Management Plan

UNESCO World Heritage Site Hedeby and the Danevirke

2020–2030

State Archaeological Department of Schleswig-Holstein

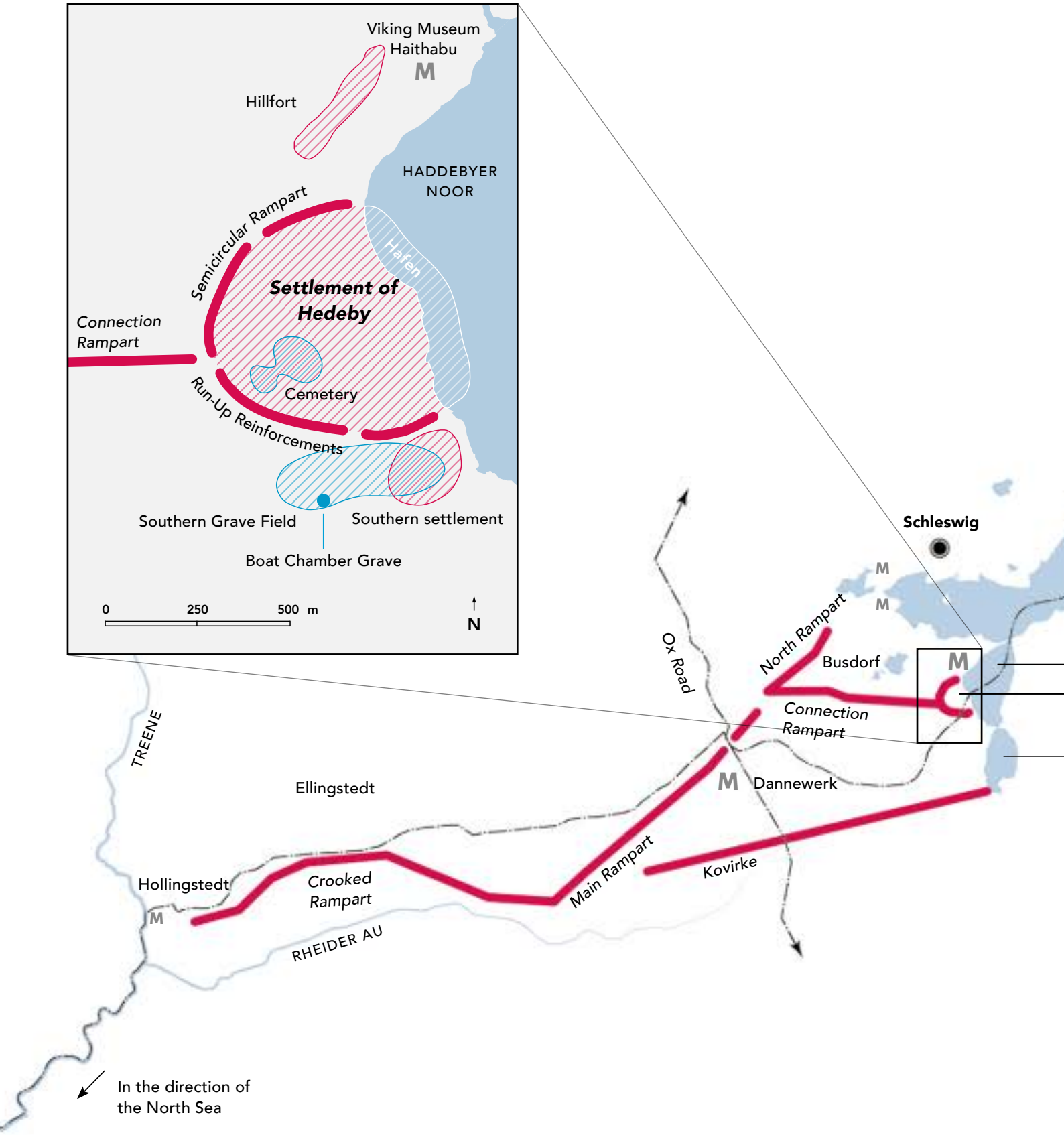
Schleswig-Holstein. Germany's True North.

