



## WSF Action Plan

[Adopted at WSF-7, 26 September 2005]

### GENERAL

#### I. ICZM Strategy

Aim:

The elaboration of a Wadden Sea Region wide ICZM Strategy, tuned with the national activities in this field, with the involvement of all responsible authorities in consultation with the Wadden Sea Forum for the implementation of the relevant recommendations of the WSF report.

Product/Output/Contents:

An overall non-statutory strategy for the Wadden Sea Region which will be implemented into regional ICZM strategies and which includes and specifies the relevant WSF recommendations. The WSF report basically constitutes the basis for an ICZM strategy as recommended in the report. The WSF recommendations must be specified and incorporated into government policies in order to be an ICZM in the sense of the EU recommendation.

Partners:

All relevant national, regional and local authorities in the Wadden Sea Region. Overall coordination by the national authorities responsible for ICZM in the three countries during the establishment of an ICZM project group facilitated by a common secretariat. WSF as consultation partner.

If carried out as Interreg IIIB project (see below) then cooperation with comparable fora (Skagerrak Forum, Coastnet).

Time Frame:

2006 - 2008

Budget:

Most of the activities from the Action Plan (see further below) can be elaborated under the umbrella of the Wadden Sea Region ICZM. Estimated budget for a 3-year project in which all actions from the action plan are carried out (including staff and external studies): EUR 2,000,000. The aim is to apply for co-financing by Interreg IIIB (call November 2005).

#### II. Sustainability indicators

Aim:

The development of indicators for the WSF sustainability objectives.

Product/Output/Contents:

The elaboration of a sets of relevant indicators for each of the social, economic and ecological sustainability objectives. The indicators must fulfil a number of criteria:

- Scientifically based, i.e. sufficient (statistical) information must be available on the indicator to enable statements on development, goals fulfilment etc.
- Societal relevant, i.e. the indicator must be considered relevant and appealing for a wider part of society

As a first step an expert review of the available (statistical) information is necessary on the basis of which the indicators will be discussed and selected. The indicators for the ecological objectives should be done by the trilateral cooperation since there is ample information to do this.

The output must be a proposal for a set of indicators, which will be adopted by the WSF including the national governments.

Partners:

National Governments. WSF

If possible cooperation with relevant research projects (for example the German projects Coastal Futures and IRIS).

Time Frame:

2006-2007

Financing:

Consultant, estimated consultant fee EUR 40,000

Facilitation by the WSF secretariat

Support (know-how, contacts) by partners.

### **III. Inventory rules and regulations**

Aim: Harmonisation, simplification and reduction of rules and regulations, where such is considered appropriate by the WSF

Product/Output/Contents:

Inventory of rules and regulations that directly affect the sectors. Subsequent assessment by the WSF with the aim of developing proposals for harmonisation, simplification and/or reduction. If appropriate, direct contact with the EU will be sought.

The work will start with a pilot project about fisheries.

Partners:

WSF

Time frame:

2006-2008

Pilot: 2005

Financing:

Pilot: within existing WSF budget

Period 2006-2008. Inventory by consultant. Estimation costs on basis experiences with pilot project.

Facilitation by WSF secretariat

Support (know-how, consultation) by WSF partners

### **IV. Support Wadden Sea education programmes**

#### International Wadden Sea School (IWSS)

TWG/CWSS together with NGOs as in the present IWSS pilot project, added up with educational ministries/administrations. Decision on a possible IWSS programme following the pilot project probably at TGC 10. Report on contents, organization and finances to be expected in September 2005.

Coordinated environmental education for schools. Exchange programmes for schools and universities.

#### Wadden Sea Academy

Extending the Dutch Wadden Sea Academy in development to become an international Wadden Sea Academy. Reference is in this respect made to the recommendations of the 10<sup>th</sup> International Wadden Sea Scientific Symposium.

Specific programmes must be developed to improve entrepreneurial qualities.

### **V. Wadden Sea Label**

#### Aim:

To arrive at a principal decision about the feasibility Wadden Sea label and promotion and marketing of Wadden Sea products and a structure that leads to such a label.

#### Product/Output/Contents:

Report containing an inventory and assessment of chances for marketing of Wadden Sea specific products, including product requirements, an analysis of potential markets, an analysis of success of existing labels and provide an overview of introduction and running costs (development logo, maintenance) as well as the outline for a business plan.

The analysis will be discussed by a WSF working group that will prepare proposals for possible further action.

#### Partners:

Agriculture, food industry, fisheries, tourism/recreation, nature protection.

