

PROWAD LINK

Protect & Prosper

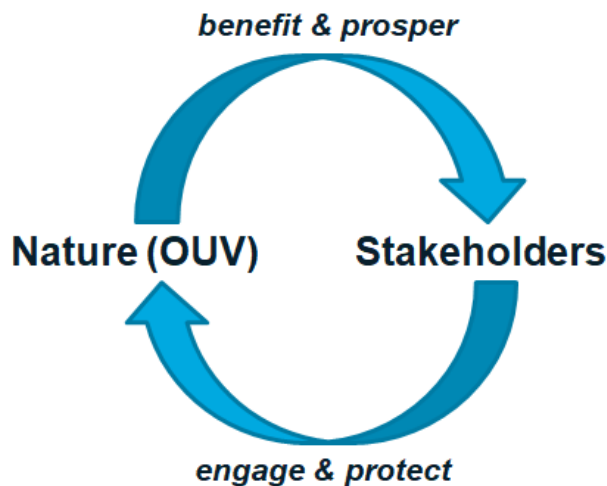
PROWAD LINK- Ein Überblick

Fachtagung Natur & Tourismus
24 November, Niebüll



Hintergrund

Das Interreg VB-Projekt PROWAD LINK zielt darauf ab, Naturschutz und nachhaltige Entwicklung zu verbinden.



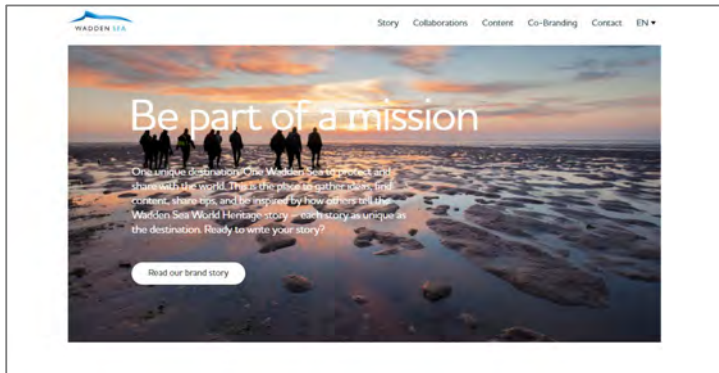
- 15 Partner aus fünf Ländern
- September 2018 – Dezember 2022
- Zusammenarbeit mit interessierten Betrieben
- „Nature-Business-Benefit-Cycle“-Konzept
- Entwicklung neuer, nachhaltiger Tourismus-Angebote in den Modellregionen
- 4,8 Mio €

<https://northsearegion.eu/prowad-link>

Projektpartner



Marken-Aktivierung



Online "Werkzeugkasten"

Werden Sie Partner!
Engagieren Sie sich als Unterstützer,
Partner oder Botschafter

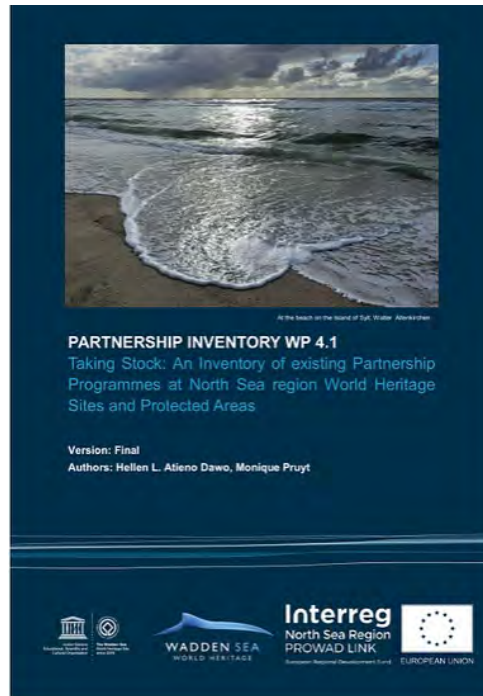
<https://waddensea.brandspace.online/b/>