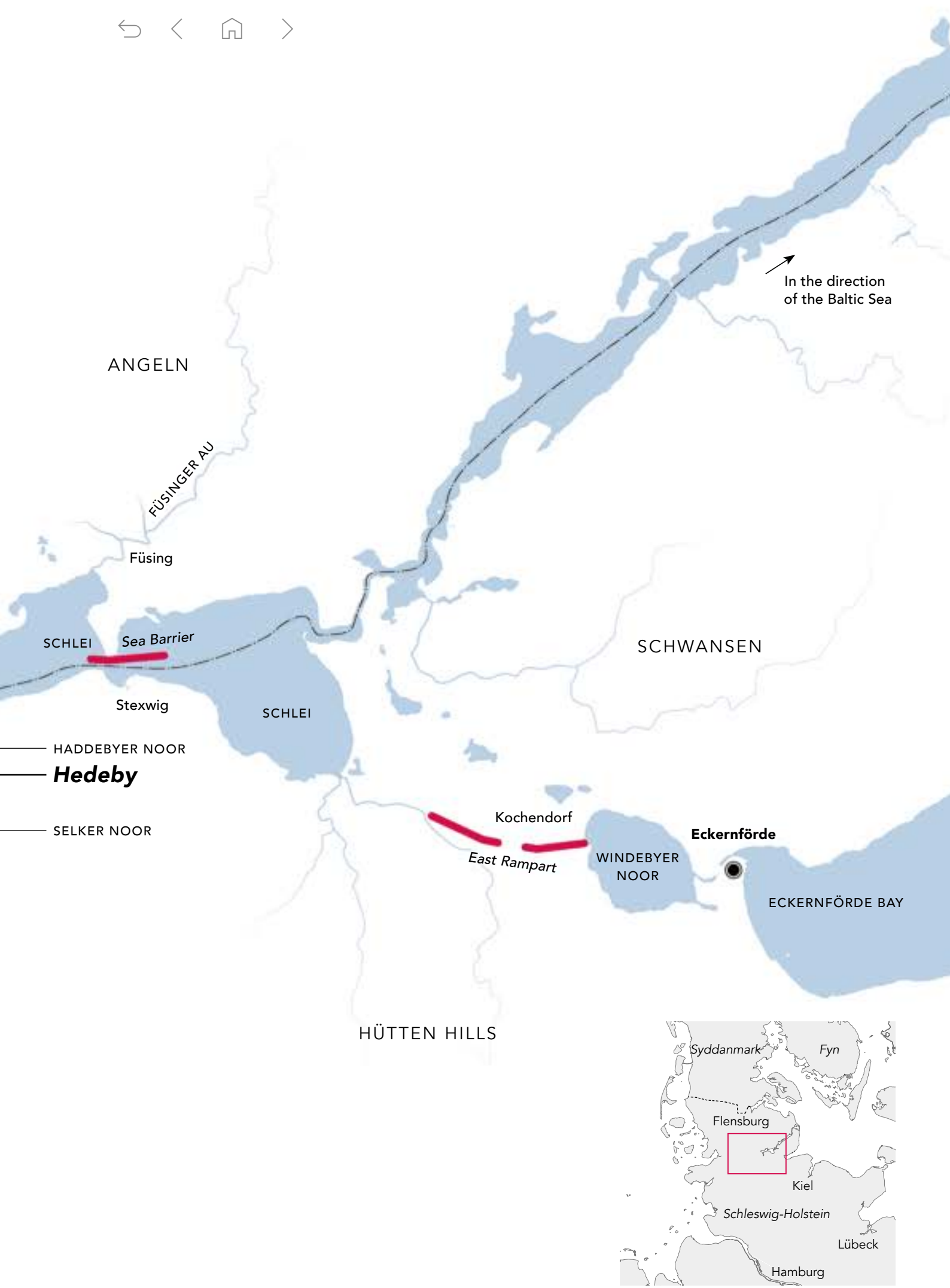
MANAGEMENT PLAN UNESCO WORLD HERITAGE SITE HEDEBY AND THE DANEVIRKE 2020–2030

published by
State Archaeological Department of Schleswig-Holstein (ALSH)

Schleswig 2021

OVERVIEW MAP OF HEDEBY AND THE DANEVIRKE




In the direction of the Baltic Sea
ANGELN
FÜSINGER AU
Füsing
SCHLEI
Sea Barrier
Stexwig
SCHLEI
SCHWANSEN
HADDEBYER NOOR
Hedeby
SELKER NOOR
Kochendorf
East Rampart
WINDEBYER NOOR
Eckernförde
ECKERNFÖRDE BAY
HÜTTEN HILLS
Syddanmark
Fyn
Flensburg
Kiel
Schleswig-Holstein
Lübeck
Hamburg