#### Time frame:

2006-2007

#### Financing:

Estimated consultant fee EUR 50,000

Facilitation by the WSF secretariat

Support (know-how, contacts) by partners.

### **VI. Infrastructure**

#### Aim:

Better coordination of infrastructure planning in the Wadden Sea Region, in accordance with the infrastructure chapter of the WSF Final Report.

#### Product/Output/Contents:

Development of proposals by the WSF for the coordination of infrastructure projects.

#### Partners

WSF members

#### Time Frame:

2006-2009

Financing

Facilitation by WSF secretariat

Support (know-how, contacts) by WSF members

**VII. Shipping**

Aim:

To implement the WSF recommendations

Product/Output/Contents:

To closely monitor relevant shipping safety developments, in particular the priority issues from the WSF final report.

**AGRICULTURE**

**VIII. Evaluate scale enlargement**

Aim:

Develop specific recommendations on the how scale enlargement can be applied in such a way that it contributes to economic perspectives for agriculture as well as social, ecological and cultural interests

Product/Output/Contents:

Inventory and analysis of dimensions and effects of scale enlargement in the past, examples of "good" and "bad" scale enlargement (from a sustainability perspective) and proposals for sustainable spatial planning options in the WSR in relation to expected scale enlargement. The outcome of the analysis must be discussed by a WSF working group, which will develop specific proposals for dealing with scale enlargement in the WSR.

Partners:

Regional agricultural organisations, nature protection, landscape protection, regional and national governments

Time frame:

2006-2008

Financing/Facilitation

Estimated consultant fee: EUR 30,000

Facilitation by the WSF secretariat

Support (know-how, contacts) by partners

**IX. Evaluate Nature Management Programmes**

Aim:

Development of common objectives for nature- and landscape protection in the WSR (in the framework of the implementation of the Bird- and Habitat Directives) and trilateral coordination of the introduction of new programmes

Product/Output/Contents:

Evaluation and analysis of running nature- and landscape protection programmes and inventory of Wadden Sea specific flora and fauna. Proposals for new improved programmes, as well as guidance on future nature- and landscape objectives.

On the basis of the analysis and inventory a WSF working group will develop concrete proposals for WSR nature- and landscape objectives, as well as programmes for the realisation of these objectives.

Partners:

Regional agricultural organisations, nature protection, landscape protection, regional and national governments

Time frame:

2006-2008

Financing

Estimated consultant fee: EUR 30,000

Facilitation by the WSF secretariat

Support (know-how, contacts) by partners.

**FISHERIES****X. Perspectives fisheries**

Aim: Development of more specific proposals on perspectives for fisheries

Product/output/contents:

A study, commissioned by the responsible ministries, into perspectives for coastal fisheries in the Wadden Sea. The study should make maximal use of already available material, such as the Niedersachsen Cofad study and address several relevant aspects of coastal fisheries, amongst which maintenance goals (Habitat Directive 6-3), infrastructure, hygiene requirements EU and perspectives.

The outcome of the study will be the starting point for the elaboration of more specific actions by the WSF.

Partners:

National/federal governments, regional governments, relevant communities, fisheries sectors, nature protection

Time Frame:

Study: 2006 – 2007

Elaboration of more specific activities on the basis of the study: 2007-2009

Financing

Estimated consultant fee: EUR 30,000

Facilitation by the WSF secretariat

Support (know-how, contacts) by partners.

**ENERGY****XI. Offshore wind energy**

Aim:

Find a compromise for the coexistence of offshore wind energy farms off the Wadden Sea Region and other relevant stakeholders, which will be the basis for future offshore energy park projects.

Product/output/contents:

A group will be installed addressing the real (not political or sector-strategic issues) problems of the coexistence of offshore wind energy farms with other stakeholders of the region. In a second step the group will try to find solutions to solving the problems or to finding ways towards a compromise. The project will bear in mind and discuss all recommendations of the WSF final report regarding energy. The group can also monitor existing and pilot wind parks.

Partners:

Regional energy suppliers, windmill constructors, oil- and gasindustry, fisheries, shipping, tourism, environment, local and national governments. If possible the partners should be member of the WSF.

Time frame:

2006-2010

Financing:

Facilitation by CWSS  
Support by stakeholders

## **TOURISM**

### **XII. Wadden Sea tourism marketing group**

Aim:

Establishment of a Wadden Sea Tourism Marketing Group to advance the marketing of the region on a common basis and to test some of the ideas.

