conference. The main aims of the plan were to follow up on, strengthen and extend the already launched activities and develop new ones, to integrate the ongoing information and education activities into the World Heritage activities, to follow up on the decision of the World Heritage Committee on the development of a sustainable tourism strategy and to further strengthen and extend the stakeholder network cooperation. The action plan was intended to bridge the period until the Sylt Conference in March 2010, at which a framework action plan for the next three-year period was to be launched.

The Action Plan focused on four main actions:

- The further development of the www.waddensea-worldheritage.org site as a first class website portal for and electronic gateway to the site, to serve stakeholders and the wider community.
- The development of a joint World Heritage Brand including a Corporate Design/Logo for the site, externally to be used also for stakeholders.
- The development of a tourism strategy for the Wadden Sea World Heritage Site within a sustainable tourism approach.
- The further development and enhancement of the communication, awareness and education of the Wadden Sea World Heritage Site for inhabitants and visitors through continued common interpretation activities.

In the framework of the Action Plan a work structure has been established with advisory and working groups linked to each of the actions. The groups have met several times in addition to two plenary stakeholder meetings. The outcome of the work has been reported to the Wadden Sea World Heritage project group which has provided the necessary support to facilitate the process.

A new joint Wadden Sea World Heritage logo was selected in a creative competition with the participation of Dutch and German agencies and design professionals. Over 35 proposals were submitted which were assessed by a jury consisting of representatives of all stakeholders during April and May. The selection of a common logo/brand for the Wadden Sea World Heritage is evidence of the engagement of people in the Wadden Sea World Heritage Site.

The stakeholders have given full support to the Action Plan and worked enthusiastically in the various groups to implement the agreements. The work has

laid a firm foundation for the next three-year Communication and Marketing Action Programme.

3. Objectives and Priorities 2010 – 13

The Communication and Marketing Programme for the Wadden Sea World Heritage 2010 – 13 builds upon and continues the work launched in the period since the inscription of the property on the World Heritage List and pursues three objectives:

Objective 1: To further promote and safeguard the protection, management and awareness of the property in accordance with the Statement of Outstanding Universal Value.

Objective 2: To further promote and advance stakeholder cooperation and networking on the Wadden Sea World Heritage in order to strengthen the common responsibility for the site and support a regional sustainable development.

Objective 3: To promote, support and benefit of national and international cooperation and awareness on World Heritage.

These objectives will be implemented within the following 4 work priorities:

- (1) Information and Awareness.
- (2) Environmental Education and Cooperation Information Centres
- (3) Tourism and Recreation.
- (4) Reporting and International Cooperation

The Business Plan for the 4 work priorities is in **Annex 1**.

4. Organization and Resources

Cooperation Structure²

The organization which has been developed in the period since the inscription of the Wadden Sea on the World Heritage List will be continued and consist of three levels in order to keep the number of groups limited and the decision making structure transparent :

- a. Wadden Sea World Heritage Task Group
The Wadden Sea World Heritage Task Group is the Task Group established by the responsible states under the Wadden Sea Board to coordinate and decide on all matters relevant for the state parties including requests from the WHC.
- b. Wadden Sea World Heritage Stakeholder Forum
The Wadden Sea World Heritage Stakeholder Forum is the principal consultation body for discussing matters related to the Wadden Sea World Heritage; it expresses the joint responsibility for the protection and management of the site by all stakeholders in the sense of the Statement of Outstanding Universal Value; it oversees and provides input to all activities around the World Heritage Site.

² Pending the decision by the WSB on the overall architecture of task groups

c. Working Groups

The Stakeholder Forum appoints working groups to prepare and undertake specific tasks, plans or projects within the working areas defined.

The Common Wadden Sea Secretariat continues to serve as the secretariat for the Wadden Sea World Heritage activities, facilitates and coordinates the activities of the World Heritage Task Group, Forum and working groups.

In each of the three regions, a regional coordination group will be established or continued to oversee and coordinate the regional activities and to serve as a link and coordination mechanism between the regional and trans-boundary level. The regional coordination groups will be facilitated by the responsible regional authorities.

Financial Resources

The programme demands financing by the partners. The resources necessary for the implementation of the programme will be made available by the partners including the responsible authorities according to an agreed division of the costs.

