

Nordic World Heritage Association Board of Directors Meeting

Nationalmuseet, Ny Vestergade 10,
Prinsens Palæ, Copenhagen, Denmark
Monday, May 20th 2019, 11:00 – 17.00
Tuesday, May 21st 2019, 9:00 – 14.00

Minutes

Chair: Birgitte Sidenius Bjerg Lamp (DEN)
Secretary: Petteri Takkula (FIN)
Other members present: Rita Johansen (NOR), Ólafur Jonsson (ICE): NW 7/2019, Camilla Lugnet (SWE), Halvor Sælebakke (NOR), Einar Sæmundsen (ICE), Morten Teilmann-Joergensen (DEN)
Members absent: Malin Henriksson (FIN), Lena Landström (SWE)

NW 1/2019

Minutes from last meeting

Approved.

NW 2/2019

Conference strategy – handbook

Einar presented the second draft. The Board offered several suggestions. These were then workshopped.

The Board decided to continue to gradually improve the handbook. The Handbook will be completed as the process of the 2020 conference planning goes ahead.



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eStrategy20190522.r

ConferenceTimetabl
e.pdf

NW 3/2019

Nordic World Heritage Conference in Stockholm - status

The Board took note that the Stockholm conference registration has been sent.

The Board decided to ask the organisers through Lena if the "Presentations of three Nordic examples and discussions" could be expanded by 10 minutes. Petteri will contact Lena about this and other details.

Halvor presented the preliminary ideas that the 2020 organisers have considered. The conference will take place in Rjukan in Sept 8th–10th 2020. It is planned to be complemented with a pre-tour and with a post-tour.

The Board thanked Halvor and the organising committee for a timely start of the work and for the interesting ideas. Halvor and the Rjukan-Notodden team will continue the planning in cooperation with the Board.

NW 4/2019

Nordic World Heritage Award – status

The Board discussed the nomination process.

Camilla will talk to the Swedish focal point whether the NW could apply for authorised use the WH emblem.

The Board decided on the winner of the inaugural Nordic World Heritage Award.

NW 5/2019

Site Mapping Project

The Board decided to put the project on hold. It will be revisited after the Sustainable Tourism project is finalised.

NW 6/2019

Communication Strategy

Einar and Morten presented the updated plan. The Board workshopped the formulations.

The Board decided to approve the re-formulated version.

Communication strategy

The Board is responsible for communicating with national members, groups or associations.

The communication from the Board is mainly between the national members of the board and the site managers at the different sites in every country.

The Board can raise topics in public, in matters concerning the mission of the NW.

The main communication platforms are the annual conference and the NW webpage.

The members of NWHA are encouraged to use the homepage for communication about themes that could be of interest for all or part of the members.

If contacted by media the Board will direct specific questions concerning local matters to respective national organisations or site managers. The board will help media to get factual information about WH matters.

Information about the annual Nordic World Heritage Conferences is always to be found on the homepage. Invitations, programs and evaluations from the conferences are all to be found here.

NW 7/2019

Workshop on Sustainable Tourism Project - with Louise Havelund, B-A-R-K Rådgivning A/S

Louise Havelund and her colleagues presented the status of the project.

The Board and B-A-R-K workshopped the main items for the Stockholm conference workshop.

The Board thanked B-A-R-K and decided to move along with their suggestions regarding the workshop in Stockholm.



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NW 8/2019

Next meetings

- Sunday the 1st of September 2019 at 7 pm
 - Board meeting
 - Stockholm
 - Lena will handle the details
- Monday 25th – Tuesday 26th November 2019
 - Board meeting
 - Oslo
 - Rita will handle the details
- If needed: February 2020
 - Board meeting
 - Skype meeting
 - Details to be handled later
- Tuesday 19th - Wednesday 20th May 2020
 - Annual Meeting & Board Meeting
 - Grimeton
 - Camilla will handle the details.

NW 9/2019

Other/News from sites/countries

Norway:

The Norwegian national conference was held in Vega in May 2019. The theme was the Lighthouse-strategy for the WH sites and how to follow it up. A new WH white paper is being drafted. <http://www.norgesverdnesarv.no/>
The Vega WH Centre opens the 13th June 2019. This is the first purpose-built WH Centre instead of a traditional visitor centre. Other sites have so far used existing museums or other buildings. In Norway the WH Centres get special funding from the State.

Iceland:

The revised Thingvellir management plan guides the many projects that are going on at the site. The visitor numbers were for the first time in a long at least temporarily decreasing.

New site manager has started in Surtsey.

Vattnajökul WH nomination is moving forward.

Nordic Council of Ministers – Icelandic Chairmanship 2019 organises a conference in 24th-25th October: *WH in the Arctic Region*.

Finland:

The Association of World Heritage Sites in Finland has opened the web site: maailmanperinto.fi (FI/SV/EN). The funding by grants from the Finnish Heritage Agency (Visitor Survey 2018-2019) and the Ministry of Education and Culture (WH product & service development and marketing 2018-2019) has allowed the Association to employ a full-time project manager.

Suomenlinna management plan was approved in 2018 and the implementation plan is now being drafted. The participatory methods used in

the process were acknowledged as useful. The hope is that the improved chances to contribute will involve and commit partners to a common cause of the OUV.

Sweden:

The Swedish WH Strategy will be completed in June and it will then be referred for consultation during the summer. The role of Site Managers and the funding of the Site Manager posts have been among the topics discussed. The members of [ViS](#) will have a meeting in November (the previous meeting was held in May) for continuing discussions of the association's role and purpose in the future.

Many sites have new Site Managers or Coordinators.

Grimeton has a new development plan for the site including a communication strategy: How to reach even more new partners with the message of the OUV. Grimeton has also hired a business development expert to contribute to the future funding of the site.

Denmark:

The Danish national meeting took place in the spring.

Two new sites are being developed for the tentative list and two sites have new site managers.

Jelling hosts many events to celebrate the 25 years as a WH site and Christiansfeld will celebrate the Danish re-unification in 2020.