

MEETING DOCUMENT

Wadden Sea Board (WSB 37)

26 August 2022
Wilhelmshaven



Agenda Item:	5.4 Sustainable Tourism
Subject:	Action Plan on Implementing the WSWH Sustainable Tourism Strategy
Document No.:	WSB 37/5.4/1
Date:	05 August 2022
Submitted by:	NG-ST

This paper presents the draft Action Plan on Implementing the Wadden Sea World Heritage Tourism Strategy.

The 2022 Action Plan establishes a solid foundation that will support implementation of the strategy over the next decade on different levels. Specifically, the plan identifies initial trilateral actions as well as local actions that are essential for further establishing processes, creating ownership, building capacity, and aligning existing efforts to fulfill the UNESCO obligation *to fully consider the integrity and ecological requirements of the property and provide a consistent approach to tourism operations in the property*.

It is a continuation of the work that has occurred over the years and is revisited in the current context; therefore the 2022 Action Plan includes a series of projects/activities already underway at trilateral as well as local level and a set of efforts designed to support all stakeholders through the development of tools and resources.

The following draft is a living document, complemented with (annual) local Action Plans developed iteratively with stakeholder feedback and input incorporated in the trilateral approach along the way.

Proposal: The meeting is invited

1. To **note** the introduction from the NG-ST / preamble by the Editorial Board of the NG-ST;
2. To **discuss** and **agree on** the proposed approach to operationalise the Action Plan;
3. To **endorse** the draft version of the trilateral Action Plan on Implementing the WSWH Sustainable Tourism Strategy;
4. To **note** and **welcome** the draft versions of the local Action Plans on Implementing the WSWH Sustainable Tourism Strategy.

1. Executive Summary

Context

The joint implementation of the strategy on “Sustainable Tourism in the Wadden Sea World Heritage Destination” is an important work theme for the Trilateral Cooperation addressed in the Ministerial Declarations since 2010 and adopted at the Toender Conference 2014. The work contributes to the World Heritage Strategy (TD § 5) and the aims and objectives of the World Heritage Convention. In October 2010 was the Sustainable Tourism Strategy Task Group (TG STS) established by the Wadden Sea Board in order to implement the decision of the Wadden Sea Ministerial Council and to coordinate and support relevant ongoing activities in the field of Wadden Sea tourism and related to communication & marketing.

Since 2013 the respective Action Plan is an important tool for the relevant stakeholders to implement the strategy.

In 2019 the Task Group was transformed into a (permanent) Trilateral Network Group on Sustainable Tourism (NG-ST), with more of a networking platform character. New focus is coordinating and overseeing the implementation of the strategy for sustainable tourism and the action plan in a participatory approach with the relevant stakeholders.

The members of NG-ST mandated representatives from the regions/networks to form an editorial board for the preparation of the Action Plan on Implementing the WSWH Sustainable Tourism Strategy for 2022 - onwards.

The developed new approach & Action Plan provides a prioritized, coordinated and consolidated response to key observations and recommendations from the NG-ST and local levels. It is intended to intensify the cooperation and further enhance the network and create more ownership in the regions.

Input Sought

This Draft Action Plan is submitted to the Wadden Sea Board for information, prior to publication, with an introduction/preamble from the Editorial Board on behalf of the NG-ST.

The updated Action Plan for 2022 – onwards is useful for communicating strategies and establish a clear direction how to implement the strategy on “Sustainable Tourism in the Wadden Sea World Heritage Destination” and complements as well contributes to the implementation of the key topic on sustainable tourism as highlighted by the SIMP.

Presenting this action plan now to the respective audiences is the upcoming task. Therefore, the Editorial Board is seeking a qualified Communication Professional to present the action plan as a communication activity to different stakeholder groups. The aim is to have a visual appealing form of the Sustainable Tourism Action Plan to clearly transmit the objectives of the action plan, list the tasks involved and be able to communicate to different target audiences latest by the Ministerial Conference in November 2022.

Input Received

The Editorial Board integrated in a bottom-up approach the input received from the local levels¹ and made the action plan more tangible and mutual beneficial for stakeholders.

The Action Plan was also presented and discussed at two network group meetings (NG-ST 27/September 2021 & NG-ST 28 / May 2022). Amendments on the draft version and additional input received have also been integrated.

¹ Team Waddenzee Werelderfgoed, NL; AG Weltnaturerbe Wattenmeer Niedersachsen/Fahrtziel Natur D - Lower Saxony; Weltnaturerbe AG Westküste/ Trägergruppe Fahrtziel Natur D- Schleswig-Holstein; Strategyforum (WS Municipalities in DK).

2. The Action Plan 2022-onwards

Introduction from the Editorial Board / Preamble

The Editorial Board² as representative of the Trilateral Network Group on Sustainable Tourism (NG-ST), welcomes the Action Plan on Implementing the WSWH Sustainable Tourism Strategy as a valuable source of guidance.

The internal evaluation³ highlighted the progress made since 2013 in effectively executing core functions of the Sustainable Tourism Strategy, but also revealed several challenges we (still) have to face before Nature conservation and sustainable tourism development go hand in hand across the Wadden Sea World Heritage Destination. In particular, we recognize the improvements and witnessed how stakeholders actively contribute to and benefit from the aims of the World Heritage Convention in protecting the natural values of the Wadden Sea.

We welcome the development of an updated Action Plan in response to the evaluation, and support its objectives, its ambition, and its ongoing implementation. The Network Group Sustainable Tourism (NG ST) has prepared an action plan for the coming years to come. The action plan covers local and joint actions, activities and projects, and it is structured with one vision, the overall aim, 4 outputs and 6 work fields. This is described more in details in the action plan, and in the presentation made by members of NG ST for the Wadden Sea Board, August 2022.

We are pleased to be able to demonstrate the link between plans and operational level. The action plan is an important link between on the one hand the policies and plans, primarily the Declaration, the strategy for sustainable tourism in Wadden Sea World Heritage, the forthcoming SIMP and the institutional structures, especially the Wadden Sea Board, NG ST and local stakeholders, with on the other hand the operational level.

The action plan furthermore:

- Provides an overview of the local and joint activities.
- Ties the World Heritage with tourism activities and increases sustainability.
- Points out an agreed direction.
- Creates a fundament for cross border and multidisciplinary activities.
- Stimulates a Wadden Sea World Heritage identity through concrete activities.

We are on the right trajectory, and moving towards increasingly effective structures, processes and practices:

Ensure local political support

On local and regional level, the action plan is an important tool for local NG ST stakeholders, who present it for the local political level and thereby ensure attention, awareness and support.

Open opportunities

An action plan for sustainable tourism, which is activated in three countries, several regional and local authorities and amongst thousands of local SMTE's, green organisations and other stakeholders is an important tool to open up funding opportunities in e.g., EU and national programmes.

Define roles, responsibilities and mechanisms

Cross-sectoral matters remain challenging. As such, continued focus will be required to define and implement suitably effective processes.

We call on the Wadden Sea Board, to take forward this initiative, and look forward to supporting this work.

Proposal: To note the introduction from the NG-ST / preamble by the Editorial Board of the NG-ST.

² **Editorial board**

Peter Saabye Simonsen (DK); Anja Szczesinski + Catharina Greve (SH); Heike Kulesa + Mira Hohmann (NDS), Sjon de Haan + Monique Pruyt (NL) + Anja Domnick (CWSS)

³ WSB 32/5.1/5

3. Key findings

The Mandate

UNESCO defines the relationship between World Heritage and tourism as two-way:

- a. World Heritage offers tourists/visitors and the tourism sector destinations*
- b. Tourism offers World Heritage the ability to meet the requirement in the Convention to 'present' World Heritage properties, and also a means to realise community and economic benefits through sustainable use.*

The NG-ST envisages that the Action Plan 2022 onwards will take action in that respect. The preamble calls on the Wadden Sea Board “to establish conditions to coordinate and support relevant ongoing activities”.

