

PROWAD LINK

# LINKING SUSTAINABLE GROWTH WITH NATURE PROTECTION

Project results overview



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"PROWAD Link: Linking sustainable growth with nature protection" is a publication of the Common Wadden Sea Secretariat (CWSS)  
Virchowstr. 1, 26382 Wilhelmshaven, Germany  
+49 (0)4421 9108 0  
[info@waddensea-secretariat.org](mailto:info@waddensea-secretariat.org)  
[www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org)  
Represented by Bernard Baerends  
Editor-in-Chief Annika Bostelmann  
Cover image  
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# FOREWORD



**G**eirangerfjord, Wadden Sea, The Wash & North Norfolk coast are three very prominent natural areas in the North Sea Region – well-known places to experience nature, relax, and recharge. Yet, small and medium-sized businesses struggle in these rural areas. We, 15 partners from these areas, set out in 2018 to find solutions for sustainable growth. We believe that nature conservation and sustainable economic development are not opposites but can in fact work well together. A strong nature brand can inspire new services and products. The sustainable practice of the businesses behind them again feeds into the protection of these special areas. The concept of a nature-business-benefit-cycle was born and the North Sea Region Interreg project “PROWAD Link – Protect and Prosper” was launched.

Within the four years of the project – despite the setbacks of a global pandemic and multiple lockdowns, we have taken major steps towards reaching our goal of linking nature protection and sustainable growth. We created tools to activate our nature brands and make them accessible to regional stakeholders. We co-created new sustainable solutions together with our partners. We researched, created, and made available knowledge on sustainable entrepreneurship. We further developed exciting partner programmes and created new networks, among them a transnational network for the Wadden Sea. This brochure showcases these successes.

Though PROWAD Link concluded in 2022, this was only the beginning. Thanks to the project, we now have

a strong theoretical, practical and collaborative international knowledge base to support further work on the integration of sustainable growth in Geirangerfjord, Wadden Sea, and The Wash & North Norfolk coast. Join us!

**Dr. Harald Marencic**  
Deputy Executive Secretary of the  
Common Wadden Sea Secretariat  
Lead Beneficiary of PROWAD Link



© Norfolk Coast Partnership

# PROJECT VOICES



**ELSE RAGNI YTTREDAL**  
NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (NTNU)

*PROWAD Link covered five countries, two World Heritage Sites, and many national parks and protected areas. Thank you, PROWAD Link, for bringing together people who care about these areas as well as the livelihood and prosperity of the surrounding communities.*



**CHRISTIANE GÄTJE**  
SCHLESWIG-HOLSTEIN WADDEN SEA NATIONAL PARK AUTHORITY

*For the Schleswig-Holstein Wadden Sea National Park Authority, the two surveys (visitor survey in 2020/21; resident survey in autumn 2021) were the highlights of the project as they enable us to better inform our partners on the interests of visitors and the importance of protected nature.*



**KATRIN BLOMVIK BAKKEN**  
GEIRANGERFJORDEN WORLD HERITAGE FOUNDATION

*For us, international exchange between very different World Heritage protected landscapes and cooperation and inspiration from project initiative, results and best practises between the partners were the largest benefits and highlights of the PROWAD Link project.*



**KATY OWEN**  
NORFOLK COAST PROTECTED LANDSCAPES

*Designated areas should be full of life! It's our role to help nature and communities flourish side by side. Creation of a new nature-based brand for The Wash and North Norfolk Coast places sustainable tourism at the heart of securing a bright future for our natural and cultural heritage.*



**SJON DE HAAN**  
GEMEENTE AMELAND

*The working on the limits of acceptable change was remarkable. It started with the idea of testing a rigid approach for assessing the carrying capacity for tourism, but it resulted in a new inclusive participatory model. The Wadden Sea Tourism Radar is a very helpful tool fitting to our circumstances. Another big success was learning from each other.*



**MARGRITA SOBOTTKA**  
LOWER SAXON WADDEN SEA NATIONAL PARK AUTHORITY

*PROWAD Link enriched the Lower Saxon Wadden Sea National Park Authority and its regional partner network of SMEs. We learned a lot from our project partners from the North Sea Region and were inspired by co-creation of innovative, sustainable offers. We hope for a successful continuation of the networking in the newly found transnational Partnership Hub for the Wadden Sea World Heritage.*



© Erik Jan Koopmans

**PIETER VAN BEUKERING**  
WADDENACADEMIE

*Bridging the science-policy gap is crucial to create a more sustainable future for the Wadden region. PROWAD Link has done exactly that. By letting scientist and practitioners work hand in hand on critical issues such as sustainable tourism, more robust solutions have emerged that will continue to have a positive impact on people and planet.*



© RVO

**SONJA VAN DER GRAAF**  
RIJKSDIENST VOOR ONDERNEMEND NEDERLAND

*Working on the dark sky subject sometimes gave me the feeling to “Pull a dead horse”, but when we presented the “Trilateral Vision on Dark Sky over the Wadden Sea” to the Ministers during the trilateral Ministerial conference last November in Wilhelmshaven, I felt that we managed to put dark sky in the picture. More than 40 parties signed this vision and even after the conference this continued. More and more people start to see the ecological importance of natural darkness and the touristic opportunities it offers.*



© Private

**THOMAS B. LONG**  
RIJKSUNIVERSITEIT GRONINGEN/ CAMPUS FRYSLÂN

*Generating new scientific insights about how sustainable entrepreneurs relate to and utilise natural heritage. Collaborating with entrepreneurs, students, and the project team to inspire and support the creation of new sustainable business models and new sustainable entrepreneurial ideas.*



© Fröhlich WWF

**ANJA SZCZESINSKI**  
WWF DEUTSCHLAND

*By bringing people from conservation, science, administration and the tourism sector together to jointly work on solutions how business can benefit from nature and nature can benefit from business, the project truly lived up to its name and linked protection and sustainable prosperity in protected sites around the North Sea.*



© Nationalpark Vadehavet

**PETER SAABYE SIMONSEN**  
NATIONALPARK VADEHAVET

*In Denmark at the Wadden Sea National Park we appreciate our great cooperation between all the project partners despite Covid-19, Brexit and other rather disturbing elements during the project. The social and professional relations simply grew during the project and made PROWAD Link an enriching and valuable experience around the North Sea. Also, we managed together to produce results and push sustainable development further locally both here in Denmark and across borders.*



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**KARINA POOL**  
VISIT WADDEN

*There is a lot of enthusiasm in the Netherlands for the Dutch partner programme. On several places along the coast entrepreneurs have become ambassadors and the group is also growing on the islands as well. Entrepreneurs are keen of knowing more about the unique World Heritage status and are proud of showing it to their guests. Ambassadors are now cooperating and connecting their activities.*



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**MONIQUE PRUYT**  
PROVINCIE FRYSLÂN

*PROWAD Link gave a great boost to the realisation of our national Wadden Sea World Heritage partner programme. Learning from the project partners across the Wadden Sea and North Sea gave us even more inspiration to connect our regional stakeholders in nature conservation and tourism with each.*

# WHERE WE BEGAN

Rural coastal small and medium-sized enterprises (SMEs) face many challenges as they are widely scattered and deeply detached from innovation drivers, such as knowledge sources. At the same time, the coastal North Sea Region hosts valuable natural areas, recognised and protected under regional,

national, European, and international legislation, or designated as UNESCO World Heritage Site. These areas are significant natural assets, valuable for habitat and species protection, as well as a broad range of ecosystem services, like biodiversity, climate regulation, health, and food. This is widely recognised by the tourism industry. There

is a strong public governance interest to connect regional development with protected natural areas, for reasons of sustainability and quality, and a recognition that nature conservation is an economic asset rather than a restriction. Research underlines the value of nature brands as a driver for sustainable development.

The INTERREG North Sea Region project “PROWAD Link – Protect & Prosper” aims to support sustainable growth by engaging SMEs in nature conservation. Thereby, the potential of nature heritage brands as drivers for jobs and sustainable regional development are unlocked, closing a nature-business-benefit-cycle. Fifteen project partners from Denmark, Germany, the Netherlands, Norway, and the United Kingdom set out in 2018 with three main targets:

- Improve access to nature brands with economic value for SMEs;
- Enhance sustainability of SMEs in the North Sea Region;
- Co-create, with SMEs and knowledge partners, innovative and sustainable marketable offers and products.

In 2020, the pandemic hit and slowed the project, as it relied on reaching out and connecting to SMEs and other stakeholders. However, the project partners quickly adapted, and extended their project period to four years. The project developed case studies and videos on how SMEs cope with the pandemic to support a sustainable transition.

This brochure highlights the main achievements of the project with focus on how they can be of added value for stakeholders in the coming years.

The 2018-2022 project was co-funded by and carried out in the framework of the Interreg North Sea Region Programme under the Programme Priority 1 “Thinking Growth”. The programme is funded by the European Regional Development Fund (ERDF) of the European Union. The project’s total budget was 4.8 million euros, with 2.4 million euros contributed by ERDF and Norway.

