



NATIONALPARK  
VADEHAVET

# THE WADDEN SEA NATIONAL PARK

## AN INTRODUCTION

JOHN FRIKKE



# Who are we?

# History

End of the 90th's :  
OECD-critique of Danish  
nature protection







# Nationalpark law

## Aim of the law

- 1 Establish larger **coherent nature areas and landscapes** of national and international significans,
- 2 Preserve and strengthen **the quality and manifold of nature**,
- 3 Ensure continuity and opportunities for **free dynamics** in nature,
- 4 Preserve and strenghten **the values of landscape and geology**,
- 5 Preserve and interpret the **historical values and the diversity** of the cultural landscape,
- 6 Support **research and education** in the values of the areas,  
Improve the local population's
- 7 **opportunities for using and experiencing nature and landscape**,
- 8 Strengthen **interpretation and knowledge** of the values and development of the areas,
- 9 Support a **development which is beneficial for local society**, here under business, with **respect for conservation interests** and
- 10 Strengthen the consciousness of the values of the areas through **involvement of the population** in the establishment and development of the national park.





## Ordinance

### The Wadden Sea National Park Ordinance

- Makes the general intentions of the law concrete according to the Wadden Sea
- Adds: "The nationalpark shall contribute to a coordinated development of the Danish-German-Dutch Wadden Sea area."



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# Voluntary

The Wadden Sea National Park is not an authority.

The National park can neither demand nor dictate changes, but purely work on voluntary basis.



Undtaget kørsel  
med særlig  
tilladelse



# National parks in Denmark

Nationalpark Thy (244 km<sup>2</sup>)

Nationalpark Mols Bjerger (180 km<sup>2</sup>)

Nationalpark Vadehavet (1459 km<sup>2</sup>)

Nationalpark Skjoldungernes Land (170 km<sup>2</sup>)

Nationalpark Kongernes Nordsjælland (263 km<sup>2</sup>)



# Wadden Sea National Park

Approx. 100 km from Blåvandshuk to the  
border to Germany

1.459 km<sup>2</sup>, 1.100 km<sup>2</sup> marine and 300 km<sup>2</sup>  
terrestrial nature







One of the most important nature areas on Earth....

# Wadden Sea World Heritage





## National Park Board

- Chairman appointed by Minister of Environment
- 4 municipalities
- Danish Agency for nature
- Danish Hunters Association
- Danish Sportsfishers Association
- Danish Nature Protection Association
- Danish Ornithological Association
- Danish Outdoor Council
- Agriculture
- The local dike associations
- 2 from Nationalpark Advisory board

