

Hamburg

19 February 2013

Summary Record

1. Opening and introduction to the workshop

The chairman, Jens Enemark, opened the meeting and welcomed the participants to the workshop. A list of participants is in **Annex 1**. The draft agenda was adopted and is attached as **Annex 2**.

Ms. Domnick introduced the background and aims of the workshop. World Heritage can be an incentive for stakeholders developing sustainable products and services which contribute to the protection and maintenance of the World Heritage. However, there is currently no guidance how the World Heritage status of the Wadden Sea can be used for this purpose for commercial products and services.

The workshop should discuss the possible use of the Wadden Sea World Heritage brand and logo for commercial products and services and how to deal with the challenge integrating and add values to the existing brands (**Annex 3**)

2. Presentations

Mr. Offenhäuser (German UNESCO Commission) acknowledged the workshop as an important step how to approach commercial interests in using the World Heritage status consistently. The Wadden Sea has a high responsibility because the approach which will be developed in the Wadden Sea – as a particularly large area with thousands of stakeholders – will be seen as a model for other World Heritage sites.

He explained the UNESCO restrictions on the use of the different logos associated to UNESCO, all of which have in common the objective to safeguard a high quality standard which is for example in line with the requirements of the concept of OUV. In 2007, the UNESCO General Conference has adopted a directive concerning the use of the name, acronym, logo and internet domain names of UNESCO.

The authority to allow the use of the UNESCO name, acronym and logo is restricted to UNESCO bodies and National Commissions for UNESCO. Commercial use (“chiefly for profit”) of the name, acronym and logo is not allowed and must be expressly authorized by the Director-General of UNESCO.



http://www.unesco.org/bpi/pdf/directives_logo_c34_86_en.pdf (in English)

<http://www.unesco.de/unesco-logo.html> (in German)

The use of the World Heritage Emblem is regulated by the Operational Guidelines (§ 268 – 279, version July 2012) adopted by the World Heritage Committee <http://whc.unesco.org/archive/opguide12-en.pdf>.

The guidelines set out principles for the use by the state parties and responsible authorities and define standards for the use of the emblem by the third parties. Use of the World Heritage Emblem has also to be approved individually. The main criterion for approval is the educational value of the product



related to WH principles and values. For example, for tourist souvenirs (cups, T-shirts, pins) approval will, in general, not be granted. The WH emblem is also not granted to advertising, travel agencies and businesses predominantly for commercial purposes. The 2007 directive of UNESCO supersedes the World Heritage Operational Guidelines in the following sense: In general, it is not allowed to use the World Heritage Emblem alone, it has to be combined with the UNESCO logo in a strictly specified format.

To clarify these issues, the German Commission for UNESCO has prepared a guideline for the German World Heritage properties if, when and how to use of the combined UNESCO and WH logo. (in German:

<http://www.unesco.de/5231.html>)



There is one general rule: the authorities in charge of a World Heritage property are always authorized to use the (combined UNESCO and World Heritage) logo in non-commercial contexts. Much more use of this blank authorization should be made. Also the UNESCO acronym in general cannot be used in commercial contexts. The above mentioned guideline by the German Commission for UNESCO explains the details. One exemption is possible: Partnership models (partner of the UNESCO World Heritage Wadden Sea) established by the responsible authorities on the basis of transparent and ambitious quality criteria in consultation with the National Commissions for UNESCO or UNESCO itself taking into account the high demands and aims of the WH convention.

He suggested 1) to strongly encourage the use of the logo by authorities in non-commercial contexts, 2) to learn from current developments in 'Man and the Biosphere' programme in Germany, 3) to develop a catalogue of ambitious partnership criteria which takes the OUV as starting point, 4) to take enough time for a proper discussion of this issue and the ensuing decision making process.

Ms. Fasting (National Park Administration Lower Saxon Wadden Sea) presented the National Park and Biosphere Reserve partnership programme in Lower Saxony (a.o. nature guides, tourism, education, accommodation and gastronomy). The aim is to develop a network of partnerships which support sustainable development in the region which contribute to the protection of e.g. biodiversity and landscape. The development of sustainable regional products is supported by criteria for a regional basket of goods.