Nature of the Action Plan

This Plan identifies actions which the Trilateral Cooperation (CWSS), key stakeholder, partners and projects might take to promote the better implementation of Sustainable Tourism Strategy.

For the most part, these actions:

- Use and build upon existing mechanisms and practices; and
- Engage and make use of local, third-party resources

Some actions, however, would require a decision by the WSB ((on trilateral activities) or local authorities (local action plans), in order to provide either the necessary mandate or the necessary financial or human resources or both.

The presented draft plan is action oriented and is meant to be a living working tool that can be used in all levels of the involved parties.

What are the key themes and objectives of the Action Plan?

Continuous Improvement

“Continuous Improvement” is an ongoing effort to improve everything we do: from improving the cooperation between the partners, we coordinate and evaluate relevant communication and marketing activities to define responsibilities, process and parameters for a shared responsibility of governments and stakeholders. For the Action Plan it is primarily about embracing a new way of thinking and working.

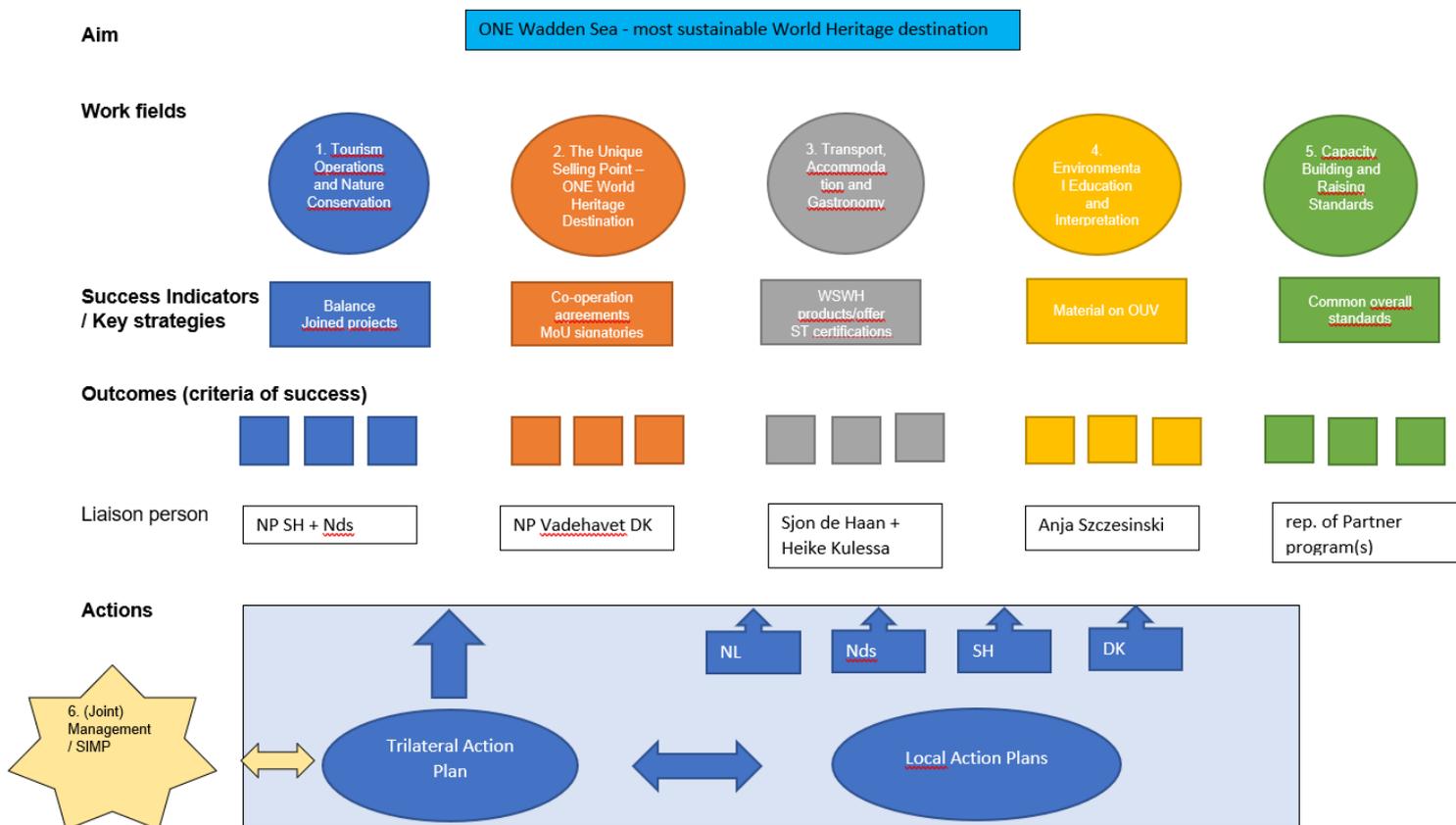
Aim: a long-term transboundary framework for the development of sustainable tourism across the Wadden Sea World Heritage Destination

NEW Vision: ONE Wadden Sea - most sustainable World Heritage destination

Outputs

1. All stakeholders have a transnational understanding and appreciation of the WSWH property
2. Stakeholders take responsibility for and contribute to the protection of the OUV through involvement in tourism management and product development
3. Tourism sector provides consistent communication and marketing and promotes the high-quality tourism offers of the Wadden Sea World Heritage Destination
4. Nature conservation, tourism and local communities benefit from the World Heritage Status

The Action Plan identifies five principal work fields, with a sixth overarching theme relating to the SIMP. This trilateral plan – and its local action plans – lays the groundwork for how we will implement the Sustainable Tourism Strategy, **create** a culture of ownership, **provide** access to opportunities, **allocate** resources strategically and **build** strong partnerships.



What is the progress to date?

Since the first development of the Action Plan in 2013, multiple work streams have made progress towards the overall objectives of the Sustainable Tourism Strategy, with progress updates submitted regularly to the NG-ST.

The two Interreg A projects **Wadden-Agenda 2.0** with project partners in Lower Saxony and the Netherlands & **NaKuWa** with project partners from Schleswig-Holstein and Denmark are strong partners in implementing the Action Plan locally. Just like the national parks in Denmark and Germany. Actions trilateral/North Sea wide are mainly covered by Interreg B project PROWAD Link, lead CWSS.

Also, Stakeholder participation & exchange of communication is organized on local level: Team Waddensee Werelderfoed, NL; AG Weltnaturerbe Wattenmeer Niedersachsen/Fahrtziel Natur D - Lower Saxony; Weltnaturerbe AG Westküste/ Trägergruppe Fahrtziel Natur D- Schleswig-Holstein; Strategyforum (WS Municipalities in DK).

What are the next steps?

The following suggested actions (Trilateral Action Plan) reflect the work that will be delivered trilaterally. However, a lot of activities will be delivered by the key stakeholders in the regions. The main work delivered by each region is included in their respective local Action Plan (especially regarding the involvement of partners, local community, authorities and visitors).

CWSS is seen as overall coordinator, continuously monitoring the implementation (trilateral and local) to ensure compliance with WSWH requirements and taking on the role of a facilitator, who initiates cooperation with the key stakeholders (e.g., DMOs / TMOs, NGOs and national parks). Supported by liaison persons for each work field who build and maintain mutually beneficial (local) relationships, facilitate communications and coordinate local activities.

At the trilateral level (NG-ST), regular interaction is envisaged between the Liaison persons, different stakeholder groups and the CWSSS, to consider and refine proposals in support of the Action Plan.

Wadden Sea Board engagement will be sought on specific components of the Action Plan, as distinct elements and as proposals reach maturity for Board consideration. There is a strong commitment to developing proposals in a consultative and transparent manner, and Board constituencies will be engaged through structured consultation processes on key proposals requiring Board decision.