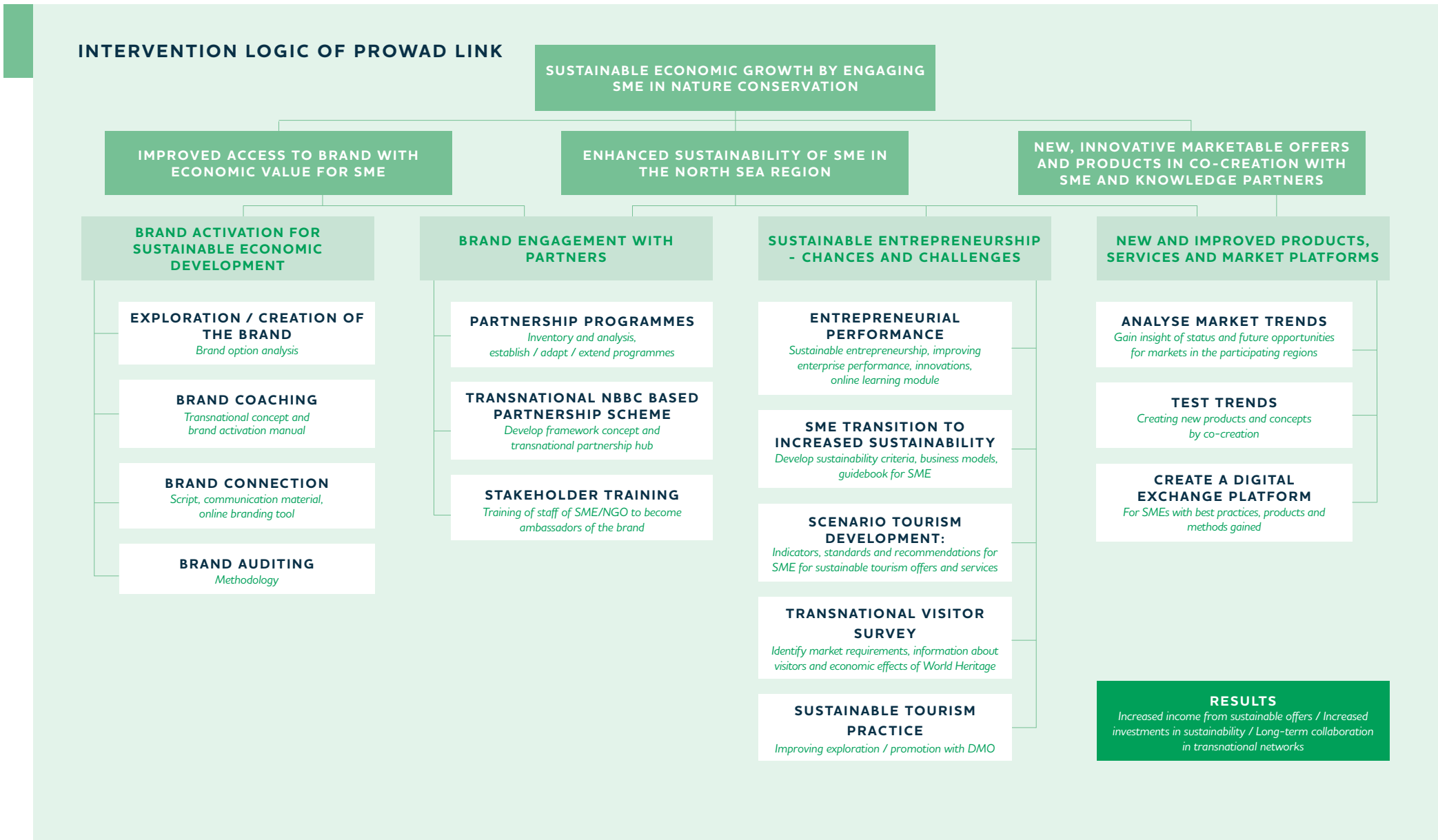
[www.northsearegion.eu/prowad-link](http://www.northsearegion.eu/prowad-link)



© CWSS

THE FOLLOWING PARTNERS FROM FIVE NATIONS COLLABORATED TO LINK SUSTAINABLE GROWTH AND NATURE CONSERVATION:







# LINKING NATURE AND BUSINESS

**P**ROWAD Link builds on the so-called “Nature-Business-Benefit-Cycle” (NBBC): Businesses can access the nature brand for economic benefits. At the same time, they also contribute to nature protection. This will support the nature brand, which, again, will enhance the potential for sustainable economic use by businesses.

The benefit of this new approach is that the project activities are not implemented separately. Instead, they reflect the building of systematic, integrated, and reasonably interconnected actions that support each other in a functional manner. The project partners were careful to make sure that activities are replicable by other regional and transnational sites at any branding stage, thus strengthening PROWAD Link’s impact.

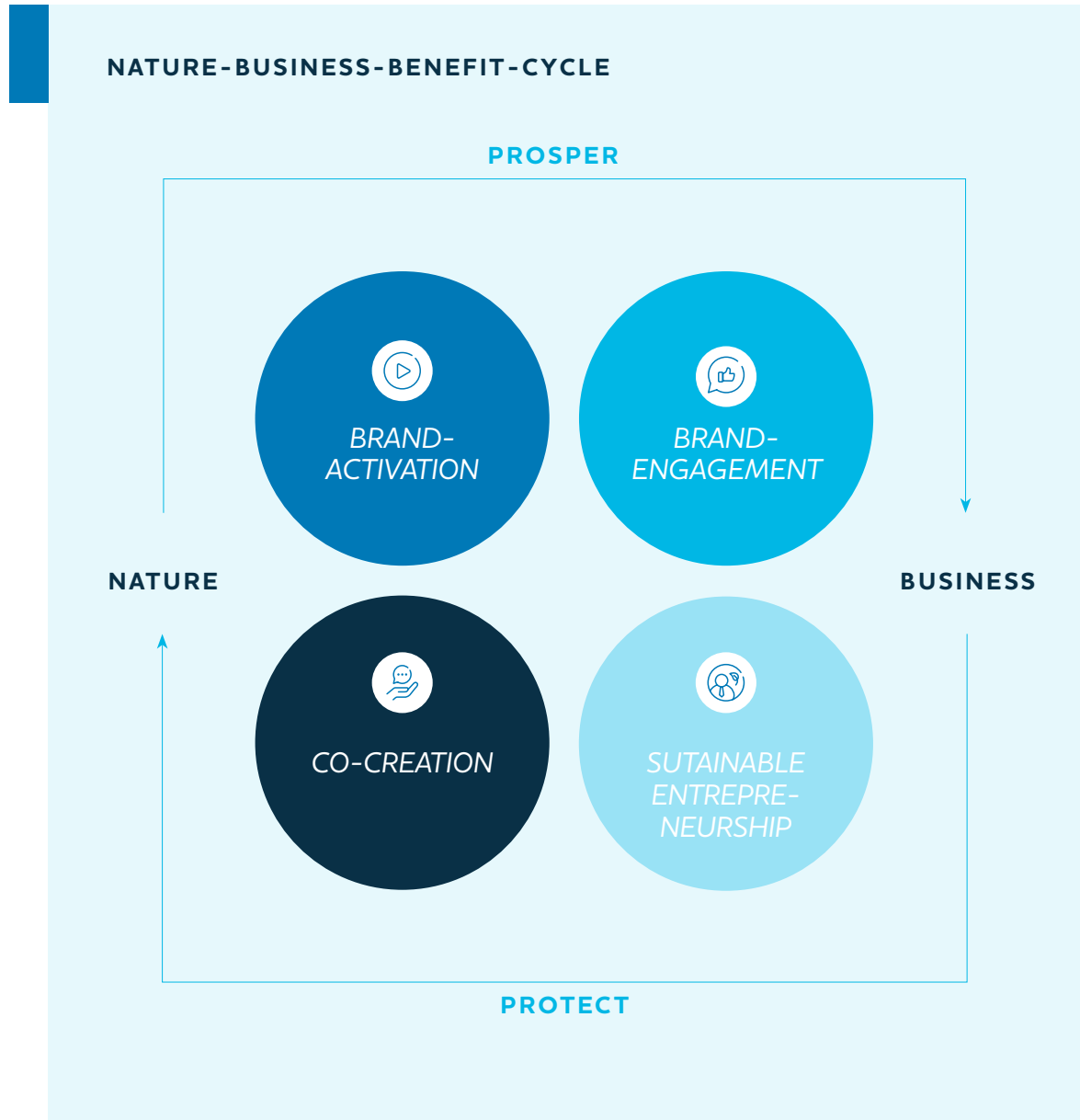
The project activities can be sorted in to four main themes: **Brand activation**

focuses on brand communication, brand awareness, and co-branding. For example, we looked at how to combine existing brands, like those of National Parks, with those of global importance, e.g., the World Heritage brand.

Building on the brand image, the project carried out **co-creation** with stakeholders, developing new and improved products and services, which provided additional income for local communities.

Under the theme of **sustainable entrepreneurship**, the project developed tools and provided knowledge on how to enhance sustainability of small and medium-sized businesses.

To sustain the knowledge networks and its activities, and to enhance **brand engagement with partners**, the project partners focused also on long-term collaboration in regional and transnational partnerships.



# PILOT REGIONS

**P**ROWAD Link was implemented in the pilot regions of the Geirangerfjord in Norway as part of the West Norwegian Fjords World Heritage Site, the Wadden Sea World Heritage Site in Denmark, Germany, and the Netherlands, and The Wash & North Norfolk coast in the United Kingdom.

## Geirangerfjord

The West Norwegian Fjords were inscribed on the World Heritage List in 2005. The area was found to meet two principal criteria: exceptional natural beauty and superbly developed fjords, considered as the type locality for fjord landscapes in the world. The cultural landscape adds an extra dimension that enhances the overall significance of the area. The West Norwegian Fjords World Heritage Site is made up of two distinct areas approximately 120 kilometres apart on the Norwegian west coast: the Geirangerfjord with surrounding areas to the north and the Nærøyfjord with surrounding areas to the south.

The Geirangerfjord site includes the Geiranger-Herdalen Landscape Protection Area, the Kallskaret and Hyskjett nature reserve, Geiranger village and three fjords:

Geirangerfjord, Sunnlyvsfjord, and Tafjord. The Norwegian University of Science and Technology as well as the Geirangerfjord World Heritage Foundation represent this natural area in the PROWAD Link project.

## Wadden Sea

The Wadden Sea is the largest tidal flats system in the world, where natural processes proceed largely undisturbed. It extends along the coasts of Denmark, Germany, and the Netherlands.

For its globally unique geological and ecological values the Wadden Sea is inscribed as UNESCO World Heritage Site. Nowhere else in the world is there such a dynamic landscape with a multitude of habitats, shaped by wind and tides. Global biodiversity is reliant on the Wadden Sea.

In the framework of the Trilateral Wadden Sea Cooperation, Denmark, Germany, and the Netherlands take on the responsibility of preserving this irreplaceable ecosystem for the benefit of present and future generations. Twelve of the 15 PROWAD Link project partners work in and with the Wadden Sea World Heritage Site.

## The Wash & North Norfolk Coast

The Wash and North Norfolk coast is one of the most important marine areas in the UK and European North Sea. Located on the Eastern coast of England, this Marine Protected Area encompasses the largest embayment in the UK, The Wash, which is fed by four rivers: the Witham, Welland, Nene, and Great Ouse.

The Wash is one of the most important wetland sites in the UK, hosting vast intertidal mudflats and huge expanses of saltmarsh which support thousands of bird species all year round. The Norfolk Coast Area of Outstanding Natural Beauty (AONB) includes the silt expanses of The Wash and the north-facing coastal marsh and dunes of the Heritage Coast. The dynamic coastline is backed by rolling chalkland and glacial sediment. This low-lying landscape is characterised by huge skies and iconic species such as grey seals, ringed plovers, and white clawed crayfish.