United Nations
Educational, Scientific and
Cultural Organization

World Heritage
Convention

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

The World Heritage Committee has inscribed

Archaeological Border complex of Hedeby and the Danevirke

on the World Heritage List

Inscription on this List confirms the outstanding universal value of a cultural or natural property which requires protection for the benefit of all humanity

DATE OF INSCRIPTION

4 July 2018

Audrey Azoulay

DIRECTOR-GENERAL
OF UNESCO

Welterbe
Haithabu-Danewerk

Erklärung

des Haithabu und Danewerk e.V.

betreffend

den Managementplan von Haithabu und Danewerk in seiner Fassung von 2020

Der UNESCO-Welterbeantrag für Haithabu und das Danewerk wurde seit einem Landtagsbeschluss im Jahre 2004 vom Archäologischen Landesamt Schleswig-Holstein (ALSH) unter seinem langjährigen Leiter Prof. Dr. Claus von Carnap-Bornheim vorbereitet. Der im Jahr 2017 seitens des ALSH eingereichte Antrag mit dem alleinigen Fokus auf Haithabu und das Danewerk – als einzigartigen wikingerzeitlichen Handelsknotenpunkt in Verbindung mit einem Grenzbauwerk – wurde am 30.06.2018 vom UNESCO-Welterbekomitee in die Welterbeliste der UNESCO aufgenommen.

Der vorliegende Managementplan für Haithabu und Danewerk ist auf eine Dauer von 2020 bis 2030 ausgelegt und stellt das grundlegende Konzept für die Zusammenarbeit aller Interessengruppen an diesem Denkmalkomplex dar. Er dient damit langfristig dem Erhalt und der nachhaltigen Entwicklung von Haithabu und Danewerk. Im Dokument sind alle bestehenden gesetzlichen und vertraglichen Rahmenbedingungen beschrieben. Darüber hinaus sind darin freiwillige Grundsätze, Aufgaben, Ziele und Maßnahmen für die beteiligten Akteure festgehalten, um den Schutz, die Vermittlung, Forschung, das Marketing, den Tourismus und die Regionalentwicklung im Bereich des Welterbes zu lenken.

Der Haithabu und Danewerk e. V. wurde als zentrales Beteiligungsforum zur Bündelung der Interessen der Eigentümer und anderer wichtiger Interessensgruppen an Haithabu und Danewerk gegründet. Er ist Träger der Entwicklungsstrategie 2030 – Welterbe-Region Haithabu und Danewerk und koordiniert u.a. die Pflegemaßnahmen entlang des Danewerks.

Der Vorstand des Vereins unterstützt die Erhaltung und Pflege des Außergewöhnlichen Universellen Wertes und den Managementplan von Haithabu und Danewerk.

Schleswig, der 09.12.2020

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FOREWORDS

Our joint efforts for today's World Heritage culminated in the nomination of the »Archaeological Border complex of Hedeby and the Danevirke« by UNESCO in Bahrain two years ago. Schleswig-Holstein thereby gained a third World Heritage Site in addition to the Hanseatic City of Lübeck and the Wadden Sea. This recognition was only made possible through the collaboration of the region and the federal state, administrative bodies, businesses and private individuals. However, it is only a milestone, albeit an important one.

The border complex embodies the early history of Northern Europe. Studying the former border system and its development enables important shifts in perspective for us today. Old borders can be overcome, offering valuable opportunities. As part of a trade hub, Hedeby and the Danevirke represent Northern Europe's nascent maritime trade, the north-south exchange across the isthmus between the European continent and Scandinavia as well as in an east-west direction between the North Sea and the Baltic Sea regions and beyond. Both tell us of the opportunities and risks involved in living between the seas, showing us new perspectives and possibilities.

However, by having been granted World Heritage status, we as a region have also accepted responsibilities and created expectations. Most importantly, the UNESCO World Heritage status involves the duty to permanently preserve and maintain the World Heritage Site, for which the present Management Plan provides the foundation. Despite coronavirus restrictions, the plan was developed with the involvement of many stakeholders and is designed to meet the Operational Guidelines for the Implementation of the World Heritage Convention as well as the Monument Protection Act of Schleswig-Holstein. Serving as an essential tool, it reconciles the interests of the World Heritage Site with those of the various stakeholders by defining a common, binding scope of action.