https://www.youtube.com/watch?v=EVucl4KLBGY&feature=emb_imp_woyt



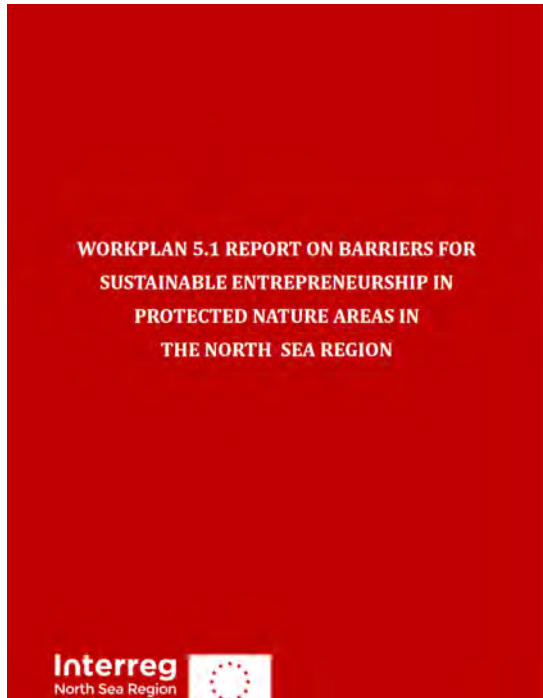
Partnerschaft



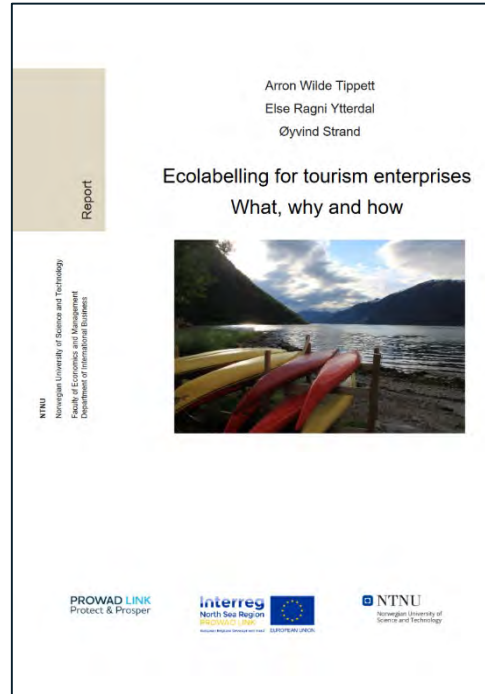
Programm-Überblick Partnership Hub Konzept