Norfolk County Council is the project partner in this area, represented by the Protected Landscapes team.



## WADDEN SEA WORLD HERITAGE

© Martin Stock



### THE WASH & NORTH NORFOLK COAST



© David Kirkham

### GEIRANGERFJORD WORLD HERITAGE



© Matt Lamers/unsplash



PILOT REGIONS

# BRAND ACTIVATION



## BRAND ACTIVATION CYCLE



Jegade, Michael (2016) Five steps to design brand activation programmes that inspire consumers to act.

Nature areas can become powerful brands. However, as with any brand, they need attention. Looking at the full branding circle (graphic), the three pilot regions can be found at different stages. While the area of The Wash & North Norfolk coast worked on the stages of defining and formalising a joint brand in the framework of this project, the World Heritage Sites of the Wadden Sea and Geirangerfjord needed a stronger focus on operationalising, communicating, and measuring the brand. At the end of the project, each nature area has taken significant steps further in their branding cycle and developed instruments for stakeholders to connect with the respective brands. As branding is a continuous task, the successes reached are merely milestones. There is yet more demand for networking, communication consistency, co-branding, and creating and maintaining brand ownership, among others.

### Online branding toolbox

Wadden Sea World Heritage has become a renowned brand for an internationally recognised nature

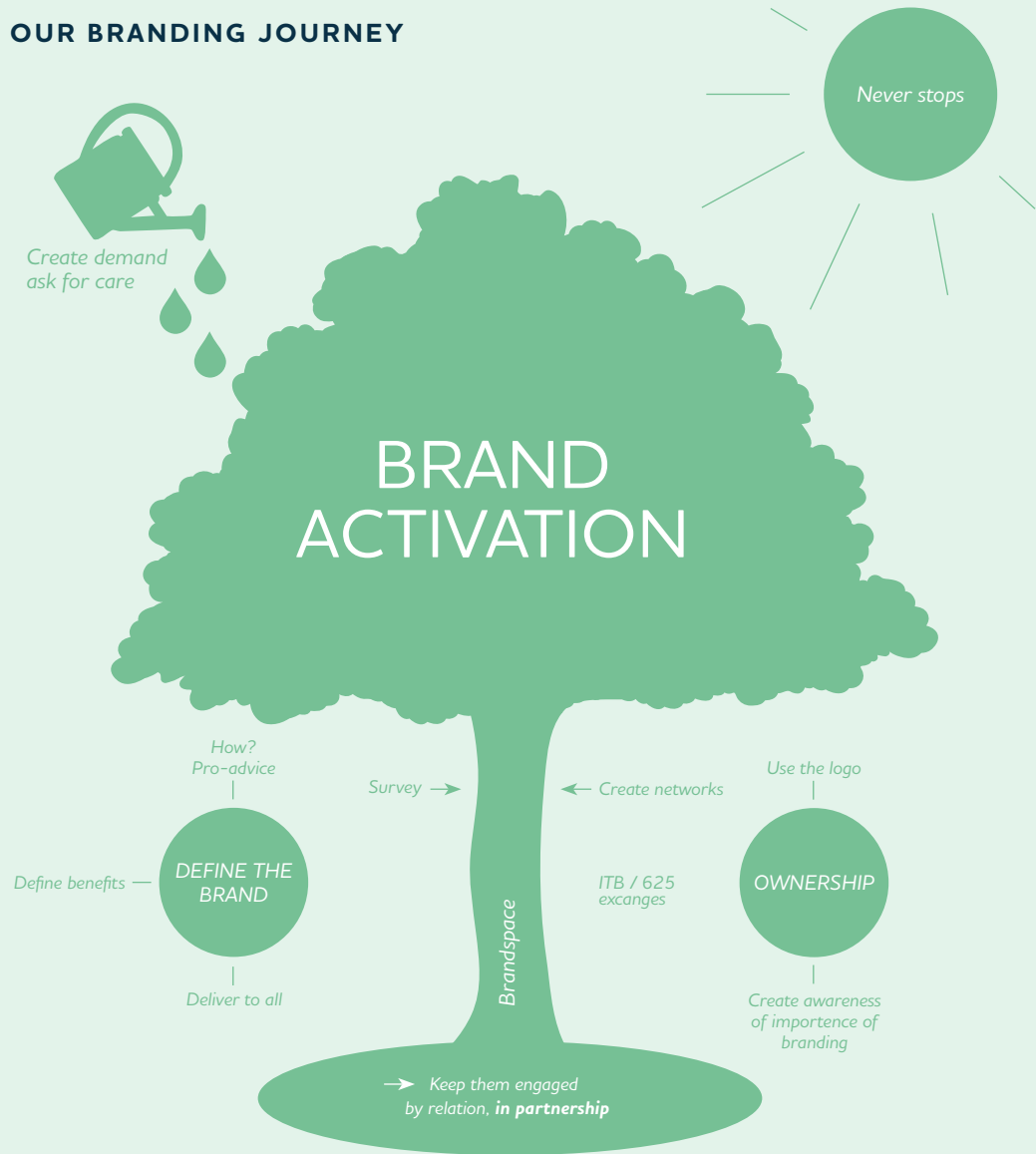
area. To activate this brand towards promoting sustainable development of the area and the Wadden Sea's protection, an online branding toolbox was created. Designed as a contemporary guideline, as single, user-friendly source, it functions as user guide on how to connect with the brand Wadden Sea World Heritage (tactical guidance). Different levels of engagement are presented: A "supporter" shares the story of Wadden Sea World Heritage, a "partner" is ready for a more permanent commitment, and an "ambassador" works together with us strategically on our shared mission. Examples of each level are given, as well as examples of how to incorporate the brand narrative and engage in co-creation.

The online branding toolbox further facilitates communication and marketing for SMEs and local partners. The toolbox includes free-to-use footage on the World Heritage Site in a content pool and inspires with best practices how to use the content for different purposes.

[Read more](#)

[Watch more](#)

## OUR BRANDING JOURNEY

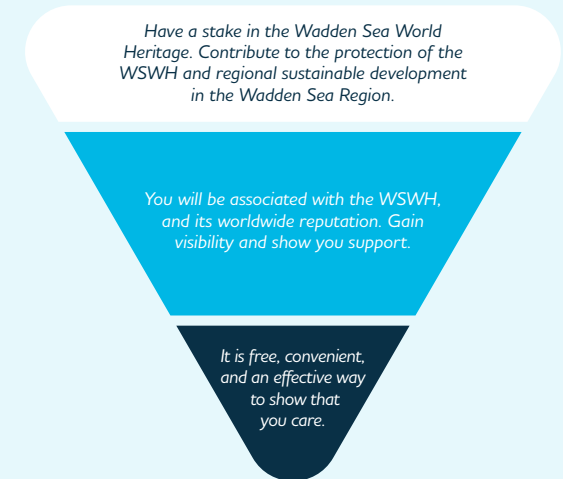


## ENGAGING WITH WADDEN SEA WORLD HERITAGE

- Ambassador
- Partner
- Supporter



Engagement levels



Benefits

**Brand audit**

In 2022, the first Wadden Sea World Heritage brand audit was conducted by Inspektour on behalf of the Common Wadden Sea Secretariat. The audit was largely based on a trilateral stakeholder survey, which provided very valuable insights to review and assess brand activation. The aim was to establish the status of the brand and evaluate the effectiveness of its communication among and with partners and other stakeholder groups. A valuable outcome was the information that the brand already raises awareness for nature conservation of the Wadden Sea and communicates important contents of nature conservation. Brand design and the multitude of communication materials are uniform and professionally designed and the topics of conservation, sustainable development and environmental education are stringently disseminated through the most diverse communication channels.

**Brand Exploration for Natural Areas**

PROWAD Link provided the opportunity for exploration into the existing profile and brand identities present in and around The Wash and North Norfolk coast. This was also expanded to look further afield, reviewing best practice examples from existing nature-based brands. From this, recommendations were made to enable the release of economic value of The Wash and North Norfolk coast. Currently, the area uses designation titles to communicate the special nature of the area to visitors and residents, however this was found to be ineffective in creating the brand power needed to connect businesses to nature protection. The

report concluded that a Destination Management Organisation model could offer the most potential for development and application of NBBC values and would support the growth in demand for responsible tourism which aligns closely with NBBC. It also suggested that a nature-based brand, working closely with existing profiles such as The Wash & North Norfolk Marine Partnership (WNNMP) and Norfolk Coast Partnership (NCP) could harness the power of experiential travellers to unlock the economic values of designated areas. As a result, Norfolk County Council has explored the options for a brand that would align itself to these core principles and are moving forward with a new public profile: Norfolk Coast Protected Landscapes = Alive with Nature.



**Smart Fjord concept**

With the Norwegian Parliament's decision on making the Geirangerfjord a zero emissions sea zone by 2026, it was clear that visitor numbers during summer season may be reduced. In order to sustain the tourism-related businesses, the Green Fjord partner programme was reformed into the Smart Fjord partner programme. Within that renewal, a new concept was developed to aim for off-season products and services while addressing all UN Sustainable Development Goals.

[Read more](#)

CASE

**GIVING STAKEHOLDERS A NEW FLOOR**

To bring a spotlight upon the small and medium-sized businesses in the pilot areas in their struggle during the first lockdowns, the PROWAD Link partners together with SMEs produced videos to showcase the businesses' stories, visions, and resilience in face of uncertainty.

[Watch more](#)



CASE

### CELEBRATING WADDEN SEA WORLD HERITAGE

1000 kilometres, 550 cyclists, 73 events, 2380 visitors – In June 2019 two teams with representatives from the Trilateral Wadden Sea Cooperation cycled from Ho Bugt, Denmark, and Vlieland, Netherlands, to Wilhelmshaven, Germany. The occasion – the 10th anniversary of the Wadden Sea’s inscription as a World Heritage Site. In celebration of this special year, the Wadden Sea community set up an anniversary programme under the motto “One Wadden Sea: Our Heritage. Our Future.” with various regional and local events and activities. Its highlight was the Anniversary Bike Tour. The cyclists were regularly accompanied by interested day visitors, including school classes, clubs, NGOs, and individual participants.

