



## Merchandising Expert Group

### 2nd Meeting

Wilhelmshaven, 11.12.2014

### Draft Minutes (version 22.12.14)

## 1. Opening and adoption of the agenda

Ms Anja Domnick opened the meeting at 11:30 hrs. She informed that Ms. Anne Husum Marboe is not participating in this meeting due to illness but has sent her comments by mail which will be presented accordingly during the meeting.

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

## 2. Introduction

In a ppt presentation (attached as separate file), the meeting was reminded of the outcome and findings of the Merchandising Concept study which provided a basis for the ongoing process of implementing a WS/WH merchandising. The merchandising concept is regarded as necessary as an integral part of World Heritage marketing and communication (visibility, awareness, identification, synergies).

The first implantation phase verified a high complexity of establishing and operating a merchandising business model, thus the meeting recommended involving a specialist for merchandising beside the existing expert group for the future.

The ongoing pilot showed that only a face to face approach is successful. Without active participation of the partners and their local contacts the WS/WH is deemed to failure.

Mr. Rauhut informed about the experience with the branded postcards (pilot licensing project): 30% of the ordered stock from July has already been sold. There is no visible preference for the branded postcards versus regular postcards. The display shows no prominent position of the logo, logo on the back of the postcards hardly visible. He recommended to have the logo more prominent displayed on the products and its display. Also would it be useful to show where the money for WS/WH projects would go to.

## 3. Discussion

The process of the pilot licensing agreement was reviewed step by step. The written remarks of Ms. Husum Marboe were presented. The meeting agreed with the Danish comment to have a transparent and concrete concept but found the applied criteria of the first call sufficient for proceeding. For the future the meeting recommended to continue with two tracks:

1. Develop a professional merchandising line with an agreed starting budget
2. Prepare and place a 2<sup>nd</sup> call to contact local manufactures for licensing of selected products (WH Special Edition of predefined products).

As the financing of the first track is not guaranteed at this stage it has to be delayed until further notice.

The meeting discussed, elaborated and agreed:

- To refrain from prioritization of relevant product categories at this stage
- To revise the 1<sup>st</sup> Call of Interest and to invite a university or similar to develop the 2<sup>nd</sup> call of interest as a sales pitch with
  - o Easy language,
  - o Not so formal and abstract.

The project "PROWAD – Protect and Prosper: Sustainable Tourism in the Wadden Sea" is co-financed by the Interreg IVB North Sea Region Programme.

[www.prowad.org](http://www.prowad.org)



- To keep in mind the issue raised by Denmark, especially in the context of fulfilling the common rules for good public governance.
- To include partners and their local contacts to spread and communicate the call for WS/WH merchandise.
- To make sure the Assessment criteria are made public to guarantee to be transparent and objective.

#### 4. Next steps

Sjon de Haan agreed to examine until the 2<sup>nd</sup> week of January the possibility to have the 2<sup>nd</sup> call prepared through a student project. (Information received that in the Netherland no universities are available in this moment for project, contact and expansion of search to German and Danish universities).

The secretariat was mandated to present to the TG-WH a revised call of interest for approval latest by Begin of March.

#### 6. Closing

The meeting was closed on 11 December at 15:00

**ANNEX 1 - Agenda**

**Merchandising Expert Group**

**2nd Meeting**

**11 December 2014**

**CWSS, Wilhelmshaven**



**DRAFT AGENDA**

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

The meeting will start at **11:30**. Meeting venue is the **Common Wadden Sea Secretariat** in Wilhelmshaven.

The meeting is invited to adopt the draft agenda

**2. Introduction**

Overview

- Outcome Merchandise Concept Study
- First steps in the implementation process
  - 1<sup>st</sup> Call of interest
  - Evaluation + Assessment
  - License Agreement

**3. Discussion**

The meeting is invited to discuss in particular

- how to proceed in the future with the WS/WH merchandising,
- Classification into broad categories and representative products for continuation
- Adjustments of the 1st Call of Interest based on recent experiences
- Evaluation criteria for assessment

**4. Next steps**

- Draft of revised Call of Interest for approval by TG-WH
- Criteria for product assortment evaluation.

**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>
<p><b>Mr. Sjon de Haan</b> Aanjager Waddenzee Werelderfgoed Huis voor de Wadden Ruiterskwartier 121 A NL- 8911 BS Leeuwarden Phone +31 619 712 309 <a href="mailto:s.dehaan@waddenzee.nl">s.dehaan@waddenzee.nl</a></p>	<p><b>Mr. Bernhard Rauhut</b> UNESCO-Weltnaturerbe Wattenmeer-Besucherzentrum Cuxhaven Hans-Claußen-Str. 19 27476 Cuxhaven Tel. 04721/28681 <a href="mailto:Bernhard.Rauhut@cuxhaven.de">Bernhard.Rauhut@cuxhaven.de</a></p>
<p><b>Ms Anja Szczesinski</b> Wadden Sea Team (WST) WWF - Wattenmeerbüro Hafenstraße 3 D - 25813 Husum Tel.: +49 (0)4841 66 85 45 Fax: +49 (0)4841 66 85 39 Mobil: +49 (0)151 188 548 37 <a href="mailto:anja.szczesinski@wwf.de">anja.szczesinski@wwf.de</a></p>	