

Wadden Sea Board

WSB 7
6-7 March 2013
Hamburg



Agenda Item:	6
Subject:	Communication Strategy
Document No.	WSB 7/6/1
Date:	14 February 2013
Submitted by:	CWSS

Attached is a brief information note on the progress on the implementation of the Communication Strategy and the IWSS

Proposal

The meeting is referred to the document.

COMMUNICATION STRATEGY TRILATERAL WADDEN SEA COOPERATION

1. Objective

- (1) To inform the WSB about the progress in the Communication Strategy implementation and further steps
- (2) To settle the strategic aims of the Communication Strategy
- (3) To consider the progress of the International Wadden Sea School/Network Group Education

2. Status

WSB 6 discussed the draft Communication Strategy Guidelines (Document: WSB 6/6/1 Communication Strategy). It was agreed to

- (1) Install a three-week consultation period for comments on the Strategy.
- (2) Discuss and approve of the strategic aims at the latest at WSB 7 and, as appropriate, amend the Strategy.
- (3) Authorize the CWSS Communication Officer with the implementation of the Communication Strategy taking account of the limitations of (1) and (2) and to report on progress to WSB 7.

Within the three-week consultation period some mostly editorial comments were received from Germany. The Danish delegation could not approve of the strategic aims and possible amendments will have to be discussed at the meeting.

Since WSB 6 the annual workshop of the International Wadden Sea School (IWSS) was held in Denmark at the end of November 2012. The workshop addressed the interpretation of the landscape. The Wadden Sea landscape, which is geologically a very young area and is being formed to this day, is one of the three aspects of the Wadden Sea's outstanding universal value (OUV). UNESCO defined that the Wadden Sea is unique in its variety, natural dynamics and landscape formation. The latter constitutes a challenge for education experts in explaining and demonstrating the landscape properties to the general public not least to children. To overcome the challenge the experts exchanged information and suggestions with regard to the demonstration of the landscape formation. It was suggested to develop a database constituting all the activities related to this topic so that colleagues from different Wadden Sea regions can use them to make the landscape formation topic apprehensible even for the smallest visitors of the Wadden Sea information centers.

The next workshop will take place in late autumn 2013 in Lower Saxony, to which, as a continuation of the Wadden Sea-Korea cooperation activities, the Korean eco guides and environmental education practitioners will be invited.

The Network Group Education (NG-E) met at the beginning of 2012 to discuss the outcome and implementation of the workshop and the program and material for the IWSS in 2013.

3. Implementation Communication Strategy

Communication Strategy

The WSB instructed the communication officer to start implementing the communication strategy.

(1) Editorial Team

The editorial team is made up of one representative from the above groups in charge of communicating the theme. S/he is a.o. also responsible for identifying the added value of the Trilateral Wadden Sea Cooperation to be communicated for the specific topics. The Communication officer presented the strategy to most of the task groups. There is no need for a separate “editor” for a group who has purely management function and is not related to the five key themes, defined in the strategy. For practical reasons, some of the “editors” are from the CWSS.

The following was suggested at the Strategy presentations:

- 1) The groups should include the item “What information/results can be communicated for the Newsletter, press etc.?” into their agenda for each meeting from now on.
- 2) Editor is a person “on guard” for new news items, that can be either content-related (e.g. Wadden Sea dynamics explained) or have a news value (e.g. the new trilateral seal count).

Generally, the idea of the editorial team was readily accepted and the groups are well aware of their new responsibility. The composition of the editorial team is in Attachment 1.

(2) CWSS new website

The Communication strategy recommended the update of the new CWSS website. The new website will be accessible online on 1.03.2013. The website will have a new design, structure, navigation functions and will have an internal area. The partners of the Cooperation will be invited to evaluate the new website in terms of usability and accessibility of information later in March, after which the fine-tuning will take place, if necessary.

(3) Flyer TWSC

To strengthen the internal communication, the flyer for the Trilateral Wadden Sea Cooperation will be developed. The aim of the flyer will be to provide a clear profile of the Cooperation. The concept of the flyers will be developed starting from April 2013.

Overall the progress has been as expected and can now make a further step to communicate the Cooperation and its “products”. An agreement on the strategic aims is a precondition to start this next step.

International Wadden Sea School/NG-E

The core of the IWSS is the products that are produced and used as educational material in the regional and local context. These products are high quality products such as the poster and the small booklet on the small, flying etc. species of the Wadden Sea and being coordinated and agreed within the NG-E. They are very much welcomed by the information centres and are part of the educational material distributed to schools etc. The members of the NG-E do not, however, represent the main educational and management functions and coordination is therefore complicated.

Furthermore, there is not sufficient time and resources available to the communication officer for the educational tasks including developing products. The assistance provided by the WWF has been invaluable in this regard and one option is to further extend the cooperation both with the WWF and other organizations and information centres. The work must continue as a part of the World Heritage obligation.

4. Proposal

It is **proposed** to

- 1) Note the progress in the Communication Strategy implementation and further steps.
- 2) Approve of, as appropriate, the strategic aims of the Communication Strategy.
- 3) Comment on the progress International Wadden Sea School/Network Group Education.

Attachment 1

Task Groups/Expert Groups	Responsible person	Organisation	Comment
Trilateral Monitoring and Assessment Group	Tom Knudsen	Nature Agency Ribe	
Saltmarshes Expert Group	Kai Jensen	Biozentrum Klein Flottbek, Universität Hamburg, AG Angewandte Ökologie, Abt. Nutzpflanzenbiologie und Angewandte Ökologie	
Joint Monitoring Migratory Bird Group/ Joint Monitoring Breeding Bird Group	Kees Koffijberg	SOVON	
Task Group Climate	Thorsten Piontkowitz	Kystdirektoratet Danish Coastal Authority	
Task Group Shipping	Jan Maarten Bakker	Rijkswaterstaat Noord-Nederland	
Task Group Sustainable Tourism Strategy	Anja Domnick, Nataliya Drozdovych	CWSS	
Network Group Education	Nataliya Drozdovych	CWSS	
Trilateral Seal Expert Group (TSEG)			existing established ways of communication already
Task Group World Heritage			According to the Strategy the World Heritage serves as a frame for other themes, therefore, no "editor" is needed for this group
Task Group Management			no need for an editor