[Watch more](#)



© Vlielandfoto

CASE

### PARTNERSHIP “CHANGE FOR THE BETTER”


In 2020, Swiss watch manufacturer Oris and the Common Wadden Sea Secretariat formed a 3-year partnership under Oris’ motto “Change for the better” benefitting the protection of the Wadden Sea World Heritage Site. The CWSS-Oris partnership saw the launch of the wristwatch “Dat Watt” in May 2021, part of a series of watches which Oris produces with the aim of celebrating our marine heritage while also highlighting the importance of the conservation of our oceans. Parts of the sale proceeds go towards supporting the trilateral education programme. This includes the International Wadden Sea School which has worked with educators and interpreters in the three Wadden Sea nations for 20 years, to improve knowledge and understanding about the Site among children and young people. In the framework of the Oris-CWSS partnership annual events are carried out between 2021-2023 to raise awareness of the Wadden Sea. By bringing together Oris followers of the “Change for the Better” campaign with Wadden Sea Supporters the event series offers an exclusive volunteer engagement opportunity and builds on the network around the Wadden Sea World Heritage Brand providing relevant content, elements of participation, and a strong community.



© Lobke Vale

## OUTLOOK

The activities within PROWAD Link were instrumental in supporting activation of nature-based brands within pilot regions. The next step for the Wadden Sea World Heritage brand after the brand audit is to compare its “self-image” and “external image” and formulate recommendations for strategic positioning. For this, it is planned to generate data on the demand-side perception of the site via the local population in Germany and the Netherlands. These findings will be compared with the results of the brand audit and the NIT (Institute for Tourism and Spa Research) visitor survey (see section on sustainable entrepreneurship).

Brand activation material for the new ‘Norfolk Coast Protected Landscape’ is underway and includes a new logo, font, image library, website, and revitalised Dark Skies campaign. This pilot region will continue to build on the experience of other PROWAD Link partners to develop an engaging public-facing brand which supports roll out of NBBC along the coast. Brand activation inspired by colleagues in the Wadden Sea and Geirangerfjord includes develop of sustainable, placemaking merchandise and a sustainability pledge, offering the opportunity to work with businesses to reinvest back in the nature and heritage of The Wash and North Norfolk coast. 



© NCC



© A. Schmäbler



# CO-CREATION

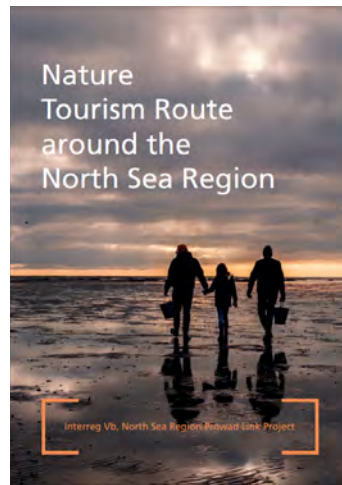
The theme of co-creation was most affected by the pandemic, as the shared process of development and creation of new products and services requires in-person exchanges. Yet, the project partners succeeded in holding several regional workshops with small and medium-sized businesses with less than 10 employees (SMEs). In the workshops, space was given to a bottom-up process of developing products and services that increase revenue and investments and are based on a sustainability business model. The exchange of ideas between SMEs improved also existing products and business models. Many co-creation processes initiated by the workshops are ongoing. The following are some of the results in nature travel, education, health and wellbeing, and innovation.

## NATURE TRAVEL

### Nature Tourism Route around the North Sea Region

The feasibility study presents the case for adopting a responsible tourism approach to developing a new route. It highlights the practicality of developing a route as part of PROWAD Link and focuses on ethical concerns as well as managerial steps needed to develop this product.

[Read more](#)

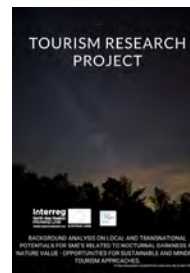


Cover image © Thomas Hoyrup Christensen

### Dark Sky

Dark Sky as a nature experience is gaining increased interest around The Wash & North Norfolk coast and the Wadden Sea. Through co-creation workshops in both areas, ideas were formed on how to link outdoor sleeping, local food, and education to this experience. A background analysis on sustainable and nature friendly dark sky tourism was conducted, involving actors from all five countries. It gives an overview of the status of Dark Sky Tourism in the partner regions and includes tips for potential future developments. Norfolk have already used this work to secure funding for an updated Dark Skies engagement programme.

[Read more](#)

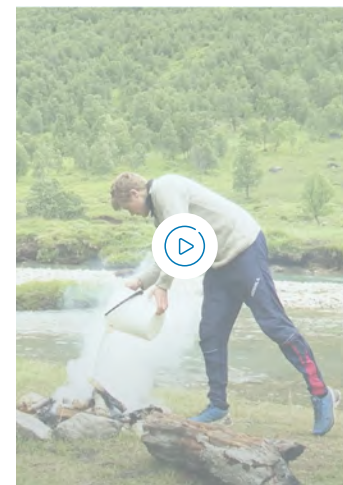


Cover image © Free Nature Stock/ Pexels.com

### Video campaign on fjord visitor behaviour

In co-creation with Smart Fjord partners, an in-house production of short tutorial videos was undertaken. The aim: educate visitors on how to behave in the cultural and natural landscape. The videos show situations of misbehaviour.

[Watch more](#)  
[Watch more](#)

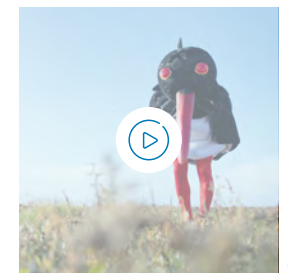


© Geirangerfjord World Heritage

### Video campaign on Wadden Sea visitor behaviour

By changing the perspective and illustrating unrespectful behaviour of animals and plants in the living space of people, a series of social media clips raises awareness for respectful behaviour of visitors in nature, specifically the Wadden Sea. Under the motto "You are a guest - this is where I live" charismatic animals and plants address visitors to respect nature and, e.g., not litter, keep dogs on a leash and stay on the paths. A more philosophic reflection of the Wadden Sea and what it means to be a visitor in the World Heritage region is featured in a short film with statements from local inhabitants.

[Watch more](#)



© WWF/Holch

## EDUCATION

### Fjord Ranger Educational products

To educate visitors, who do not visit the Geirangerfjord World Heritage Centre, about the World Heritage Site, Smart Fjord partners came together to develop educational products built around visitor movement. For instance, within the Fjord Ranger programme expert rangers accompany sightseeing boat tours of cruise ships coming to the Geirangerfjord. The income and profit from the activities are used to employ educated rangers, as well as to protect, conserve, and develop the World Heritage Site for future generations.

[Read more](#)



© Hylke Studio

### Class trip package offers

Upon initiative by the project partner Nationalpark Vadehavet and their interpreter's forum "Mit Vadehavet", a self-sustaining network of information centres, accommodations, and other attractions has developed with package offers directed towards teachers, who are planning class trips to the Danish part of the Wadden Sea World Heritage Site. Fact sheets available in Danish give a one-stop-shop of information for teachers without inside knowledge of the Danish Wadden Sea area.

[Read more](#)



© Nationalpark Vadehavet

### Training of nature guides

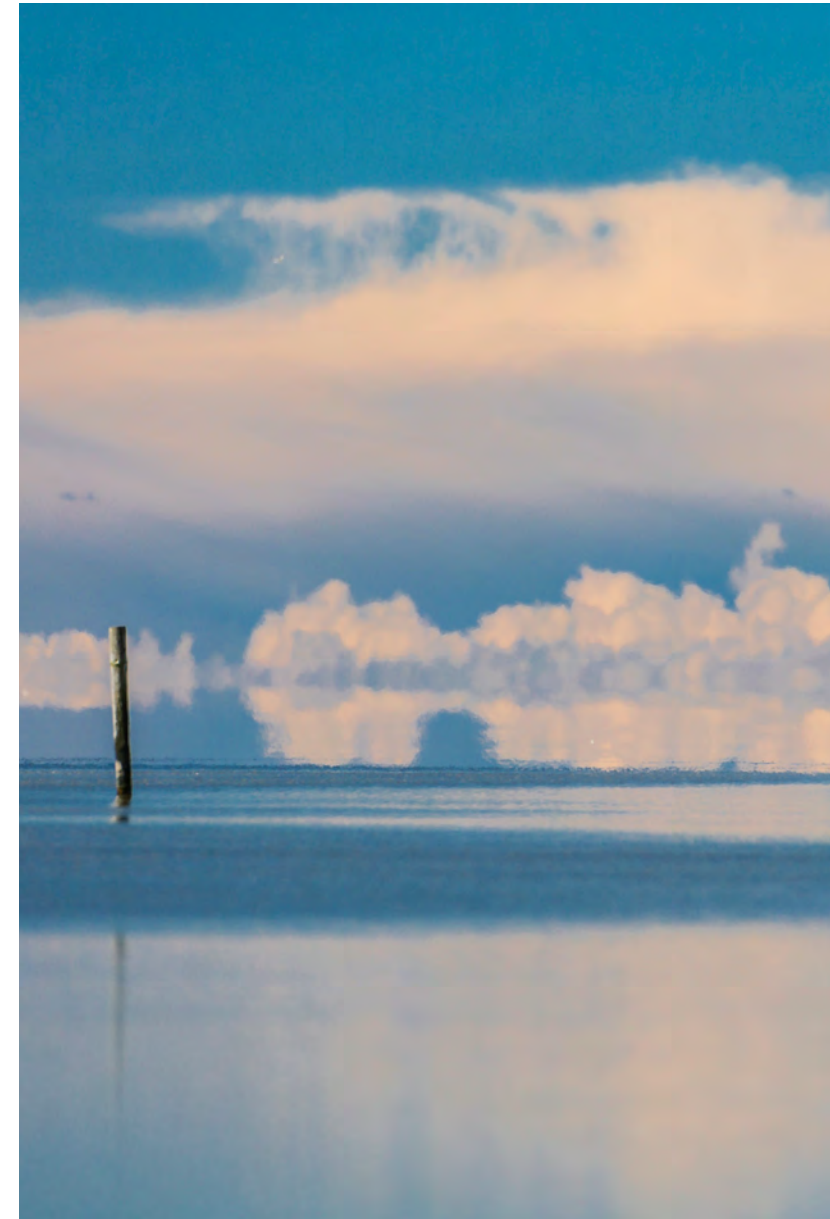
The Outstanding Universal Value of the Wadden Sea World Heritage Site can be made more tangible through guided nature tours – this is the aim of the new training concept "We are World Heritage!" Developed by the Lower Saxon Wadden Sea National Park Authority with support of national park guides. The two-day programme uses interactive methods to present tools to anchor the heritage values even more in people's minds and hearts.

