

THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

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World Heritage – Next steps

Discussion in sub-groups

1. Marketing and branding
2. World Heritage Cooperation Programme
3. Education and awareness

Questions

- What do you think are the main **achievements** of PROWAD? And why?
- What is still to be done or **missing** from your point of view?
- How should this be done? And what will be **your contribution**?

Results - 1



Marketing and Branding

- WHY: Spirit of birds to bring the world into the mud. Market research
- Attracting visitors ??! Off-season (keep up infrastructure)
- Increase quality/price
- LOHAS, Birders, Inclusiveness, WH-tourists, school kids, locals, older = ALL
- International groups, online marketing, internal marketing of OUV
- For Interreg A and B: exchange ideas / complementary

Results - 2



World Heritage Cooperation Programme

- YES – there is support of stakeholders to establish a trilateral programme
- HOW?: several models / structures, regional and central facilitation. Feasibility Study to deliver input how to proceed-
- Standards! Engage partners to ensure a broad support to maintain OUV.
- All are invited: Inclusiveness!

Results - 3



Education

- Achievements: Good educational products. Workshops and training for various Target groups. Communication tools. New WH centres / exhibitions established
- Missing: Direct contact to teachers and schools,
- How: Regional programmes and trilateral strategies and tools
- Teacher training course in regions, cooperation with universities, educational fairs (with partners)
- Apprenticeship/Kindergarden
- WH Tool boxes for various target groups (e-learning, social media, text, graphs, pictures)

Work Packages for Interreg



Increase awareness of stakeholders

- Face to face communication, internal marketing
- Projects with stakeholders on birds (bird watching, flyway, awareness breeding birds).

Development of a WH Collaboration Programme

- Feasibility Study, Development of a Pilot Programme

Education

- Develop WH education concept (extend IWSS)
- Teacher training course in regions, cooperation with universities,
- WH Tool boxes for various target groups (e-learning, social media, text, graphs, pictures)