The facilitation and coordination tasks by the Common Wadden Sea Secretariat include:

- Coordination and facilitation of the Wadden Sea World Heritage Group, stakeholder forum and the task and work groups
- Maintenance and development of the World Heritage website
- Development and coordination of communication material (leaflets, folders, brochures, video etc.)
- Service media, organization of (media) campaigns
- Development and implementation of a World Heritage education programme, coordination and facilitation of the work of information centres
- Supporting the development of sustainable tourism, supporting marketing activities, infrastructure development and qualification
- National and international cooperation, reporting and cooperation with the UNESCO World Heritage Centres
- Supervision tasks and assessment of activities in relation to the Statement of Outstanding Universal Value.

The coordination and facilitation of the World Heritage Task Group and matters related to the international cooperation and the World Heritage Committee decisions, as laid down in the Statement of Outstanding Universal Value, can be considered part of the regular CWSS work. The other tasks demand additional staff resources:

- Information and communication officer, also responsible for education (communication of World Heritage and Trilateral Cooperation); one full time position
- Visitor management and marketing; one full time position after the conclusion of the sustainable tourism development strategy (pending decision on the implementation of the strategy).

5. Future Stakeholder Cooperation

The Wadden Sea World Heritage property is one and indivisible. Only by joining forces will the true potential of 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 promotion of the World Heritage Site should be investigated. The foundation should be established to

- Promote the Wadden Sea World Heritage property on a joint basis and the decisions deriving from the Statement of Outstanding Universal Value,
- 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 offers for residents and visitors and the establishment of high quality products and exchange of best practises,
- Further common funding and sponsoring.

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.

ANNEX 1 BUSINESS PLAN 2010 - 2013**(1) Information and Awareness**

The information and awareness raising activities include continuing and enhancing the information on the property for inhabitants and visitors and making information on the site easily available through the modern media.

Priorities	Actions 2010/11	Actions 2011-13	Targets
<p>1.1 Development and maintenance of first class website for promoting the property as a central information hub for stakeholders and visitors:</p> <p>a) to use the website as the main communication and awareness instrument for the Wadden Sea World Heritage Site (why is the Wadden Sea a WH, what are the joint responsibilities, how to protect the property) ,</p> <p>b) to promote the Wadden Sea to potential visitors as part of the overall Tourism Strategy, and to help people to explore the property,</p> <p>c) to provide the cooperating partners with material and information (state parties, national parks, info centres, NGO, tourism sector); to support the stakeholder in marketing strategies and campaigns</p>	<p>To make the website attractive for web-visitors all over the world</p> <ul style="list-style-type: none"> - Continuous updates - only a dynamic website invites people to visit it repeatedly - improve the education and child friendliness part of the website - include new logo and CD - more movies, animations, emotional pictures which invite people to visit the property - to support sustainable tourism strategy development (communication/information) - provide visitors with regional information (regional diversity) - support people in their decision to visit the Wadden Sea, - provide appropriate contacts to regional tourism websites including WH related offers - tool for campaign 	<ul style="list-style-type: none"> - adding social media (Web 2.0, interactive elements) - enhance the education part and improve child friendliness - adding WH of Hamburg and probably Denmark (new language) to website - tool for campaign - evaluation of portal function of website for stakeholders - Make use of new technology that is available for websites (e.g. access site by I Phone). 	<p>To enhance the number of visitors of the website (3,000 visitors/day aimed in 2013).</p> <p>Stakeholder newsletter (4/year)</p> <p>Frequent update of website (several news per week, monthly highlights / tip of the month)</p> <p>20% of visitors also visiting stakeholder websites</p>
1.2 Development of information material including videos and films	Update exhibition and print material (flyer, poster) in conjunction with annual campaign.	Develop new print material (flyer, posters, others) in conjunction with annual campaign.	One new WH print product per year (as appropriate)
1.3 Development Corporate Design, branding of the property.	Draft guidelines for usage of logo and CDs and branding.	Implementation of guidelines by cooperating partners	All partners have implemented the WH brand in their communication until 2012.
1.4 Organization and implementation of an annual joint campaign to enhance the	Implementation of the 2010 campaign. Draft Campaign plan 2011-2013	Implementation of annual campaign. Coordination by CWSS	One joint campaign per year in addition to regional events

