

MEETING DOCUMENT

Wadden Sea Board (WSB 43)

16 May 2024
Ameland, Netherlands



Agenda Item:	4
Subject:	Announcements by CWSS
Document No.:	WSB 43/4
Date:	24 April 2024
Submitted by:	CWSS

The following paper gives a written overview of the announcements of CWSS to the WSB 43.

Proposal: The meeting is invited to note the document.

Announcements by CWSS to WSB43

1. The SIMP available in four languages

The SIMP Integrated Management Plan for ONE Wadden Sea World Heritage has been translated and proofread into Danish, German and Dutch. The English version of the SIMP shall prevail in the event of any discrepancies with the translated versions.

Printed copies have been distributed in the three countries. All versions are available for download here:

<https://www.waddensea-worldheritage.org/protection-and-management>

2. Korean Getbol International Symposium

The "International Symposium of Getbol World Heritage 2024: Directions for the Future" was held from 17 to 19 April on the occasion of the 3rd Anniversary of the Korean Getbol World Heritage inscription. CWSS was invited to deliver a congratulatory message and to present the achievements and challenges of the Wadden Sea World Heritage and the Trilateral Monitoring and Assessment Programme. WWF was invited to present the Wadden Sea initiatives on sustainable tourism and education, focusing on the International Wadden Sea School.

The symposium was followed by a study visit under the MoU, which was renewed in May 2023. The study visit included meetings with officials and representatives of the World Heritage components and the new areas that will be proposed to UNESCO in a Phase 2 to achieve the integrity of the site.

3. Climate resilient East Atlantic Flyway' project proposal

The 'Climate resilient East Atlantic Flyway' project proposal has been submitted to the International Climate Initiative on 15 December 2023. The project now includes 15 partners from 11 flyway countries and focuses on making advanced progress in knowledge gain, wetland management, updates of relevant policies, livelihood improvements and education/communication. The first round of reviewer comments has been addressed by CWSS. If the project is funded, implementation of activities is expected to start beginning of 2025 at the latest.

4. Quality Status Report Climate Change

The Wadden Sea Quality Status Report (QSR) thematic report on climate change by Philippart et al., 2024 has been published and is available online <https://qsr.waddensea-worldheritage.org/reports/climate-change>

5. Trilateral Swimway Conference

From 17-19 April 2024, the second Trilateral Swimway Conference was held in Groningen, Netherlands. With 150 participants, the conference was fully booked. Dedicated to understanding and preserving diverse fish life cycles in the world's largest tidal flats system, the symposium featured the latest research advancements alongside discussions on practical measures to uphold and restore the viability of fish populations within the Wadden Sea. The 3-day event was set within the Waddenacademie Symposium series, and back to back with the [Free Flow 2024](#) conference, which allowed exchange between the communities. The 2024 Swimway Conference was organised by the Trilateral Expert Group Swimway, CWSS, Waddenacademie, Waddenvereniging, the University of Groningen, Wageningen Marine Research, van Hall Larenstein University, Danish National Park Wadden Sea, and Danish Ministry of Environment in the framework of the Trilateral Wadden Sea Cooperation. The next Swimway conference is expected to be organised in Denmark in three years' time.