Proposal: 2. To discuss and agree on the proposed approach to operationalise the Action Plan

4. Draft trilateral Action plan (Annex 1)

Proposal: 3. To endorse the draft version of the trilateral Action Plan on Implementing the WSWH Sustainable Tourism Strategy

5. Draft local Action plans (Annex 2)

Proposal: 4. To note and welcome the draft versions of the local Action Plans

Action Plan(s) on Implementing the Sustainable Tourism Strategy in the Wadden Sea World Heritage Destination

Draft version 02 August 2022 – Includes input from local consultations
Authors: Editorial Board of the NG-ST



Trilateral Draft Action Plan

1. Tourism Operations and Nature Conservation		
Criteria of success	Indicator	HOW
1.1. Stakeholders participate in planning, development, and management of sustainable tourism, taking responsibility for the protection of the OUV.	At all levels (trilateral, national and regional) there is a least twice yearly a meeting attended by all stakeholder (representatives) addressing the subject of sustainable tourism in and around the Wadden Sea World Heritage. Stakeholders come at least from tourism, nature, and government.	
		1.1.1. Establish trilateral cross sectoral working groups coordinating Wadden Sea World Heritage (e.g., Tourism Management at Unesco World Heritage Sites ; Working Group on Biodiversity Communication, etc.)
		1.1.2 Develop and maintain an overview on (tourism) initiatives on marine litter
		1.1.3. Develop and maintain an overview on (tourism) initiatives on climate change adaptations
		1.1.4. Develop and maintain on overview on tourism initiatives which benefit nature

		1.1.5. Maintain and strengthen local WSWH focal points in the regions/countries
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1. Tourism Operations and Nature Conservation		
Criteria of success	Indicator	HOW
1.2. Tourism planning in the Wadden Sea Destination is in line with the OUV, minimising the potential conflicts between recreational activities and Wadden Sea values.	Every country has by 2024 zonation plans established and agreed upon by partners.	
		1.2.1. Develop a mutual understanding and agree on issues to be treated among policy makers, experts and stakeholders, cross sectoral.
		1.2.2. exchange experiences and best practices in the Wadden Sea.
		1.2.3. Develop guidelines for Codes of Conduct.
		1.2.4. Support the development of Visitor Management tools.

1. Tourism Operations and Nature Conservation		
Criteria of success	Indicator	HOW
1.3. Tourism impacts on nature and socio-economic values are monitored and results are available to support planning and sustainable development.	regions report every two years on tourism impact	
		1.3.1 develop and agree on acceptable impact models for tourism and WSWH
		1.3.2 collect data on tourism (Quantitative and qualitative) and WSWH in a coordinated way

1. Tourism Operations and Nature Conservation		
Criteria of success	Indicator	HOW
1.4. visitor information (on OUV) is widely available	90% of our guests know about OUV and World Heritage	
		1.4.1. Provide guidance and support to focal points (e.g., via Brandspace)
		1.4.2. Foster the exchange of good practices trilaterally

2. The Unique Selling Point – ONE World Heritage Destination		
Criteria of success	Indicator	HOW
2.1. The WSWH brand is widely used as starting point for the development of quality products, services and facilities.	By 2025 all stakeholders directly operating in the Wadden Sea and 20% of tourism entrepreneurs operating around the Wadden Sea use tools or logo from the WSWH Brand.	
		2.1.1. strengthen and establish WSWH brand: Create and coordinate easy to use tools
		2.1.2. establish a structure (analogous to an organisational structure) with tasks and responsibilities for brand communication from the trilateral to the national to the regional level. Facilitate the use of WSWH brand locally
		2.1.3. encourage partners to use WSWH logo in their communications
		2.1.4 Provide knowledge how to include WSWH in Social media content (e.g. Hashtag #happywaddensea)
		2.1.5 Communicate activities trilaterally (newsletters, SoMe, website)
		2.1.6 challenge new projects on how they can connect to the WSWH brand

		2.1.7 share examples of good projects that connect to the WSWH brand
		2.1.8 review brand guidelines with specification on the use by partners

2. The Unique Selling Point – ONE World Heritage Destination

Criteria of success	Indicator	HOW
2.2. WSWH destination is known as a sustainable tourism destination	By 2025 the Wadden Sea is part of the Top 10 most sustainable tourism destinations (e.g., ITB Green Destination Award).	
		2.2.1. conduct feasibility study to develop preconditions for a transnational sustainable destination approach
		2.2.2. Facilitate the participation in a global certification program (e.g., Green Destination)
		2.2.3. Explore the possibility of getting recognition by the Global Sustainable Tourism Council (GSTC)

2. The Unique Selling Point – ONE World Heritage Destination		
Criteria of success	Indicator	HOW
2.3. A sustainable 'Wadden Sea World Heritage Destination' marketing concept used by partners– showing the value of existing regional brands and adding value and synergies to create further benefits.	75% of the partners around the Wadden Sea use the World Heritage brand as part of their own brand	
		2.3.1. define tasks/responsibilities about the marketing of the brand. Facilitate cooperation with the DMOs / TMOs and national parks.
		2.3.2. upload, organise, manage and distribute WSWH brand info and files from one centralized online location (Brandspace)
		2.3.3. provide communication material and examples (texts, photos, podcasts, videos, style guide)
		2.3.4. explore the possibility of providing a digital watt experience (audio guide) expandable
		2.3.5. intensive communication with e.g., targeted "hands-on workshops" that are practice-oriented and help the stakeholders to integrate the materials into their own communication media.

2. The Unique Selling Point – ONE World Heritage Destination		
Criteria of success	Indicator	HOW
2.4. Partners are aware of the market development and potential for sustainable tourism in WSWH	10% of the registered partners download at least once a year a market update from brandspace.	
		2.4.1. Facilitate regular visitor survey's for WSWH to get comparable data
		2.4.2. compile monitoring data on tourism in WSWH
		2.4.3. get good data on tourism which is comparable
		2.4.4. regularly update information on market developments for WSWH

2. The Unique Selling Point – ONE World Heritage Destination		
Criteria of success	Indicator	HOW
2.5. Consistent World Heritage communication and promotion of high-quality products for the entire destination.	Outreach on media and social media (e.g., yearly 100 different messages published on the socials aimed at the general public (for now Instagram & Facebook) which have a total reach of at least 100.000 views and 10.000 likes / reactions)	
		2.5.1. manage WSWH social media channels and use common Hashtags
		2.5.2. organize regular meetings with focal points on communication (social media workshop etc)
		2.5.3. publish trilateral calendar of WSWH events
		2.5.4. set up training on communications and storytelling for strategic WSWH ambassadors (with tools)

3. Transport, Accommodation and Gastronomy		
Criteria of success	Indicator	HOW
3.1. Improved partnerships and cooperation between tourism entrepreneurs and the nature conservation sector.	75% of entrepreneur active in the World Heritage have / signed a partnership agreement with a nature organisation, national park or WSWH	
		3.1.1. Facilitate exchange experience and best practices in the WSWH
		3.1.2. Define a goal how many partnership agreements should be reached by 2025 - to be further defined / concrete aim to measure this 3.1.
		3.1.3. Develop and activate internal networking tool (e.g., via Knowledge Exchange platform)
		3.1.4. explore the possibility of a Mentoring Programme – from experiences to less experienced stakeholder

3. Transport, Accommodation and Gastronomy		
Criteria of success	Indicator	HOW
3.2. Efficient, sustainable public transport for all visitors to and within the Wadden Sea World Heritage Destination with clear and accessible information.	All destinations have & provide information about how to reach and travel within the destination in a sustainable way	
		3.2.1. compile best practices of sustainable transport in the WSWH destination
		3.2.2. Promote best practices on WSWH webpage

3. Transport, Accommodation and Gastronomy		
Criteria of success	Indicator	HOW
3.3. Existing transport systems and infrastructure are linked, including e-mobility and hiking and biking facilities.	Every destination has transfer points where different modalities come together.	
		3.3.1 compile best practices
		3.3.2 Coordinate exchange to create positive emphasis