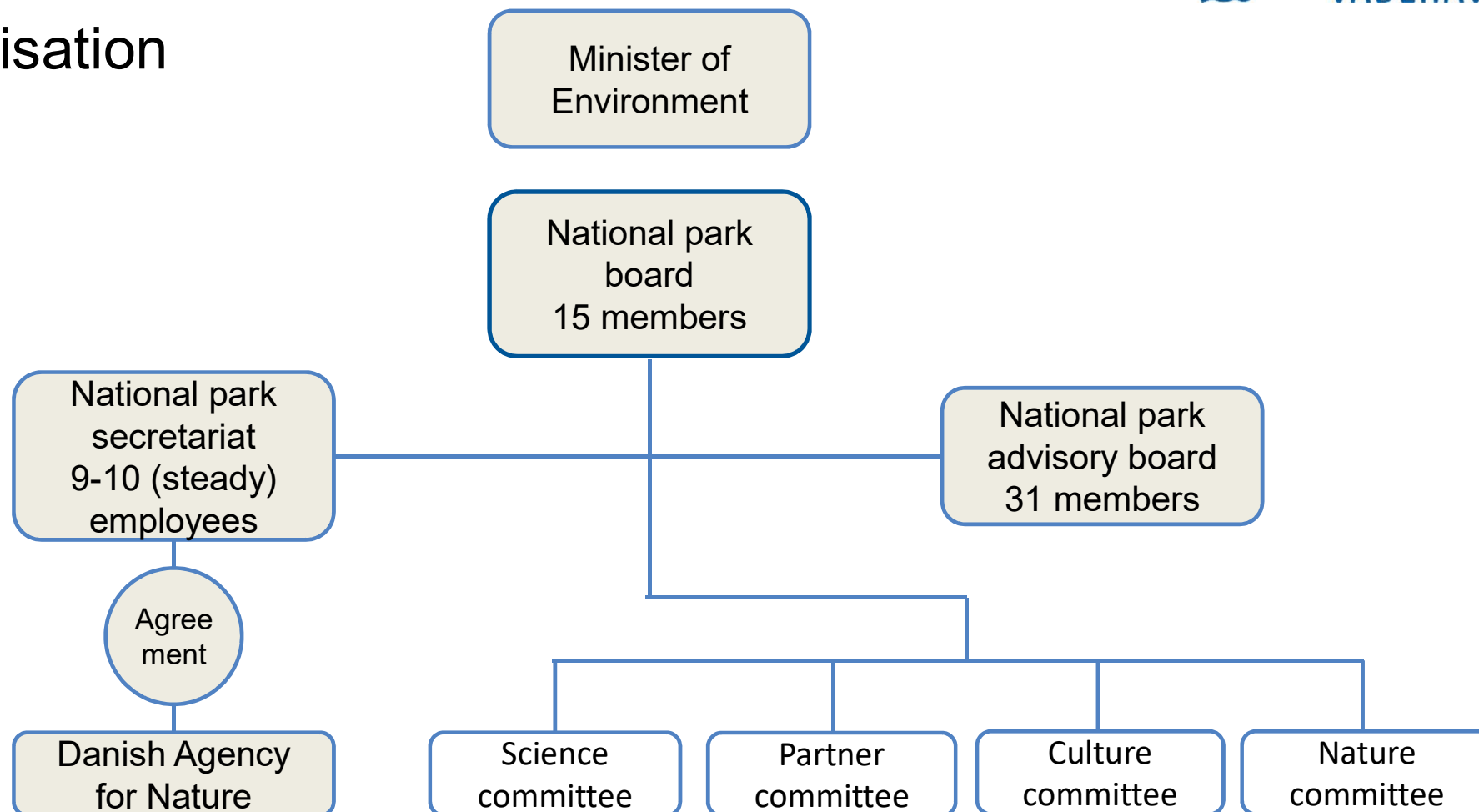
Total 15 members



## National Park Advisory Board

- LAG
- Art/culture
- Business
- Botanic and other nature organisations
- Nature centres
- Museums
- Research and science
- Tourism
- Local food
- 13 elected citizens from the local communities in the nationalpark park
- Total 31 members

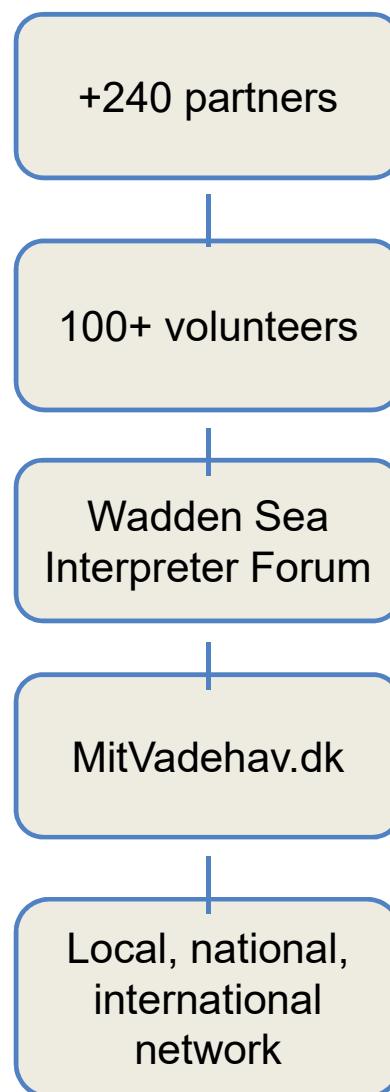
# Organisation





# Organisation

- other resources





## Finances 2024

Finance Law

1,2

million Euro

External  
fundings

1,2

million Euro

Budget 2024

2,4

million Euro

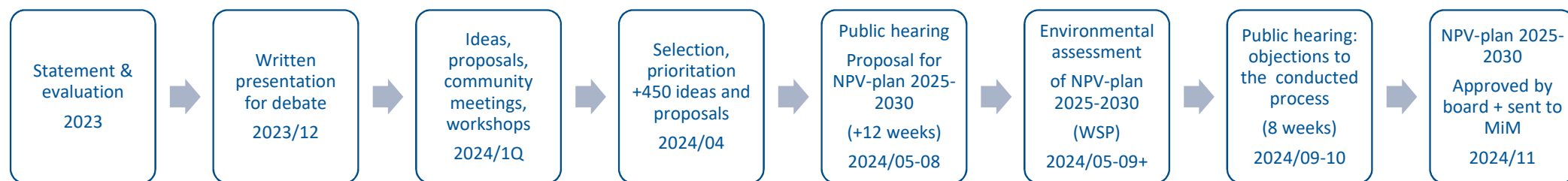
Budget 2025

1,5

million Euro

**NB.** Costs for administration, office rent, IT, board, advisory board .. max Euro 0,33 million

# PROCESS + PLAN WADDEN SEA NATIONAL PARK 2025-2030



# THE PROCES



# CONTENT

Strategic focus on:

- Increased local ownership
- Increased local knowledge about what we do
- Increased activation of partners, local citizens and travellers to benefit nature
- Fewer, bigger prioritized activities - totally 22 defined activities with projects
- Some activities have started, some start now, some start later

New:

- Tech and nature – especially to secure balance between prosper and protection
- The National Park – an asset for public health
- Marine / aquatic nature – not new, but increased focus

# 1. Nature and landscape

1.1. Overview valuable and vulnerable nature

1.2. Lakes, ponds and rivers

1.3. Marin nature improvements

1.4. Coastal and breeding birds

1.5. New technologies for nature management and monitoring

1.6. Insects and flora

1.7. More nature on private land



## 2. Culture and cultural history

2.1. The Wadden Sea building heritage

2.2. The Wadden Sea place names

2.3. The living Wadden Sea culture



### 3. Outdoor and health

3.1. An asset for public health

3.2. Outdooractivities on land and sea





## 4. Education, science and interpretation

4.1. Mitvadehav.dk

4.2. Wadden Sea science

4.3. Mobile and marine interpretation

4.4. Events



## 5. Local community, business and tourism

5.1. Strengthen settlement and local identity

5.2. Activation of partners

5.3. Activation of visitors and local people

5.4. Competence development and certification



6.