While the first Management Plan covers the time period of the nomination phase until the inscription on the UNESCO World Heritage List, this Management Plan now focuses on the near and more distant future. Sustainable management is naturally about preservation, but also about promoting archaeological and historical research, communicating knowledge related to the monuments and regional development. Having deep roots in the region facilitates the goal of becoming better known on an international scale.

Dr. Ulf Ickerodt, Director of the State Archaeological Department of Schleswig-Holstein

Unique, authentic and worth preserving – since 2018, the »Archaeological Border complex of Hedeby and the Danevirke« has been part of the UNESCO World Heritage. Alongside more than 1,000 other Cultural and Natural Heritage Sites across the globe, Hedeby and the Danevirke have been recognised as being of Outstanding Universal Value. This honour involves the responsibility to preserve the value of the common Viking Age heritage for future generations. In order to do justice to the UNESCO World Heritage status, a joint commitment of political, administrative and business representatives and the population is of key importance. Local and regional support was already strongly evident during the nomination phase. If future protective mechanisms go hand in hand with a local awareness of cultural heritage and careful fostering of the surrounding living environment, Hedeby and the Danevirke will become the heart of our World Heritage region.

The updating of the Management Plan of Hedeby and the Danevirke is based on an integrated approach. In addition to the legal framework conditions, the Management Plan serves as a reference for cross-institutional management in the context of protection, research, communication and education, marketing as well as regional and tourism development. A wide range of departments in the District of Schleswig-Flensburg are involved in the objectives and tasks of the Management Plan, including the lower monument protection authority, lower nature conservation authority, cultural foundation, wildlife conservation and environmental planning, infrastructure, real property and regional development.

The District of Schleswig-Flensburg recognises the unique opportunity to culturally and economically stimulate the predominantly rural World Heritage region. A particular focus of the commitment is the preservation and sustainable valorisation of the Archaeological Park and the more than 850-year-old Valdemar's Wall. The brick wall is one of the tourist highlights and a place of German-Danish identification. The visible portion of the wall's ruins will be extensively restored and conserved by 2021 with financial support by the State of Schleswig-Holstein. In addition, there are plans to make the surroundings of Valdemar's Wall more accessible for an improved visitor experience, reconciling protection and use in an exemplary manner.

Dr. Wolfgang Buschmann, District Administrator of Schleswig-Flensburg

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1 Introduction

1.1 OCCASION AND PURPOSE

The State Archaeology Department of Schleswig-Holstein (ALSH), as the responsible institution, already created a management plan in 2014 for the nomination of Hedeby and the Danevirke as transnational World Heritage »Viking Age Sites in Northern Europe«. The plan was designed for a period of five years and will now be updated on the occasion of the recognition as a UNESCO World Heritage Site »Archaeological Border complex of Hedeby and the Danevirke« in 2018. The new plan is designed for a validity period of ten years. The Action Plan will already be evaluated after five years (▸ *see diagram on p. 20*).

A management plan is required for a World Heritage Site to serve as a reference, define framework conditions and point out potential. It is intended to help the stakeholders answer the following questions in dealing with the World Heritage Site: What do we understand by UNESCO World Heritage? How do we want to deal with our still-young World Heritage Site Hedeby and the Danevirke? What future tasks and challenges are associated with it?

Both the Operational Guidelines for the Implementation of the World Heritage Convention (Sec. 111 Operational Guidelines 2019) and the Monument Protection Act of Schleswig-Holstein (Sec. 4 DSchG SH 2015) require the management of a World Heritage Site to prepare and update a management plan. This plan is integrated into existing plans, laws and concepts and is jointly developed and implemented with the involvement of stakeholders.

The present Management Plan serves to safeguard the ▸ *2.1 The Outstanding Universal Value (OUV)* as well as the authenticity and integrity of Hedeby and the Danevirke in its social, economic and ecological settings for current and future generations.

1.2 UPDATING AND PARTICIPATION

The updating of the Management Plan of Hedeby and the Danevirke comprised five project phases: evaluating the 2014 Management Plan and preparing the update, involving the various stakeholders, textualising and editing the jointly developed contents, creating the plan as well as presenting and distributing it.

The project team started by evaluating the contents as well as the objectives and measures defined in the previous 2014 Management Plan. Some of the information and statements contained therein are still up to date and have been adopted, others had to be revised. The adoption of the new Monument Protection Act, the reorganisation of the site management and the inscription of Hedeby and the Danevirke as an independent World Heritage Site have changed important organisational principles.

