

# Wadden Sea World Heritage

– *Brand Paper*



Photography: Norbert Hecker



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*One Wadden Sea,  
One Global Heritage.*

A wealth of biodiversity.  
A landscape of unique natural dynamics.  
An unforgettable experience for all.

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## Why the Wadden Sea brand matters to you?

*We're amongst  
great company*



We all benefit from a stronger, more distinctive and more compelling Wadden Sea World Heritage brand. A clearly defined and consistent brand adds to and reinforces the work you are doing and your own brand message. A brand for our World Heritage will help build our global reputation, enhance our collective visibility, as well as encouraging greater collaboration and investment. For the visitor we will communicate the quality and uniqueness of the place and its value to the world.

Photography (clockwise from the top)  
Wadden Sea: Netherlands, Germany, Denmark.  
Monumental statues: Easter Island.  
Glant's Causeway: Ireland.  
The Egyptian Pyramids: Egypt.  
The Great Barrier Reef: Australia.

## Welcome to the Wadden Sea



The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world: a seascape of immeasurable importance. It spans 500 km and the coastline of three countries – Germany, Netherlands and Denmark.

The Wadden Sea is a place like no other; where a rich network of habitats and environments is home to thousands of species of flora and fauna. Its global importance lies not only in the context of the East Atlantic Flyway but also in the critical role it plays in the annual conservation of 10-12 million African-Eurasian migratory waterbirds that rely on the food source it provides during migrations between the Arctic and Africa.

It's a dynamic, yet fragile, landscape. A World Heritage Site that stands alongside other world famous natural wonders such as the Grand Canyon in the USA and the Great Barrier Reef in Australia. Inscribed on the World Heritage List as being a place of Outstanding Universal Value, the Wadden Sea is a place like no other on Earth.

*There is only one Wadden Sea, and one global heritage we can share with the world.*



## Why brand?

Place branding gives people a distinct idea about a location, a city, a monument or a place of natural heritage. It creates a 'sense of place'. Branding is our opportunity to define who we are, as well as who we want to be in the future.

Only a trusted brand can be respected and valued. For this reason it is in everyone's interest to uphold the standards that give the Wadden Sea World Heritage brand its value. In fact, each and every one of us is an extension of the brand. You are an ambassador of the Wadden Sea World Heritage and you can affect the future of our world.

Within the Wadden Sea region many of well-known destination brands already existed before our nomination as a World Heritage Site. We want to invite these brands to share the values of the Wadden Sea World Heritage brand.

The power of the Wadden Sea World Heritage branding is in raising awareness of the Wadden Sea as a single entity. A unique natural habitat that harbours a wealth of biodiversity. A place that is worth protecting, to be explored and enjoyed by all.



*Branding is our opportunity to define who we are, as well as who we want to be in the future.*

# How to brand the Wadden Sea World Heritage

Inside these pages you'll find what the Wadden Sea World Heritage stands for, what unique benefit it provides and what it promises to visitors and partners.

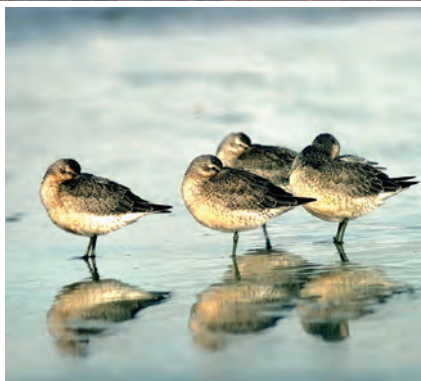
This brand paper was created to help you embrace, communicate and implement the Wadden Sea World Heritage brand. We believe that when you use these standards, the Wadden Sea World Heritage brand becomes stronger.

We are all proud to be a part of this great natural heritage site. These branding standards will help us to communicate the benefits of the Wadden Sea World Heritage consistently and accurately. The Wadden Sea World Heritage brand aims to increase the attractiveness of the whole place – regardless of the country or region. With your help, we can achieve the awareness, recognition and loyalty needed to become the Wadden Sea World Heritage destination.



*This brand manual was created to help you embrace, communicate and implement the Wadden Sea World Heritage brand. We believe that when you use these standards, the Wadden Sea World Heritage brand becomes stronger.*

## Brand definitions



### What is a brand?

A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences. A branded place makes people aware of the location and connects desirable associations.

### What is a brand statement?

A statement that captures the soul of the brand and communicates the benefits and uniqueness of your offer.

### What is brand essence?

A brand's fundamental nature or quality.

### What are brand values?

Values are desirable attributes to be associated with the brand. They lie at the heart of a brand, serving as a guideline for everything we do.

### What are core characteristics?

Core characteristics clearly define performance areas for the brand.

### What is a brand mission?

The way a brand behaves and how it supports its proposition.