3. Transport, Accommodation and Gastronomy		
Criteria of success	Indicator	HOW
3.4. Regional, sustainable quality products, services and facilities in transport, accommodation and gastronomy are available, which can also contribute to the reduction of energy, water consumption and carbon emissions.	All partners improve every two years the sustainability of their offer	
		3.4.1. Facilitate partners to engage in co-creation
		3.4.2. Stimulate exchange visits of entrepreneurs to experience sustainable products / provide network contacts
		3.4.3. Set up a qualitative follow up for each region's action plan

4. Environmental Education and Interpretation		
Criteria of success	Indicator	HOW
4.1. Partners have access to educational resources and activities focusing on communicating and educating the OUV	Educational materials are available on brandspace	
		4.1.1. Develop joint education materials through IWSS
		4.1.2. Integrate IWSS materials online available into existing/planned platforms
		4.1.3 create an overview of available communication materials (stories etc) focusing on One Wadden Sea World Heritage

4. Environmental Education and Interpretation		
Criteria of success	Indicator	HOW
4.2. Partners / strategic Ambassador offer authentic nature experience in cooperation with WSWH	75% of the partners active within WSWH, and 10% of those around the WSWH area have activities that explain the OUV	
		4.2.1. support partners in including WSWH in their experiences
		4.2.2. make information material available for focal points

4. Environmental Education and Interpretation		
Criteria of success	Indicator	HOW
4.3. Stakeholders have good knowledge and appreciation of the Dutch-German-Danish WSWH .	Partners of WSWH (yearly) participate in a training about WSWH that includes trilateral aspects	
		4.3.1 organize annual Wadden Sea World Heritage Day
		4.3.2. develop and run a communication plan for WSWH day.

4. Environmental Education and Interpretation		
Criteria of success	Indicator	HOW
4.4. Partners communicate the value of the OUV and its visibility to stakeholders, locals and guests.	Visibility - comparison over the years	
		4.4.1. provide standard texts and pictures for partners (e.g., brandspace)
		4.4.2. Create infographic

5. Capacity Building and Raising Standards		
Criteria of success	Indicator	HOW
5.1. Stakeholders are aware of the social, economic and conservation benefits of Wadden Sea World Heritage brand.		
		5.1.1. define clear benefits of belonging to the network
		5.1.2. develop or extend annual exchange programmes for stakeholders as regular offer
		5.1.3. conduct studies on socio-economic impact of responsible tourism

5. Capacity Building and Raising Standards		
Criteria of success	Indicator	HOW
5.2. Products and offers from the WSWH destination are sustainable and have common high standards	20% of the offers available in the destination fulfil the criteria set up by WSWH	
		5.2.1 Provide criteria

5. Capacity Building and Raising Standards		
Criteria of success	Indicator	HOW
5.3. Stakeholders have capacity and tools to manage tourism efficiently, responsibly and sustainably.	Stakeholders participate in a trainings about WSWH and sustainable tourism (mandatory for partners)	
		5.3.1. organise / set-up a (trilateral) inventory on WHS training courses and -material for stakeholders
		5.3.2. coordinate exchange programmes trilaterally and provide support on contents

6. (Joint) Management / SIMP		
Criteria of success	Indicator	HOW
6.1. The implementation of the Sustainable Tourism Strategy and Action Plan are advanced through trilateral cooperation.	National focal points (liaison persons) for WSWH have sufficient time to ensure cross border cooperation and transfer of knowledge to WSWH partners	
		6.1.1. Maintain and increase the support of visitors, local entrepreneurs, destination marketing organizations and other stakeholders in the tourism sector for nature conservation
		6.1.2. Provide consistent information for the site, through visitor centres and partnership programmes.
		6.1.3. support the Partnership Hub and facilitate the link to regional and local programmes

6. (Joint) Management / SIMP		
Criteria of success	Indicator	HOW
6.2. Site managers are connected to the Sustainable Tourism Strategy.	Have a set of policies which support tourism activities by communicating boundaries and expectations, establishing a culture of compliance within the WSWH.	
		6.2.1. Facilitate to connect site managers to the Sustainable Tourism Strategy dependent on their specific competencies in the three countries.
		6.2.2. Set-up an exchange on the effectiveness of the current national/local policies on sustainable tourism.

6. (Joint) Management / SIMP		
Criteria of success	Indicator	HOW
6.3. Initiatives for cross-border cooperation that foster the nature conservation aspect of sustainability in tourism are strengthen.	at least 3 cross border projects are implemented or approved until 2025	
		6.3.1. Activate and support partners to work together, to mobilise resources for national, regional, trilateral, (international?) and cross-sectoral collaboration
		6.3.2. investigate possibilities of donations/funding of projects together with tourism sector

6. (Joint) Management / SIMP		
Criteria of success	Indicator	HOW
6.4. A transnational market research concept and visitor survey for the Wadden Sea World Heritage Destination.	Regularly visitor surveys are done in the different WSWH destinations. (Suggestion: at least every two years) A standard market research concept is available and partners and WSWH commit to use it by 2025.	
		6.4.1. develop a trilateral monitoring and assessment approach for tourism data (TMAP, QSR)
		6.4.2 support exchange of best practice on regional market research concepts and visitor surveys
		6.4.3. Develop and compile basic tourism data set to be used in the region to calculate impacts (socio-economic impacts, impacts on nature values) considering EU /UNWTO definitions.

6. (Joint) Management / SIMP		
Criteria of success	Indicator	HOW
6.5. Sufficient staff capacity is available to ensure an effective protection of the World Heritage Site.		
		6.5.1. take stock of the experience of staff already involved; coordinate activities with a view to encourage management of cross-cutting matters.
		6.5.2. Maintain and strengthen local WSWH focal points in the regions/countries
		6.5.3. exchange experiences and best practice examples in the Wadden Sea. Cooperation with UNESCO and other international organisations (22)

Annex 2

Local DRAFT Action Plan – Denmark

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
1. Tourism Operations and Nature Conservation				
NEW: 1.1. Stakeholders participate in planning, development and management of sustainable tourism, taking responsibility for the protection of the OUV.	Number of partners	1.1.1. Establish regional cross sectoral working groups coordinating Wadden Sea World heritage	Strategyforum (WS Municipalities in DK)	Welcome to Wadden Sea Nationalpark
	Report	1.1.2. Overview on regional initiatives on marine litter	NPV-DK	Report by NPV-DK
NEW: 1.2. Tourism planning in the Wadden Sea Destination is in line with the OUV, minimising the potential conflicts between recreational activities and Wadden Sea values.	Number of activated partners	1.2.1. Develop and implement Codes of Conduct	NPV-DK	NPV-DK, Danish Outdoor Association, University of Southern Denmark, Danish Nature Parks, Denmarks Nationalparks joint activity
NEW: 1.3. Tourism impacts on nature and socio-economic values are monitored and available to support planning and	Reports	1.3.1. perform regional tourism impact studies	NPV-DK	On going evaluation

sustainable development.				
	Report/tool	1.3.2. Develop indicators for monitoring STS	NPV-DK	Cooperation with Danish Coast & Nature Tourism (nat.org.), Danish Outdoor Council (nat. org.), Denmark's National Parks, Denmark's Nature Parks + others
NEW: 1.4. visitor information (on OUV) widely available	1 digital portal, 6 gates, 4 welcome places, 21 infoplaces, routes	1.4.1. Visitor information in landscape with partners	NPV-DK	Welcome to the Wadden Sea National Park
		1.4.2. Visitor information with DMO's	DMO's and SMTE-partners	Ongoing
2. The Unique Selling Point – ONE World Heritage Destination				
NEW: 2.1. WSWH brand is widely used as starting point for the development of quality products, services and facilities.	No of products developed	2.1.1. Product development; product experiences which benefit nature developed with and by partners	NPV-DK + DMO's	VABENE, Interreg 6.a.
	Do	2.1.2. Development of local products by partners	NPV-DK + partners	Partnerprogramme + Food network
	Do	2.1.3. Development of youth camps	NPV-DK + partners	Partnerprogramme + Youth Camp Network
NEW: 2.2. WSWH destination is known as a sustainable tourism destination				
NEW: 2.3. A sustainable 'Wadden Sea World Heritage Destination'	No of activated partners	2.3.1. DMO's and NPV World heritage partners use World heritage branding tools	NPV-DK + DMO's	Partnerprogramme + Ongoing marketing

