

The Interreg IVB
North Sea Region
Programme



*Investing in the future by working together
for a sustainable and competitive region*

European Union



The European Regional Development Fund

PROWAD

PROTECT & PROSPER
SUSTAINABLE TOURISM
IN THE WADDEN SEA



International Workshop on Marine and Coastal World Heritage Sites in Europe

Tönning, 15 – 17 April 2013

Organized by

Common Wadden Sea Secretariat

LKN National Park Administration Schleswig-Holstein



Nationalpark
Wattenmeer



SCHLESWIG-HOLSTEIN



www.prowad.org

Colophon

The workshop was organized by the Common Wadden Sea Secretariat and the LKN National Park Administration Schleswig-Holstein in the framework of the Interreg IVB project “PROWAD – Protect and Prosper - Sustainable Tourism in the Wadden Sea” (www.prowad.org).

The PROWAD project is to identify opportunities and perspectives for sustainable socio-economic development in the Dutch-German-Danish Wadden Sea region following the designation of the Wadden Sea as UNESCO World Heritage Site.

PROWAD is to analyse the potential for sustainable tourism and carries out regional workshops with stakeholders from the nature and tourism sector developing a joint vision, aims and principles for sustainable tourism in the Wadden Sea.

The PROWAD partners are:

- The Common Wadden Sea Secretariat (Lead Partner),
- The Dutch Ministry of Economic Affairs, Agriculture and Innovation,
- The Regiecollege Waddengebied,
- The National Park Administration Lower Saxon Wadden Sea,
- The LKN National Park Administration Schleswig-Holstein Wadden Sea,
- The World Wide Fund for Nature Germany (WWF)
- The Danish Ministry of the Environment – Nature Agency



Ministerie van Economische Zaken,
Landbouw en Innovatie



Nationalpark
Wattenmeer
NIEDERSACHSEN



Nationalpark
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1. Introduction

Marine and coastal World Heritage Sites face similar challenges with regard to site protection, adaptation to climate changes (sea level rise), use of resources (fishery, extraction), external impacts (pollution, shipping, marine litter, alien species) and coastal development (tourism, harbour and industry).

World Heritage Sites have a specific responsibility toward the global community to protect and maintain the World Heritage for future generations and can serve as an example for other marine protected areas and for sustainable development.

The international workshop will contribute to the aims the UNESCO's World Heritage Marine Programme which has been established to strengthen, among other things, the communication and outreach about the World Heritage Convention as an instrument for marine conservation. The workshop will also be linked to the recently adopted UNESCO WH Tourism Programme and investigate how the coastal and marine WH sites can contribute to the programmes. The workshop programme is in Annex 1.

The list of participants is in Annex 2.

2. Objectives

The aim of the workshop was to enhance the cooperation between the European Marine and Coastal World Heritage sites. The main objectives were:

1. Sharing best practice in WH management, communication and qualification
2. Identify joint work opportunities and synergies, and linking to the UNESCO Marine Programme and the UNESCO Tourism Programme
3. Exploring funding opportunities for joint projects.

The workshop themes covered:

- Linking tourism and conservation,
- Communication, awareness and education,
- World Heritage as catalyst for sustainable socio-economic regional development.

3. Presentations

3.1 The Wadden Sea World Heritage –Opportunities and Challenges

Harald Marencic and Jens Enemark (both CWSS) provided the meeting with an overview of the Dutch-German-Danish Wadden Sea, the largest unbroken system of intertidal sand and mud flats in the world, with natural processes undisturbed throughout most of the area. It has a global importance in the context the conservation of African-Eurasian migratory waterbirds. Since 2009, the Dutch and German part has been inscribed under criteria viii (geology), ix (ecology) and x (biodiversity). It is expected that the property will be extended with the Danish Wadden Sea in 2014.



Figure 1: Satellite image of the Dutch-German-Danish Wadden Sea

A joint communication and marketing plan has been adopted for the period 2010 – 2013 to coordinate the various activities in the regions. The objectives of the plan are:

1. To safeguard the protection, management and awareness of the property,
2. To strengthen the common responsibility for the site and support a regional sustainable development.

3. To promote, support and benefit national and international cooperation and awareness of the World Heritage.

The plan covers four work priorities and some examples for each of the priorities were presented.