In turn, the businesses can raise their profile in sustainability (higher visibility) and benefit from a high-quality attribute and a consistent message.

<http://www.nationalpark-partner-wattenmeer-nds.de/>



Mr. Kundy (National Park Administration Schleswig-Holstein Wadden Sea) presented the cooperation between the National Park (NP) and regional businesses.

The aim of the partnership is to support nature conservation and sustainable tourism. The cooperation creates a common win-win-situation for the NP, the business partners and the entire region. Touristic businesses, nature NGOs and municipalities can take part in the programme (in total, 127 partners are contracted). Agriculture and regional products are not included. Partners must identify with the goals of the NP, fulfil standards in environmental protection and quality of service and take part in qualification trainings. Accommodation and restaurants must hold a Viabono certificate. The partners can use NP communication channels, are supplied with information and advertising material and benefit from networking with other partners. <http://www.nationalpark-partner-sh.de/>



Based on the experiences with the NP partnership, he recommended that the use of Wadden Sea WH logo should be strictly regulated and be in accordance with the NP partner standards. From the NP's point of view, the WH logo stands for high quality nature conservation. Therefore it should only be used on certified businesses/services that support this high quality nature conservation. In principle, commercial use should be granted to business and services, not to products. Wadden Sea products like mussels, shrimps or fish should be excluded because this is not in line with the overall aims and policy of the NP.

Mr Mark von Rijsselbergh (Stiching Waddengoud) informed about the Dutch Wadden Gold. It is a label for sustainable products and services from the entire Dutch Wadden Sea, the Wadden Sea, the islands and the adjacent coastal area (a strip of up to 25 km inland from the seawall). The brand is managed by the Foundation Wadden Group, a non-profit foundation and includes 300 individual products (mainly agricultural, mostly organic produced) and about 75 services (tourist and gastronomic services and services in the field of art and culture), based on criteria for individual products and services (<http://www.waddengoud.nl/>).

He was very sceptical to introduce new regulations and restrictions for the use of the World Heritage brand. The entrepreneurs don't want to be attached to a new logo and don't accept any additional certification scheme resulting from national park and World Heritage. He also did not understand why the WH logo could not be used more widely and why an agreement on the logo use takes so long time. His point of view: Proactive, widespread use to get local commitment.

Mr. Thomas Holst Christensen (Danish Wadden Sea National Park) informed that the recently established National Park has developed guidelines for granting access to use of the National Park logo by partners. A specific NP logo has been designed for the use by partners (version without the use of the "royal crown" which can only be used by the national park itself). The partnership programme has been inspired by the partnership scheme in Schleswig-Holstein but is less detailed and more in line with similar programmes in the two other Danish national parks.



The programme is based on a desire to contribute to the visibility of the national park and local development. It encourages sale of local products from the national park area including tourism offers, agricultural and marine products as long as these are produced legally and in accordance with the objectives of the Danish Wadden Sea National Park. The partnership scheme is to be officially launched in the first half of 2013 but in the mean time 23 temporary licences to use the national park logo has been issued. Participation in the Danish partnership programme will also include a demand to participate in partner courses informing on the background and values of the national park.

Ms Nadya König-Lehrmann (Foundation World Heritage Upper Middle Rhine Valley) presented an overview of the site and on the 10-year experience of WH logo use, corporate identity, information, merchandising and cooperation with business to enhance the identification of the region with the World Heritage site. <http://www.welterbe-mittelrheintal.de>



In 2007, a partnership model with gastronomy and accommodation was established (World Heritage Host with passion) to meet the high quality expectations of guests in a World Heritage destination. In addition, training courses for World Heritage tour guides were developed and

cooperation with public and private gardens and parks was established. A first step has been taken to build up a regional brand by certification of regional specialities such as the Middle Rhine Cherry.

The use of the WH logo must be connected to contents and values by defining high quality standards. She recommended to have a careful look into these standards and certification scheme and to take time to develop a business scheme.