### What is a tagline?

A concise, consistent statement to communicate an organisation's value proposition to the general public.

### What is a logo?

A graphic symbol designed to represent a brand.

## What is ‘World Heritage’?

The UNESCO Seal Of Approval states that: “Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration. They are our touchstones, our points of reference, our identity.”

Photography (clockwise from the top)  
John Frikke, Klaas Kreuijer, Martin Stock



What makes the concept of World Heritage exceptional is its universal application. World Heritage properties belong to all the people of the world.

To be included on the World Heritage List, a site has to be of Outstanding Universal Value, which means it has to meet at least one out of ten World Heritage selection criteria, the condition of integrity and the requirements for its protection and management.

The key lies in the words ‘Outstanding Universal Value’. This is defined as the “cultural and/or natural significance, which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity”.

Each of the three words – ‘Outstanding’, ‘Universal’ and ‘Value’ – are important in understanding the concept behind it:

**Outstanding:**

the unmatched excellence of the property

**Universal:**

the scope must be global, not national or regional

**Value:**

defining the worth of the property and ranking its importance based on clear standards, including the integrity.

*World Heritage properties belong to all the people of the world.*



# Why is the Wadden Sea on the UNESCO World Heritage List?

The Wadden Sea 'Outstanding Universal Value' is in its outstanding importance for the conservation of biodiversity and the ecological and geological processes that take place.

It's an extremely dynamic landscape: the largest unbroken system of intertidal sand and mud flats in the world. Nowhere else in the world has a more diverse landscape that has been shaped by the tides – processes that continue to this day. And it's this diversity in the landscape that makes the Wadden Sea a unique habitat for more than 10,000 animal and plant species. On top of this, it is globally important in the annual conservation of 10-12 million migratory waterbirds, which rely on the food source it provides during annual migrations between the Arctic and Africa.

Critically, the Wadden Sea meets the criteria for 'integrity', which means it contains the complete and intact elements needed to maintain the values for which it has been listed. This means:

- It is large enough to include the key features of the OUV.
- It remains viable over time.
- It is in a good state of conservation.

Protecting the Wadden Sea is not a new idea – since 1978 Germany, Netherlands and Denmark have been cooperating to conserve and protect the Wadden Sea as an ecological entity. In fact, the Wadden Sea comprises the Dutch Wadden Sea Conservation Area and the German Wadden Sea National Parks of Lower Saxony, Schleswig-Holstein and

Hamburg, and the Wadden Sea of Denmark.

This long history of cooperation among Germany, Netherlands and Denmark led to the Wadden Sea being declared a UNESCO World Heritage property in 2009. The World Heritage is a result of the joint effort and work of the trilateral cooperation and confirms that it is an ecological entity, made up from and belonging to all parties together.

*In the Wadden Sea you will find everything that UNESCO considers worthy of keeping, of protecting, of preserving – a vast treasure of natural resources.*



United Nations  
Educational, Scientific and  
Cultural Organization



The Wadden Sea  
World Heritage Site  
since 2009

# A brand for the Wadden Sea World Heritage

## Brand essence

One unique destination. One global territory. One Wadden Sea to protect and share with the world.

Our brand essence can be summarised as:

*One Wadden Sea,  
One Global Heritage.*

- A wealth of biodiversity.
- A landscape of unique natural dynamics.
- An unforgettable experience for all.

## Brand statement

Wadden Sea World Heritage is the culmination of a journey – an award for a constant progression, supported over many years by local inhabitants, organisations and government authorities.

Our partnership is based on the protection of an outstanding universal tidal wetland offering unique and fulfilling experiences. In the Wadden Sea – regardless of the country or region – people can discover a unique natural beauty with an incredible range of plants and animals. They find all that UNESCO has considered worthy of keeping, of protecting, of preserving – a vast treasure of natural resources.

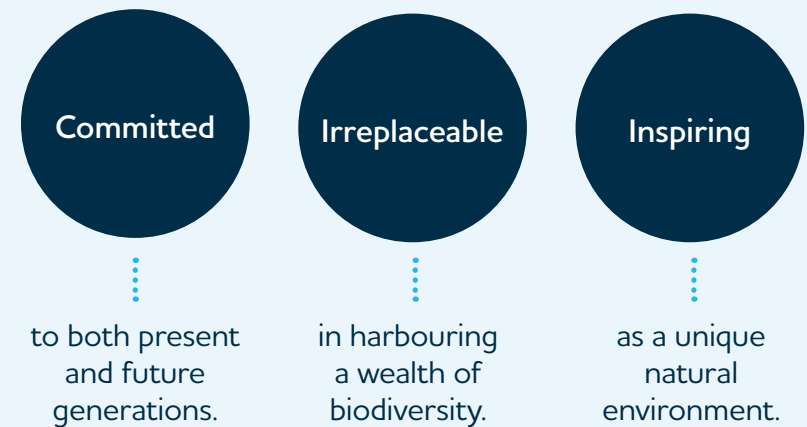
## Brand values

Brand values convey the essence of the brand. They are often formed out of a set of attributes combined with a central statement about the brand.