1. Information and Awareness (website, official flyer, development of a key visual, info modules and motorway signs, story-telling campaign)
2. Environmental Education (over 50 centres, education material, teachers' lounge, International Wadden Sea School, educational poster and sticker booklet)
3. Tourism and Recreation (development of a strategy for sustainable tourism, www.prowad.org, involvement of local and regional stakeholders in a participatory approach).
4. Reporting and International Cooperation (World Heritage Marine Programme, Wadden Sea Flyway Initiative)

The inscription of the Wadden Sea on the World Heritage list has been a great success in terms of creating of pride and identification with the Wadden Sea. There is also great potential of World Heritage for sustainable socio-economic development. For the Wadden Sea, main issues for international cooperation with other sites cover the following themes

1. Nature conservation: Bird flyway cooperation, climate change, pollution, shipping, alien species,
2. Tools and methods for communication of OUV to enhance visibility, awareness and involvement.
3. Educational programmes and cooperation with schools and universities,
4. Linking tourism and conservation (e.g. partnership models),
5. Development of a "World Heritage Destination"
6. Socio-economic development (e.g. regional identity and civic pride, sustainable tourism, quality infrastructure).

3.2 The HighCoast/Kvarken Archipelago – A serial transboundary site

Milly Lundsted (Sweden), Rurik Ahlberg and Kari Hallanties (Finland) jointly introduced the World Heritage Site High Coast/Kvarken Archipelago. It covers an area of 343,344 ha at the Finish and the Swedish Baltic Sea coasts. The High Coast was inscribed on the List in 2000, followed by Kvarken in 2006 under the criteria viii (geology). Both areas represent complementary examples of post-glacial uplifting landscapes. They show the highest rate of ongoing land uplift in the world and possess a distinctive array of glacial formations and traces after the last ice ages. Both areas were under the same ice but are quite different: the High Coast is up to 286 m above sea level (left), whereas Kvarken is a shallow landscape characterized by typical moraine formations (De Geer) (right).



Figure 2: Land uplift at the High Coast (left) and Kvarken (right)

The potential threats of the site are

- Major building projects that can destroy some part of OUV/integrity.
- Increasing number of visitors,
- Oil/chemical spill in the sea,
- Global warming and rising sea levels which would influence the visible effects of land uplift.

The site is managed by national and regional authorities (Finland: Natural Heritage Services of Metsähallitus, Sweden: County of Västernorrland) which have established a Cooperation Committee for the property. This transnational consultative body meets twice a year to ensure the site is jointly managed, to coordinate projects and to report to the UNESCO.

About one third of the site is under nature protection (nature reserve, national park, Nature 2000), the remaining area is managed under other national laws to ensure the integrity of the property.

There are a number of cooperation with local entrepreneurs on marketing of products and services, on education and tourism. A Sustainable Tourism Strategy for Kvarken was developed in 2011 (download <http://julkaisut.metsa.fi/julkaisut/show/905>). Partnership agreements with over 30 tourism enterprises have been established which commit themselves to sustainable tourism and the use correct use of the Kvarken WH Logo. Several activities are carried out on communication, awareness and education (with EU funding).

The recent project “World Heritage in Cooperation 63° N – High Coast/Kvarken” (2007 – 2014) supports the stakeholders in strengthening the cooperation between the countries, increasing public awareness, and providing material for multipliers in education (teachers, guides, entrepreneurs, politicians).

With regard to the tourism sector, knowledge about World Heritage exists, however, the global world heritage concept and its branding is not realized. In many cases, WH is only used as label in marketing and not for conservation of the site. The main challenges in tourism development are the cooperation with stakeholders (only few dedicated entrepreneurs) to develop a strong tourist destination, the short season, and the remoteness (sparsely populated area). Currently, a new organisation for marketing and customer service is being established in Kvarken. In Sweden, the High Coast is already a known tourism destinations since the 1970s (about 300,000 overnight stays in two municipalities).

There are a number of themes which are similar for the High Coast/Kvarken and the other marine and coastal site:

- Geographical location in the north
- ice age, climate change, changing sea level
- marine values
- wild life, migratory birds
- knowledge exchange
- information, management
- Vikings?

