

Wadden Sea Board

WSB 13
28 -29 January 2015
Wilhelmshaven



Agenda Item: 5

Subject: World Heritage Education Network / IWSS

Document No. WSB 13/5/4

Date: 8 January 2015

Submitted by: WWF

Attached is a progress report of the World Heritage education activities in 2014 with an outlook on the further development of the World Heritage education network in 2015 and beyond.

Proposal: The Wadden Sea Board is proposed to secure the funding for the World Heritage education network for the time period 2015 – 2016 with an annual sum of € 40,000 as decided at the WSB 10 meeting.

1. Objective

To take stock of the development of World Heritage education with a view to secure the funding for a mid-term perspective of three years to ensure the successful continuation.

2. Background & Status Quo

Communication of and raising awareness for the Wadden Sea World Heritage are essential factors for a broad acceptance and support of the long-term protection of the Wadden Sea as well as for the sustainable development of the adjacent region.

The Tønder Declaration 2014 recognizes this in paragraph 76 and 77:

76. **Enhance** the awareness of the young generation of the Wadden Sea as a shared heritage through development of appropriate educational outreach and products as an integral part of the World Heritage communication and education.

77. Therefore **stimulate and support** the development of a trilaterally coordinated World Heritage education network, building upon the already existing International Wadden Sea School (IWSS) network including regional and local initiatives.

Following the decision of the WSB 10 meeting on 11-12 December 2013, the three State Parties agreed to fund the IWSS for a three year period of € 40,000 annually, per State Party € 16,667 annually, starting at 1.1.2014 with a possibility to prolong the arrangement after an evaluation after 2016.

The agreement comprises a confirmation of WWF Germany to seek additional external funding to complement the core budget for a successful implementation of Wadden Sea World Heritage education in the framework of specific projects. However, to achieve this as intended, a reliable core funding would be a prerequisite.

The contract between the CWSS and WWF was concluded in June 2014 and the work started in July 2014 and covered the support of info centres with IWSS products including reprint of existing products, the preparation of awareness material, IWSS outreach, conduction of the annual IWSS workshop preparing the concept for a trilaterally coordinated World Heritage education network as integral part of the World Heritage Strategy.

WWF Germany has been successful to seek additional external funding for the further development of the IWSS towards a World Heritage School in the framework of specific projects.

3. Activities in 2014

Already before the formal agreement on the IWSS coordination had been signed, WWF Germany supported the IWSS network with **educational products** such as the Wadden Sea discovery booklet, teaching resources and educational posters. This material is available for the entire network and will be continuously further developed towards a series of trilateral World Heritage offers (see also project funding and perspectives).

A **teaching resource** on the Wadden Sea World Heritage Site and sustainable tourism has been developed in close co-operation with partners from the IWSS network. Within the framework of the PROWAD project, the material will be published in 2015 in German, Dutch and Danish language.

A **network meeting** for Wadden Sea visitor centres was held on the island of Sylt from 4.-6. November 2014. A total of 21 participants represented 16 institutions from the Dutch, German and Danish Wadden Sea Region. The main topic of this 12th exchange forum since the start of the IWSS in 2003 was World Heritage education and the role of visitor centres in the implementation of the World Heritage Tourism Strategy.

The development of a **Wadden Sea World Heritage School Program** as framework strategy for World Heritage Education (see WSB 10/6/2, at http://www.waddensea-secretariat.org/sites/default/files/Meeting_Documents/WSB/WSB10/wsb_10-6-2-wh_school_programme.pdf) was started. At a strategy group meeting on 6. and 7. November 2014 with representatives from visitor centres, National Park administrations, regional networks and the CWSS the core criteria and basic structure of the program were defined. The draft program will be further discussed with relevant stakeholders in early 2015 with a view to complete it by summer/autumn 2015.

WWF Germany successfully applied for World Heritage education **project funding** at Bingo Lottery Schleswig-Holstein. In December 2014, 90.000€ were granted for a period of 18 months, allowing the development and production of new educational resources as well as the reproduction of successful material for further visitor centres. The money is supposed to complement the core budget provided by the Trilateral Wadden Sea Cooperation and can be used when the latter will be available as proposed and intended at WSB 10.

Within the framework of the **MoU Wadden Sea - Korea** the IWSS coordinator and network of centres provided contributions to support the study visit of Korean experts and stakeholders of tidal flat education in the trilateral Wadden Sea Region in September 2014, as well as to a tidal flat education workshop and a Side Event at the CBD COP 12 in South Korea in October 2014.

4. Perspectives

In 2015, the **Wadden Sea World Heritage School Program** shall be further developed with a view to be adopted by the relevant stakeholders as framework strategy for the future Wadden Sea World Heritage education. A corresponding action plan shall serve as basis for the future activities from the trilateral (i.e. IWSS activities) to the regional and local level.

The scope of World **Heritage education resources** shall be considerably enlarged with the project funding raised already and which complements the core budget. Among others, a Dutch and Danish edition of the Wadden Sea poster series (which was published in German language in early 2014), a new version of the IWSS Puzzle and a World Heritage sticker book for preschool children shall be developed and produced.

For a consistent communication of World Heritage experience, the content of the IWSS **website** shall be adapted and transferred to the World Heritage website.

5. Conclusion

Although the work has started in mid of 2014 later than planned, a number of WH educational products and network activities could be carried out reaching all of the over 50 info centres. In addition, WWF was successful to find addition funding of € 90,000 which complement the core budget provided by TWSC for the WH development and production of new educational resources as well as the reproduction of successful material for further visitor centres. It is intended to seek further funding for concrete network activities in the coming years. In order to continue the successful work and to seek further complementary funding and to establish a World Heritage education as outlined in the Tønder Declaration and the World Heritage Strategy, the core funding by the TWSC should be continued for 2015 and 2016 (€ 40,000 annually, per State Party € 16,667 annually).

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