[Read more](#)



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## HEALTH AND WELLBEING

### Mindfulness

Initiated by the Lower Saxon Wadden Sea National Park Authority, the concept “Me & the Wadden Sea - Mindfulness Exercises” is a compilation of wellbeing activities. The concept was tested, discussed, and enhanced in a workshop of regional mindfulness and yoga coaches, accommodations, and tourism organisations. The exercises are available online and promoted to professional applicants via a brochure and a train-the-trainer seminar.

[Read more](#)



Cover image © M. Hohmann/ NLPV

### Geiranger Lightart Festival

Initiated by Smart Fjord partners from tourism and culture, the Geiranger Lightart festival is a unique experience of art and nature, transforming Geiranger into a large-scale, outdoor landscape of light art. The event is envisioned to become an annual magnet of culture in a previously unknown winter destination, providing the public with a unique experience of nature and culture and contributing to the local community’s sustainability all year round. The festival is a sub-project in the Smart Fjord CULTURE initiative, which will create new cultural activity during the cold months of the year.

[Read more](#)

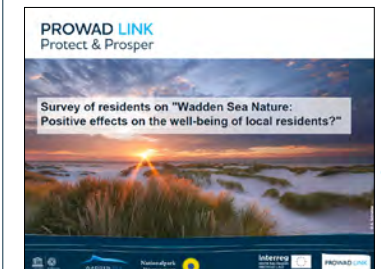


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### Resident survey on health and wellbeing

The Schleswig-Holstein Wadden Sea National Park Authority investigated the effect of Wadden Sea nature on the health and wellbeing of local residents. The pilot survey was done in the regional coastal municipalities of Schleswig-Holstein and Lower Saxony and revealed the close relationship between residents and the Wadden Sea. The effects on subjective health and wellbeing perceived as being very positive.

[Read more](#)



Cover image © CWSS/ A. Schnabler



© Lobke Vale

## INNOVATION

### North Sea Sustainable Innovation Challenge

The North Sea Sustainable Innovation Challenge is an initiative of Campus Fryslân of the University of Groningen. The challenge, conducted in 2022, called for ideas that contribute to social, economic, environmental and heritage development in the North Sea region. The overall objective was to push the development of sustainable entrepreneurship contributing to a happier and healthier North Sea Region. Five winning sustainable and innovative ideas were selected from a pool of applications, and were awarded a support programme consisting of workshops, coaching, and networking.

[Read more](#)



Cover © RUG

### Fjord Cowork

With Fjord Cowork a new platform has been developed for online booking and marketing of cowork spaces, workation, creative co-production sites, and production community, all with view on the spectacular fjord landscape during the cold season. The platform opens new possibilities for SMEs to create business during low season. The pilot regions are the villages of Geiranger, Eidsdal, and Norddal. The goal is to connect FJORD, WORK and PEOPLE (local societies) and attract digital and creative nomads and potential new residents and businesses in the quiet and cold time of the year.

[Read more](#)



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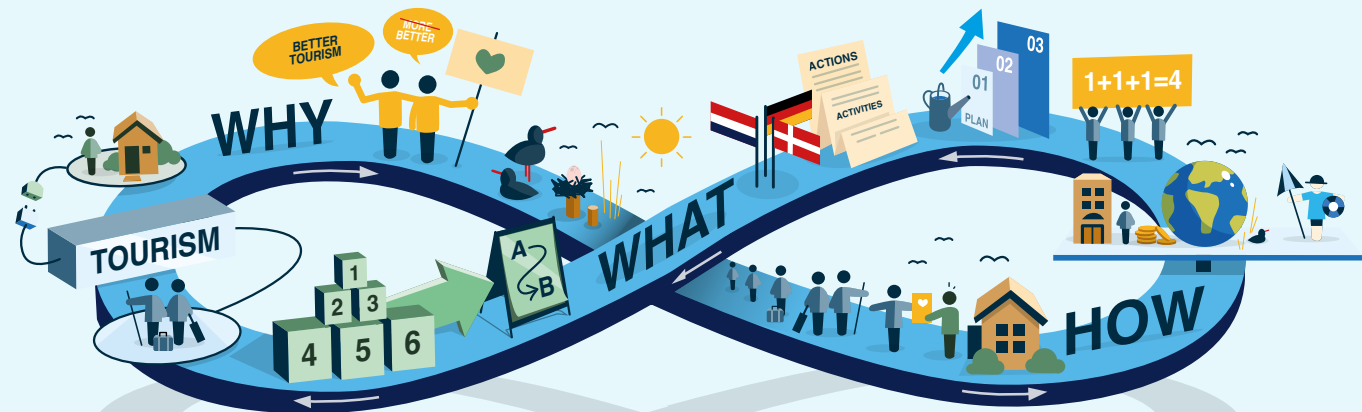
## OUTLOOK

Many co-creation workshops conducted within PROWAD Link inspired the participants. Some have developed into concrete solutions, displayed on these pages, others are still in the making and will be further developed in the framework of the regional partner programmes, as well as, specifically for the Wadden Sea within the transnational Partnership Hub and on the newly established online exchange platform. These frameworks will also give space to new co-creation processes.

### Action Plan for the Wadden Sea World Heritage Tourism Strategy

For the Wadden Sea World Heritage Site, the trilateral Network Group Sustainable Tourism, in continuous exchange with local Stakeholder groups, developed an action plan aimed to identify necessary steps towards making the ONE Wadden Sea the most sustainable World Heritage Destination. The inclusive participation of all relevant stakeholders was an essential factor in ensuring full ownership and participation throughout the creation and implementation of the Action Plan. The action plan is a starting point for projects and policy development locally, bilateral, and trilateral.

## ETERNAL LOUP OF STRATEGIC SUSTAINABLE TOURISM



# SUSTAINABLE ENTREPRENEURSHIP

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One of the main ingredients to sustainable entrepreneurship is knowledge: what is the definition, what are the tools, what is being done elsewhere, and what are the barriers. Thus, within this theme, knowledge gathering and sharing was the key objective. The goal: to raise awareness of small and medium-sized enterprises for sustainable development and limits of growth. The first years of the pandemic posed a special scenario of overtourism, with high numbers of visitors in just a few weeks of summer. The project partners answered by including examples of sustainable reactions of small and medium-sized businesses. The products of the theme “sustainable entrepreneurship” can be divided into three subcategories: collecting, creating, and sharing knowledge.

## COLLECTING KNOWLEDGE

### Nature-based tourism

Desk-based research was vital to help identify important marketable trends in nature-based tourism and share this information with SMEs. The report helps to raise awareness about the various trends driving change and that could affect the operations of SMEs. It provides crucial insight into how changing trends and customer preferences will open up new market opportunities for nature-based tourism. Identifying the most important trends and their implications, as well as the next steps, can serve as a blueprint to help SMEs seize different market opportunities.

[Read more](#)



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### Ecolabels

Pursuing sustainable entrepreneurship brings along long-term financial benefits and nature conservation. Ecolabels can serve as a method to help diversify SME gains safely in areas where biodiversity is high. Under the auspices of PROWAD Link, a bundle of reports on ecolabelling and SMEs have been developed. They present a series of recommendations that SMEs can consider when developing a sustainability strategy, including the importance of identifying and choosing the right ecolabels. The purpose of these documents is to provide guidance on how to adopt and implement an effective sustainability strategy for SMEs and help disseminate the sustainability agenda.

[Ecolabels for small tourism enterprises: Read more](#)

[What, why and how of ecolabels: Read more](#)

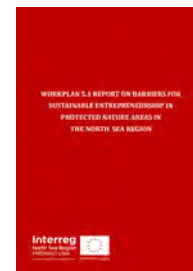


Cover image © NTNU/  
Else Ragni Ytterdal

### Barriers to sustainable entrepreneurship

Naturally, implementing a sustainable entrepreneurship strategy can be coupled with a set of challenges for any SME, especially those operating in a sensitive nature area; but these challenges can be surmounted with the right strategies. Under the PROWAD Link project, a study was conducted that helps to identify the barriers to sustainable entrepreneurship in a World Heritage area. The report puts forward recommendations of strategies that can be used to encourage sustainable entrepreneurship in SMEs operating in the Wadden Sea. The overall aim is to attain better understanding of the mechanisms that contribute to the increase of sustainable entrepreneurship in the World Heritage area. SMEs can also have access to reports on coping strategies and solutions developed by tourism SMEs across different sites in partner countries during the pandemic. These findings are transferable to other nature designated areas, as demonstrated by uptake and adaption of these strategies in The Wash and North Norfolk coast.

[Read more](#)



### Sustainable business examples

Meet small enterprises working hard to improve sustainability. Examples of small sustainable tourism businesses operating in popular nature areas.

[Read more](#)



Cover image © NTNU

### Enterprises coping with Covid-19

2020 was characterised by the devastating effects of the Covid-19 crisis. In this report we highlight some of the coping strategies and solutions developed by tourism SMEs across the three focal sites and five partner countries.

[Read more](#)



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### Business model framework

As the project's goal has been to help start a long-term transition process for SME strategies from profit only to environmentally friendly processes, SMEs have access to resources on best practices examples and heritage assets in the region to help promote a wide exchange of good practices. They showcase key examples of sustainable tourism businesses in the region, which protect critical environmental and cultural resources as well as use them to be prosperous businesses within a simplified sustainable business model framework.

[Read more](#)

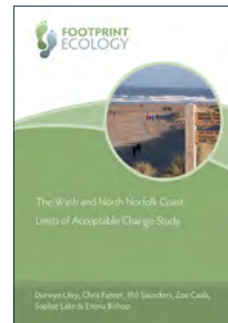


Cover image © Marit Beckmann

### Limits of Acceptable Change Study

The aim of this study was to ascertain acceptable levels of visitor presence around The Wash and North Norfolk coast. The study focussed on the nature conservation impacts arising from recreational use around The Wash, and North Norfolk coast, using the Limits of Acceptable Change (LAC) framework. Working with stakeholders, areas of concern were identified and zone types defined to reflect the different resource (i.e. wildlife interest), management, and social conditions (i.e. what they are like to visit) around the coast. A list of management actions for each different zone type was also created, providing a toolkit from which interventions could be selected. Notably, the continuous nature of LAC process means that this study comprises an initial step rather than any kind of end point.

