

## Protect and Prosper – Sustainable Tourism in the Wadden Sea

### PROWAD Objectives

- ▶ To develop a consistent tourism strategy and an action plan.
- ▶ To establish a transnational network of local and regional stakeholders.
- ▶ To develop sustainable, high quality tourism offers which fully considers the values of the World Heritage.



### A Sustainable Tourism Strategy for the Wadden Sea

The PROWAD project identifies opportunities and perspectives for sustainable socio-economic development in the Dutch-German-Danish Wadden Sea region from the designation of the Wadden Sea as UNESCO World Heritage Site.

PROWAD analyses the potential for sustainable tourism and carries out regional workshops with stakeholders from nature and tourism sector developing a joint vision, aims and principles for sustainable tourism in the Wadden Sea.

The transnational sustainable tourism strategy and action plan will emphasize the specific role of the tourism sector for nature conservation as well as for economic and social welfare. As requested by the UNESCO World Heritage Committee, the transnational strategy will provide a consistent approach for tourism operations which fully considers the values of the Wadden Sea World Heritage.

### Development of Sustainable Tourism Offers

On the basis of the tourism strategy, PROWAD will develop marketable sustainable tourism offers for various target audiences on national and international level. A guidance on the inclusion of sustainability elements in tourism offers will also be prepared. The focus will be on climate- and nature-friendly offers underlining the transnational character of the Wadden Sea.



### PROWAD Project Partners

- ▶ Common Wadden Sea Secretariat (Lead Partner),
- ▶ Dutch Ministry of Economic Affairs, Agriculture and Innovation,
- ▶ Regiecollege Waddengebied,
- ▶ National Park Administration Lower Saxon Wadden Sea,
- ▶ LKN National Park Administration Schleswig-Holstein Wadden Sea,
- ▶ World Wide Fund for Nature Germany (WWF),
- ▶ Danish Ministry of the Environment – Nature Agency.

**Duration:** 15 October 2011 – 30 June 2014

**Budget:** 1,344,100 €

### Promotion and Marketing

Various communication and marketing channels will be applied to communicate the tourism offers prepared by PROWAD to national and international tour operators and to potential visitors.

Information material and educational resources will be distributed enhancing the awareness of (potential) visitors on nature values and the transnational dimension of the Wadden Sea.



### PROWAD Supports Networking

The activities will be carried out in close cooperation with local and regional stakeholders and marketing organisations in the Wadden Sea to enhance synergies. The trilateral Task Group Sustainable Tourism Strategy (TG-STSS) acts as project advisory group.



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