Ms. Patricia Graf (PANDA Fördergesellschaft für Umwelt, WWF Deutschland) informed about the licensing strategy of the WWF Panda Logo. The aims are to communicate the WWF message to a wide audience, to provide people with smart product choices, and to generate funds for WWF's conservation activities.



Licensing is done for WWF branded products and co-branded products, based on detailed product criteria and cooperation requirements. A cooperation logo has been developed with has a text describing the contents of the cooperation. Another form is the micro license where small and medium business can enter (individually designed online banner).

<http://www.wwf.de/zusammenarbeit-mit-unternehmen/>

Mr. Andreas Mack (Consultancy, PROWAD Merchandising study) underlined that a brand requires a definition of the content (brand identity) and description of the added values for partners, visitors and locals. The logo must be known (what does it stand for) and should have a high visibility to be effective in a commercial context. Only based on the brand identity, a licensing strategy can be concluded (how to promote the brand through licensing?).

Discussion and conclusions

The presentations from the regions have revealed the high complexity of developing a consistent approach of the commercial use of the WH brand for the entire property:

- Incongruent aims regarding the commercial use: contribution to WH conservation as primary aim versus enhanced visibility of WH brand and income from sales,
- Quality criteria: highest standards for the use of the brand reflecting the OUV versus enhanced visibility with a lower threshold (risk of devaluation),
- Existing regional certification schemes are difficult to combine (different partnership models, certification schemes, and products/services),
- A “one size fits all” partnership model or certification for the entire property is currently not possible to establish,
- The added value of World Heritage, the global recognition and profile, is often not acknowledged by stakeholders resulting in a lacking motivation to participate and invest in a partnership scheme in a transboundary approach.

It was also concluded that more time is necessary for a careful discussion and decision on principles and aims of a commercial use before a decision on the use of the logo can be taken. This conclusion was not shared by the Dutch representatives at the meeting who indicated entrepreneurs were losing patience and were unable to understand why this would take so long time and why the logo could not be used more widely.

In addition, a more comprehensive description of the contents of the Wadden Sea World Heritage brand is necessary.

Recommendations:

1. A WH brand description is necessary as an overall framework to understand the values and global perspective of the brand and the added value of WH to existing brands. A brand description has a strategic importance and requires approval by the state parties.
2. A consistent framework for a partnership scheme has to be developed and approved by the state parties. This includes
 - defining aims and principles,
 - providing benefits for WH values,
 - identifying products/services, communication,
 - alignment with the existing schemes.
3. A set of core criteria for commercial use which is valid for the entire property should be defined taking the OUV as starting point. This can only be done after 1 and 2 has been implemented.

Next steps

- Workshop report participants by CWSS.
- Report to TG-WH with proposal to deal with principle issues developing a strategy on commercial use of WH.
- Finalizing brand description by TG-WH with input from stakeholders.
- TG-WH/WSB to approve strategic approach in the preparation of TGC 2014

Annex 1**Workshop Participants**

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workshop on the use of the World Heritage logo for commercial products and services

Hamburg, 19 February 2013

Programme

Time	What
11:30	<p>Opening and introduction into the workshop – Jens Enemark CWSS</p> <ul style="list-style-type: none"> • Intro to coherent approach to make full use of the WH brand • Framework for commercial use of WH brand • Overview Logo Status and achievements
11:45 -12:00	<p>Wadden Sea World Heritage communication and marketing</p> <ul style="list-style-type: none"> • UNESCO principles - Dieter Offenhäuser (German UNESCO Commission)
12:00 – 13:30	<p>Examples from the region (20 min. each incl. disc.)</p> <ol style="list-style-type: none"> 1. Nationalpark Partnership Lower Saxony – Birgit Fasting 2. Nationalpark Partnership Schleswig-Holstein – Mathias Kundy 3. Waddengoud – Mark van Rijsselberghe 4. Nationalpark Vadehavet - Thomas Holst Christensen
13:30 – 14:00	<p>Lunch break</p>
14:00 – 14:45	<p>Commercial Logo Use – Examples (20 min. each)</p> <ol style="list-style-type: none"> 1. Zweckverband Welterbe Oberes Mittelrheintal - Nadya König-Lehrmann 2. WWF / PANDA Fördergesellschaft für Umwelt mbH – Patricia Graf
14:45 – 15:00	<p>Logo licensing for destination brands: success factors and pitfalls – Andreas Mack</p>
15:00 – 15:45	<p>Discussion/Questions:</p> <ul style="list-style-type: none"> • Definition of “Commercial uses” (placement of the logo on product packaging; use of logo to acknowledge the membership as e.g. NP Partner, etc.). • Requirements/policy to use logo, content and/or trademark. • What are the most essential ingredients to ensure successful WH logo use? • Fees for the commercial logo use? How to handle? • In what ways can WH engage with organizations that not only contribute to WH’s mission but also provide sales, marketing and/or promotional value to our partners?
15:45-16:00	<p>Summary + Closing</p>