The values of a brand can be expressed verbally and inform the brand's 'tone of voice'. They can also be expressed as a set of key visuals, images, sketches or animations.

When the brand needs to be interpreted for a particular purpose (i.e. a publication, an event, a campaign), you should always refer to the brand values first to seek information and inspiration for any communications.

The Wadden Sea World Heritage is a guardian of biodiversity, of all natural and dynamic processes on our planet. As a member of the globally recognised family of World Heritage properties, the Wadden Sea is:



## Core characteristics

The core characteristics of the Wadden Sea World Heritage brand outline what the brand stands for, what makes the Wadden Sea distinctive and why it has been designated as a World Heritage Site.

Photography (clockwise from the top)  
Martin Stock, Martin Stock, John Frikke.



### The characteristics underpinning the Wadden Sea World Heritage brand are:

- To protect the world largest unbroken system of intertidal flats, and maintain its intactness for present and future generations.
- To be irreplaceable in its global importance of biodiversity and of its ecological and geological processes.
- To offer a complete and intact area thanks to nature conservation and trans-boundary cooperation.
- To be seen as a gift of the past for the future, creating remarkable experiences and unforgettable memories.
- To stand up for our heritage and take responsibility for our future.
- To offer a unique natural environment for inspiration, enjoyment and recreation.
- To continue forging links between tourism and nature conservation.

## Our audiences

Our objectives are focused on people and how they 'experience' the Wadden Sea World Heritage brand. We need to touch their hearts and minds with the spirit of our brand.

Photography (clockwise from the top)  
Ameland, Jens Koenig, Beate Ulrich, Martin Stock.



### The key audiences for our brand are:

- People who live in the Wadden Sea Region – Residents
- People who run businesses in the Wadden Sea Region – Business owners
- People who work in the Wadden Sea Region – Workers
- People who visit the Wadden Sea Region – Visitors
- People who have leadership roles in the communities and in organisations – Partners
- People who work in conservation and maintenance of the World Heritage – Custodians

It is important that these audiences identify with the values of the Wadden Sea World Heritage brand. It is through these people that our brand values can be shared with future generations:

- To raise awareness for conservation and maintenance of the World Heritage status.
- To clearly identify with the Wadden Sea World Heritage Property.
- To communicate our brand values.
- To continually improve wider public perception of who we are and what we do.
- To provide a strong, visually coordinated approach.

# Benefits of using the Wadden Sea World Heritage brand

Photography (clockwise from the top)  
Die Nordsee GmbH, F Liebmann, E Koop.



## For stakeholders

- To share the collective principles of the brand and benefit from its global reputation.
- To enhance the national and international visibility and awareness of the Wadden Sea and its protection.
- To have greater capacity to attract financial support and the ability to coordinate investments within a common strategy.
- To be 'flagships' for raising public awareness of conservation issues and sustainable tourism.
- To create synergies and increase opportunities for regional and international collaboration and assistance.

## For visitors

- To share the common ideals of the brand.
- To be assured of a high quality identity and true uniqueness.
- To get a comprehensive overview of the Wadden Sea and its regions.
- To allow travelling decisions based on environmental and ethical grounds

## Brand mission

The basic philosophy of the World Heritage Convention is to 'recognise the way in which people interact with nature, and the fundamental need to preserve the balance between the two'.

In the Wadden Sea we want our decisions and actions to demonstrate this mission. We believe that acting on this can create long-term benefits for visitors, tourists, partners, stakeholders and the Wadden Sea World Heritage Site we all serve.

Photography: John Frikke.



### We take **RESPONSIBILITY** for...

- Our global heritage.
- Quality at a global scale.

### We act with **SINCERITY** in all we do to...

- Protect the Wadden Sea for future generations.
- Mainstream World Heritage protection within the public and private sectors.
- Translate global responsibility into local action.

### Through a **UNITY OF PURPOSE**...

- We will work together to achieve intelligent and sustainable use of the Wadden Sea region.
- We will continue working together in nature protection.
- We will share experiences, knowledge and ideas to foster greater communication, interaction and togetherness.
- We will take pride in offering an area of outstanding nature conservation.

*We hope you will embrace this mission and use it to challenge your behaviour. Our mission is an important part of delivering a Wadden Sea World Heritage experience.*

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*With the UNESCO seal  
of approval, the Wadden Sea  
World Heritage is ready to  
become a great brand.*

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# One Wadden Sea, One Global Heritage.

## Publisher

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[www.waddensea-worldheritage.org](http://www.waddensea-worldheritage.org)



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