Priorities	Actions 2010/11	Actions 2011-13	Targets
awareness of the site and improve stakeholder cooperation		communication officer	
1.5 Organization of various events by the stakeholders	Inventory of regional events to be updated regularly (e.g. via website). Events in conjunction with annual campaign. WH Inscription ceremonies NL and D in 2010.	Events in conjunction with annual campaign.	Joint events at international and national level
1.6 Media support, press campaigns Target group: press media, inhabitants, multipliers	Press information on events Development of a media and press communication plan 2011-2013	Press and media campaigns in conjunction with annual campaign.	Regular media and press information

(2) Environmental Education

The development of an educational programme for the Wadden Sea World Heritage in cooperation with the information centres. The programme is basically a continuation of the World Heritage related International Wadden Sea School activities

Priorities	Actions 2010/11	Actions 2011-13	Targets
2.1 Development of an international education programme for the World Heritage building on the existing IWSS activities.	Development of a WH education concept as follow up of the IWSS.	Implementation of the WH education concept.	WH educational offers are provided by all partners. WH educational programs are offered by tour operators. Every school kid in NL, Nds, and SH should visit the WH once.
2.2 Establishing and continuing the cooperation between information and educational centres.	Extending the network of IWSS information centres. Exchange of educational concepts, material and activities (e.g. via extra-net) Coordination by CWSS communication officer as part of the WH related tasks. Annual workshops.	Annual workshops.	One network workshop per year
2.3 Establishing a programme for qualification.	Training and information events for multipliers in conjunction with the overall WH education concept.	Training and information events for multipliers in conjunction with the overall WH education concept.	One training course per year

Priorities	Actions 2010/11	Actions 2011-13	Targets
2.4 Providing World Heritage material for incorporation in the exhibition and other activities of the centres (excursions, information programs, and other offers)	Development of material and exhibitions with info centres in conjunction with the overall WH education concept.	Development of material and exhibitions with info centres in conjunction with the overall WH education concept.	All info centres actively use the material

(3) Tourism and Recreation

The development of the Tourism Development Strategy as requested by the World Heritage Committee has the priority in the coming period and will cover all essential areas of common interest. Parallel to the development of the Strategy, activities will be launched in 2011 – 2013 to support the development of the strategy. The activities in this work priority will be an integrated part of the future Tourism Strategy action plan.

Priorities	Actions 2010/11	Actions 2011-13	Targets
3.1 Development of specific tourism information material and campaigns	Campaign 2010. Preparation of campaign 2011. Website as portal for tourists	Annual campaigns to be developed with all stakeholders with (potential) visitors as target group.	One tourism related campaign with specific material per year
3.2 Marketing activities and market research	In conjunction with WH tourism strategy (baseline analysis, criteria to assess impact of WH status)	In conjunction with WH tourism strategy	Coordination of all marketing activities in the region. Regular market research to assess impact of WH status.
3.3 Improvement of infrastructure (information tables etc.)	Concept for regional and local WH infrastructure. Inclusion of WH information in existing information structures.	Implement WH in infrastructure. Adoption of long-term concept for long living infrastructure.	All main infrastructure elements contain WH information in 2013.
3.4 Qualification Support development of high quality WH offers (more quality instead of more quantity)	Development of qualification programs of people in the region working in tourism including awareness rising about the opportunities through the WHS for tourism and on the responsibilities and expected support of tourism and nature conservation to safeguarding the common heritage. Provide material for qualification via website.	Implement qualification programs in regional activities	WH material is integrated in tourism qualification activities in the regions. All tourism partner organisation provide specific WH offers WH tourism programs are offered by tour operators in all WH regions

(4) Reporting and International Cooperation

The Wadden Sea World Heritage must engage in national and international cooperation to benefit from experiences and developments elsewhere and to live up to the commitment to contribute and promote the cause of World Heritage internationally including the request of the World Heritage Committee to support international flyway management³.

