



## Merchandising Expert Group

### 1<sup>st</sup> Meeting

Wilhelmshaven, 19.12.2013

Draft Minutes (version 10.01.14)

#### 1. Opening and adoption of the agenda

Ms Anja Domnick opened the meeting at 11:30 hrs. She informed that Ms. Grietje Ketter (Nordsee-online Shop) and Mr. Bernhard Rauhut (Wattenmeer-Besucherzentrum Cuxhaven) are not participating in this meeting but have sent their comments by mail which will be presented in the discussion round.

The draft agenda was adopted as in Annex 1. A list of participants is in Annex 2.

#### 2. Introduction

It was noted that the merchandising concept is regarded as necessary as an integral part of World Heritage marketing and communication (visibility, awareness, identification, synergies).

The meeting agreed on the role of this expert group to recommend, pre-select and evaluate the implementation activities of the merchandising concept to prepare the ultimate decision made by the TG-WH.

In a ppt presentation (attached as separate file), the meeting was informed about the outcome and findings of the Merchandising Concept study which provide a basis for further discussions.

#### 3. Discussion

Before the opening of the discussion round the written remarks of Ms. Ketter and Mr. Rauhut were presented (attached in an extra file) to the meeting. Ms Reich informed that the National Park administration of Lower Saxony will discuss the merchandising issues at the "Hausleiter-Treffen" in February. Until then representative findings from the NP houses can unfortunately not be provided .

The workshop discussed, elaborated and agreed:

- To refrain from prioritization of relevant product categories at this stage: placement of "Call of Interest" to evaluate value and potential of the WS/WH branding should not be limited

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- To address sustainability in a call of interest as preference of accepted labels rather than a restriction
- To keep in mind the issue of National Park Co-branding, especially in the context of avoiding a parallel run of a NP merchandising program this also applies to the integration of the regional aspect/branding of products
- To present our interest in finding licensing partners for a merchandising project at current Merchandising fairs in Germany and the Netherlands
- To place a call of interest which is inviting and shows the potential the WS/WH offers to existing partners as well in established merchandising forums
- To stimulate and invite manufactures to produce products for the whole Wadden Sea region.

#### **4. Brainstorming and idea collection**

In a final brainstorming session some specific product ideas per category and possible contacts have been listed. Please see details in the annex 3.

#### **5. Next steps**

The workshop participants agreed on delivering until 15 of January a list with contact details of available manufactures and their products.

The secretariat was mandated to draft a call of interest in cooperation with the expert group to be submitted to the TG-WH for approval right after the 2nd week of January 2014.

The placement of the call of interest is scheduled for end of January/ beginning of February 2014.

#### **6. Closing**

The meeting was closed on 19 December at 15:00

**ANNEX 1 - Agenda****Merchandising Expert Group****1<sup>st</sup> Meeting****19 December 2013****CWSS, Wilhelmshaven****DRAFT AGENDA**

(version 09 December 2013)

**1. Opening and adoption of the agenda**

The meeting will start at **11:00**. Meeting venue is the **Common Wadden Sea Secretariat** in Wilhelmshaven.

The meeting is invited to adopt the draft agenda

**2. Introduction**

- Overall objectives to produce, market, and sell approved products by a licences partner bearing the Wadden Sea World Heritage brand's name and logo
- Basic requirements for product/manufacturer selection
- Parameters to establish a merchandising program: Overview of the findings of the merchandising concept study

**3. Discussion**

The meeting is invited to discuss in particular

- types of companies/products ensuring a commercially viable product,
- concrete product ideas for target group as established in concept study: **“Extended Family with Kids”**,
- Prioritization of relevant categories: **“stationery, souvenirs, toys and games, media, utensils and equipment”** for start-up assortment.

**4. Next steps**

- Suggestion for a first merchandise assortment for approval by TG-WH
- Preparation of a call of interest for requesting proposals from interested and qualified manufacturers for a revocable, nonexclusive license to add Wadden Sea World Heritage branded products to their product line.

**5. Closing**

The meeting will be closed at 15:00 at the latest

**ANNEX 2 - List of Participants**

<p><b>Mr Harald Marencic</b> (Lead partner) Common Wadden Sea Secretariat Virchowstr. 1 D - 26382 Wilhelmshaven Phone: +49 (0)4421 9108-15 Fax: +49 (0)4421 9108-30 <a href="mailto:marencic@waddensea-secretariat.org">marencic@waddensea-secretariat.org</a></p>	<p><b>Ms Anja Domnick</b> Common Wadden Sea Secretariat Virchowstr. 1 D - 26382 Wilhelmshaven Phone: +49 (0)4421 9108-24 Fax: +49 (0)4421 9108-30 <a href="mailto:domnick@waddensea-secretariat.org">domnick@waddensea-secretariat.org</a></p>
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**Annex 3 – Result brainstorming**