For a future cooperation, joint project should address the following themes

- Exchange of best practise,
- Visitor activities such as infrastructure, management, planning etc.,
- Interpretation, education (guides, pedagogues etc.),
- Use of new technology such as social media,
- Tourism management, linking of official destination-organisation and World Heritage organisations, short tourism seasons etc.

3.3 Jurassic Coast

Sally King and Sam Rose (both Jurassic Coast World Heritage Team) jointly presented the Dorset and East Devon Coast World Heritage Site known as the Jurassic Coast. It is England's only natural site and was designated in 2001 under the criterion viii. The OUV refers to the geology, the fossils (paleontology) and landforms (geomorphology). It is a 155 km long narrow coastal strip, from the top of cliffs to mean low water mark excluding the built-up areas, exposing 185 million years of Earth History (Triassic, Jurassic, Cretaceous). It is the most complete record through the Mesozoic (260 – 65 million years ago) of anywhere in the world.

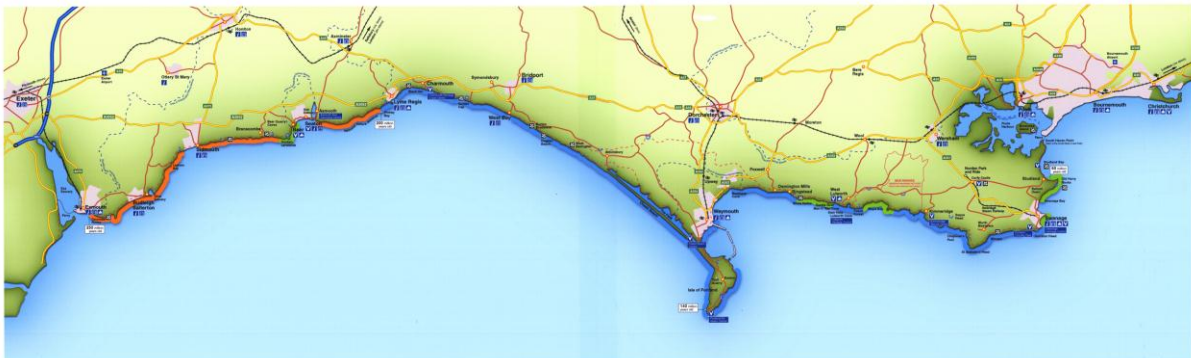


Figure 3: Map of the Jurassic Coast, the Dorset and East Devon Coast World Heritage Site

The 'Jurassic Coast' is the destination name and refers to a wider area including the 'Gateway Towns' that provide infrastructure and services to visitors.

The joint fundamental vision is that the World Heritage status will:

- Inspire people to celebrate, appreciate and enjoy the World Heritage Site, and to safeguard it for future generations in the best possible condition,
- Become a vibrant strand of the life of Dorset and East Devon, benefiting local people, visitors and the environment throughout the area.

The Jurassic Coast management plan (2009-2014) defines the aims and policies for the site. The responsibility for management of the site lies with a Steering Group made of over 30 representatives of organisations that have a key role in delivery of aims and policies of the Plan, as well as individuals with relevant expertise. The Steering Group is supported by a small Management Group and further working groups to engage a wide range of people along the coast.

The management plan can be downloaded at <http://jurassiccoast.org/conserving-the-coast/managing-the-site/358-planning>.

The main challenges to management concern:

- Development in the site and setting: Erosion is a natural process and part of the OUV – this is affected by coastal protection and urban development. Offshore wind farms may also impact this feature.
- Marine issues: Negative impact from shipping (stranding, pollution) and increase of marine litter.
- Climate change aspects (storms, increased coastal protection measures),
- Fossil collection: Awareness of visitors on responsible and safe fossil collection.
- Traffic and transport: Management of about 5 million visitors per year.
- Presentation of fossils e.g. in one specific “Jurassic Coast Visitor Centre”
- Maintaining an effective partnership
- Future resourcing and fund raising.

A main work field at the site is visitor management concerning visitor guidance and visitor transport. A visitor survey has revealed that most visitors come for the scenery and fossils, and in intact, clean and natural area. Therefore it is important to have plans in place to mitigate anything which destroys the delicate balance between tourism and the environment which they have come to see. Visitors, industry and community all use the environment (VICE model). This underlines that the **environment** has to be the key to sustainable tourism in rural areas.