[Read more](#)



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### Wadden Sea-wide visitor survey

A trilateral visitor survey conducted in 2020-2021, covering the entire destination of the Wadden Sea World Heritage in Denmark, Germany, and the Netherlands, provides valuable market insights. Its output shows that over 90 per cent of guests know that the Wadden Sea is designated as a World Heritage Site. Nature protection and information about nature experience are important aspects to the visitors. The status also plays a role in the travel decision for more than half of the Danish interviewees and about 40 per cent of the interviewees in Germany and the Netherlands. More than 80 per cent of visitors want nature at the destination to be protected and prefer to experience an intact nature away from large tourist crowds. For more than 70 per cent it is, moreover, important to learn something about the region as well as the nature at their destination.

[Danish Wadden Sea Region: Read more](#)

[Dutch Wadden Sea Region: Read more](#)

[German Wadden Sea Region: Read more](#)



Cover image © CWSS/ A. Schnabler



**Added value of sustainable tourism**

The brochure on the “Added Value of Sustainable Tourism in the Wadden Sea World Heritage Destination” summarises selected results from all three countries who participated in the trilateral visitor survey. The brochure further shows best-practice examples from all PROWAD Link pilot areas and how they implement sustainability in their small and medium-sized business.

[English: Read more](#)

[German: Read more](#)



Cover image © Martin Stock-NP/LLKN.SH

**Cultural and recreational values of Natural Capital**

Social media offers a unique insight into both preferences and behaviour of visitors compared to traditional survey methods and has the potential to optimize management practices. The Waddenacademie took a deep dive into what attracts locals and visitors to the trilateral Wadden Sea region in the Netherlands, Germany, and Denmark by utilising open-source social media data. The study “The cultural and recreational values of Natural Capital in the Wadden Sea” reveals similarities differences in landscape appreciation for recreation and tourism between the Wadden Sea islands. On its basis an interactive online application was developed that allows users to digitally explore the region and to learn more about the insights developed through the social media data on the importance of natural landscapes.



[Read more](#)

[Link to online application: Read more](#)



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## CREATING KNOWLEDGE

### Business tool for sustainability


Tailored for SMEs located in protected areas, researchers and students from the University of Groningen – Campus Fryslân developed a Nature-Business and Community development canvas.

[Read more](#)



Cover image © CWSS/ A. Schnabler

### Tourism Radar

To further facilitate transition of tourism to sustainability, the Wadden Sea Tourism Radar introduces a method that helps destinations to recognise undesired and potentially harmful tourism development at an early stage. The Radar is an instrument that can be used to determine, along defined criteria, whether current tourism activities at the destination are negatively affecting the environment for “people, planet and profit” and whether they are threatening the values for which the Wadden Sea has been recognised as a World Heritage Site. If this is the case, the degree of impairment is determined, and appropriate measures are agreed upon to return to a healthy level. In this way, the Wadden Sea Tourism Radar can and should serve as a navigation aid on the road to sustainability in tourism. The radar has been tested at three Wadden Sea destinations and can be adapted and applied to other destinations in and outside the Wadden Sea region. 

[English: Read more](#)

[German: Read more](#)



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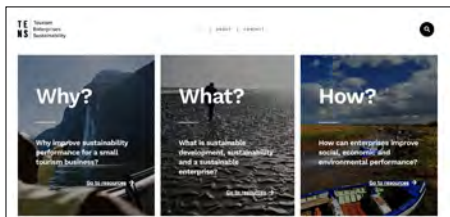


## SHARING KNOWLEDGE

### TENS website

The TENS website is a resource pool for sustainable tourism entrepreneurship available online. PROWAD Link aims at seeding an eco-friendly business culture and practising the philosophy of sustainable development for small businesses. This vision led to the development of tenseducation.com, a resource web page for enterprises, teachers, students, and others interested in sustainable entrepreneurship, particularly within the tourism sector. The recognition of the importance of sustainable development capacity building across the sector and appropriate skills and expertise are focal for fuelling the momentum of change within SMEs.

[Read more](#)



© TENS – Tourist Enterprises Sustainability

### Webinars

Several webinars were held to showcase key deliverables of the project on brand audit, funding guide, visitor survey, tourism radar, and the North Sea Sustainable Innovation Challenge. The webinars were recorded and published online.

[Watch more](#)



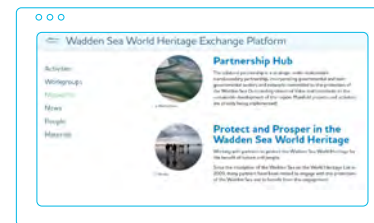
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## OUTLOOK

### Online exchange platform

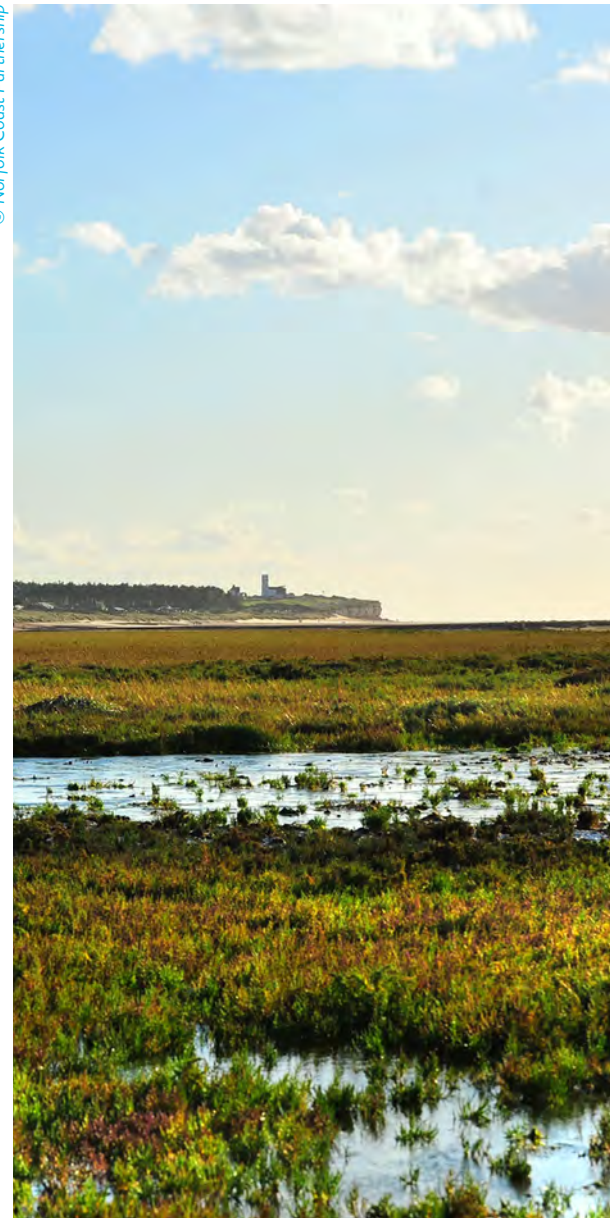
Cooperating beyond borders gives new impulses and inspiration for home. As a new means to the cooperation of stakeholders in the Wadden Sea area and a space for new knowledge creation, an online exchange platform has been built. There, new ideas can be exchanged, developed, and brought to life. Initiatives and projects have a means of representation and a gateway to connect with interested others. The platform also gives access to essential information for stakeholders to get involved with the Wadden Sea.

[Read more](#)



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# ENGAGING WITH PARTNERS



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Network creation is a fundamental pillar of PROWAD Link. During the project period, the partners enhanced and extended existing partnership programmes in the regions and developed new ones, such as the World Heritage Partnership category in the Danish National Park and the new Dutch Wadden Sea World Heritage ambassador programme. A transnational Wadden Sea World Heritage Partnership, a “network of networks”, was developed as a pilot for transnational multi-stakeholder partnerships (UN-SDG 17). In the format of a partnership hub, it connects local and national partner programmes and networks, supporting knowledge exchange, transnational activities, and project developments.



### Partnership inventory

To assess the status quo of partnerships in the PROWAD Link pilot regions, a partnership inventory was done that gives an overview of the partnerships in the Wadden Sea, Geirangerfjord, and The Wash and North Norfolk area.

[Read more](#)



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### Wadden Sea partnership programmes

Wadden Sea national park partner programmes have been in place Germany for over 15 years and were established in Denmark by the National Park in 2013. The overall aim is to engage with local entrepreneurs and stakeholders who support the national park aim and sustainable regional development. With PROWAD Link, the partner programmes exchanged their experiences beyond regional borders to further strengthen their networks. In June 2022, the Netherlands joined this club and established an “Ambassador Programme” for the Wadden Sea. 30 entrepreneurs and stakeholders have already participated in training courses and signed a voluntary agreement to join the programme.

To date, the partner programmes in the three countries cooperate with hundreds of stakeholders from various sectors applying the National Park and World Heritage brands and supporting the protection of this natural area of global importance. In November 2022, representatives of these programmes set the course for common future activities by linking the regional partner and ambassador programmes under the umbrella of the Wadden Sea World Heritage Partnership Hub.

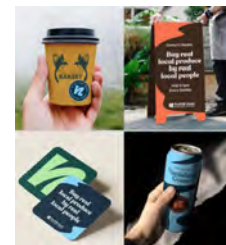
[Read more](#)



© Andreas Klesse/ BMUV

### Norfolk partner programme concept

The Wash and North Norfolk coast was designated as an Area of Outstanding Natural Beauty (AONB) in 1969, and a European Marine Site (now a Marine Protected Area network) in 1996. These designations are managed by Norfolk Coast Partnership (NCP) and The Wash & North Norfolk Marine Partnership (WNNMP), respectively. Both partnerships work to unite stakeholders to protect, enhance and sustainably promote these protected landscapes. Over time, the partnerships became siloed, with limited engagement between them. Inspired by Wadden Sea collaborative networks, Norfolk created a new grouping bringing together NCP and WNNMP – thereby uniting land and sea for the first time in the history of the designations.



© NCC

### NBBC Integration

NCP underwent modernisation to create more dynamic and engaging systems of governance. Encouraged by the Wadden Sea Partner Programme, a new ‘Strategy Group’ was created to focus on key pressures facing the area: sustainable tourism, climate adaptation, and nature recovery. For the first time, entrepreneurs work alongside authorities and NGOs to shape a greener future for The Wash and North Norfolk coast. “Task and Finish” groups were also created, engaging SMEs in identifying challenges and co-creating solutions. The principles of NBBC are now established and are working to deliver both protection and prosperity.