Förderhandbuch

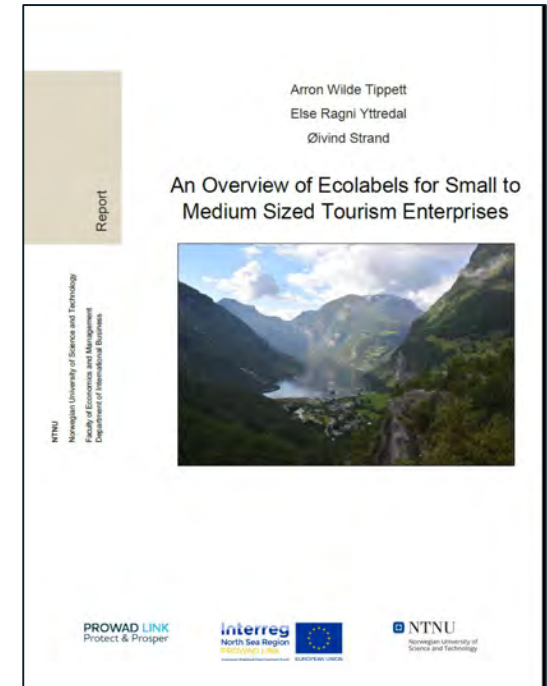
Nachhaltiges Unternehmertum



*Barrieren für
nachhaltiges
Unternehmertum*

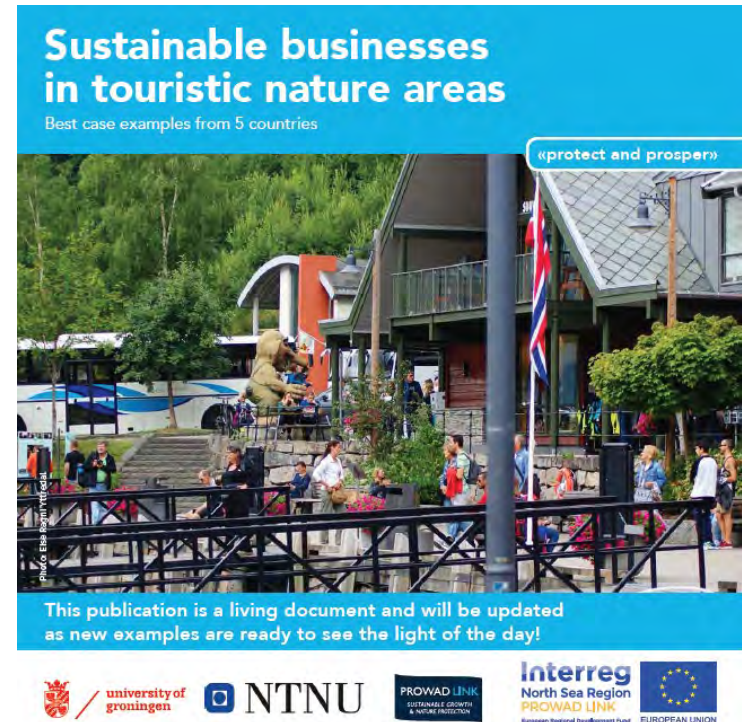


*Öko-Zertifizierung
im Tourismus*



*Übersicht der Öko-
Labels im Tourismus*

Nachhaltiges Unternehmertum



Handbuch & Zusammenstellung von Praxisbeispielen

Nachhaltiges Unternehmertum

Adapting to Covid-19: How local tourism businesses cope
 Examples from 5 countries

«protect and prosper»



Photo with courtesy of Wildcraft Brewery

This publication is a living document and will be updated as new examples are ready to see the light of the day!

Beispiele für Anpassungen an Covid-19

«We had one week to adapt. People really do not understand what service production is about. Such a change is like a furniture manufacturer losing their main product and having to set up new production lines in 2-3 weeks. It is almost impossible»

Adapting to Covid-19: Hotel Union
 Gillingenland, Norway

«protect and prosper»

Adapting to Covid-19: Wildcraft Brewery
 Ipswich, South Norfolk, England

«When Covid-19 struck, the customer base disappeared»

Adapting to Covid-19: Westerås farm
 Gillingenland, Norway

«protect and prosper»

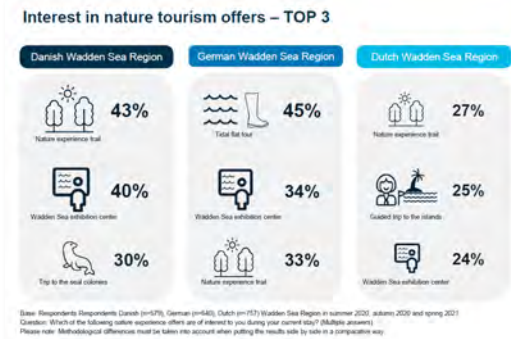
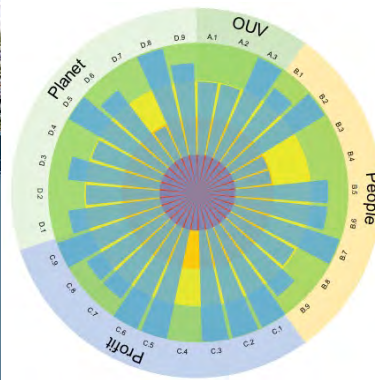
NORTH SEA SUSTAINABLE INNOVATION CHALLENGE
 TOWARDS A POST-COVID RECOVERY

K > News > Sustainable Innovation Challenge Winners

D LINK Meet the winners of the North Sea Sustainable Innovation Challenge
 19 April 2022 - Published by Annika Bostelmann