Through cooperation and partnerships, the Jurassic Coast brand has been spread successfully – the official website has about 35,000 visitors monthly. The “Jurassic Coast Bus” has been further developed and combined with marine offers such as day trips. Marine transport to explore the coast from the sea is planned to be extended. Many communities have integrated Jurassic Coast into their activities, new cooperation with festivals and arts have been established, as well as integration of Jurassic Coast in existing visitor centres and museums. Information is produced to get across key messages – to help people learn from and enjoy the JC but also to respect it now and for future generations (e.g. brochures, sticker books, mini-guides, travel guides, apps). A very successful initiative is the “Big Jurassic Coast Classroom” which offers a wide range of educational resources.

The experience from Jurassic Coast World Heritage underlines:

- Communication of the OUV runs through everything,
- Social and economic benefits can be gained,
- Partnership working is essential for effective Site Management,
- Being true to the OUV – authenticity leads to quality,
- Helping all parts of the community feel ownership,
- Many of the points discussed are common to other WH Sites – offering opportunities for collaborative working.

3.4 St Kilda

Susan Bain (National Trust for Scotland) introduced St Kilda World Heritage Site. It is an volcanic archipelago, with its spectacular landscapes, is situated off the coast of the Hebrides and comprises the islands of Hirta, Dun, Soay and Boreray. It has some of the highest cliffs in Europe, which have large colonies of rare and endangered species of birds, especially puffins and gannets. The archipelago, uninhabited since 1930, bears the evidence of more than 2,000 years of human occupation in the extreme conditions prevalent in the Hebrides. Human vestiges include built structures and field systems, the cleits and the traditional Highland stone houses. They feature the vulnerable remains of a subsistence economy based on the products of birds, agriculture and sheep farming.



Figure 4: Rocky coast, traditional settlements and underwater habitats in St. Kilda.

St Kilda was first inscribed in 1986 for its natural properties (criteria vii, ix, x). This was extended in 2004 to the marine environment and in 2005, St Kilda was inscribed as a cultural landscape (criteria iii and v). It is globally important for many seabirds, a.o. fulmars (oldest known and largest colony in UK), Great skuas, Atlantic puffins, Northern gannet, Leach's storm petrel and guillemot.

Since 1957, St Kilda is owned by the National Trust for Scotland, a conservation charity founded in 1931 which is largest membership organisation in Scotland. The seabed and the mineral rights from the low tide to 12 nautical miles are owned by the Crown. Some small areas are leased to the Ministry of Defence.

Last year, the new Management Plan (2012-17) was signed by main stakeholders – the Ministry of Defence, Scottish Natural Heritage, Historic Scotland, Western Isles Council – these stakeholders have all been involved with St Kilda since the 1950s as well. The primary management objective is conservation. There are two meetings a year to update on progress on the action plan and any other management issues.

The main management challenges are:

- Climate change: Evidence of sea temperature change and possible impacts on seabirds colonies (declining trends on breeding success over the last 40 years).
- Invasive species: Risk of introduction of predators. Established biosecurity plans.
- Marine issues: Shipping accidents, marine litter (increasing), fishing (overfishing and damaging fishing methods, lack of fishing data to assess impacts), lacking management plan for the seas,
- Tourism: about 3,000-4,000 visitors annually, no specific visitor management plan.

The Trust benefits from tourism with about 35,000 GBP per year. Main challenges is transport by boat (St Kilda is the remotest part of the British Isles, lies 41 66 kilometres west of Scotland's Outer Hebrides) and infrastructure on the island (accommodation, toilets) and its possible impact on the OUV.

3.5 Evening lectures: Wading through the natural history of the Wadden Sea

Karsten Reise (AWI, Wadden Sea Research Station Sylt) presented an inspiring view on the history of the Wadden Sea and its perception by man through the last centuries: From a description of nature in the 18th century (Linné, de Buffon), to the development of theories and concepts (Darwin, Möbius) in the 19th century, and to the attempt to model and predict nature and to change it on a large scale.