marketing concept used by partners– showing the value of existing regional brands and adding value and synergies to create further benefits.				
	2 courses p.a.	2.3.2. World Heritage Partnerprogramme courses each year	NPV-DK	Partnerprogramme
NEW> 2.4. Partners are aware of the market development and potential for sustainable tourism in WSWH	No of partners using branding toolbox	2.4.1. Basic DMO activities	DMO's	DMO projects along the West Coast
2.5. >> Consistent World Heritage communication and promotion of high-quality products for the entire destination.	No of products developed	2.5.1. DMO and partners develop experiences which benefits nature	NPV-DK	World Heritage Partner program, Interreg 6.a., Nakuwa 2.0
3. Transport, Accommodation and Gastronomy				
3.1.>> Improved partnerships and cooperation between tourism entrepreneurs and the nature conservation sector.	No of activated partners	3.1.1. Cooperation with partners in the partnerprogramme/network (partner-day, youth camps, gastronomy)	NPV-DK + DMOs	NPV-DK: Nationalpark Partner programme

3.2.>> Efficient, sustainable public transport for all visitors to and within the Wadden Sea World Heritage Destination with clear and accessible information.				
NEW 3.3. Existing transport systems and infrastructure are linked, including e-mobility and hiking and biking facilities.		3.3.1. Municipality planning	Municipalities	Municipality Plans, Welcome to the Wadden Sea Nationalpark
NEW 3.4. Regional, sustainable quality products, services and facilities in transport, accommodation and gastronomy are available, which can also contribute to the reduction of energy, water consumption and carbon emissions.	No of products developed	3.4.1. Development of green/eco/local food products	DMO's + SME Support Centre	"Taste of the Marsh", Vores Marks project
4. Environmental Education and Interpretation				
NEW 4.1. Partners have access to educational resources and activities focusing on	Active educational learning programme / number of courses/participants	4.1.1. Learning platform MitVadehav.dk	NPV-DK	MitVadehav.dk, World Heritage Partner programme + Nationalpark Partner Programme

<i>communicating and educating the OUV</i>				
		4.1.2. World Heritage Partner courses	NPV-DK	Partnerprogram
NEW 4.2. Partners / Ambassador offer authentic nature experience in cooperation with WSWH	No of products developed	4.2.1. DMO and partners develop experiences which benefits nature	NPV-DK	VABENE Interreg 6a
NEW 4.3. Stakeholders have good knowledge and appreciation of the Dutch-German-Danish WSWH .	Guest satisfaction	4.3.1. Strategyforum for the Wadden Sea as World Heritage	NPV-DK, Municipalities, NST, MST, DMOs	New Strategy 2022-2024
NEW 4.4. Partners communicate the value of the OUV and its visibility to stakeholders, locals and guests.	No of partners communicating OUV	4.4.1. Partnerprogramme and DMO's	NPV-DK + DMO's	NPV-Partner programme and Partnerprogrammes in DMO's
5. Capacity Building and Raising Standards				
NEW 5.1. Stakeholders are aware of the social, economic and conservation benefits of Wadden Sea World Heritage brand.		5.5.1. See above (4.1.1., 4.2.1 and 4.3.1.)	Strategyforum	On going according to new strategy
NEW 5.2. Products and offers from the WSWH destination are	Degree of sustainability in products	5.2.1. A natural part of DMO activities and Danish Coastal and Nature Tourism Organisation	DMO's + DKNT	Several projects

sustainable and have common high standards				
NEW 5.3. Stakeholders have capacity and tools to manage tourism efficiently, responsibly and sustainably.	No of partners managing sustainable tourism	5.3.1. A natural part of DMO activities and Danish Coastal and Nature Tourism Organisation	DMO's + DKNT	Several projects
6. (Joint) Management / SIMP --> headings from SIMP drafting process - tbc				
6.1. >> <i>A transnational market research concept and visitor survey for the Wadden Sea World Heritage Destination.</i>	Reports	6.1.1. Market Surveys and data on tourists and visitors (big data projects e.g.)	NPV + DMO's	Prowad Link Project, cooperation with DMO's, cooperation with Denmark's Nationalparks
6.2. >> <i>partners work together to mobilise resources for national, regional, trilateral, (international?) and cross-sectoral collaboration</i>	No of partners activated in joined activities	6.2.1. Partnerprogramme, participation in Interreg, participation in development projects	NPV	
6.3. >> <i>support for sufficient staff capacity to ensure an effective protection of the World Heritage Site.</i>	?	6.3.1. National authority responsibility	Danish Agency for Environment	

<p><i>NEW: 6.4. Policy Communication: Site managers communicate WSWH position on WS and WH related policy and regulatory issues. Have a set of policies which support tourism activities by communicating boundaries and expectations, establishing a culture of compliance within the WSWH.</i></p>	<p>OUV integrated in strategies and plans</p>	<p>6.4.1. NPV works on integrating this in DMO-plans/strategies and in DKNT plans/strategies, locally and regionally</p>	<p>MST + NPV + DMO's ? DKNT</p>	
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Colour code: status of activities: Green --> ongoing/continuous Yellow --> planned red --> idea grey - not applicable

Local DRAFT Action Plan – Schleswig-Holstein

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project / if applicable
1. Tourism Operations and Nature Conservation				
NEW: 1.1. Stakeholders participate in planning, development and management of sustainable tourism, taking responsibility for the protection of the OUV.	2 Meetings p.a.	1.1.1. establish regional cross sectoral working groups coordinating Wadden Sea World heritage	NTS, NPV/LKN.SH	Weltnaturerbe AG Westküste / Trägergruppe Fahrtziel Natur
		1.1.2 organise or participate in projects that focus on awareness raising on marine litter and circular economy (18)	LTOs (eg. SPO), Nature Conservation NGOs, NPV/LKN.SH	
	Y/N	1.1.3. organize regional events for regional stakeholders	NPV/LKN.SH	WSWH anniversary events
	Y/N	1.1.4. organize regional events with WSWH aspects	NPV/LKN.SH	Brent Goose Days
	Y/N		NPV/LKN.SH	Westküsten Vogelkiek
	Events p.a.		NPV/LKN.SH, Pellworm	Events related to the Biosphere
NEW: 1.2. Tourism planning in the Wadden Sea Destination is in line with the OUV, minimising the potential conflicts between recreational activities and Wadden Sea values.				
		1.2.1 Implement visitor management system (local level)	NTS, SPO, TMS Büsum, Sylt (Busverkehr)	

	2 Meeting s p.a.	1.2.2 Maintain information exchange and cooperation with municipalities	NPV/LKN.SH	Kuratorien
		1.2.3 engage local and regional tourism planners with information on how to incorporate the OUV in the plans	NPV-LKN, NTS	Partnership program
		1.2.4 deepen the cooperation with municipalities (expanded development zone of the UNESCO BR)	NPV-LKN, Regional office for the Biosphere Halligen	
		1.2.5 Develop and implement Codes of Conduct	NPV-LKN, NTS, WWF	NAKUWA 2.0
NEW: 1.3. Tourism impacts on nature and socio-economic values are monitored and available to support planning and sustainable development.		1.3.1 perform regional tourism impact studies	DMOs, LTOs (eg. SPO), TV.SH, WWF	Wadden Sea Tourism Radar (PROWAD LINK)
NEW: 1.4. visitor information (on OUV) widely available	No. of training sessions	1.4.1 Provide information on OUVs to local partners	NPV/LKN.SH	Partnership program
2. The Unique Selling Point – ONE World Heritage Destination				
NEW: 2.1. WSWH brand is widely used as starting point for the development of quality products, services and facilities.	No. of training sessions	2.1.1 Provide information and training for Brandspace as a toolbox to use the WSWH brand	NPV/LKN.SH	Partnership program