Innovations-Wettbewerb

Nachhaltiges Unternehmertum



Wattenmeer-Tourismus-Radar

Wattenmeerweite Gästebefragung 2020/21

Produkte & Services



- Dark Sky



- Partner-Netzwerk für nachhaltige Klassenfahrten in DK

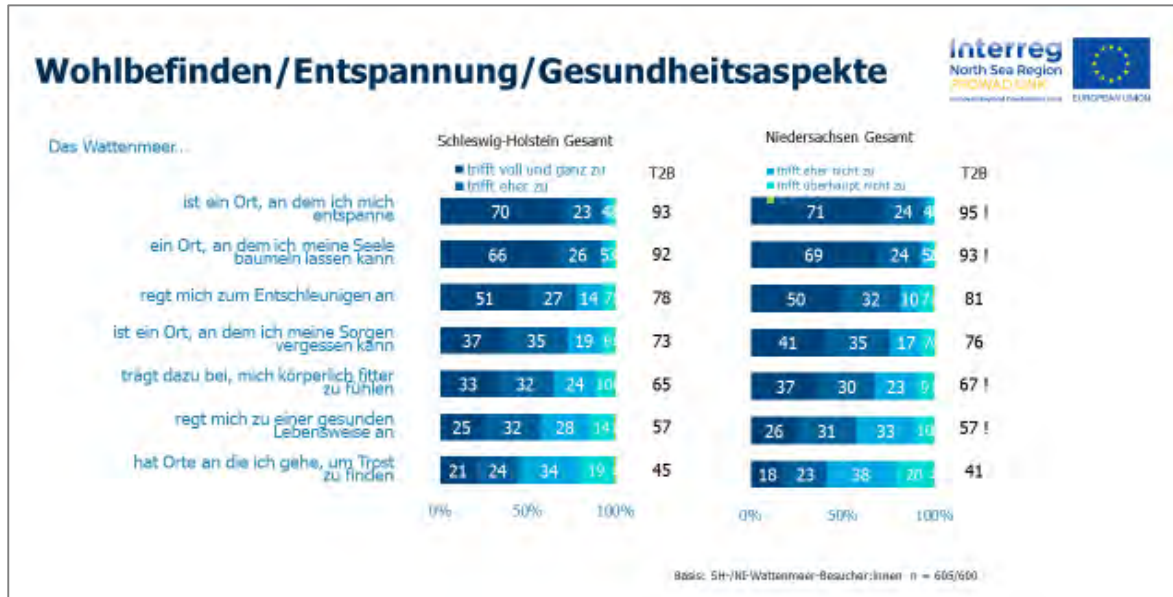
“Co-Creation”-Aktivitäten



Trends im Tourismus

Machbarkeit Transnationaler Routen

Produkte & Services



Für über 90% der Einwohner:innen hat das Wattenmeer “einen positive Effekt auf das Wohlbefinden” und ist “ein Ort zum Entspannen” und “Seele-Baumeln-Lassen”

