

Visitor activation to Benefit nature and environment

Aktivering af besøgende til gavn for naturen og miljøet
Wattenmeergäste aktiv für Natur und Umwelt

#vabenewaddensea

VaBene

Interreg



Kofinanziert von
der Europäischen Union
Medfinansieret af
Den Europæiske Union

Deutschland – Danmark



Nationalpark
Wattenmeer
SCHLESWIG-HOLSTEIN



nordsee
Schleswig-Holstein, Die Ächte Nordsee



Aktivering af besøgende til gavn for naturen og miljøet
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NETWORK PARTNER ONLINE MEETING

Wednesday the 21 February 2024



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Nationalpark
Wattenmeer
SCHLESWIG-HOLSTEIN



nordsee
Schleswig-Holstein, Dänische Nordsee





AGENDA

- Welcome – short presentation of meeting delegate
- Walk through VaBene and subgoals
- What do we expect from you
- How can you get involved
- How do you see your benefit from the project – discussion
- Network partners brief info on their related projects/activities
- What is the next step



AGENDA

- Welcome – short presentation of meeting delegate



AGENDA

- Walk through VaBene and subgoals

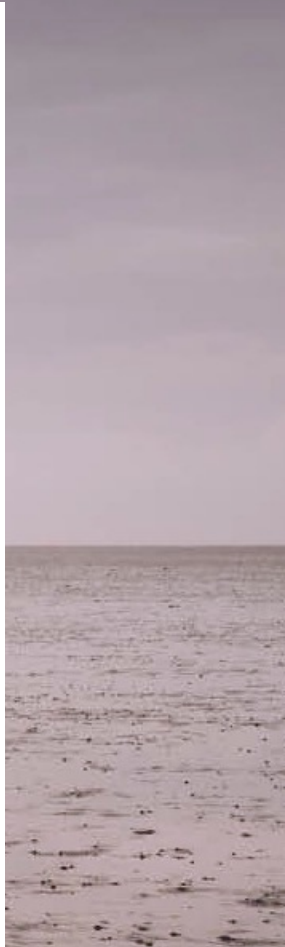


PROJECT STRATEGY

Ask not what nature can do for tourism
– ask what tourism can do for nature and
the local environment

CHALLENGES (Short version)

- 1 Tourism must be rebuilt in a sustainable way after covid-19
- 2 With new products and experiences which benefit nature
- 3 Where code of conduct and visitor management are embedded in the new offers
- 4 Which increase a more considerate behaviour towards the local areas
- 5 A quality boost to tourist guides and nature rangers through offering them a new Sustainability Guide education
- 6 Restart of the national park and DMO partner programs after covid-19
- 7 Define what is meant with sustainable tourism experiences and local products
- 8 Define and marketing and communicate existing sustainable offers and new experiences





Financing partners

- Wadden Sea National Park (DK)
project lead
lead SG1 and SG4
- Wadden Sea National Park
Schleswig-Holstein
lead SG3
- WWF World Wide Nature fund (D)
lead SG 2
- Nordsee Tourismus
lead SG5

Network partners

- Dansk Kyst & Natur Turisme
- VisitDenmark, Hamborg
- Destination Vadehavskysten
- Destination Vesterhavet
- Destination Sønderjylland
- Nationalpark Thy
- Fachhochschule Westküste (turismeinst.)
- Insel&Halligkonferenz
- Nationalpark Vadehavet, Niedersachsen
- Naturschutzgesellschaft Schutzstation
- Common Wadden Sea Secretariat
- Total 11 network partners



5 Subgoals

- SG1. Project management and project communication
- SG2. Development of experiences which benefit nature and environment
- SG3. Development of training programmes which stimulate sustainability and the right behaviour
- SG4. Partner programs: Restart
- SG5. Development, digitalization of high quality nature- and climate friendly experiences and product offers



Project goals

- **500.000 local citizen** reached and informed about the new sustainability offers and experiences, which benefit nature.
- **1 mio. tourist** have heard about VaBene experiences and offers, where they can benefit nature and engage locally
- **250 SME's** are directly informed and / or involved in development of the new experiences, which benefit nature
- **+700 staff** are trained or participate in networks which improve sustainability, and which will cause a massive capacity building and attention on sustainable offers.
- **350 partners** from national parks and DMO's are directly contacted and involved and their 'green' competences developed
- **200 representatives from public** authorities are informed about VaBene activities
- **20 land owners** are engaged in nature conservation/restauration on their land.
- **40** employees from NGO's, DMO's and experts are involved in the project.

