

Wadden Sea Board

**WSB 16
9-10 March 2016
Leeuwarden**



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Subject:	IWSS Report 2014 - 2015
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Proposal: The meeting is invited to take note of the document



INFORMATION

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EDUCATION &
INTERPRETATION
FOR THE
WADDEN SEA
WORLD HERITAGE



IWSS Report 2014/2015

Introduction

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.

At the WSB 10 and WSB 13 meetings, the three State Parties agreed to ask WWF Germany to coordinate the IWSS programme in close cooperation with CWSS, and WSB also agreed to provide core funding for a three year period with a possibility to prolong this after 2016. WWF Germany agreed 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. In December 2014 in a first step such additional funding by Umweltlotterie Bingo in Schleswig-Holstein has been obtained.

The implementation work started in July 2014 and covered the support of visitor centres with IWSS products including reprint of existing products, the preparation of awareness material, IWSS outreach, conduction of the annual IWSS workshops and preparing the concept for a trilaterally coordinated World Heritage education network as integral part of the World Heritage Strategy.

The annual reports for 2014 and 2015 have been combined to one report, as many activities in 2014 were preparatory work for products that have been further developed and published in 2015.

Products

Wadden Sea Photo Poster Series

After a completely revised edition of the long-established “WWF Wadden Sea poster series” has been published as World Heritage information and education resource in early 2014, also a Dutch and Danish edition of the poster series has been compiled with the help of Dutch and Danish colleagues as well as professional language support. Since August 2015 the four themes “Birds”, “Plants”, “Seals & Whales”, and “Under water” are available in the three Wadden Sea languages:

Dutch: [Planten](#), [Zeehonden & walvissen](#), [Onderwaterwereld](#), [Vogels](#)

German: [Pflanzen](#), [Robben & Wale](#), [Unterwasserwelt](#), [Vögel](#)

Danish: [Planter](#), [Sæler & hvaler](#), [Livet i havet](#), [Fugle](#)

Printed copies of the German edition can be ordered online via our distribution partner “[Naturentdecken Shop](#)”. The current cost price for resellers is 0,90€ per poster with a recommended sales-price of 3,50€. The Dutch and Danish edition have been produced as pilot edition with 500 copies per poster per language and were offered for free to the Dutch and Danish Wadden Sea centres (Dutch copies can be ordered at the “Naturentdecken Shop”, Danish copies are distributed via [Vadehavets Formidlerforum](#)) with a view to explore the market for a follow-up edition that can be – as the German edition – produced and offered for cost price.

Teaching Kit „Sustainable Tourism in the Wadden Sea“

A comprehensive teaching resource on sustainable tourism in the Wadden Sea World Heritage Destination has been developed and published in English, German and Dutch. The material - produced within the framework of the PROWAD project - translates the concept and ideas of the strategy for *Sustainable tourism in the Wadden Sea World Heritage Destination* into educational resources and enables schools to learn about sustainable tourism using the example of the Wadden Sea. The teaching kit is available both as PDF download and printed copies that can be ordered for free via our distribution partner “[Naturentdecken Shop](#)”:

Dutch: [Workshop Werelderfgoed – Duurzaam tourisme in de Waddenzee](#)

German: [Lernwerkstatt Weltnaturerbe - Nachhaltiger Tourismus im Wattenmeer](#)

English: [World Heritage Teaching Kit – Sustainable Tourism in the Wadden Sea](#)

A Danish translation of the material has also been prepared, however, the Danish partners decided to postpone the publication due to desirable didactical changes.

With this first “World Heritage Teaching Kit”, a concept and title have been developed that can serve as a framework for a series of future teaching resources on various World Heritage related topics, such as “birds and flyway” or “climate change and coastal protection”.

Guide for Sustainable Class Trips

An initial guide for sustainable class trips - compiled and published within the PROWAD project in 2013 - was exceptionally well received and by the end of 2014 nearly all 1.500 printed copies were distributed. With the extension of the PROWAD project until June 2015 and additional funding that WWF successfully obtained from Bingo lottery, and with its purpose very much linked also to the IWSS programme, an updated 2nd edition of the guide was compiled and published in 2015. Besides useful background information on nature-friendly travelling with school classes and groups, helpful checklists and various ideas for participative learning, the new edition comprises 14 concrete offers for sustainable class trips in the Dutch-German-Danish Wadden Sea Region. The guide, available as [PDF](#) and (free) [printed copies](#), aims primarily at German school classes, which constitute the majority of school trips in the Wadden Sea World Heritage Destination. That the guide not only helps classes to plan their nature-friendly class trip, but also leads to requests for – in this case Dutch – offers, illustrates this email, that Stayokay Terschelling shared:

Van: Ulrike Schmit
Verzonden: woensdag 30 september 2015 10:03
Aan: Stayokay Terschelling
Onderwerp: Kurfahrten Realschule Bedburg

Guten Tag, wir interessieren uns für eine 5 tägige Kursfahrt nach Terschelling. Wir haben ihr Angebot aus dem Prospekt " Watt für eine Klassenfahrt" vom WWF. Könnten Sie uns weitere Informationen zusenden. Wir würden diese Fahrt gerne regelmäßig in jedem Jahr für die Neigungskurse 8 anbieten (20-30 Schüler).

MfG
Ulrike Päffgen, Realschule Bedburg

Animated film: Wadden Sea – A unique experience

To communicate the Wadden Sea World Heritage and how to experience it in a nature-friendly way, an animated film has been developed and produced in four languages. The video – also a result of the PROWAD project, and with its purpose very much linked to the IWSS programme – aims at various national and international target groups. Nicely drawn and narrated in an easy-to-understand and amusing way, the film appeals to viewers of all ages and complements the Wadden Sea information offer as well as the World Heritage educational offer for school classes. The film is available online, can be linked to resp. embedded in individual homepages of multipliers and can also be obtained as high-resolution file for offline video presentations in visitor centres, etc.: Dutch: [Werelderfgoed Waddenzee – Een unieke ervaring](#)
German: [Weltnaturerbe Wattenmeer – Ein einmaliges Erlebnis](#)
Danish: [Verdensarv Vadehavet – En enestående oplevelse](#)
English: [Wadden Sea World Heritage Site – A unique experience](#)

Among the education sector, the video was well received, as these two exemplary comments by German multipliers illustrate:

„Der Zeichentrickfilm ist wunderbar für Kinder und ich kann ihn sowohl bei meiner Tätigkeit an einer Grundschule als auch bei meinen Einsätzen in der Bildungsarbeit des Weltnaturerbe Wattenmeer Besucherzentrums in Wilhelmshaven einsetzen.“

„Großartiger Film - wer hat den gemacht?! Ich denke, dass hieraus Vieles folgen wird. Ich - als staatlich geprüfte Watt- und zertifizierte Gästeführerin (wenn auch derzeit in Verweilposition) als auch mein 4-jähriger Enkel sind gleichermaßen beeindruckt. Oftmals sind es die kleinen Dinge, die Großes bewirken!...“

The number of sightings on YouTube reached 5766 at the end of 2015, which leaves much room for more viewers, but which on the other hand is much more than any other official Wadden Sea video in such short time. Also, until end of 2015, the video could be placed in at least two visitor centres and one local tourism organisation included it on a CD for their guests. There has also been a request for a Low-German version of the film.

Wadden Sea Discovery Booklet

Since the first publication of the Wadden Sea discovery booklet in 2012, many thousand copies of the German and Dutch edition have been distributed via the Wadden Sea visitor centres and, especially the German edition, ordered online in the “Naturentdecken Shop”. A Danish pilot edition has been issued in early 2014 and following this the text and layout have been adapted to the inclusion of the Danish Wadden Sea in the World Heritage Site. Currently out of stock, the Dutch and Danish booklets shall be reprinted in early 2016 to be available for the summer season. Online, only “teasers” are being published to encourage teachers to buy the booklets resp. to raise the value of booklets included in regular offers of the visitor centres:

Dutch: [Inkijk-exemplaar “Op ontdekkingstocht in Werelderfgoed Waddenzee”](#)
German: [Leseprobe “Auf Entdeckungsreise im Weltnaturerbe und Nationalpark”](#)
Danish: [Uddrag “På opdagelsesrejse i vadehavet”](#)

Wadden Sea Diversity Poster

Developed and published with 10.000 copies in 2012 within the framework of the PROWAD project, the multi-lingual Wadden Sea poster “Discover and protect the diversity of the World Heritage Site and National Park” has become one of the most popular and widespread products of Wadden Sea World Heritage education. In 2014, another 5.000 copies were produced and as by the end of 2015 almost all posters were distributed, a revised, now PROWAD-independent and World Heritage branded edition has been prepared for production in early 2016. The poster is available as [PDF](#) and can be ordered for free at “[Naturentdecken-Shop](#)”. An [interactive version](#), linking information of the Wadden Sea discovery booklet, invites to discover the diversity online.