In geological time scale, the Wadden Sea is a very young ecosystem and established when the sedimentation rate has kept up with the reduced sea level rise about 8,000 years ago. This “lucky” coincidence has created the Wadden Sea and it is not sure whether this ecosystem will sustain in future with an accelerated sea level rise. The “balance of nature” is a myth and will not provide a standard for the future as basis for discussion.

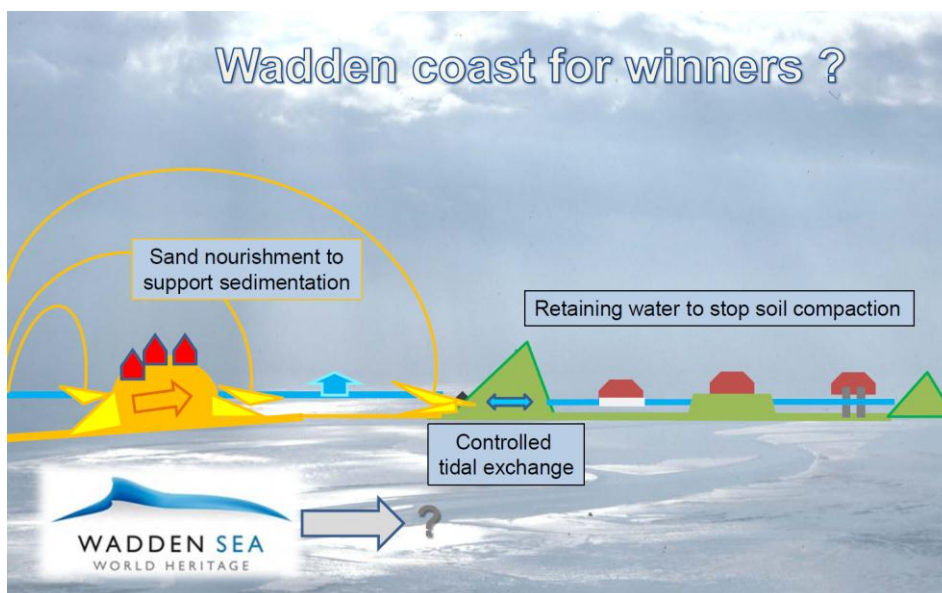


Figure 5: Examples how coastal protection can benefit from natural processes.

During the last 1000 years, the coast and its nature have changed by man and it is not clear yet how this will develop in future. Peat extraction and diking resulted in a vulnerable coast which has become more and more demanding to defend. However, there are examples how coastal defence and nature can coexist, and coastal protection can benefit from natural processes. At the end, this may lead towards a more natural coast with novel adaptations to global changes. This may also provide benefits for recreational use. This underlines that global change requires regional adaptations and not merely an increased coastal defence.

4. International Programmes on Tourism

4.1 UNESCO World Heritage Sustainable Tourism Programme (WH+ST)

In 2012, the new WH+ST Programme was adopted which aims to bring together a broad set of World Heritage and tourism stakeholders in the implementation of the World Heritage Convention to develop and apply a new approach to tourism in and around World Heritage properties.

The aims of the programme are:

- Integrate sustainable tourism principles in World Heritage Convention
- Strengthen policies that support tourism as an important vehicle for protecting and managing World Heritage,
- Promote broad stakeholder involvement in sustainable tourism planning, development and management following a destination approach
- Provide WH stakeholder with the capacity and tools to manage tourism efficiently, responsibly and sustainably
- Promote quality tourism products and services than encourage responsible behaviour and foster understanding and appreciation of the OUV and protection of WH.



With the programme, it is the first time that the UNESCO World Heritage Centre connects tourism sector and World Heritage management to contribute to the strategic objectives of the Convention. There are discussions whether this new aspect will be integrated in the Convention and status reporting.

The programme was very well received, however, the implementation is not yet fully ensured (funding problems, role of the properties implementation). A stronger connection of existing management plans or planned projects with the WH+ST programme would significantly support the implementation and its contribution to the Convention.

More information and download at: <http://whc.unesco.org/en/tourism/>

4.2 UNEP/GRID-Arendal: Linking Tourism and Conservation (LT&C)

The “Linking Tourism and Conservation” initiative of GRID-Arendal identifies success factors of functioning cases and is striving to increase the worldwide understanding of these models, why they are functioning and how they can be replicated elsewhere.