© Coastal Exploration Co

### Smart Fjord partner programme in Geirangerfjord

The Green Fjord partnership started in 2011 as a cooperative group with the purpose to generate sustainable development of human activity in the World Heritage Site of Geirangerfjord and the surrounding area. With the decision to make the Geirangerfjord a zero emissions zone at sea by 2026, tourism traffic is expected to decrease during the summer months. A shift in the partnership strategies and concept was needed. The Green Fjord became a Smart Fjord and enhanced the focus on sustainability beyond climate friendliness to include all UN Sustainable Development Goals. In the framework of PROWAD Link new products, concepts, platforms, and projects were developed to increase attractiveness and activities during the cold months of the year. Today more than 90 organizations, SMEs and agencies have signed up as Green/Smart Fjord partner.

[Read more](#)



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Bostelmann

### Partnership Hub and Memorandum of Understanding

A new transnational knowledge partner network for the Wadden Sea was established to promote long-term transnational cooperation, enhance the connection between governments, stakeholder networks, research, and educational institutions, as well as enhance the collaboration between the partnership and ambassador initiatives at national level. Since 2019, a total of 36 representatives of strategic partner networks from the Wadden Sea Forum, the Wadden Sea Team of green NGOs, the trilateral Network Group Sustainable Tourism, the trilateral science community, the regional Wadden Sea Partnership and Ambassador Programmes, and the governmental Trilateral Wadden Sea Cooperation have signed a Memorandum of Understanding (MoU), forming the strategic multi-stakeholder “Trilateral Partnership in support of the UNESCO Wadden Sea World Heritage”.

The aim of the trilateral partnership is to combine and strengthen the existing competences and experiences of the different stakeholders under one roof. The cooperation contributes to the protection and conservation of the Wadden Sea as well as promotes sustainable regional development in the entire Wadden Sea region. Concrete proposals were developed to continue the engagement with existing and new partners and facilitate joint activities to be carried out in the framework of the hub also beyond PROWAD Link. Contacts with different stakeholders have been strengthened and thematic projects are carried out. Further ideas are under development towards a post-project knowledge partnership.

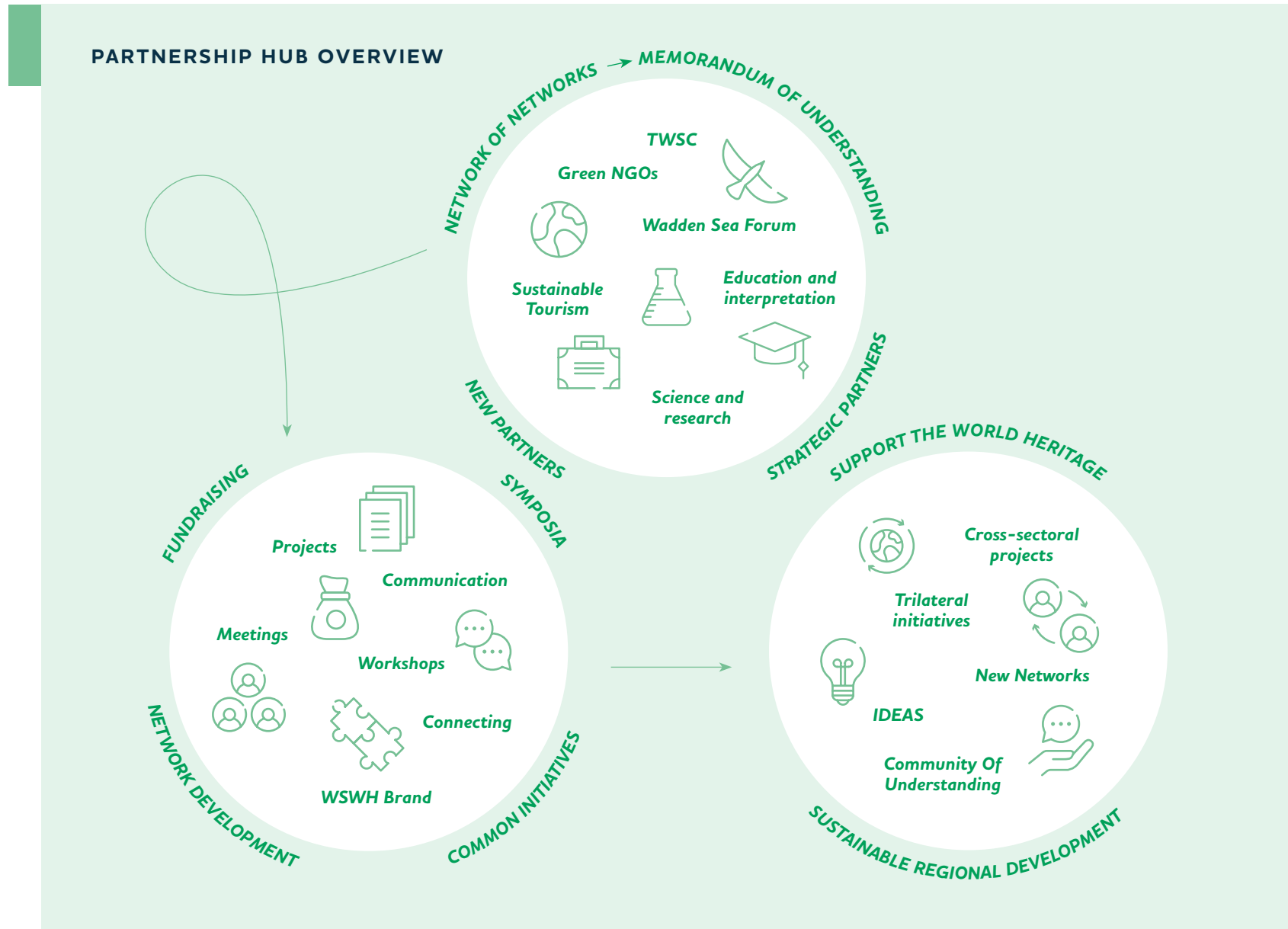
[Read more](#)

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**Transnational partnership scheme**  
 Information and experiences from the development of the trilateral Wadden Sea World Heritage Partnership Hub were compiled to share the lessons learned with other transnational partnership schemes. The scheme will help to support similar initiatives in the North Sea region also regarding the implementation of Sustainable Development Goal #17 “Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development”.

[Read more](#)



CASE


## SHIPPING AND PORTS INITIATIVE

The establishment of the trilateral partnership unlocked new opportunities also for external partners and sectors. With the long-term vision of achieving sustainable and environmentally friendly shipping and port operation in and around a healthy and well-protected World Heritage Wadden Sea, environmental NGOs, ports, shipowners and the Wadden Sea Forum started a close cooperation. The efforts resulted in information materials and the establishment of a long-term, cross-sectoral network currently involving 39 organisations, which was presented during the 14th Trilateral Governmental Conference in November 2022. The consortium made use of the Wadden Sea World Heritage brand. By showing a direct connection to World Heritage, the branding possibility enhanced the visibility of the single organisation and supported the awareness raising towards the Wadden Sea World Heritage Site. 




## OUTLOOK

Engaging with stakeholders remains essential to brand engagement of our nature areas and thus a functioning nature-business-benefit-cycle. Hence, the further enhancement and development of partner networks – regionally as well as nature-area-wide, remains a core focus of the project partners in the years to come. To further promote brand engagement and partnerships, regular events with strong stakeholder involvement, such as the Wadden Sea Day, “Dag van de Wadden”, and Geiranger Lightart Festival, remain vital tools. Further, in the framework of the Partnership Hub and the online exchange platform, space is given to create new initiatives, projects, and other activities with and for Wadden Sea World Heritage. The transnational Partnership Hub will continue to develop: New partner networks will be added to the network of networks, new content-related initiatives will be engaged with thematically, and the hub’s structure will be consolidated further. With the online exchange platform (see page 27), a virtual space is given for stakeholders and networks to thrive, learn from each other, and develop new ideas together.

Finding and acquiring funding for projects can be a tedious process. To help navigate funding programmes, the “Wadden Sea Funding Guide” gives a comprehensive overview of third-party funding opportunities specifically for projects in connection to the Wadden Sea World Heritage Site. The Funding Guide is intended to support the broad range of organisations and stakeholders participating in the trilateral Partnership in support of the Wadden Sea World Heritage Site in making use of national and international funding opportunities. 

 [English: Read more](#)

 [German: Read more](#)



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## PROWAD LINK PRODUCTS

PRODUCT	TYPE	ABSTRACT	LINK
<b>Trilateral Partnership Hub</b> – Memorandum of Understanding	Agreement	Memorandum of Understanding on forming the strategic, multi-stakeholder “Trilateral Partnership in support of the UNESCO Wadden Sea World Heritage”.	<a href="http://www.waddensea-worldheritage.org/node/760">www.waddensea-worldheritage.org/node/760</a>
North <b>Sea Sustainable Innovation Challenge</b> – White Paper	Concept	The North Sea Sustainable Innovation Challenge 2022 called for ideas that contribute to social, economic, environmental and heritage development in the North Sea region. The concept is outlined in a white paper.	<a href="http://www.waddensea-worldheritage.org/node/1922">www.waddensea-worldheritage.org/node/1922</a>
<b>Partnership Hub</b> Wadden Sea – <b>Vision, Mission, and Principles</b>	Concept	The first concept for the Partnership outlines its purpose, vision, mission, and objectives.	<a href="http://www.waddensea-worldheritage.org/node/1038">www.waddensea-worldheritage.org/node/1038</a>
<b>Transnational partnership</b> scheme	Concept	Information and experiences from the development of the trilateral Wadden Sea World Heritage Partnership Hub were compiled to share the lessons learned with other transnational partnership schemes.	<a href="http://www.waddensea-worldheritage.org/node/1959">www.waddensea-worldheritage.org/node/1959</a>
Adapting to <b>Covid-19</b> : How local tourism businesses cope	Good practice examples	Stories of small and medium-sized businesses (SMEs) on coping strategies and solutions they developed in response to the COVID-19 pandemic.	<a href="http://www.tenseducation.com/enterprises-coping-with-covid-19/">www.tenseducation.com/enterprises-coping-with-covid-19/</a>
<b>Sustainable businesses</b> in touristic nature areas	Good practice examples	Stories of small and medium-sized businesses (SMEs) on how they incorporate the responsibility of protecting the nature area around them into their enterprises.	<a href="http://www.tenseducation.com/small-sustainable-tourism-businesses-best-case-examples/">www.tenseducation.com/small-sustainable-tourism-businesses-best-case-examples/</a>
<b>Guide training concept</b> “We are World Heritage!”	Guidance	Training programme for tour guides presenting tools to anchor the value of the Wadden Sea World Heritage Site even more in people’s minds and hearts.	<a href="http://www.waddensea-worldheritage.org/node/1958">www.waddensea-worldheritage.org/node/1958</a>
Me & the Wadden Sea - <b>Mindfulness</b> Exercises	Guidance	Compilation of exercises that provides guidance to guests and professional providers how to upgrade well being activities by linking self care and the experience of the Wadden Sea nature.	<a href="http://www.nationalpark-wattenmeer.de/achtsamkeit">www.nationalpark-wattenmeer.de/achtsamkeit</a>
Wadden Sea <b>Funding Guide</b>	Guidance	Analysis of funding opportunities for future project activities of the Trilateral Partnership in support of the UNESCO Wadden Sea World Heritage Site.	English: <a href="http://www.waddensea-worldheritage.org/node/1692">www.waddensea-worldheritage.org/node/1692</a> German: <a href="http://www.waddensea-worldheritage.org/node/1836">www.waddensea-worldheritage.org/node/1836</a>