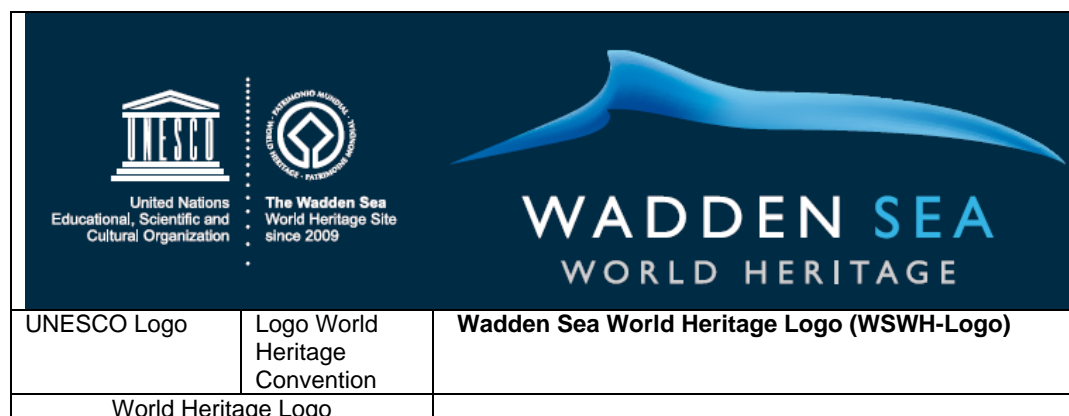
Priorities	Actions 2010/11	Actions 2011-13	Targets
Support and enhance also international cooperation on the level of the flyways, the organization of international workshops	Develop concept for network with other sites. Cooperation with bird flyway sites.	International WH workshops (bird flyway, topical issues, international awareness)	One international workshop per year Participation in international workshops.
Cooperation with other international World Heritage properties	Integration of best practice experiences in conservation and management from other sites including tourism strategy.	International WS workshop with participation from other marine WH sites.	One bilateral workshop / visit per year.
Presentation of the Wadden Sea in the UNESCO World Heritage context	Participation in WH Marine Programme	Participation in WH Marine Programme	WH as role model in WH Marine Programme
Reporting to the World Heritage Centre	Preparation to WHC session 2010. Report on new developments.	Periodic reporting 2 nd cycle (starting 2012). Ad-hoc response to up-coming questions/problems (State of Conservation reporting/reactive monitoring) Report on new developments. Preparation to WHC session 2011-13.	Regular reporting to WHC on relevant issues
Coordination of national / regional WH activities	Participation of the CWSS communication officer in regional / national WH working groups.	Participation of the CWSS communication officer in regional / national WH working groups.	Participation in one regional meeting per year.

³ Sylt Declaration § 6: Engage in a close cooperation with the African Eurasian Waterbird Agreement (AEWA) with a view to promote and strengthen cooperation on management and research on the African Eurasian Flyways with relevant state parties as requested by the World Heritage Committee and establish cooperation for the protection and management of migratory birds relying on the Wadden Sea.

ANNEX 2

DRAFT Guidelines for the use of the Wadden Sea WH Logo (version 25.08.10)

Explanatory Note: The draft guidelines are valid for the time being pending a final approval by the Wadden Sea Board.



1. Introduction

The Wadden Sea World Heritage Logo (WSWH Logo) has been designed for the Dutch-German Wadden Sea World Heritage Site in order to communicate the property **consistently** and as **one trans-boundary entity** in all regions through a broad number of stakeholders (GO and NGOs).

The WSWH Logo is protected under the international World Intellectual Property Organization (WIPO) act. The CWSS is the owner of the logo on behalf of the State Parties. [Note: The logo is currently being registered at the WIPO by the CWSS on behalf of the State parties].

Use of the WSWH logo is only allowed after written permission by the CWSS on behalf of the State Parties and Länder. In the following, guidelines for the use of the WSWH Logo are provided including authorization and quality control.

For the use of the UNESCO Logo and the World Heritage Convention Logo it is referred to the UNESCO guidelines: <http://whc.unesco.org/en/emblem/> and the Communication Guidelines [Note: link to be included].