# Trilateral Wadden Sea Cooperation and World Heritage

6.1. Trilateral Wadden Sea Cooperation

6.2. UNESCO World Heritage





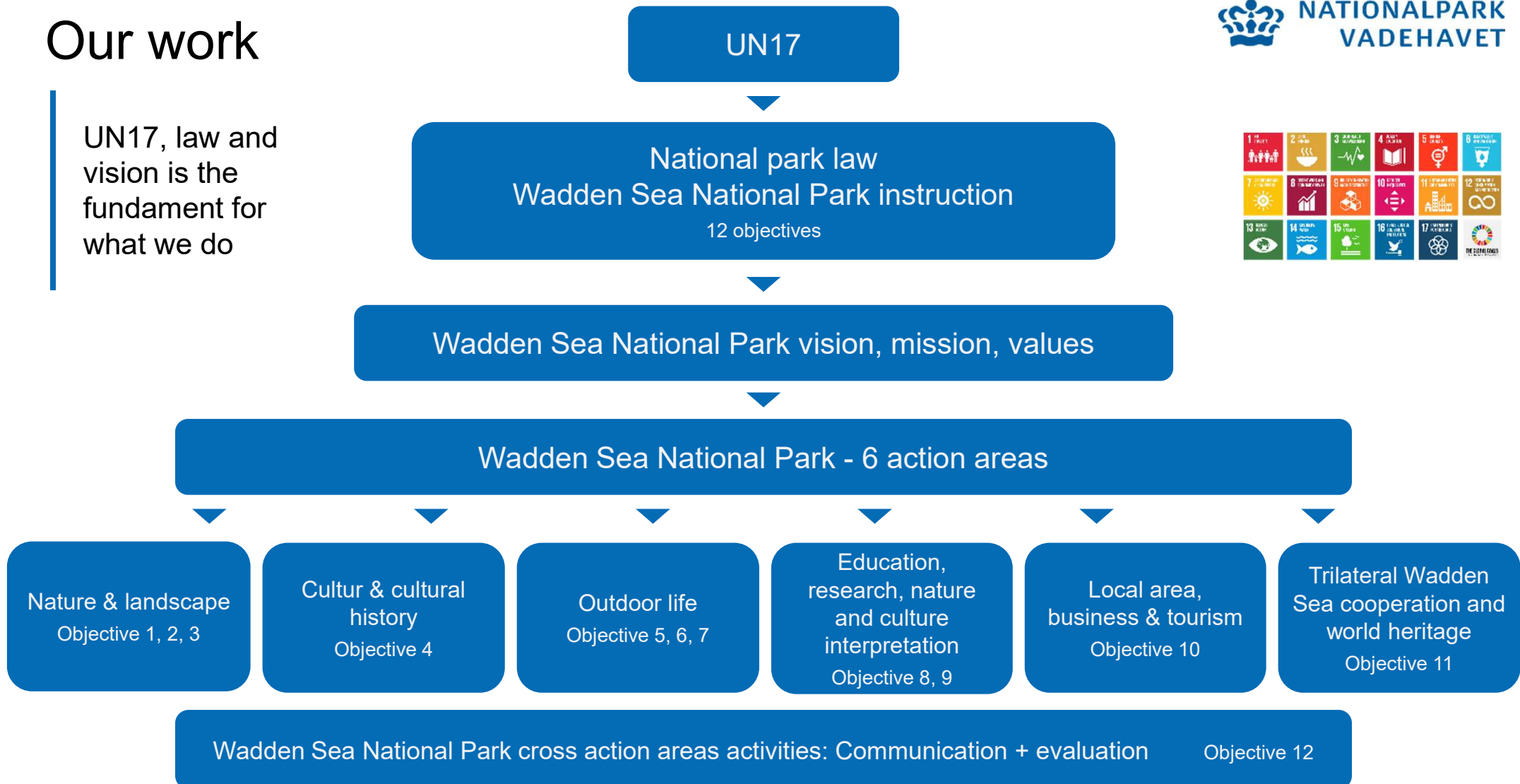


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**What do  
we do?**

# Our work

UN17, law and vision is the fundament for what we do

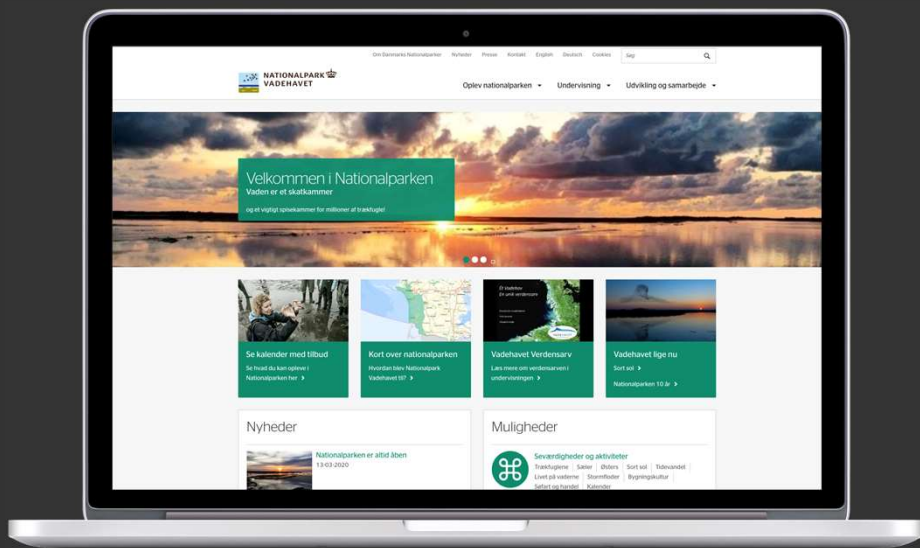


# 60 projects

- Lead partner
- Project / network partner
- Fundraiser
- Collective power for DK Wadden Sea
- Facilitator
- Initiator
- Local voice



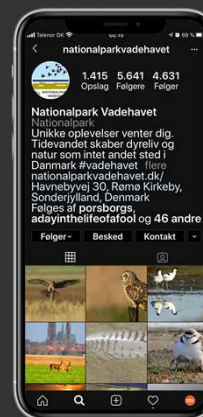
## Communication - digital



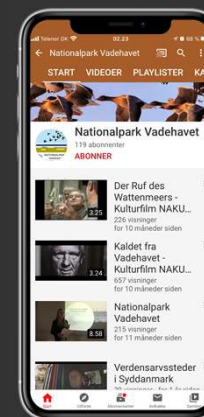
Web



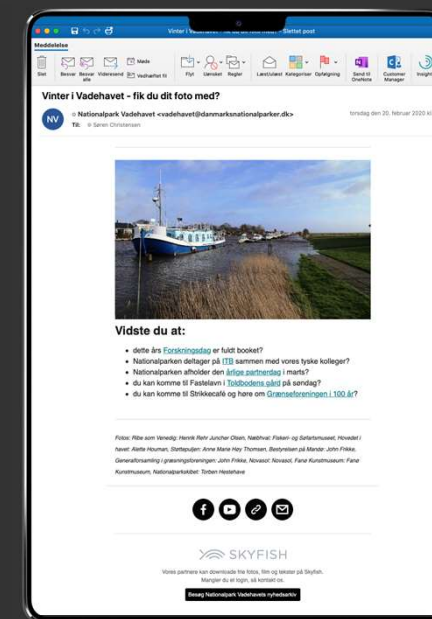
Facebook



Instagram

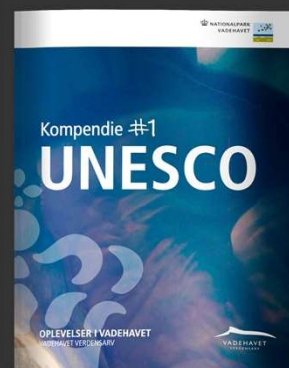
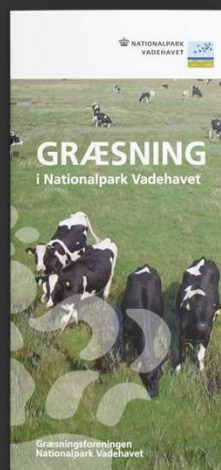


YouTube



News letter / mail

## Communication – examples of printed matters





# Mandø

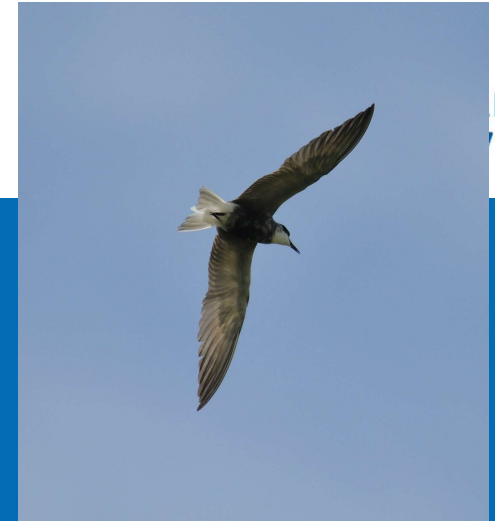
- Land distribution, buying land and farms
- Hydrology project: manage humidity, ditches, new wetlands...
- Clay pit improvements

- Routes/paths, bird watching shelter, info signs ...
- Welcome place
