

Wadden Sea Board

WSB 10
11-12 December 2013
Tønder



Agenda Item:	6
Subject:	Wadden Sea World Heritage/WH School Programme
Document No.	WSB 10/6/2
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Submitted by:	WWF-D/Advisor

Attached is a proposal for the development of an education programme for the Wadden Sea World Heritage by WWF as announced at the last meeting. The proposal is related to the IWSS in document WSB 10/6/1 and it is suggested that this proposal is discussed in this context.

Proposal

The meeting is **proposed** to (1) discuss and comment in conjunction with the discussion on the IWSS in document WSB 10/6/1 and (2) provide guidance, as appropriate, for the further development of the programme.

Proposal by WWF for WSB-10:

Development of a Wadden Sea World Heritage School Programme

1. Background

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. Also the UNESCO clearly underlines the importance of education in the context of World Heritage Site inscriptions.

The „*Trilateral Communication Strategy*“ and the „*Strategy for a Sustainable Tourism in the Wadden Sea World Heritage Destination*“, both having been developed recently, provide already a framework for a consistent approach to communication and tourism development in line with the value and conservation aims of the Wadden Sea World Heritage. However, beyond the visitor information it is environmental education which is mentioned in both strategies as an important tool to achieve acceptance and popularity of the aims of the Trilateral Cooperation respectively the World Heritage Site. The Wadden Sea World Heritage Strategy 2014-20 defines outreach and education as one of the 6 strategic themes and in this context, the work of the International Wadden Sea School (IWSS) is mentioned as exemplary. The implementation of a joint programme for World Heritage education that provides a framework for the multitude of governmental and non-governmental educational activities in the various regions and thus ensures a coordinated and consistent approach to World Heritage education is now the priority.

There is no doubt about the value and the achievements of the IWSS, that has been established 10 years ago at the occasion of the 25th anniversary of the Trilateral Cooperation. Its aims since then were to raise awareness among educators and children of the Dutch-German-Danish Wadden Sea as one ecological entity, to spread the idea of the protection of the entire Wadden Sea, and to support and develop the exchange of ideas and synergies among the educational network in the Wadden Sea. Since 2009 the materials and tools that have been produced increasingly focussed on the World Heritage Site, as the wish to include this into the work quickly became obvious. But due to the fact that Denmark has not been part of the World Heritage Site so far and the World Heritage idea and related materials thus did not apply to the Danish partners, the IWSS can only in the future – with a view of the Danish Wadden Sea in 2014 hopefully becoming part of the site – develop an understanding as really trilateral „Wadden Sea World Heritage School“ (working title).

The well established network of visitor centres and the broad experience in trilateral Wadden Sea education already provide a solid basis for the development of a common World Heritage identity among educators, connected via the IWSS. However, what is missing now is a programme which would describe ambitious and achievable goals in Wadden Sea education beyond what has been achieved so far. This programme – named here with the working title „Wadden Sea World Heritage School Programme“ (in the following: „programme“) – should describe this in a convincing way and chart a clear path and clear targets for Wadden Sea education for the future.

2. Aim

The aim of the programme is to provide the framework for a consistent approach to visitor information and education about the Wadden Sea World Heritage throughout

the entire Wadden Sea Region on both the governmental and non-governmental level which guarantees quality, credibility and consistency across the entire Wadden Sea in accordance with the Wadden Sea World Heritage Strategy 2014-20 which aims to *„develop the International Wadden Sea School into the environmental education institution of the Wadden Sea World Heritage property linking the information centres and education institutions to a partnership and develop and produce high quality educational material for use in environmental education and for the general public“*.

The programme hence implements parts of the overall Wadden Sea World Heritage Strategy and should

- strengthen the common identity of the Wadden Sea educators as World Heritage educators,
- give guidance on the communication and interpretation of the Outstanding Universal Value of the Wadden Sea,
- focus on a common Wadden Sea World Heritage message,
- define guidelines and standards for Wadden Sea education,
- define what should be big shots to achieve in Wadden Sea education,
- provide a common framework for joint activities, materials, and tools, and
- define an appropriate room for individual implementations of Wadden Sea World Heritage education within the overall framework.

3. Project Implementation

The programme should be developed in a participatory approach involving key stakeholders of the governmental and non-governmental Wadden Sea education network, in close cooperation with the CWSS. To ensure an integration of World Heritage education on all levels, the participation of the German National Park administrations is as crucial as the participation of the Danish and Dutch coordinators of the respective education platforms „mitvadhav.dk“ and „waddenzeeschool.nl“.

In a series of 3 to 5 workshops involving all relevant partners working in environmental education in the Wadden Sea World Heritage, the corner stones, aims and scope of activities should be developed and formulated in a programme over a time period of two years. The assistance of a professional consultant resp. facilitator will be needed at least for parts of the project.

It is suggested to include the coordination of the development of the programme in the tasks of the proposed IWSS-project.