The aim of the initiative is to highlight well-functioning examples where tourism supports the development and management of protected areas. The initiative aims at creating incentives for positive change to benefit a successful development and management of the world’s protected areas:

- Proactively considering the role of tourism in the development of (new) protected areas. Scarce funds for effective management can be increased through financial flow from tourism.
- Encouraging tourism businesses to include nature conservation in their management plans. This leads to involvement and commitment of more stakeholders into biodiversity conservation.
- Increasing awareness and support among visitors to protected areas that can lead to direct financial support or to support for relevant organizations and policies.

Furthermore, GRID-Arendal plans to develop a *Marine Environmental Tourism Global Atlas* (META). The atlas aims to highlight best cases where tourism is supporting the protection and sustainable use of the marine environment. The goal is to produce a current international overview of best practice examples for tourism destinations, policy makers and operators. The impact of this project is intended to promote and encourage replication of these best practices where tourism is supporting the protection of the marine environment.

Further information at: <http://www.grida.no/tourism/>

4.3 QualityCoast – Awards for sustainability in coastal and island tourism

Christian Filies (Coastal & Marine Union – EUCC) introduced the QualityCoast which is a European Award programme for sustainable coastal and island destinations, regions, and parks. It is currently a network of 100 awarded destinations and regions that are excellent showcases for sustainable tourism. The joint programme promotes these QualityCoast destinations, regions and parks in the tourism sector.

QualityCoast has a destination approach. It evaluates the region rather than single partners or products (as many labels do) along five categories (nature, environment, identity and culture, tourism and business, host community and safety) covering in total 20 criteria (based on destination criteria by the Global Sustainable Tourism Council GSTC). The evaluation of the destination is done by an international assessment team and also checked by local or regional experts. Different levels of the award exist depending of the fulfilment of criteria in the various categories. The registration fee depends on the number of inhabitants in the destination (about 1,000 – 6,000 for the initial evaluation).

Benefits for destination are the promotion (status for 2 years), use of logo in its own promotion and part of the top 100 destinations. The process of evaluation provides support defining SWOT to encourage municipalities for improvements and local business sector to participate.

Further information on www.qualitycoast.info

5. Discussion and Conclusion

5.1 Relevant themes and project

The meeting discussed the main management issue which should be addressed in a joint follow-up activity. The following topics were identified.

1. Infrastructure and tourism: Public transport to and at the site, as well as marine transport (also as alternative).
2. Carrying capacity: Develop methodologies or practices to assess impact of tourism on WH destinations to guide sustainable tourism management (WH+ST B.3)
3. Communication, awareness, and promotion of the site including social media and development of a strong WH brand,
4. Sustainable consumption and production,
5. Safeguarding and/or enhancement of conservation (e.g. marine litter),
6. Climate change: communication ('story' as part of OUV), research,
7. Behavioural change and reduction of human foot print,
8. Fundraising and sponsorship,
9. Payback and visitors' giving to contribute to maintain OUV,
10. Exchange of best practice in volunteer involvement on local level,
11. Enhances visibility of WH on national level (e.g. national policies, network of national WH sites)
12. Cooperation of marine and coastal sites on international level.

5.2 Conclusions

The meeting suggested to focus the future cooperation of the European marine and coastal World Heritage sites on the following themes (some are cross cutting)

1. Infrastructure for tourism

- Sustainable transport (public, marine, cycling): Better integration of transport facilities ('one ticket') and better communication of existing possibilities to stakeholders and visitors. Development of infrastructure if appropriate (eg marine landing stages) and close working with new or existing operators
- Visitor centres: Integration of OUV in centres (or new centres).