	yearly check by BFD	2.1.2 encourage partners to use WSWH logo in their communications	NPV/LKN.SH	Partnership program
		2.1.3 apply a co-branding for world heritage and national park	NPV/LKN.SH	Partnership program
NEW: 2.2. WSWH destination is known as a sustainable tourism destination	No. of training sessions	2.2.1. regularly conduct workshops and training units on specific topics	NPV/LKN.SH	Partnership program
	Brochure (No)	2.2.2 share examples of sustainable entrepreneurship	NPV/LKN.SH	PROWAD LINK
NEW: 2.3. A sustainable 'Wadden Sea World Heritage Destination' marketing concept used by partners– showing the value of existing regional brands and adding value and synergies to create further benefits.	NP-P Annual Meeting	2.3.1. provide communication material and examples (texts, photos, podcasts, videos, style guide)	NPV/LKN.SH, NTS	Partnership program PROWAD LINK
			NPV-LKN, NTS, WWF	NAKUWA 2.0
NEW> 2.4. Partners are aware of the market development and potential for sustainable tourism in WSWH	Report	2.4.1. conduct regular visitor survey's for WSWH	NPV/LKN.SH	

		2.4.2. compile monitoring data on tourism in WSWH	NTS, LTOs, Schutzstation Wattenmeer (Questionnaire in local areas), NPV/LKN.SH	
	Report	2.4.3. analyse market developments for sustainable tourism	TV.SH, NTS, OHT, TA.SH	

2.5. >> Consistent World Heritage communication and promotion of high-quality products for the entire destination.			Trilateral	
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3. Transport, Accommodation and Gastronomy				
3.1.>> Improved partnerships and cooperation between tourism entrepreneurs and the nature conservation sector.	No. of new NP-P p.a.	3.1.1. maintain and expand the partnership program	NPV/LKN.SH	Partnership Program

3.2.>> Efficient, sustainable public transport for all visitors to and within the Wadden Sea World Heritage Destination with clear and accessible information.		3.2.1 Better communication of existing sustainable local public transport systems	Local and Regional Government Authorities, NAH.SH, NTS, NPV/LKN.SH	
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NEW 3.3. Existing transport systems and infrastructure are linked, including e-mobility and hiking and biking facilities.		3.3.2 Improve linkages between different infrastructure systems	NAH.SH., Regional Government Authorities	E-cars (booking through LTOs), Bus routes/Train/Ferry connections
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NEW 3.4. Regional, sustainable quality products, services and facilities in transport, accommodation and gastronomy are available, which can also contribute to the reduction of energy, water consumption and carbon emissions.		3.4.1. Support use of local products in gastronomy	NPV/LKN.SH, local SMEs, Feinheimisch Verein	Feinheimisch Partnership Program
	Total no. of offers	3.4.2 Expand the offers for electromobility	NPDG (Bus routes from Neue Pellwormer Dampfschiffahrts GmbH), Föhr & Amrum, Sylt	
	Y/N	3.4.3 Online booking platform	NTS	
	No. of communities participating	3.4.4 Faire Kommunen in Schleswig-Holstein	Local and Regional Government Authorities	Faire Kommunen

4. Environmental Education and Interpretation

NEW 4.1. Partners have access to educational resources and activities		4.1.1. Develop information, education and training materials	NPV/LKN.SH, WWF, NTS	Partnership Program, PROWAD LINK, IWSS, TGIT
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focusing on <i>communicating and educating</i> the OUV				
NEW 4.2. Partners / Ambassador offer authentic nature experience in cooperation with WSWH and National Park		4.2.1. support partners and stakeholders in including WSWH in their experiences	NPV/LKN.SH, WWF, NTS	Partnership Program, PROWAD LINK
		4.2.2. make information material available for partners	NPV/LKN.SH, WWF, NTS	PROWAD LINK Partnership Program
NEW 4.3. Stakeholders have good knowledge and appreciation of the Dutch-German-Danish WSWH .			Trilateral	
NEW 4.4. Partners communicate the value of the OUV and its visibility to stakeholders, locals and guests.		4.4.1 encourage NP partners to provide and increase visibility of OUVs to guests	NPV/LKN.SH	Partnership Program
5. Capacity Building and Raising Standards				
NEW 5.1. Stakeholders are aware of the social, economic and conservation		5.1.1 conduct a study on regional economic effects of tourism in the wadden sea	NPV/LKN.SH	PROWAD LINK, SÖM, Job Studie

benefits of Wadden Sea World Heritage brand.				
		5.1.2 Conduct a survey on the effects of the wadden sea on well-being (ecosystem services).	NPV/LKN.SH	PROWAD LINK
NEW 5.2. Products and offers from the WSWH destination are sustainable and have common high standards		5.2.1 conduct training / webinars for the NP partners	NPV/LKN.SH	Partnership Program
NEW 5.3. Stakeholders have capacity and tools to manage tourism efficiently, responsibly and sustainably.	No. of officers	5.3.1 Increase staff capacity through employment of sustainability officer	Local and Regional Government Authorities, LTOs	Sustainability officers in local and regional authorities
6. (Joint) Management / SIMP --> headings from SIMP drafting process - tbc				
<i>6.1. >> A transnational market research concept and visitor survey for the Wadden Sea World Heritage Destination.</i>		6.1.1. provide data and information on visitor surveys	NPV/LKN.SH	PROWAD LINK
<i>6.2. >> partners work together to mobilise resources for national, regional, trilateral, (international?) and cross-sectoral collaboration</i>		6.2.1. enable local and region stakeholders to apply and participate in INTERREG programmes	MELUND, NPV/LKN.SH, WWF, NTS	PROWAD LINK
		6.2.2 provide financial support for 6.2.1	MELUND	
			NPV/LKN.SH, NTS, WWF	NAKUWA 2.0

<p>6.3. >> support for sufficient staff capacity to ensure an effective protection of the World Heritage Site.</p>	<p>No. of rangers</p>	<p>6.3.1 Sustain/increase capacity to provide effective controlling of protected sites</p>	<p>NPV/LKN.SH</p>	<p>Ranger</p>
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Local DRAFT Action Plan – Lower Saxony

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
1. Tourism Operations and Nature Conservation				
NEW: 1.1. Stakeholders participate in planning, development and management of sustainable tourism, taking responsibility for the protection of the OUV.	Y/N	1.1.1. establish regional cross sectoral working groups coordinating Wadden Sea World heritage	Amt für Regionale Landesentwicklung Weser-Ems	AG Weltnaturerbe Wattenmeer Niedersachsen/Fahrtziel Natur
	Y/N	1.1.2. organize regional stakeholder conferences on the subject of sustainable tourism in the WSWH region	NLPV	WSWH Forum, Meeting Partnership Programm
NEW: 1.2. Tourism planning in the Wadden Sea Destination is in line with the OUV, minimising the potential conflicts between recreational activities and	No. of participating LTOs	1.2.1. Implement visitor management system (local level) to give guidance and to reduce conflicts and traffic emissions	Die Nordsee GmbH +LTOs	Local digital visitor guidance system
	No. of municipalities	1.2.2. deepen the cooperation with municipalities	NLPV	expanded transition zone of UNESCO BR
			NLPV	Partnership Programm

