

MEETING DOCUMENT

Wadden Sea Board (WSB 42)

23 November 2023
Wilhelmshaven, Germany



Agenda Item:	5.3 Manage and communicate effectively (paras 44-56)
Subject:	Tentative scope of the TWSC communication strategy
Document No.:	WSB 42/5.3/3
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Submitted by:	CWSS

At their 41st meeting, the Wadden Sea Board endorsed the ad-hoc approach on reviewing the Communication Strategy relying on the existing group and added the request to deliver further information on the strategy's scope at the next WSB meeting. This document contains the requested information.

Proposal: The meeting is invited to note the document.

Scope of the TWSC communication strategy & progress of review

The TWSC follows a joint [Communication Strategy](#). Since its adoption in 2012, new media and activities have been introduced within the framework given by the strategy. However, as the strategy itself has not been updated since then, this is now planned to be done as part of a revision process, accompanied at the operational level by the trilateral group of communications officers. CWSS provided an [assessment](#) to the WSB in 2021 identifying the main issues with the strategy.

The revision of the strategy will review the definitions of the key audiences and key messages. Here is an overview of them: The key audiences of communication activities are politicians, nature conservation agencies, national parks, scientists, research institutions, environmental NGOs, national park partners, the local population, and tourism marketing organisations. Further audiences are the broader public and media. The strategy includes key messages about the Wadden Sea World Heritage Site as well as other TWSC activities and objectives. The key messages serve as input to partners, stakeholders, and others for their communication about the Wadden Sea World Heritage Site.

CWSS coordinates trilateral communication activities between its partners, for example the publication and updating of general information on the Wadden Sea World Heritage Site (website, leaflet, video, etc.). At the national level, the communication strategy is implemented by site managers and stakeholders and is integrated into individual communication strategies and concepts.

As stated in the assessment, when it comes to the TWSC partner organisations, the paper is not widely known and therefore not used. On basis of preliminary feedback from the communications group, the revision process of the strategy should be aimed at

- Identifying and reducing the partners' threshold of its implementation;
- Making it shorter and more hands-on (fact sheets, action plan, guidelines, best practices);
- Generally updating it to include new media and already in-place practices.

The group meets on 20 November 2023 to review the strategy and compile recommendations on the revision process together. The recommendations will be submitted to WSB 43 in spring 2024.