Product/Output/Content:

The development of a Wadden Sea Region wide marketing strategy for advancing a sustainable tourism for the Wadden Sea Region and the facilitation of the implementation of projects in Wadden Sea wide context.

The Marketing Group shall as a first step develop a long term marketing strategy for the Wadden Sea Region which advances the sustainable tourism of the Wadden Sea Region in cooperation with the tourism sector. The marketing strategy shall develop new projects and facilitate the implementation of or linking existing projects such as those developed by WSF, which helps to support the overall marketing strategy objectives. The Marketing Group will furthermore act as a facilitator for trans-national projects and activities and promote the area in a wider international context, as well as act as a facilitator for applying for co-financing.

An outline marketing strategy has been elaborated by the IRWC.

Partners:

Euregio "Die Wadden"; Tourism Facilitation Group, NL; Kompetenzzentrum für Tourismus, Niedersachsen; Nordseebäderverband, Schleswig-Holstein; Tourismus Inseln & Küste, Niedersachsen; Turistgruppen Vestjylland/region/municipalities; Wadden Society, NL; WWF, D. Die Marketing should be chaired by a representative from the tourism sector and be facilitated by the WSF secretariat

Time Frame:

2006-09; conclusion with a review and decision on continuation

Financing:

Financing of the strategy by the participating organizations.  
Facilitation by the WSF secretariat.

### **XIII. Wadden Sea event**

#### Aim:

The organization of a Wadden Sea wide event to enhance the common understanding of the cultural historic values within a marketing strategy of attracting tourist and to advance a positive impression of the Wadden Sea Region as an attractive region for visitors and support local tourist entrepreneurs.

#### Output/Product/Content:

The organization of a (bi)annual event on a cultural historic and landscape theme that is characteristic for the entire region as mentioned above. The event will be organized throughout the entire region on various locations as an offer to tourists and visitors to the region. The event will be held during the summer period according to a common format and by making use of common material/approaches ensure that the resources are use in a efficient way. The intentions are through a common approach to "sell" the region, to offer a cultural experience also in addition to the more traditional tourist offers, to enhance the cultural tourism as a part of an overall marketing of the area and to enhance the collaboration between tourist organizations and organizations working with the cultural historic dimension such as museums and towns and cities within the region.

#### Partners:

Regional and local authorities with the tourism organizations to be further elaborated by the Marketing Group.

#### Time Frame:

First small scale event to be organized in 2007, 25 years of Joint Declaration, with the theme "Celebrating the Wadden Sea Coast".

#### Financing:

By the partners; facilitation by the WSF secretariat.

### **Migrate with the birds**

#### Aim:

To provide a quality offer for tourists and provide a positive image of the region.

#### Output/Product:

The establishment of a network of bird watching localities throughout the Wadden Sea Region also as a specific offer for tourists.

#### Content:

On a number localities in the Wadden Sea Region bird watch localities have been established and special events organized around migratory birds in particular geese such as the "Ringelganstage", "Sort sol" etc. These events and localities have proved very successful in providing a quality event for special interested and tourists and important for local communities. The Wadden Sea Region is Europe's bird watching locality no. 1. This type of activities should be extended to the entire region with the aim of providing a quality offer for tourists and other interested parties and provide a positive image of the region. This can be done by 1) non-guided tours organize and inform about improved accessibility to a network of bird sites and 2) guided tours: linking existing spots (e.g. Lauwersoog) and events (e.g. Ringelgänztage; the Halligen, Sort

Sol in Tøndermarsken) with new locations/events in all three countries (In Denmark a pilot project has launched).

Partners:

Local nature conservation organizations with tourist organizations linking existing initiatives.

Time Frame:

2006-07

Financing:

#### **XIV. Analysis regulations adaptations market**

Aim:

An analysis of regulations and market changes and adaptations to market changes.

Product/Output/Content:

Review by an external consultant with recommendations for possible adaptations. Review to encompass the following elements: Interview with the sector with a view to define the main regulations considered to be hamper adaptations to market changes. Subsequent description and analysis of the regulations (policies, spatial regulations, EU regulations etc.) with recommendations for changes in regulations and policies.

Partners:

The review to be carried out by the tourism industry (Tourism Facilitation Group, NL; Nordseebäderverband, D; Tourismus Inseln & Küste, D; Turistgruppen Vestjylland); review to be advised and informed by the Marketing Group on behalf of the WSF. Review to be submitted to WSF for consideration.

Time Frame:

2006-07 but await outcome pilot project fisheries (see above).

Financing:

Estimated costs review EUR 30,000