- Beautify of village
- Fiber net connection
- Visitor management



# Artificial nest fleets help Black Terns

- One of the most rare breeding birds in Denmark
- Only 50-80 breeding pairs – +75% in national park
- Black Tern project since 2015
- Artificial nest fleets and monitoring
- More young on the wings – improved breeding suc.
- 120 nest fleets on five locations in Toender Marsh
- 2023 new record: 80 pairs + approx 65 young
- In 2022 donation to the project from WWF



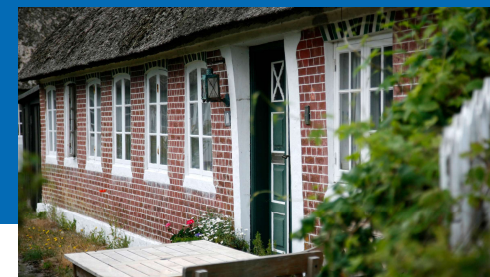
RK  
ET





# Activities

- Society of Wildlife Artists: Exhibitions, book, art, meeting children and local people
- Protected buildings
- Litteraturligviis – Literature project in schools
- Tønder Festival: Wadden Sea Area, Wadden Sea Tent, WS Music, excursions.....
- Maritime heritage: E.g. land art in Ho
- Living heritage: Wadden Sea Revue (by and for youth)
- KoP-cooperation



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Action area 3 – Outdoor

# Welcome the Wadden Sea National Park

Information in the landscape

Respect for land owners: We are guests on their land.