For the time being and pending further decisions by the State Parties, the use of the WSWH logo is confined to the organizations in Appendix 1

2. Guidelines for the use of the Wadden Sea World Heritage Logo

1. All products which contain the official UNESCO World Heritage Logo must also contain the Wadden Sea World Heritage Logo.
2. For other products which cannot use the UNESCO World Heritage Logo but are produced in line with the main principles as described below, the use of the WSWH-Logo can be granted by the CWSS on behalf of the State Parties and Länder.
3. The WSWH Logo should be utilized for all projects and activities substantially associated with the Wadden Sea World Heritage Site, including those already approved and adopted, such as the National Park Partnership, in order to promote the entire World Heritage Site.
4. A decision to approve the use of the WSWH Logo is linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be

marketed or the financial return expected. The main criterion for approval is the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values and its contribution to World Heritage principles and values.

5. Commercial entities and print media can in principle use the WSWH Logo for all non-commercial information and awareness raising activities not directly related to commercial products (such as general information about the World Heritage) to show their support for the Wadden Sea World Heritage. A licence agreement regulates further details.
6. The logo can **not** be used in connection with specific commercial products (including promotion for such a product) such as tourism offers or merchandising products without specific permit by the logo owner. A commercial use of the WSWHG logo can only be granted when manifest benefit to the Wadden Sea World Heritage can be demonstrated and on a basis of a licence contract which regulates the financial aspects.
7. The product must contain information about or a reference to the entire Dutch-German World Heritage Site (e.g. "In 2009, the Dutch-German Wadden Sea was inscribed on the UNESCO World Heritage List"). In principle, a map of the Dutch-German World Heritage Site must accompany the information [*Note: maps in various sizes will be made available, as well as text blocks*].
8. The official website must be mentioned in the product (www.wattenmeer-weltnaturerbe.de, www.waddenzee-werelderfgoed.nl),

3. Authorization

A request for authorization to use the WSWH Logo should adopt the following procedure:

1. A request indicating the objective of the use of the WSWH Logo, its duration and territorial validity, should be addressed to the CWSS.
2. The CWSS in consultation with the State Parties (represented by the WSWHG) can grant the use of the WSWH Logo in accordance with the Guidelines above. For cases not covered, or not sufficiently covered, by the Guidelines above, the CWSS refers the matter to the WSWHG, which is acting on behalf of the state parties, for final decision. A yearly report on the authorized uses of the WSWH Logo will be submitted to the WSWHG by the CWSS.
3. After having examined the request and finding it acceptable, the CWSS establishes an agreement with the partner. This licence agreement or contract regulates in detail how the WSWH Logo can be used by the requesting party including commercial use.
4. If the WSWHG / State Parties judge that a proposed use of the WSWH Logo is not acceptable, the CWSS informs the requesting party of the decision in writing.

4. Quality control

1. Authorization to use the WSWH Logo is linked to the requirement that the national authorities and the CWSS may exert quality control over the products with which it is associated.
2. The States Parties [or the CWSS on behalf of the State parties] are the only parties authorized to approve the content (images and text) of any distributed product appearing under the WSWH Logo. The use of the logo will be reviewed by the state parties and the CWSS.
3. The State Parties / CWSS reserve the right to withdraw the permit to use the WSWH Logo.

Appendix 1

List of Organisations which can use the Wadden Sea World Heritage Logo

1. National, regional and local authorities
NL Ministries
NL Provinces (Noord Holland, Friesland, Groningen)
NL Municipalities in Noord Holland, Friesland, Groningen
D State and Federal Ministries
D Landkreise and Gemeinden in the Wadden Sea Region
2. Info centres
Wadden Sea Info-centres and nature education organisations (the extended IWSS network)
3. National Park Partners (Niedersachsen, Schleswig-Holstein)
4. Tourism and Marketing Organizations
Die Nordsee GmbH (Nds)
Nordsee-Tourismus-Service GmbH (SH)
Royal Dutch Touringclub ANWB
Marketing Groningen
Fryslân Marketing
Marketing Texel
Stichting Waddenfederatie
Waddeneilanden- Samenwerkingsverband VAST
5. Hospitality sector Accommodation and gastronomy business operations in the Wadden Sea region
6. Green NGOs in the Wadden Sea region

ANNEX 3

Wadden Sea World Heritage Joint Campaign 2010

Poster and Print Advertisements (various sizes, three languages)



Animated Online Banner (various sizes, 3 languages)