During the subsequent participation phase, all important stakeholders were informed or actively involved. They discussed the results of the evaluation in themed workshops – in particular, objectives that were not achieved and measures that were not taken – and reincorporated them into this Management Plan, where applicable. Many contents were jointly created this way, especially in chapter ▸ *3. Fields of activity*. Others were contributed by partners. In further workshops that brought together authorities and stakeholders, the partners then defined tasks and contents of the individual fields of activity (▸ *see diagram on p. 18/19*) as well as the related objectives and measures (▸ *see 4. Action Plan*).

In addition, further plans (▸ *see 6.1*) were developed in collaborative projects and work meetings. Their results were integrated into the Management Plan, expanding its depth or scope. This includes the 2030 Development Strategy, the education concept and the maintenance plan. A regional conference was additionally held for the 2030 Development Strategy.

In the review cycles during the textualisation phase, all involved partners ultimately had the opportunity to submit comments on or request changes to individual chapters and diagrams. Finally, the results were presented at board meetings of the Hedeby and Danevirke Association as well as to representatives of all municipalities, the city of Schleswig as well as the collective municipalities and districts.

Altogether, more than 30 meetings were held in the course of the update in 2019 and 2020.

STAKEHOLDERS – FIELDS OF ACTIVITY – TASK AREAS

SITE MANAGEMENT

STAKEHOLDERS

- ALSH
- Hedeby and Danevirke Association
- Site Project Management Dist. SL-FL

TASK AREAS

- Reporting
- Preservation & Communication of OUV
- Fundraising
- Committee work
- Information and participation
- Coordination and support
- Sustainable development
- Planning and evaluation

PROTECTION

STAKEHOLDERS

- ALSH
- Hedeby and Danevirke Association
- Landscape conservationists
- LLUR
- LNAs
- LMAs

TASK AREAS

- Visitor management
- Monument protection
- Land-use management
- Nature conservation
- Maintenance

RESEARCH

STAKEHOLDERS

- ALSH
- CAU
- MfA
- ZBSA

TASK AREAS

- Documentation and publication
- Exploration of Hedeby, the Danevirke and Schleswig
- Fundraising
- Inventory and storage of finds
- Meetings and conferences

COMMUNICATION & EDUCATION

STAKEHOLDERS

- ALSH
- Education & Communication of the Schleswig-Holstein State Museums Foundation
- Danevirke Museum
- Hedeby and Danevirke Association
- City Museum Schleswig
- WMH

TASK AREAS

- Action days and events
- Education in/for schools
- Digital presentation
- Non-formal communication and community involvement
- Museum communication
- On-site communication

MARKETING

STAKEHOLDERS

- ALSH
- Hedeby and Danevirke Association
- Danevirke Museum
- Marketing of the Schleswig-Holstein State Museums Foundation
- LTOs
- City Marketing Schleswig

TASK AREAS

- Market research
- Strategic marketing
- Tourist information
- Development of tourism products
- Marketing of the World Heritage region
- Marketing campaign