Respect for nature: visitor management + robust nature sites.

Each info point or gate directs visitors to other info points / gates / experiences.

Maintenance: Long perspectives + agreements with local boards, municipalities or NST

6

GATES



5

WELCOME-POINTS



30

INFO POINTS



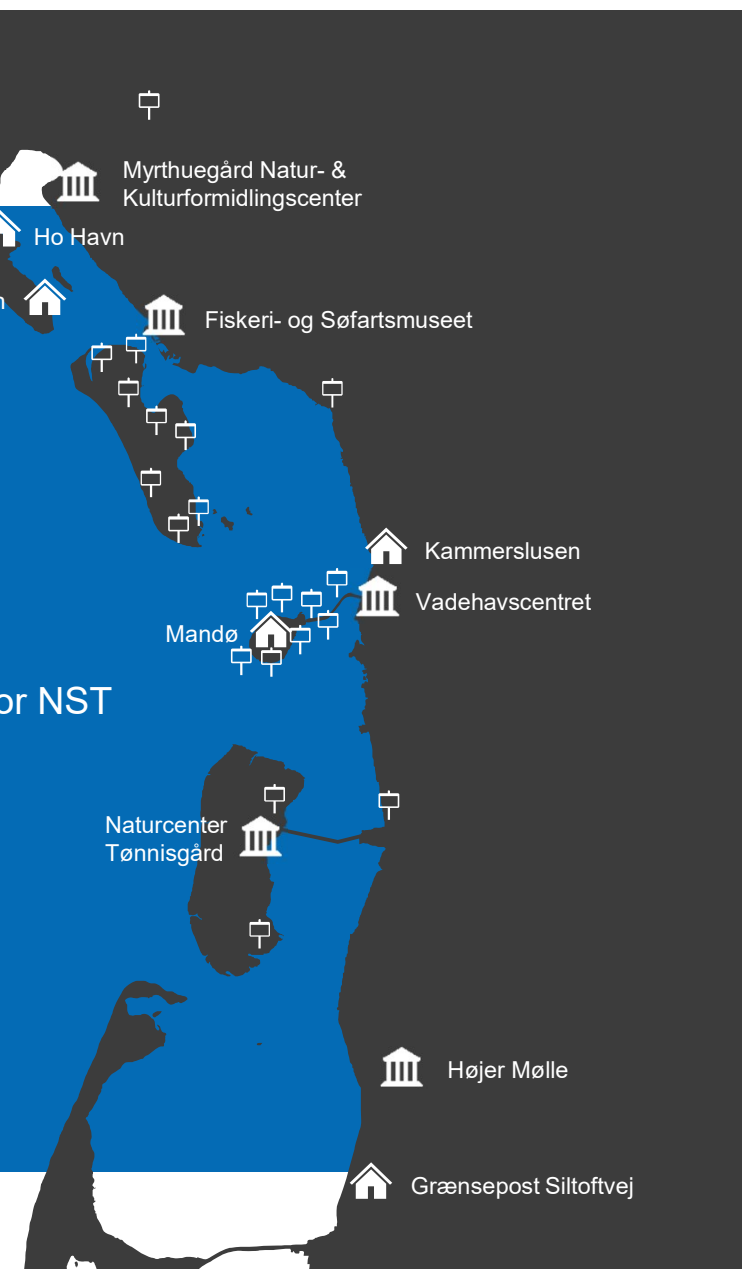
Routes/ paths

Digital gate

Sign posting

Maps

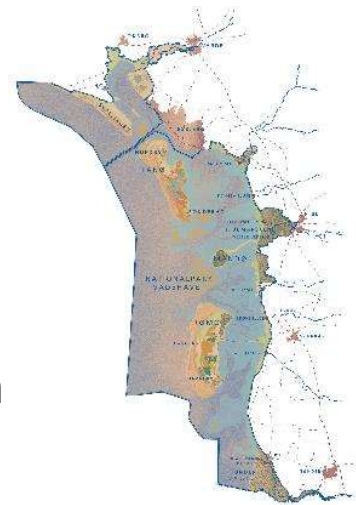
Euro 3 mio.



The local citizens and guests are guided into nature "the good way". That's our focus on outdoor activities.



Infopoint:  
Nørreby Enge, Fanø



Welcome point:  
Redningsstation, Skallingen

# Design

Quiet, solid, landscape considerations  
Supplements TMI, NST, Wayfinding on  
the West Coast in visual expression,  
interpretation etc.