Wadden Sea values. NEW: 1.3. Tourism impacts on nature and socio-economic values are monitored and available to support planning and sustainable development. NEW: 1.4. visitor information (on OUV) widely available	No. of studies	1.3.1. perform regional tourism impact studies	NLPV, WWf, LTOs	Wadden Sea Tourism Radar
	Y/N	1.4.1 Provide information on OUV to LTOs, DMOs, Municipalities	NLPV	Partnership program
	Criteria of success	Indicator	HOW	Taking care of activity: Organisation
2. The Unique Selling Point – ONE World Heritage Destination				
NEW: 2.1. WSWH brand is widely used as starting point for the development	Y/N	2.1.1. Provide information and training how to use the WSWH brand	NLPV	Partnership Programm
	Y/N	2.1.2. encourage partners to use WSWH logo in their communications	NLPV	Partnership Programm
	Y/N	2.1.3. apply a co-branding world heritage and national park	NLPV	

of quality products, services and facilities.	Y/N	2.1.4 maintain communication of best practise examples, tools and other results from projects that have ended	all stakeholders	
	Y/N	2.1.5 develop and apply a uniform master plan nature experience for all lower saxon wadden sea islands	NLPV/regional DMO	Naurerlebnis Ostfriesische Inseln
NEW: 2.2. WSWH destination is known as a sustainable tourism destination				
NEW: 2.3. A sustainable 'Wadden Sea World Heritage Destination' marketing concept used by partners—showing the value of existing regional brands and adding value and synergies to create further benefits.	Y/N	2.3.1. provide communication material and examples (texts, photos, podcasts, videos, style guide, audio guide)	NLPV/ DMO	

NEW> 2.4. Partners are aware of the market development and potential for sustainable tourism in WSWH	Y/N	2.4.1. Maintain, advertise and complete the brand space together	all stakeholders	
2.5. >> Consistent World Heritage communication and promotion of high-quality products for the entire destination.				
Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
3. Transport, Accommodation and Gastronomy				
3.1.>> Improved partnerships and cooperation between tourism entrepreneurs and the	No. of members	3.1.1. maintain and expand the partnership program	NLPV	partnership Programm

nature conservation sector.				
3.2.>> Efficient, sustainable public transport for all visitors to and within the Wadden Sea World Heritage Destination with clear and accessible information.	Y/N	3.2.1 maintain a bus service with reduced price for tourists during their stay	Regional transport Association	Urlauberbus
NEW 3.3. Existing transport systems and infrastructure are linked, including e-mobility and hiking and biking facilities.	Y/N	3.3.1 Disseminate best practice information and initiate implementation projects	DMO	based on Wattenagenda 2.0
	Y/N	3.3.2 Expand bicycle transport on public transport	Regional transport Association	

NEW 3.4. Regional, sustainable quality products, services and facilities in transport, accommodation and gastronomy are available, which can also contribute to the reduction of energy, water consumption and carbon emissions.	Y/N	3.4.1 develop further sustainable quality mobility offers	Regional transport Association	Further development of e-mobility offers
Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
4. Environmental Education and Interpretation				
NEW 4.1. Partners have access to Educational resources and activities focusing on <i>communicating and</i>	Report	4.1.1. Develop and disseminate education materials	WWF	Prowad Link/ Video Clips
	No. of events	4.1.2. provide trainings for national park guides on the subject WSWH	NLPV+LEB	

<i>educating the OUV</i>				
NEW 4.2. Partners / Ambassador offer authentic nature experience in cooperation with WSWH	No. of certified guides	4.2.1. award the national park guide certification after training	NLPV+LEB	
	No. of events	4.2.2. provide trainings + educational materials for national park guides on the subject WSWH	NLPV+LEB	
NEW 4.3. Stakeholders have good knowledge and appreciation of the Dutch-German-Danish WSWH .				
NEW 4.4. Partners communicate the value of the OUV and its visibility to stakeholders, locals and guests.	No. of events	4.4.1. organize events with focus on the WSWH	NLPV	WH anniversary events
		4.4.2. organize events with WSWH-cocommunication	NLPV	Migratory Bird Days
			NLPV	Wilhelmshaven Harbour Porpoise Days
			NLPV	Biosphere reserve events
		4.4.3. Develop and provide guidelines and education materials how to connect guests with WSWH	NLPV	Prowad Link

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
5. Capacity Building and Raising Standards				
NEW 5.1. Stakeholders are aware of the social, economic and conservation benefits of Wadden Sea World Heritage brand.	Y/N	5.1.1 disseminate results of studies and surveys	NLPV	
NEW 5.2. Products and offers from the WSWH destination are sustainable and have common high standards		5.2.1. regularly conduct workshops on specific topics	NLPV	Partnership program
		5.2.2. Address (saisonal) staff of touristic service providers with digital/analogue trainings	OTG	
NEW 5.3. Stakeholders have capacity and tools to manage tourism efficiently, responsibly	Y/N	5.3.1. set impulses for investments and measures of the partners	NLPV	Partnership programm

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
6. (Joint) Management / SIMP --> headings from SIMP drafting process - tbc				
6.1. >> A transnational market research concept and visitor survey for the Wadden Sea World Heritage Destination.		6.1.1. regularly conduct trilateral guest surveys	NLPV	visitor survey
6.2. >> partners work together to mobilise resources for national, regional, trilateral, (international ?) and cross-sectoral collaboration	takes place	6.2.1. prepare + participate in INTERREG projects	NLPV + DMOs	Prowad Link /Watten Agenda 2.0/...

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Local DRAFT Action Plan – the Netherlands

Criteria of success	Indicator	HOW	Taking care of activity: Organisation	Programm/Project/ if applicable
1. Tourism Operations and Nature Conservation				
NEW: 1.1. Stakeholders participate in planning, development and management of sustainable tourism, taking responsibility for the protection of the OUV.		1.1.1. establish regional cross sectoral working groups coordinating Wadden Sea World heritage	Coordinator Wadden Sea world heritage (NL)	Team Waddenzee Werelderfgoed
		<i>1.1.4 organise regular meetings with councils and provinces on the subject of sustainable tourism in the Waddensea World heritage</i>	Coordinator Wadden Sea world heritage (NL)	
		<i>1.1.5 make sustainable tourism part of BOW</i>	Beheerautoriteit	
		1.1.3 organise or participate in projects that focus on awareness raising on marine litter and circular economy (18)	Coordinator Wadden Sea world heritage (NL)	
NEW: 1.2. Tourism planning in the Wadden Sea Destination is in line with the OUV, minimizing the potential conflicts between recreational activities and Wadden Sea values.		establish dialogue with local and provincial politicians about the OUV and World heritage	Coordinator Wadden Sea world heritage (NL)	Coördinator WSWH
		conduct an inventory of tourism activities within the WSWH and its (potential) effects on nature, both positive and negative	Beheerautoriteit / waddenacademie	
		1.2.1 engage local and regional tourism planners with knowledge about and information on how to incorporate the OUV in the plans	Coordinator Wadden Sea world heritage (NL)	

		establish a zonation plan for the Dutch Wadden Sea	Beheerautoriteit	IBP
		adress tourism in the Integraal beheer plan (IBP)	Beheerautoriteit	IBP
NEW: 1.3. Tourism impacts on nature and socio-economic values are monitored and available to support planning and sustainable development.		adopt a Dutch Wadden Sea wide monitoring system	provinces / LNV	
		conduct studies on the cumulative impact of activites	Waddenacademie (kennis regiseur)/ ETFI erbij betrekken?/visitwadden (DMO)	
		organise monitoring code of conduct in the Basismonitoring	Beheerautoriteit	
NEW: 1.4. visitor information (on OUV) widely available		Distribute leaflets to entrepreneurs and intermediates	visitwadden/regio's	
		update and refurbish the WH collumns	councils supported by Coordinator Wadden Sea world heritage (NL)	
		maintain and update pages of Visit Wadden about OUV	visitwadden/regio's	
		support network of visitor centres	Coordinator Wadden Sea world heritage (NL)	
		1.4.2 update and relaunch Glocal flyers and distribute them (30)	visitwadden/regio's	
		stimulate regional and local DMO websites to develop a (sub) page on WSWH	Coordinator Wadden Sea world heritage (NL)	
2. The Unique Selling Point – ONE World Heritage Destination				
NEW: 2.1. WSWH brand is widely used as starting point for the development of quality products, services and facilities.		facilitate and stimulate the use of the WSWH logo to local partners	Coordinator Wadden Sea world heritage (NL)	partnership programme