2. Communicating World Heritage

- Interpretation of OUV: “making the invisible visible” (geology, ecology, climate). Preparation of pilot projects at WH sites in Europe (education and awareness programmes).
- Promotion, awareness and use of social media to engage as wide an audience as possible
- Work with artists in residence across Sites
- Connect phenomena and people: emotional access (beauty, magic), story-telling, beautiful photos – individual but find common links eg human interaction with nature and landscape
- ‘SLOGO’: A combination of a slogan and a logo to enhance OUV communication.
- Branding: A “strong brand” is a precondition of successful communication. Exchange brand concepts/description and guidelines for the use of the brand (logo criteria).
- Target audience: External communication: target audience are visitors. Internal communication: develop a strong sense of pride and awareness of, and affiliation with, WH amongst stakeholders.
- Family of Marine Sites/Natural Sites: Communicate diversity/contrast of OUV of the various sites, identify unifying features and help build a stronger awareness of marine and natural WH in Europe

3. Sustainable consumption and production

- Compilation and Monitoring of tourism data: Exchange experiences and develop a generic tool to assess impact of tourism on OUV. Support of Periodic Reporting
- Visitor survey: Develop a generic set of questions for all sites which can be inserted into wider surveys and used for monitoring purposes and cross Site comparison
- Business partnership and cooperation with private sector: Responsibility of private sector to promote values of and contribute to WH and to maintain OUV. Exchange experiences (concepts, criteria, training of sector).
- Consumer information and green jobs.
- Extension of maximisation of season through promotion of out of season interests,

4. Conservation and enhancement

- Marine management issues:
 - o sea level rise (coastal change, sea defences and potential ensuing conflicts, habitat changes),
 - o alien species,
 - o Pollution; marine litter,
 - o Human use: tourism, shipping, fishery, wind farms
- Reduction of human 'footprint' through looking at 'behavioural change' concepts and techniques

5. Fundraising, sponsorship and cooperation

- Foundations: Exchange concepts, criteria and experiences with foundations
- Generating financial revenues: Exchange experience with donations, payback or other systems (including conflicts with existing foundations)
- Merchandising: Development of high quality products in line with OUV Exchange licensing experience (see also PROWAD),
- EU project funding for joint schemes focussing on visitor management, education and communications (to be checked in autumn 2013).
 - o Interreg B and C (ERDF); Life+, other?
 - o Other partner (Southeast Europe): to be investigated

5.3 Next Steps

The meeting discusses the next steps towards a closer cooperation of the European marine and coastal World Heritage Sites in order to learn from each other, exchange experiences on the implementation of the five strategic objectives of the WH Convention (known as the 5 C: conservation, communication, credibility, community, capacity building) and raise the visibility of marine and coastal sites nationally and internationally.

It was agreed to investigate funding opportunities on national and European level to create funding for further exchange pilot project covering the identified five themes. If possible, a joint project should be initiated. The draft project (sub)title should be:

“Using Natural World Heritage as a catalyst for sustainable socio economic development in Coastal areas of Northern Europe”

In the framework of the PROWAD project, the Common Wadden Sea Secretariat will undertake the following steps:

- Preparing a Draft Workshop Report for further submission to national and international partners including the WH Centre (Marine Programme and Tourism Programme)
- Facilitation of the communication within the European network (info exchange, participation in meeting, developing material for communication),
- Investigation of funding opportunities of a joint project on European level.

ANNEX 1



International PROWAD Workshop on Marine and Coastal World Heritage Sites in Europe



National Park Administration, Tönning, Schleswig-Holstein (Germany)
15 – 17 April 2013