Einwohnerbefragung, Deutschland, Nov. 2021

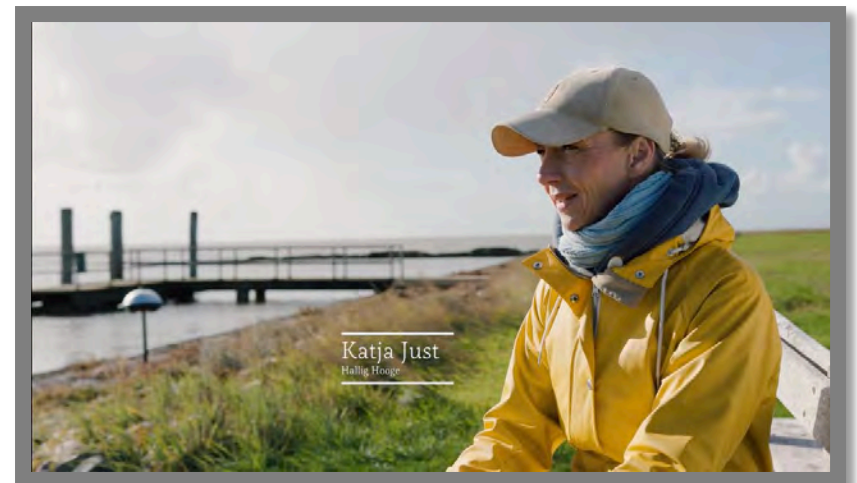


Weltenerbe-Erfahrung verstärken



Wohlbefinden & Naturerfahrung

Kommunikation

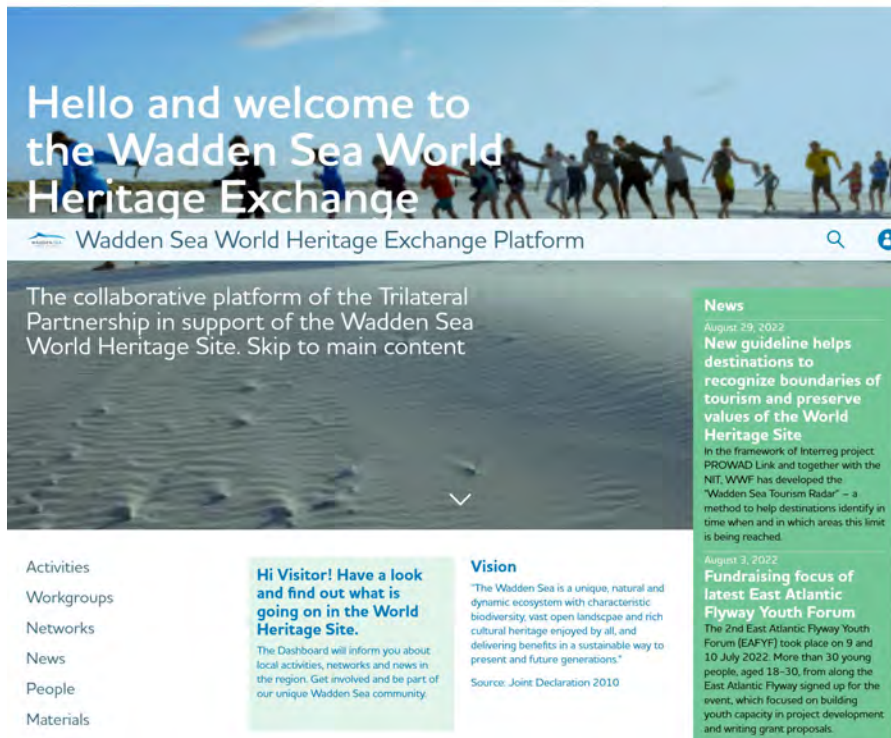


Video & Tutorials

*“Hier bist Du Gast.
Hier darf ich sein”*

Digitale Austausch-Plattform

Beta-Version im Test seit Oktober



Wadden Sea World Heritage Exchange Platform

The collaborative platform of the Trilateral Partnership in support of the Wadden Sea World Heritage Site. Skip to main content

Activities
Workgroups
Networks
News
People
Materials

Hi Visitor! Have a look and find out what is going on in the World Heritage Site.
The Dashboard will inform you about local activities, networks and news in the region. Get involved and be part of our unique Wadden Sea community.

Vision
"The Wadden Sea is a unique, natural and dynamic ecosystem with characteristic biodiversity, vast open landscape and rich cultural heritage enjoyed by all, and delivering benefits in a sustainable way to present and future generations."
Source: Joint Declaration 2010

News
August 29, 2022
New guideline helps destinations to recognize boundaries of tourism and preserve values of the World Heritage Site
In the framework of Interreg project PROWAD Link and together with the NIT, WWF has developed the "Wadden Sea Tourism Radar" – a method to help destinations identify in time when and in which areas this limit is being reached.

August 3, 2022
Fundraising focus of latest East Atlantic Flyway Youth Forum
The 2nd East Atlantic Flyway Youth Forum (EAFYF) took place on 9 and 10 July 2022. More than 30 young people, aged 18–30, from along the East Atlantic Flyway signed up for the event, which focused on building youth capacity in project development and writing grant proposals.

- Informationen
- Nachrichten
- Akteure
- Netzwerke
- Arbeitsgruppen
- Materialien

THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

Photo: Jeff Greenberg



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