Education Strategy

The development of a **Wadden Sea World Heritage School Program** as framework strategy for World Heritage Education (see [WSB 10/6/2](#)) has been started in 2014 with a strategy workshop addressed at the Network Group Education and involving stakeholders of Wadden Sea education in the various Wadden Sea Regions. Due to unforeseen workloads and delays connected with the World Heritage teaching kit and the animated video, the strategy development did not proceed as expected throughout 2015, but will be drafted by summer 2016.

Activities

Cooperation with the Republic of Korea

Education and interpretation is one of the thematic fields comprised by the [MoU Wadden Sea-Korea](#). The IWSS has been involved in various exchange activities both in Korea and the Wadden Sea Region since the start of the MoU in 2009.

In 2014, the network of Wadden Sea visitor centres welcomed a Korean delegation on a study visit from Esbjerg to Texel and 10 centres along the tour presented their exhibitions and provided insight into the various concepts of local and regional Wadden Sea education. The IWSS joined the [presentation of the MoU](#) at the 12th Conference of the Convention of Biodiversity (CBD) in Korea in October 2014. And prior to the conference, four education experts from Wadden Sea visitor centres and the IWSS participated in an education workshop organized by the Korean network of visitor centre.

In 2015, another group of Korean education experts and centre managers embarked on a [study tour](#) to 12 visitor centres in the Wadden Sea Region and were kindly welcomed by the IWSS and the Danish, Dutch and German education colleagues.

Conferences & Events

Within the framework of the final PROWAD conference on 12 May 2015, the work of the IWSS towards a World Heritage education network has been presented with a special focus on the educational products that have been developed under the PROWAD project (Wadden Sea poster, guide for sustainable class trips, teaching resource). The presentation is available as PDF.

At the ITB (Internationale Tourismus-Börse) 2015 the IWSS presented the [educational activities](#) - including a pilot version of the teaching kit on sustainable tourism - at the [PROWAD booth](#) in hall 4.1. An educational symposium, that took place in the same hall, provided numerous contacts to teachers.

Within the framework of the [Young Experts Forum 2015](#), that took place alongside the 39th session of the World Heritage Committee in Bonn in June 2015, participants from 32 countries were informed about the Wadden Sea World Heritage Site among others by means of IWSS products such as the Wadden Sea diversity poster.

Cooperation

In 2014, the Dutch Waddenvereniging received funding for a [Wadden Sea education project](#) to be carried out in cooperation with the IWSS. Consequently, IWSS was involved in the conceptual planning and supported the project and in particular the resulting “[Waddenzee united](#)”-event in September 2015 with material such as Dutch and multilingual posters and discovery booklets.

To increase the awareness of Wadden Sea World Heritage education, the available IWSS material and also the excursion offers for school classes, cooperation has been sought with the Ministry for Science and Culture of Lower Saxon resulting in a field visit of two representatives to the UNESCO Wadden Sea World Heritage Visitor Centre Wilhelmshaven with a comprehensive presentation of IWSS activities and materials. Contacts to the Ministry of School and Professional Education of the Land Schleswig-Holstein as well as to the “Environmental School Program” of Hamburg have also been intensified.

There is an ongoing exchange of information and good cooperation with the Danish Wadden Sea Interpreters' Forum (VFF) including the education program "[Mit Vadehav](#)".

Network Workshops

Network meeting 2014, Island of Sylt, Germany

The 12th IWSS workshop brought together 21 participants from 16 institutions in the Dutch, German and Danish Wadden Sea Region to exchange ideas and experience related to Wadden Sea education in general and – within the framework of the current development of a World Heritage School Education Program – World Heritage education in specific. Hosted and assisted by [Schutzstation Wattenmeer](#) in Hörnum, the workshop provided insight into the recent developments of Wadden Sea education and information in the various regions, offered first-hand local in- and outdoor "Wadden experience" and the chance to jointly identify useful tools and nice-to-have products for a stronger focus on and practical implementation of World Heritage education. The results of these collections as well as sources for further information on various topics are presented in the [IWSS Workshop Report 2014](#).

Network meeting 2015, Island of Vlieland, The Netherlands

The 13th IWSS workshop – hosted by the local visitor centre [De Noordwester](#) – was joined by 17 participants from 15 institutions in the Dutch, German and Danish Wadden Sea Region. As in the previous years, the meeting provided insight into the recent developments of Wadden Sea education and offered first-hand "Wadden experience". As several participants and institutions were new to the international cooperation of visitor centres, a strong focus was put on networking and the exchange of experience and ideas for current and future World Heritage education activities. The results are summarized in the IWSS Workshop Report 2015 (in preparation).

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