15 April 2013: 13:00 – 17:30

- 12:00 **Registration and Lunch**
- 13:00 **Welcome**
Jens Enemark (CWSS), Vera Knoke (State Ministry MELUR) / Gerd Meurs (Vice Director National Park Administration Schleswig-Holstein Wadden Sea)
- 13:15 **Introduction into the workshop**
Objectives, expected outcome: Harald Marencic (CWSS)
- Site presentations on**
- Contribution of tourism to World Heritage protection (linking tourism & conservation),
 - Communication, awareness and education (info centres, outreach, visibility),
 - WH as catalyst for sustainable socio-economic regional development,
 - Identify opportunities for joint activities.
- 13:30 **Wadden Sea (NL, D)**, Jens Enemark (Head CWSS), <http://whc.unesco.org/en/list/1314>
- 14:00 **High Coast / Kvarken Archipelago (S, Fi)**, Kari Hallanti (Parc Director, Metsa), Rurik Ahlberg (Mayor Korsholm), Milly Lundstedt (County Board, High Coast), Susanna Lindemann (WH coordinator, Metsa), <http://whc.unesco.org/en/list/898>
- 14:30 **Coffee Break**
- 15:00 By video conference: **West Norwegian Fjords - Geirangerfjord and Nærøyfjord (N)**, Katrin Blomvik (Director Foundation Geirangerfjord), Erling Oppheim (Nærøyfjord), <http://whc.unesco.org/en/list/1195>
- 15:30 **Jurassic Coast – Dorset and East Devon Coast (UK)**, Sam Rose (Jurassic Coast Team Leader), Sally King (Jurassic Coast Visitor Manager), <http://whc.unesco.org/en/list/1029>
- 16:00 **St. Kilda (UK)**, Susan Bain (National Trust for Scotland) <http://whc.unesco.org/en/list/387>
- 16:30 **Identification of main themes and priorities** (interactive session)
- 17:15 **End of session**
- 17:15 – 17:45 **Evening lecture** Wading through the natural history of the Wadden Sea. Karsten Reise (AWI, Wadden Sea Research Station Sylt).
- 18:00 **Departure bus** to St. Peter-Böhl
- 18:30 - 19:30 **Walk along the salt marshes**, guided by Martin Stock (National Park Administration)
- 19:30 **Dinner on the beach**
Restaurant Seekiste, St. Peter-Böhl

16 April 2013: 9:00 – 13:30

- 9:00 – 9:30 **International Programmes on Sustainable Tourism**
- UNESCO World Heritage Sustainable Tourism Programme.
 - UNEP/GRID Arendal: Linking Tourism and Conservation (LT&C) initiative. Marine Environmental Tourism Global Atlas
 - Christian Filies (IOW Warnemüde): EUCC Quality Coast Programme
- 9:30 - 10:30 **Presentation and discussion, themes and projects**
- 10:30 – 12:00 **Development project outlines** (interactive/ group session) (with coffee break)
- 12:00 – 13:00 **Discussion project outlines and follow-up.** Input / recommendations to 2nd Meeting of Site Managers WH Marine Programme, Corsica, October 2013
- 13:30 **End of Workshop.** Lunch
- 15:00 – 16:30 **Guided tour Multimar National Park Visitor Centre, Tönning**
World Heritage exhibition.
- 17:00 – 19:00 **Free time:** Self-guided tour historic town of Tönning.
- 19:00 **Dinner** Restaurant Weingarten, Tönning

17 April 2013: Excursion to island Hallig Hooge

- 8:30 Departure Bus
- 10:00 Departure Ferry
- 11:30 **Introduction to the island Hallig Hooge**, Michael Kliesch, National Park House, Schutzstation Wattenmeer)
- 12:30 **Lunch** Hallig Hooge (Restaurant)
- 13:30 – 15:30 **Guided Tour on the Hallig** (birds, salt marshes)
- 15:45 Departure ferry
- 17:15 Arrival mainland
- 17:30 Departure bus to Tönning / Bredstedt (train to Hamburg departs at 18:16)
- 18:30 Arrival Tönning

Further information

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In Cooperation with

LKN-National Park Administration
Schleswig-Holstein Wadden Sea
Schloßgarten 1
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**Nationalpark
Wattenmeer**



SCHLESWIG-HOLSTEIN

ANNEX 2 List of Participants

Name	Site	Country
Kari Hallantie	High Coast / Kvarken	Fi
Rurik Ahlberg	High Coast / Kvarken	Fi
Milly Lundstedt	High Coast / Kvarken	SWE
Sally King	Jurassic Coast	UK
Sam Rose	Jurassic Coast	UK
Susan Bain	St Kilda	UK
Christiane Gätje	LKN-NPV	D
Alina Claußen	LKN-NPV	D
Klaus Koßmagk - Stephan	LKN-NPV	D
Gerd Meurs-Scher	LKN-NPV	D
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Manuel Junck	GIZ	D
Christian Fillies	EUCC-IOW	D
Anja Szczesinski	WWF	D
Harald Marencic	CWSS	NL / D / DK
Nataliya Drozdovych	CWSS	NL / D / DK
Anja Domnick	CWSS	NL / D / DK
Vera Knoke	MELUR / TG-WH	D
Anne Husum Marboe	NST / TG-WH	DK
Karsten Reise	AWI Sylt	D
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Arndt Meyer-Vosgerau	NPLV NDS	D