ANNEX 3

Workshop on the use of the World Heritage logo for commercial products and services

Hamburg, 19 February 2013

Outline Objective

To discuss the use of the Wadden Sea WH logo for commercial products and services. Learn from each other, exchange points of view and raise awareness concerning the theme and its complexity.

Background

World Heritage is an incentive to develop products and services which are more sustainable and contribute to the protection and maintenance of the World Heritage. However, there is currently no guidance how the World Heritage status of the Wadden Sea can be used for this purpose for commercial products and services.

Status

There are regional certification and labels related to sustainable Wadden Sea products and services, such as Waddengoud in the Netherlands and the National Park Partnership in Germany. All labels promote sustainable and local products and services (based on specific criteria) which are controlled and managed, e.g. by independent audits and regular qualification and training are carried out.

Assessment

The existing Wadden Sea labels have been well established and successful over the last 10 – 15 years and offer sustainable, high quality products. However, there are currently diverse approaches in certification and the role of partners in World Heritage conservation. In order to make full use of the value of the World Heritage brand, a coherent approach should be developed which can be linked to the regional certificates and labels thus increasing their value.

Outside parties may want to show affiliation with Wadden Sea World Heritage therefore we have to clarify certain guidelines on the use of WH logo to guarantee that it cannot be degraded, de-valued, or exploited inappropriately.

Topics

- How do we define the significance of the commercial WH logo use?
- How can we address commercialization issues and help facilitate the use of the logo in different areas?
- What can be done to mainstream and widely deploy existing labels? Do we want to encourage the development of a new common one?
- What roles do different partners have in encouraging stakeholder collaboration to achieve the necessary scale?
- Address the challenges as well as the complexity along the value chain which can be identified as important aspects for the lack of a wide commercial use of the logo.

Aim of the workshop

- To create a consensus on the use of the logo amongst all parties responsible for the World Heritage.
- To use the participants combined knowledge & experience to define how the logo use can be transmitted into the WH activities.
- To find a common ground between the WH goals and that of partners and stakeholders.
- To define a set of core criteria that can be carried forward into the different regions as overarching principles for the entire World Heritage area.
- To formulate the potential benefits of the commercial logo use.