# DENMARK'S NATIONALPARKS

- AN ASSET FOR CITIZEN HEALTH

New national  
initiative

NPV is lead



## Action area 4 – Education, research, nature and culture interpretation



Broad communication activities and more targeted educational and research activities.

# Mit Vadehav

**OUR AIM:** Continue development of educational offers for kindergarden, basic school and youth educations as well as training offers for adults.

- Our official education portal with learning platform and MitVadehav-courses.
- Kids: Approx. 200 learning offers, plays and exercises targeted children in kindergarden and basic school.
- Youth: Learning materials for youngsters on youth educations (educational institutions, high schools ...).
- Adults: Training materials, videos ... for adults.
- Co-operation: Schools, colleges, Wadden Sea Interpretation Forum - develop activities and learning materials.
- Courses: +500 teachers and other educators on courses in MitVadehav.
- +/- 10.000 yearly dedicated users.



# International Wadden Sea cooperation

**OUR AIM:** Through the trilateral cooperation about World heritage, education, communication and research we will contribute to a sustainable development in the trilateral and Danish Wadden Sea area.

- Cooperation on government level between Denmark, Germany and Netherlands
- Wadden Sea Board
- Wadden Sea Forum
- NG Sustainable Tourism, NG World Heritage, Partnerhub and expert groups for geese, dunes, marsh, invasive species, breeding birds, seals, Dark Sky.
- IWSS – International Wadden Sea School
- 6a VaBene (DKK 13 mio) – earlier Prowad Link + NAKUWA





# The International Wadden Sea School (IWSS)

**OUR AIM:** Teachers, nature rangers, culture guides NGOs and interpretation specialist meet and share knowledge, experiences and develop educational material. NPV work for EU-funded cross border projects.

- The Wadden Sea countries have for decades cooperated on education communication and interpretation of the Wadden Sea nature and culture.
- The target groups are primarily children and youth and to some degree adults.
- Members of the Wadden Sea Interpretation Forum have joined the cooperation for years..





A large flock of shorebirds, possibly sandpipers or similar species, is captured in flight over a body of water. The birds are in various stages of flight, with wings spread, and their orange-brown underparts and greyish-brown upperparts are clearly visible. The water below is a deep blue with gentle ripples. The overall scene conveys a sense of natural beauty and wildlife.

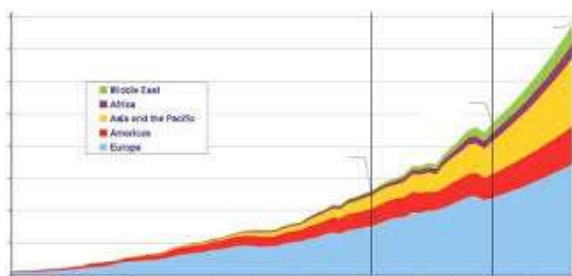
# Sustainable tourism

Lessons and actions





## Tourism (UNWTO)



### Tourism growth:

Globally: 5,3% annually to 2030

DK: approx 3-4% annually to 2030

### Tourism value creation:

1 out of 10 jobs world wide

8,2% of world GDP

## Active vacation (source: ATTA, Fortune Business)

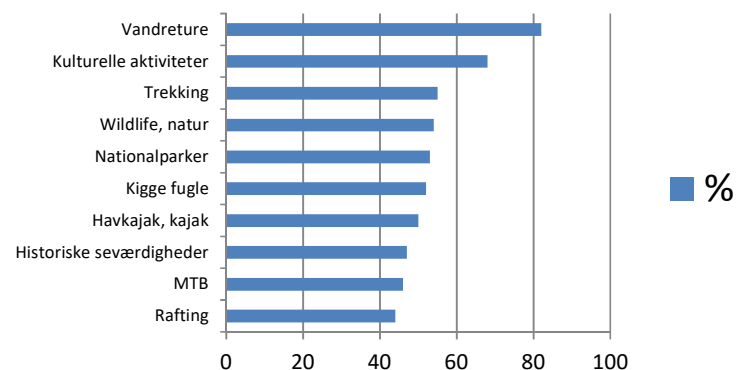
26% of all travellers reason to go = active holidays

9,66% growth annually 2025 to 2030

Turn over \$804 billions (2024) to \$1682 billions (2032)

### Active tourists consumption of selected activities

(Kilde: ATTA)



# Local key figures

Local citizen	200.000
Bed nights	9,0 mio. / 3,5 mio.
German	62%
Danish	31%
N, S, NL	5%
Other	2%
Turnover	Euro 1,0 billion
Jobs	6.000 (full year)