**On top of this comes targets for number of participators in cross border activities etc.
– see project description.**

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ECONOMY

Total

1,75

million Euro

EU

65

Percent

Partners

35

Percent

NPV-DK
contribution

2,0

million kroner



AGENDA SUBGOAL 1

Project management and communication

Networking, knowledge sharing and capacity improvement across border

- Economy
- Reporting
- Steering group meetings
- Network partner group meetings
- Workshops
- Inception workshop – starting the project
- End of project conference
- Internal project communication
- External project communication
- Coordinate marketing and communication



AGENDA SUBGOAL 2

Sustainable experience development

Review existing offers and create new offers.

- Desk top study 1: Visitors interest and motivation
Desk top study 2: Existing offers
Desk top study 3: Code of conducts in the area
- 10 workshops arranged to develop 12 new experiences that benefiting nature
- codes of conduct are included in the experiences
- experiences communicated and integrated at partners
- handbook “Active for Wadden Sea Conservation” produced and distributed.

AGENDA SUBGOAL 3

Training and Qualification

SG 3 will provide training and qualification of sustainability guides for residents on both sides of the border to increase the sustainability competence within the region and provide participants with the ability to offer guided tours addressing the regions sustainable projects, measures and activities.

What we do:

- Review of existing offers and standards for the training of nature guides in Denmark, Schleswig-Holstein and protected nature areas in Germany (2024)
- Develop a concept with 6 training modules on regional sustainability topics for a cross-border training course for sustainability guides (2024)
- Promote the training course to attract a minimum of 20 applications from Denmark and Germany (2024)
- Implementation of the cross-border training course plus development of interactive materials for guides on the subject of sustainability (2025)
- Initiate participants in training course to develop new sustainability offers (2025)
- Review training course including feedback from participants (2026)



AGENDA SUBGOAL 4

Restart Partner Programs

Activate partner networks in the region and foster cross-border exchange.

- 3 differently designed Partner Days with 375 participants,
- “Tour de Partner” with 75 partners visited,
- Idea catalogue
“How to run your business greener and smarter”
(SME-partners)
- 3 thematic partner networks established with 25 SME’s/members,
- digital B2B partner platform launched,
- 3 international workshops for knowledge sharing.



AGENDA SUBGOAL 5

Development and Digitalization

Review sustainable offers in the region and make these offers digital and visible to visitors.

Communication of sustainable offers

- Develop common criteria (DE/DK)
- Make existing offers visible for guests and locals
- Expand knowledge of partners (E-Learning, training courses)

AGENDA

What do we expect from you?

- Join our network partner meetings
- Communication of relevant project activities + tourism products + outputs to local people, tourists political stakeholders, SMTE's and others:
 - a) Example: The 12 visitor experiences which benefit nature
 - b) Example: The environmental guide education
 - c) Example: Informing about workshops

AGENDA

How can you get involved?

Simple ...

- Join our meetings, workshops and training seminars – share your knowledge, ask questions, tell us if you find something interesting, so we all get wiser, better and more competitive in a more sustainable way.
- Join our annual Partner Days
- Join and contribute to our product development activities
- Join and contribute to our marketing activities
- Use our studies and copy the things we develop together



AGENDA

- How do you see your benefit from the project?
Discussion ...
- Network partners tell briefly about their related projects/activities?
- What is the next step?

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**Looking forward
to cooperate with you**