6. CO2 sequestration workshop

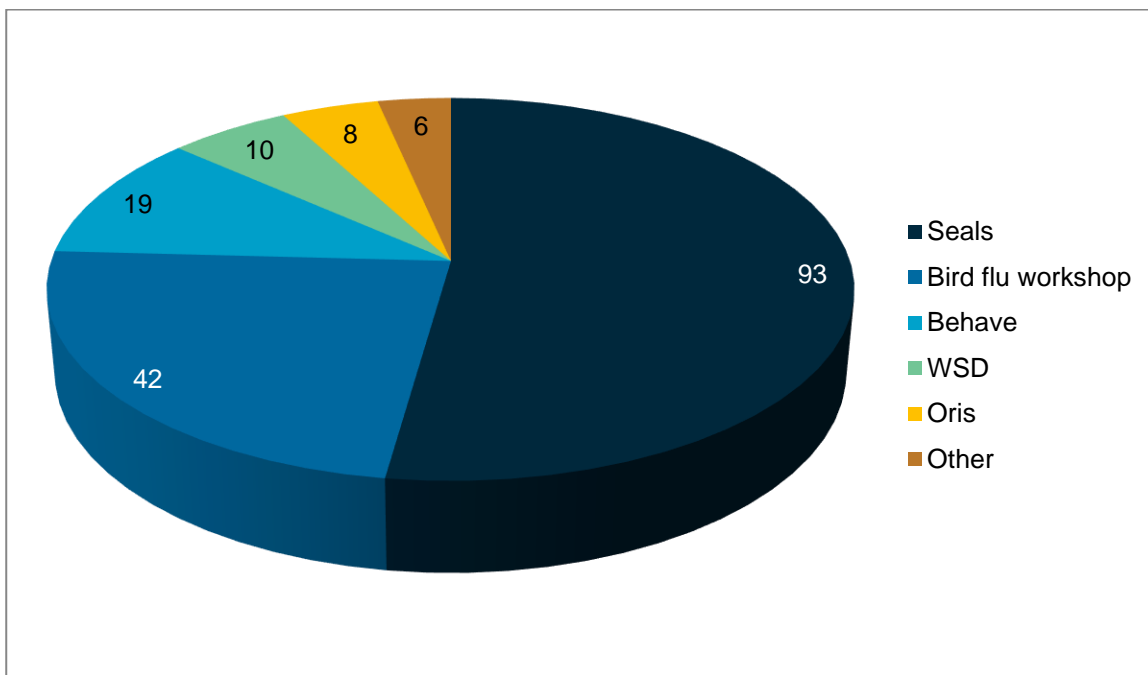
An online workshop on CO2 Sequestration in the Wadden Sea -State of knowledge and open questions is planned for 13 June 2024, 10am - 1pm. Exchange of information among experts, representing science, nature conservation or management, is key to better understand the current state of knowledge on CO2 sequestration in the Wadden Sea and assess the area's potential in contributing to the reduction of greenhouse gases. This webinar shall be a first step to gain an overview on available information, while also providing opportunities for experts to discuss e.g., knowledge gaps, opportunities for a trilateral assessment of CO2 sequestration and/or potential impact of management actions on CO2 sequestration in the Wadden Sea.

5. Media review 2023

1 January – 31 December 2023

Press review

- 4 press releases (2021: 8) by CWSS on seals reports, WSD, Wilhelmshaven Declaration (2021 higher due to TGC, eDNA)
- 178 mentions in printed, broadcasting, and online media (298 in 2022 thanks to German dpa collaboration on EAF assessment)
 - 8 NL, 0 DK, 158 DE, 12 other (2022: 17 NL, 7 DK, 270 DE, 4 other)
- Distribution of entries by topic:



Website review

- 46 news items posted in 2023 (2022: 81 – large portion Prowad Link news)
- 144,000 website visitors (2022: 147,969); 35.9% DE, 21.5% NL, 6.3% DK
- Most popular pages (in that order): CMS, CWSS, Resources, Alien species, Your visit, Behave campaign, Wadden Sea Explorer, seals, TWSC, Denmark
- Microsites: QSR 17,000 users (2022: 18,048); Flyway 1,300 users; Swimway: 232 users

- Newsletter: increase of subscribers from 261 to 307 (compared to December 2022); excellent open-rate with an average of 56% and click-rate with an average of 20%.

Social media review

- **Instagram:**
 - Increase of 350 followers to 2,674; 42.3% DE, 30.6% NL, 5.8% DK (2022: 40% DE, 32.1% NL 6.3% DK)
 - 102 posts with a total of 10,556 reactions (2022: 9,235) and 1,000% increase of reach (due to behave campaign); 104 stories (24-hour posts)
 - Engagement rate: 3.4% (3% is considered as average)
- **LinkedIn**
 - Increase of 372 followers to 691 followers
 - 106 posts with a total of 1,000 reactions and 29,400 impressions (2022: 38 posts because activities started only mid-year)
 - Engagement rate: 8.9% (6% is considered as average)
- **Facebook:**
 - Increase of 407 followers to 3,393; 45.8% DE, 28.9% NL, 5% DK (2022: 42.7% DE, 26.1% NL, 4.8% DK)
 - 115 posts with total of 1,868 reactions (2022: 1,708) and page reach of 65,010 (increase of 110,9% - due to Oris watch launch)
 - Engagement rate: 0.83% (2% is considered as average; 2022: 0.88%)
- **Twitter/X:**
 - Due to the current developments of the platform towards less regulations of extremist views as well as CWSS's positive experience with LinkedIn for the past year, CWSS has decided to turn their X account inactive.

Video campaign "You are a guest - this is where I live"

- Instagram (main distribution channel): 142,328 views | 998 likes | 13, 68 shares
- YouTube: 28,900 views | 369 likes | 10 comments
- Facebook: 6,276 reach | 401 likes | 18 comments | 97 shares
- Twitter/X (rise of impression thanks to shares in UK though the account was already inactive at that time): 270,983 impressions | 7,541 engagements