PRODUCT	TYPE	ABSTRACT	LINK
<b>Nature Tourism Route</b> around the North Sea Region	Feasibility study	The feasibility study presents the case for adopting a responsible tourism approach to developing a new route. It highlights the practicality of developing a route as part of PROWAD Link and focuses on ethical concerns as well as managerial steps needed to develop this product.	<a href="http://www.waddensea-worldheritage.org/node/965">www.waddensea-worldheritage.org/node/965</a>
<b>Barriers for Sustainable Entrepreneurship</b> in the Wadden Sea World Heritage Site: An exploratory study	Research study	The project partners have compiled a report of what hinders small and medium-sized enterprises (SMEs) to shift to more sustainable solutions.	<a href="http://www.tenseducation.com/barriers-to-sustainable-entrepreneurship-north-sea-region/">www.tenseducation.com/barriers-to-sustainable-entrepreneurship-north-sea-region/</a>
<b>Dark Sky</b> background analysis?	Research study	A background analysis on sustainable and nature friendly dark sky tourism.	<a href="http://www.waddensea-worldheritage.org/node/1942">www.waddensea-worldheritage.org/node/1942</a>
<b>Ecolabelling</b> for tourism enterprises – What, why and how	Research study	What are ecolabels, why are they useful, how can they be used – those are the questions answered by the desk study. The report released by the Norwegian University of Science and Technology (NTNU).	<a href="http://www.tenseducation.com/the-what-why-and-how-of-ecolabels/">www.tenseducation.com/the-what-why-and-how-of-ecolabels/</a>
An <b>Overview of Ecolabels</b> for Small to Medium Sized Tourism Enterprises	Research study overview	Overview of a substantial proportion of relevant ecolabels for small and medium sized tourism enterprises and excerpt of the report “Ecolabelling for tourism enterprises. What, why and how”.	<a href="http://www.tenseducation.com/ecolabels-for-small-tourism-enterprises/">www.tenseducation.com/ecolabels-for-small-tourism-enterprises/</a>
<b>Limits of Acceptable Change</b> Study	Research study	Study focussed on the nature conservation impacts arising from recreational use covering the area of the North Norfolk and Lincolnshire coast, from Gibraltar Point in Lincolnshire, around The Wash, and along the North Norfolk coast east to Weybourne.	<a href="http://www.wnnmp.co.uk/wp-content/uploads/sites/29/reports/2023/01/LAC_Report_Final_Dec2022.pdf">www.wnnmp.co.uk/wp-content/uploads/sites/29/reports/2023/01/LAC_Report_Final_Dec2022.pdf</a>
Taking Stock: An <b>Inventory of existing Partnership Programmes</b> at North Sea region World Heritage Sites and Protected Areas	Research study	An inventory of all existing partnership programmes in the project’s pilot regions of the Wadden Sea (DK, D, NL), Geirangerfjord (NO), Wash & North Norfolk coast (UK).	<a href="http://www.tenseducation.com/partnerships-coordination-and-cooperation-for-sustainable-development/">www.tenseducation.com/partnerships-coordination-and-cooperation-for-sustainable-development/</a>
The cultural and recreational <b>values of Natural Capital</b> in the Wadden Sea	Research study	An analysis of social media to assess the importance of natural land- and seascapes for recreation and tourism.	<a href="http://www.waddensea-worldheritage.org/node/1707/">www.waddensea-worldheritage.org/node/1707/</a>
<b>Tourism and Nature – Key Market Trends</b> and Important Implications for SMEs	Research study & Fact sheets	Desk research study “Tourism and Nature – Key Market Trends and Important Implications for SMEs” – as full study and as result overview in form of fact sheets.	<a href="http://www.tenseducation.com/market-trends-in-nature-tourism">www.tenseducation.com/market-trends-in-nature-tourism</a>
Understanding the blurry picture of <b>tourism expenditure</b> in a cruise <b>destination</b> (Geirangerfjord – Norway)	Research study	Assessment of the complex pattern of expenditure within the destination Geirangerfjord in Western Norway by comparing spending patterns of three important visitor groups: cruise visitors, individual visitors on land, and land visitors staying overnight.	<a href="http://www.tourismtodayjournal.com/wp-content/uploads/2022/12/TOURISM-TODAY-21.pdf">www.tourismtodayjournal.com/wp-content/uploads/2022/12/TOURISM-TODAY-21.pdf</a>
<b>Resident survey</b> in the pilot region of coastal Germany	Survey	Resident survey conducted in autumn 2021 on „Wadden Sea nature: positive effects on the health and wellbeing of residents?”	<a href="http://www.waddensea-worldheritage.org/node/1941">www.waddensea-worldheritage.org/node/1941</a>

PRODUCT	TYPE	ABSTRACT	LINK
Transnational <b>visitor survey</b> in the Wadden Sea region 2020/2021	Survey	In 2020–2021, a visitor survey covering the entire destination of the Wadden Sea World Heritage in Denmark, Germany, and the Netherlands was conducted. It is the first conducted in the three Wadden Sea states simultaneously.	Danish Wadden Sea Region: <a href="http://www.waddensea-worldheritage.org/node/1711">www.waddensea-worldheritage.org/node/1711</a> Dutch Wadden Sea Region: <a href="http://www.waddensea-worldheritage.org/node/1712">www.waddensea-worldheritage.org/node/1712</a> German Wadden Sea Region: <a href="http://www.waddensea-worldheritage.org/node/1710">www.waddensea-worldheritage.org/node/1710</a>
<b>Added Value of Sustainable Tourism</b> in the Wadden Sea World Heritage Destination	Survey & research study	Summary of selected results from the trilateral Wadden Sea visitor survey and presentation of best-practice examples from all PROWAD Link pilot areas.	English: <a href="http://www.nationalpark-wattenmeer.de/sustainable-tourism">www.nationalpark-wattenmeer.de/sustainable-tourism</a> German: <a href="http://www.nationalpark-wattenmeer.de/nachhaltiger-tourismus">www.nationalpark-wattenmeer.de/nachhaltiger-tourismus</a>
Nature Business Community <b>Development Toolkit</b>	Toolkit	Nature-Business and Community development canvas to enhance sustainable practice.	<a href="http://www.tenseducation.com/a-business-tool-for-sustainability/">www.tenseducation.com/a-business-tool-for-sustainability/</a>
Wadden <b>Sea Tourism Radar</b> : A guideline for destinations	Toolkit	Recognising boundaries – preserving values: Developing sustainable tourism for the Wadden Sea World Heritage Site but also a tool for other destinations.	English: <a href="http://www.waddensea-worldheritage.org/node/1829">www.waddensea-worldheritage.org/node/1829</a> German: <a href="http://www.waddensea-worldheritage.org/node/1830">www.waddensea-worldheritage.org/node/1830</a>
Wadden Sea World Heritage <b>branding toolbox</b>	Toolkit	To enable stakeholders in the Wadden Sea to engage with the Wadden Sea World Heritage brand, the Common Wadden Sea Secretariat developed an online brand guideline.	<a href="http://waddensea.brandspace.online">waddensea.brandspace.online</a>
Wadden Sea World Heritage <b>anniversary</b> bike tour	Video	Impressions of the June 2019 bike tour across the three Wadden Sea countries on occasion of the Wadden Sea World Heritage’s ten year anniversary.	<a href="http://www.youtube.be/fWHrLftr0Ho">www.youtube.be/fWHrLftr0Ho</a>
PROWAD Link asks. <b>SMEs</b> answer	Video series	Videos showcase the businesses’ stories, visions, and resilience in face of uncertainty during the first year of the pandemic.	<a href="http://www.youtube.com/playlist?list=PL_81rsR-fZDQuGo6OIXb-MOXUJ72GEpCy3">www.youtube.com/playlist?list=PL_81rsR-fZDQuGo6OIXb-MOXUJ72GEpCy3</a>
Video campaign on <b>fjord visitor behaviour</b>	Video series	In-house production of short tutorial videos on how to behave in the cultural and natural landscape.	<a href="http://www.youtube.be/jWxydBwdCRs">www.youtube.be/jWxydBwdCRs</a> <a href="http://www.youtube.be/zksf517JtnU">www.youtube.be/zksf517JtnU</a>
Video campaign on <b>Wadden Sea visitor behaviour</b>	Video series	Series of short clips on respectful visitor behaviour following the motto “Here you are guest. Here I may be.”	<a href="http://www.waddensea-worldheritage.org/node/1950">www.waddensea-worldheritage.org/node/1950</a>
<b>Webinar</b> videos on PROWAD Link publications	Video series	Recorded webinars on brand audit, funding guide, visitor survey, tourism radar, and the North Sea Sustainable Innovation Challenge.	<a href="http://www.youtube.com/playlist?list=PL_81rsR-fZDQqTMSt7Q_SQs-FXn-8DxXkl">www.youtube.com/playlist?list=PL_81rsR-fZDQqTMSt7Q_SQs-FXn-8DxXkl</a>