3-4 mio. day trippers  
visit the national  
park

# Consequences

Crowding

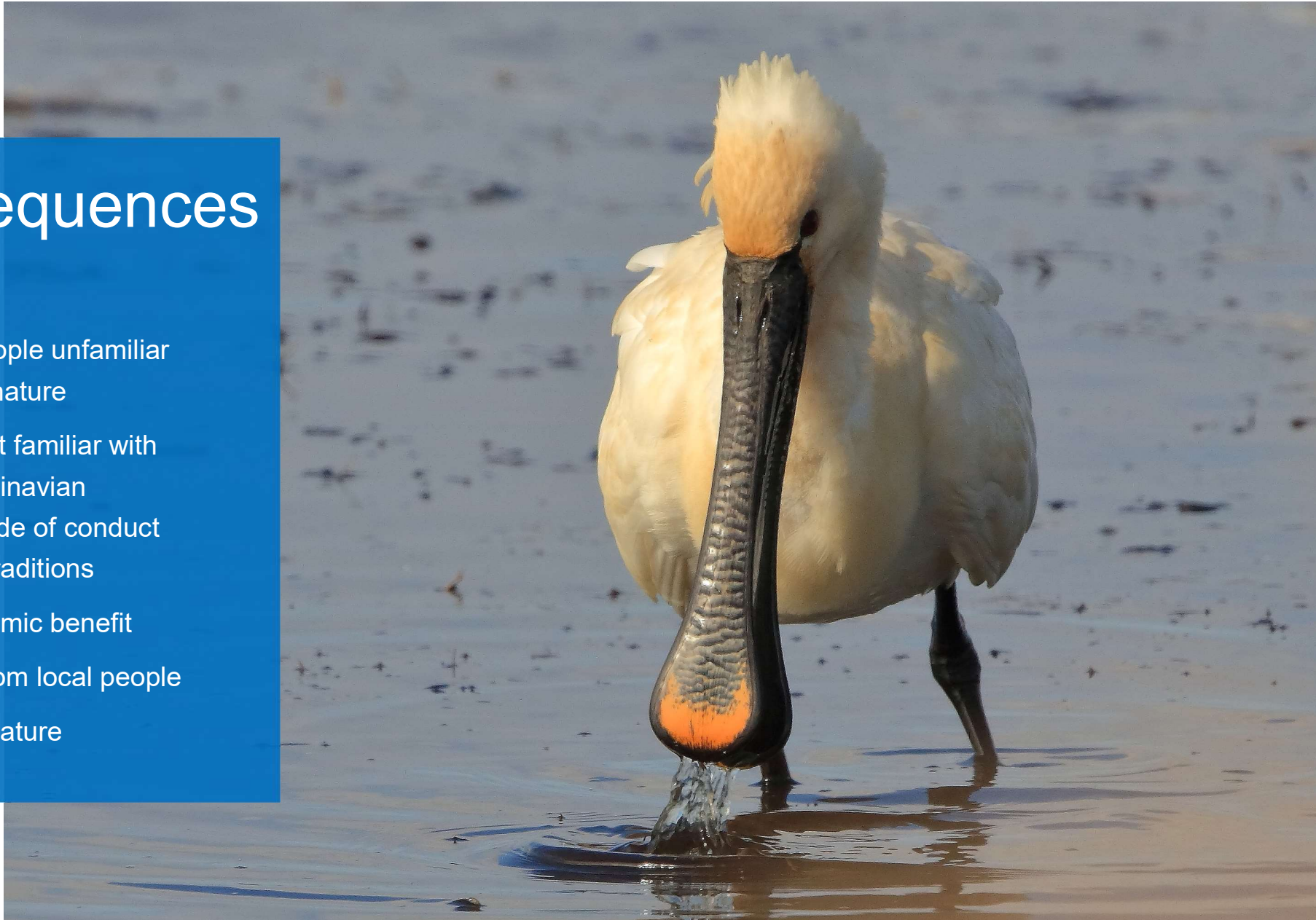
Urbanized people unfamiliar  
with being in nature

Foreigners not familiar with  
Danish/Scandinavian  
rules/laws, code of conduct  
and outdoor traditions

Lack of economic benefit

Complaints from local people

Pressure on nature





# Partner program

**OUR AIM:** Sustainable development of the national park in cooperation with the surrounding society.

- 240 national park partners
- Network
- Knowledge sharing
- Sustainable development – green transition
- Flags
- Signs
- Partnerday – annually
- Photos, videos, text online database
- Nationalpark products



## Action area 3 – Outdoor

# Code of conduct

**OUR AIM:** Code of conduct is a kind of unwritten rules for good behaviour. Together with our guests we create a mutual understanding of how to have as guest in nature. Without bothering other people. Without harming nature.

- 10 general codes of conduct for all visitors and locals
- 18 targeted set of codes of conduct for each user group
- Videos
- Folders / flyers
- Online texts
- Push communication through partners





# Visitor activation to Benefit nature and environment

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

#vabenewaddensea

Budget  
13 mio. kr.  
(65/35)

VaBene

Interreg



Kofinanziert von  
der Europäischen Union  
Medfinansieret af  
Den Europæiske Union

Deutschland – Danmark





# AI Nature guiding

## Wadden Sea data

- History
- Activities
- Food & beverage
- People and outdoor
- DOF database
- Code of Conduct
- Tidal water table
- Weather
- Satellite data
- ....
- ...