REGIONAL AND TOURISM DEVELOPMENT

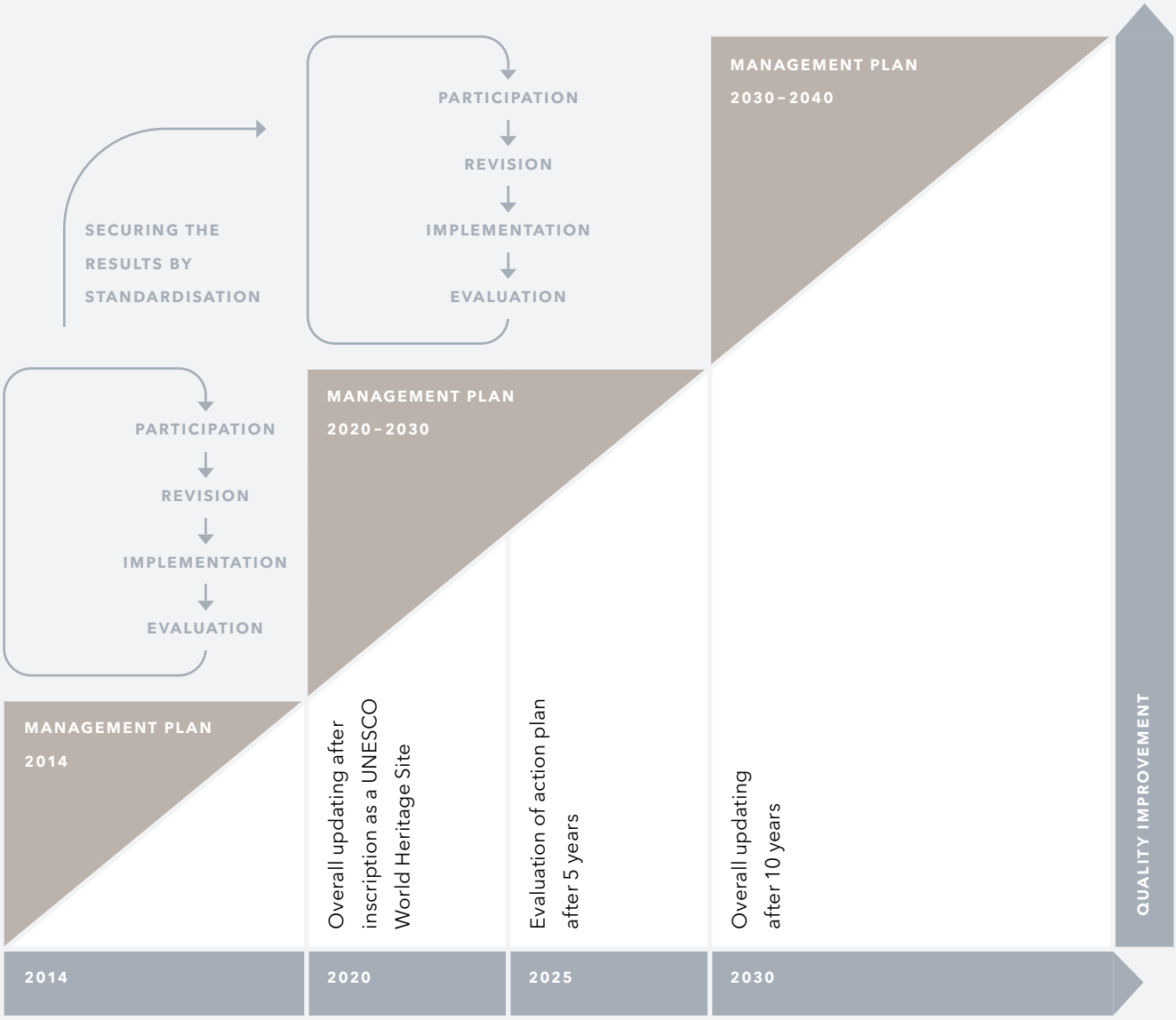
STAKEHOLDERS

- ALSH
- Collective municipalities and municipalities
- Hedeby and Danevirke Association
- Regional industrial organisations
- Department of Regional Development Distr. SL-FL
- Museums

TASK AREAS

- Infrastructure, open space, local and urban development
- Culture and nature tourism
- Participation
- Regional economy and innovation

PROCESS OF EVALUATING AND UPDATING THE MANAGEMENT PLAN



1.3 OVERALL CONCEPT

The overall concept serves as the foundation of the Management Plan. It comprises the four principles of value retention, communication, sustainability and identification that are to be applied in the present and future management of the World Heritage Site. They build on the guidelines that were laid down in the vision of the previous management plan. The fields of activity of the present plan now define specific objectives and measures for this overall concept. The fields of activity include protection, research, communication, marketing and development of the World Heritage Site as well as its overall management.

1. **Value retention:** All the attributes that embody the Outstanding Universal Value (OUV) [▸ *see p. 24*] of Hedeby and the Danevirke remain in situ in their entirety. These include material and substance, construction and layout, location and setting as well as the perceptibility of the monuments.

2. **Communication:** Hedeby and the Danevirke are perceived, defined and preserved as an integral archaeological monument complex and as part of the common heritage of mankind.

3. **Sustainability:** Hedeby and the Danevirke are integrated into their cultural, social, ecological and economic settings. They act as a driver for sustainable development and enhanced quality of life. The UN Sustainable Development Goals and the national and regional strategies derived from them serve as a reference for use, valorisation and management.

4. **Identification:** The regional stakeholders and the population are aware of the global and local significance of Hedeby and the Danevirke. They actively support the retention of value, the goals of the UNESCO World Heritage Convention as well as the sustainable development in the World Heritage region.