NEW: 2.2. WSWH destination is known as a sustainable tourism destination		local councils participate in the green destinations programme	councils and provinces	
		develop a programme for "greening" entrepreneurs	councils and provinces, circular fryslân	
		enter with Dutch Wadden sea area in the competition of most sustainable tourism destination	Visit wadden, councils and provinces	
		ensure that sustainability is at the core of Marketing and promotion of DMO's	Visit wadden, councils and provinces	
		transfer ecoports experience to Marinas	provinces	
NEW: 2.3. A sustainable 'Wadden Sea World Heritage Destination' marketing concept used by partners– showing the value of existing regional brands and adding value and synergies to create further benefits.		share trilateral products like brandspace with entrepreneurs, DMO's and governments	visitwadden	partnership programme
		videos and leaflets showcasing other entrepreneurs are developed and shared through DMO's and socials		prowad link
		Local harbours make use of the WSWH brand and provide information on WSWH.	Coordinator Wadden Sea world heritage (NL)	
NEW> 2.4. Partners are aware of the market development and potential for sustainable tourism in WSWH		develop a model for regular and comparable visitor surveys in the Wadden Sea Area	visitwadden, ETFI.	basismonitoring
		compile and share data about tourism in the Wadden Sea area	provinces	basismonitoring
		Share knowledge of sustainable tourism with partners	Visit Wadden	

2.5. >> Consistent World Heritage communication and promotion of high-quality products for the entire destination.		Provide input to trilateral communication channels	Coordinator Wadden Sea world heritage (NL)and Visit Wadden	
		Aim marketing at targetgroup that is environmental conscious	Vsitt Wadden	
		develop long term agreement between provinces on the continues upport for visit Wadden	provinces / LNV	IKW
3. Transport, Accommodation and Gastronomy				
3.1.>> Improved partnerships and cooperation between tourism entrepreneurs and the nature conservation sector.		Install the dutch partnership programma	WSWH NL	partnership programme
		establish dialogue at national (BOW) and local level about tourism-nature interactions (regular item on agendas)	Beheerautoriteit	
		investigate options for "paying" for use of nature		
		develop education programm creating awareness both ways	wswh NL visitwadden/regional dmo's triple helix	
3.2.>> Efficient, sustainable public transport for all visitors to and within the Wadden Sea World Heritage Destination with clear and accessible information.		establish integrated multimodal ticketing for transport	transport firms and provinces	
		ensure all public transport concessions will demand zero emmission transport	provinces	
		develop a pilot with a coastal flexibel transport system,	transport firms, provinces, local DMO's	

		ensure marketing only promotes activities that are accessible by public transport	Visit Wadden	
		3.2.3 include a sustainable transport planner on local Wadden Sea Destination websites.	Visit Wadden	
		connect sustainable entrepreneurs to transport companies.	partnerschapprogramma	
NEW 3.3. Existing transport systems and infrastructure are linked, including e-mobility and hiking and biking facilities.		establish green TOP'S (tourist transfer points)	councils, provinces, transport firms	
		improve access to low threshold luggage transport to the islands (Door tot door or car to door)	ferry companies, provinces and Min I&W	
NEW 3.4. Regional, sustainable quality products, services and facilities in transport, accommodation and gastronomy are available, which can also contribute to the reduction of energy, water consumption and carbon emissions.		Stimulate cocreation of new sustainable products	provinces	prowadlink
		share stories from other areas and organise exchange between regions and countries	Coordinator Wadden Sea world heritage	
		partners implement CSR when contracting services and goods	partnerschapprogramma	
		limit new permits to entrepreneurs that commit to sustainable entrepreneurship	provinces, ministries, councils and waterboards	
		develop new cycling and hiking routes within WSWH in cooperation between councils and nature conservation authorities	Visit Wadden	IKW
		develop tourism product in harbours	waddenhavens	samenwerk

		include accesibility and inclusiveness in local tourism policy	councils	
4. Environmental Education and Interpretation				
NEW 4.1. Partners have access to Educational resources and activities focusing on <i>communicating and educating the OUV</i>		organise WSWH interpreation courses	NGO's	partnership programme
		organise seamless distribution of IWSS materials in the Netherlands	Coordinator Wadden Sea world heritage	
NEW 4.2. Partners / Ambassador offer authentic nature experience in cooperation with WSWH		Partners that fulfill certain criteria can use het WSWH logo	partnership programme	
		cocreation of new experiences	regional tourism boards / coordinator Wadden Sea World heritage	
NEW 4.3. Stakeholders have good knowledge and appreciation of the Dutch-German-Danish WSWH .		design a set of mininmal criteria for knowledge we expect from partners	Coordinator Wadden Sea world heritage	
		organise yearly refreshers course or event for partners	partnership programme	
		stimulate project and partners to connect the OUV with thier activites	Coordinator Wadden Sea world heritage	
		organise exchange visits		
NEW 4.4. Partners communicate the value of the OUV and its		Visit partners to advise on how to communicate the OUV in a practical way	Coordinator Wadden Sea world heritage	partnership programme

visibility to stakeholders, locals and guests.				
		make brandspace widely available at minimal effort from partners	Visit Wadden	
		Develop and share video's with examples on how to explain the OUV	partnership programme	prowad link
		(re)develop visitor centers on the mainland and islands	provinces	
		Stimulate site managers to use the Code of conduct for sailors in the Waddensea as starting point for communication and marketing	beheerautoriteit	
5. Capacity Building and Raising Standards				
NEW 5.1. Stakeholders are aware of the social, economic and conservation benefits of Wadden Sea World Heritage brand.		monitor effects of WSWH status on social economic and conservation	provinces	basismonitoring
		document and share successful case studies	Coordinator Wadden Sea world heritage	prowad link
		conduct regular visitor and resident surveys and share the results	provinces, councils	basismonitoring
NEW 5.2. Products and offers from the WSWH destination are sustainable and have common high standards		train guides and entrepreneurs in WSWH interpretation	Coordinator Wadden Sea world heritage	
		make more use of WSWH-inside logo to certify sustainable products	Coordinator Wadden Sea world heritage	
		Marketing only sustainable products	Visit Wadden	

NEW 5.3. Stakeholders have capacity and tools to manage tourism efficiently, responsibly and sustainably.		train stakeholders in tourism management, focussing on the OUV	partnership programme	
		jointly develop quality standards for the dutch Wadden Sea or for regions	partnership programme	
		implement review campagains with the aim to learn from experiences	Visit Wadden	
		Facilitate stakeholder exchange meetings	partnership programme	
		develop or adopt a benchmark tool for entrepreneurs	partnership programme	
6. (Joint) Management / SIMP --> headings from SIMP drafting process - tbc				
6.1. >> A transnational market research concept and visitor survey for the Wadden Sea World Heritage Destination.		develop a minimal set of dutch questions to be included in visitor surveys		
		conduct every 2 years a visitor monitor, including question on Net promotor Score		
6.2. >> partners work together to mobilise resources for national, regional, t rilateral, (international?) and cross-sectoral collaboration		participate in joint programmes (national and international)		
		Stimulate connecting dike improvement projects with sustainaboe toruism initiatives		
6.3. >> support for sufficient staff capacity to ensure an effective		provide clarity on tasks and responsibilities for effective protection of the WSWH		

<i>protection of the World Heritage Site.</i>				
		Insitutionalise the WSWH in the Netherlands	ministries, Provinces, councils	
<i>NEW: 6.4. Policy Communication: Site managers communicate WSWH position on WS and WH related policy and regulatory issues. Have a set of policies which support tourism activities by communicating boundaries and expectations, establishing a culture of compliance within the WSWH.</i>		develop a statement with site managers that state the position of the WSWH status and the implication for tourism development		
		strengthen the communcaiton of the erecode		
		develop new Erecodes for other activities within the wswh		
NEW: Update from SIMP discussion - FYI: Objective: Continue to advance in the implementation of the Sustainable Tourism Strategy and Action Plan through trilateral cooperation.		Assign responsibility in NL for implementing the Sustainable tourism strategy.		