Say hello  
to Waddi





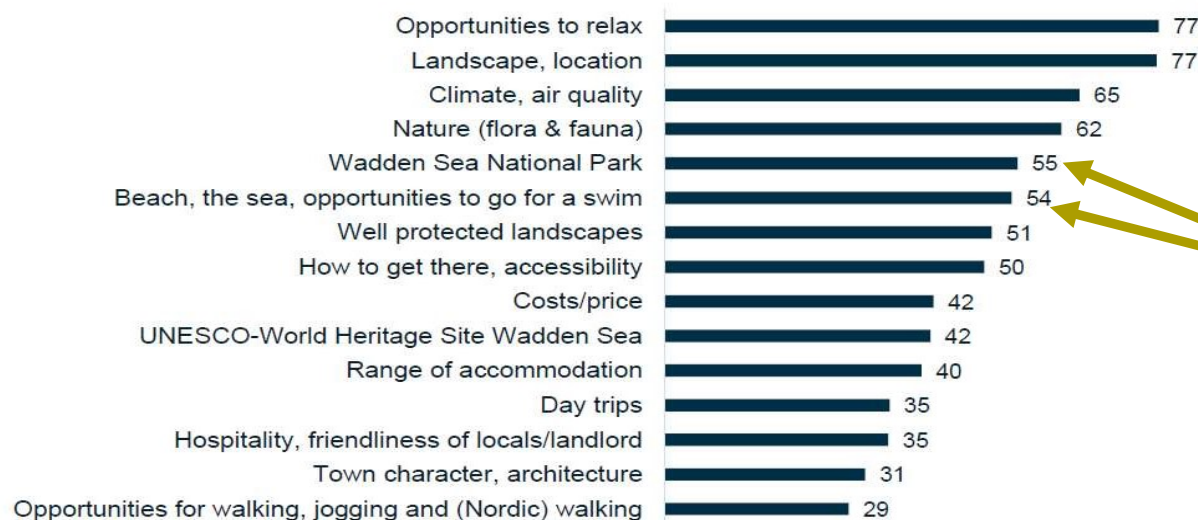
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Why do they come?



# Reasons for the decision to travel to the Danish Wadden Sea Region (TOP 15)

in %



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021

Question: Which of the following aspects/features were very important to you and played an essential role in your decision to travel to this destination? (multiple answers)



## Europes broadest beaches

Attractive beaches attracts visitors with or without feathers. Balance between prosper and protection



# Importance of environmental aspects in the destination

How important is it for you ...

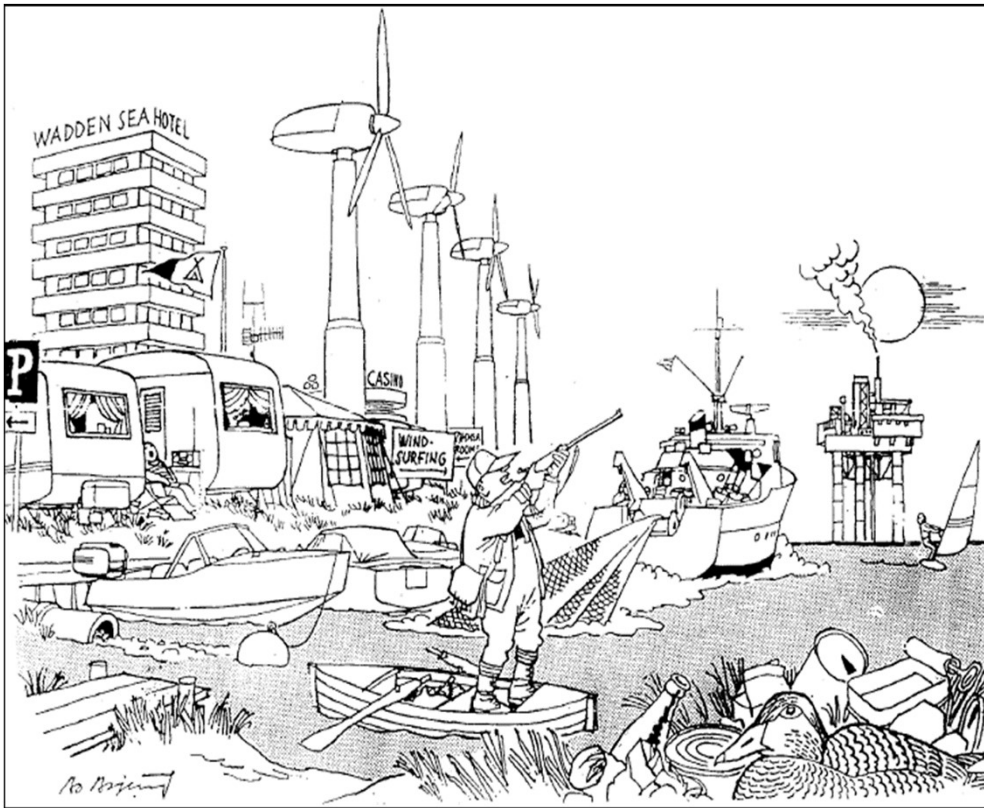
(figures for important/very important in %)



Basis: Respondents Danish Wadden Sea region (n=579) in summer 2020, autumn 2020 and spring 2021,

Question: When on holiday there are things that are very important to us, and others which are less important. Please indicate the importance of each aspect listed below during your holiday. Four-level scale (very important, important, less important, not important).





**Big problems and complex challenges  
require cooperation**

**Cross sectorial**

**Multidisciplinary**

**Cross authority borders**

**Internationally**

**Public-private**

**Use the Wadden Sea National Park as  
experimentarium on future agriculture,  
sustainable tourism, climate, municipal  
planning of outdoor facilities ...**



THANKS



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