ANNEX 4**Overview Partnership schemes / logo use requirements**

	Partner Nationalpark and Biosphere Reserve Niedersächsisches Wattenmeer	Partner Nationalpark-Partner Schleswig-Holstein	Waddengoud-beeldmerk	Anvendelse af Nationalpark Vadehavets logo
Who are partners	Accommodation and gastronomy business, tourism organisation, environmental education facilities,	Accommodation and gastronomy, Nature Experience Providers, Municipalities & Tourist Information Points Travel & Transport	div. products (lamb, fish, etc.), services & packages (art + culture), accommodation & gastronomy	companies, organizations and individuals and others who provide services / products of high quality in relation to the national park
Number of partners	120	127	ca. 250	24 on temporary permits which are to be made more permanent
Criteria	covering the areas of 'Identification', 'environmental orientation and regionalism' and 'Quality and Service'	A: Viabono certification B: Attitude to the National Park, environmental protection, quality of service and local reference	Regional origin and relation to Wadden Sea area & Sustainable production	Criterion 1: Origin and significant relation to the Wadden Sea National Park Criterion 2: Processing: Within the Wadden Sea National Park and its immediate hinterland. Criterion 3: Partner Criteria: The partner must be able to communicate a basic knowledge of the national park. At least one representative of the partner must take part in a partner course arranged by the national park
Conduct	Partners are expected to: <ul style="list-style-type: none"> • set up a partner network for sustainable tourism development • Strengthen regional products • Promote environmentally and resource friendly farming practices • Inform the guests • Cooperate for Sustainable Regional Development • Protect and develop the natural and cultural heritage 	Partners are expected to be: <ul style="list-style-type: none"> • Very environmentally friendly and sustainable • quality provider, where the customer is king • Regional engaged and motivated • Ambassador of the national park idea • Friendly and competent advisor in terms of the National Park 	Partners are expected to <ul style="list-style-type: none"> • have a strong connection to the Wadden Sea area, • provide high quality and sustainable products/services, • partners of Waddengoud-services are expected to be very hospitable 	Partners are expected to: <ul style="list-style-type: none"> • visibly contribute to the fulfillment of the Wadden Sea National Park purposes and that they are not contrary to the national park objectives • to work together for the development and promotion of quality products and services related to the Wadden Sea National Park and contribute to the marketing of these.

Application processing	Application form requested. After approval of the application appointment for a personal meeting and site visit to review of criteria fulfillment performed usually by a person nominated by the national park (Vergaberatmitglied) and person of a management agency. Final decision in the "Vergaberat" with representatives of nature conservation, tourism, industry, municipalities, agriculture, science, the national park and biosphere reserve management and a representative of the partner.	First step: Questionnaire + Viabono application documents Second step: A representative of the National Park Service or employee of Viabono/Inspektour will then arrange a meeting to visit business. Review of the performance criteria for the National Park Partnership. Step three: The "Vergaberat" decides on the basis of the application documents and the personal interview on site.	First step: detailed questionnaire with scores/credits has to be filled in. Second step: independent inspector visits the business/partner, checks if the answers of the questionnaire are in line with the situation in-situ, gets a common impression of the business, writes a report and gives an advice. 3rd step: the final decision is made by the executive board from the Waddengoud Foundation	1. application form 2. Certification committee assesses whether the documentation submitted by applicants is sufficient for approval. 3. Committee forwards applications with a recommendation for either approval or dismissal to the Board of the National Park for final decision 4. follow-up checks and ongoing documentation and re-evaluation at least every two years.
Termination	period of 3 years	period of 3 years	Contracts are of indeterminate length, but there is a reinspection on a regularly base (and risk defined).	period of 2 years
Subscription	€ 100,- to € 400,-	€ 50,- to € 800,- + Fee for the license Viabono	€ 50,- to ca. € 3500,- Fee for the license + € 200,- for an (re)inspection	no costs
Benefits / incentives for partners to participate	<ul style="list-style-type: none"> • direct line to the national park and biosphere reserve management. • participation in various activities, such as migratory bird days. • attractive presentation platform in conjunction with the National Park and UNESCO World Heritage Wadden Sea. • Asset in helping to shape the development of the UNESCO Biosphere Reserve Wadden Sea. 	<ul style="list-style-type: none"> • A direct line to the National Park Authority • Exclusive information from the National Park • Network connections to other partners with the option of joint actions • New advertising opportunities on a common internet platform • Display your brochures in the national park information centers • A comprehensive information package for you, your guests and your staff 	<ul style="list-style-type: none"> • profit from national marketing and promotion activities • Waddengoud embodies a broad network of diverse and small businesses/products • offering new combinations of products and services 	<ul style="list-style-type: none"> • Right to use the national park logo (version without the royal crown) • Mentioning/listing on the national park home page • Information on and possible participation in research and development projects • to have own events and trips mentioned in an online national park calendar • partner certificate • access to a national park newsletter • receive offers to participate in thematic events e.g. extra courses apart from the compulsory basic course