2 Basis for action

2.1 THE OUTSTANDING UNIVERSAL VALUE (OUV)

EXCEPTIONAL TESTIMONIES TO THE VIKING AGE

An Outstanding Universal Value (OUV) is the foundation for granting World Heritage status. The 1972 World Heritage Convention declared that »parts of the cultural or natural heritage are of outstanding interest and therefore need to be preserved as part of the world heritage of mankind as a whole«. A World Heritage Site must meet at least one of ten criteria, with the integrity of the site being an additional requirement. It must be in good condition, meaning that its integrity must be ensured. It must be authentic, so it must not have been rebuilt or reconstructed. Finally, a management system must be developed based on which the site can be well protected. With the recognition of its Outstanding Universal Value and its inscription on the World Heritage List, the site ultimately becomes World Heritage.

The Archaeological Border complex of Hedeby and the Danevirke was inscribed on the World Heritage List in 2018. Hedeby and the Danevirke meet two of the World Heritage criteria because they:

(iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or has disappeared;

(iv) are an outstanding example of a type of building, architectural or technology ensemble or landscape which illustrates (a) significant stage(s) in human history.

The official Statement of Outstanding Universal Value (SoOUV) is attached to this Management Plan ▸ *see 6.3*.

Hedeby and the Danevirke are exceptional testimonies to the Viking Age (8th–11th century AD). The trading settlement of Hedeby and the ramparts of the Danevirke secured the border area between Scandinavia and the European mainland at the narrowest strip of land between the Baltic and the North Sea, the Schleswig isthmus. This special location enabled extensive trade and exchange between the regions.

Hedeby was connected to the Danevirke, which served as a border fortification and continued to be expanded by the Danish kings over the centuries. Hedeby flourished in this border region and became an essential trade and transport hub of Northern Europe. Today, Hedeby is a prime example of an early urban trading centre. The exceptionally well-preserved archaeological material serves as source of many important scientific insights into the Viking Age.

PRESERVATION AND RESEARCH

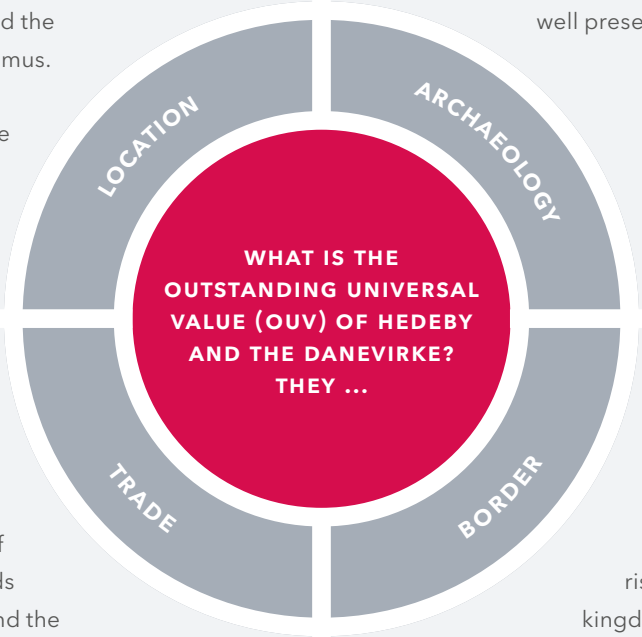
In the late 11th century, Hedeby was succeeded by Schleswig. The abandoned trading centre was never overbuilt, so most of the settlement (about 95%) still lies protected underground. This provides a multitude of possibilities for archaeological research to investigate questions of cultural history, giving Hedeby a key position in the exploration of the Viking Age.

The Danevirke was built over many centuries in various construction phases and stages. In the course of the Second Schleswig War of 1864, the Danes reactivated the Danevirke by building bastions, which can be clearly distinguished from the older parts of the rampart. Very few areas of the Danevirke have so far been excavated.

▼ THE 4 KEY THEMES OF THE OUV

… secured the border area between Scandinavia and the European mainland at the narrowest strip of land between the Baltic and the North Sea, the Schleswig isthmus. This special location enabled extensive trade and exchange between the regions.

… play a key role in understanding the Viking Age in Europe because of their rich and particularly well preserved archaeological material.



… represent exceptional testimonies to the exchange and trade between people of different cultural backgrounds in Europe between the 8th and the 10th century.

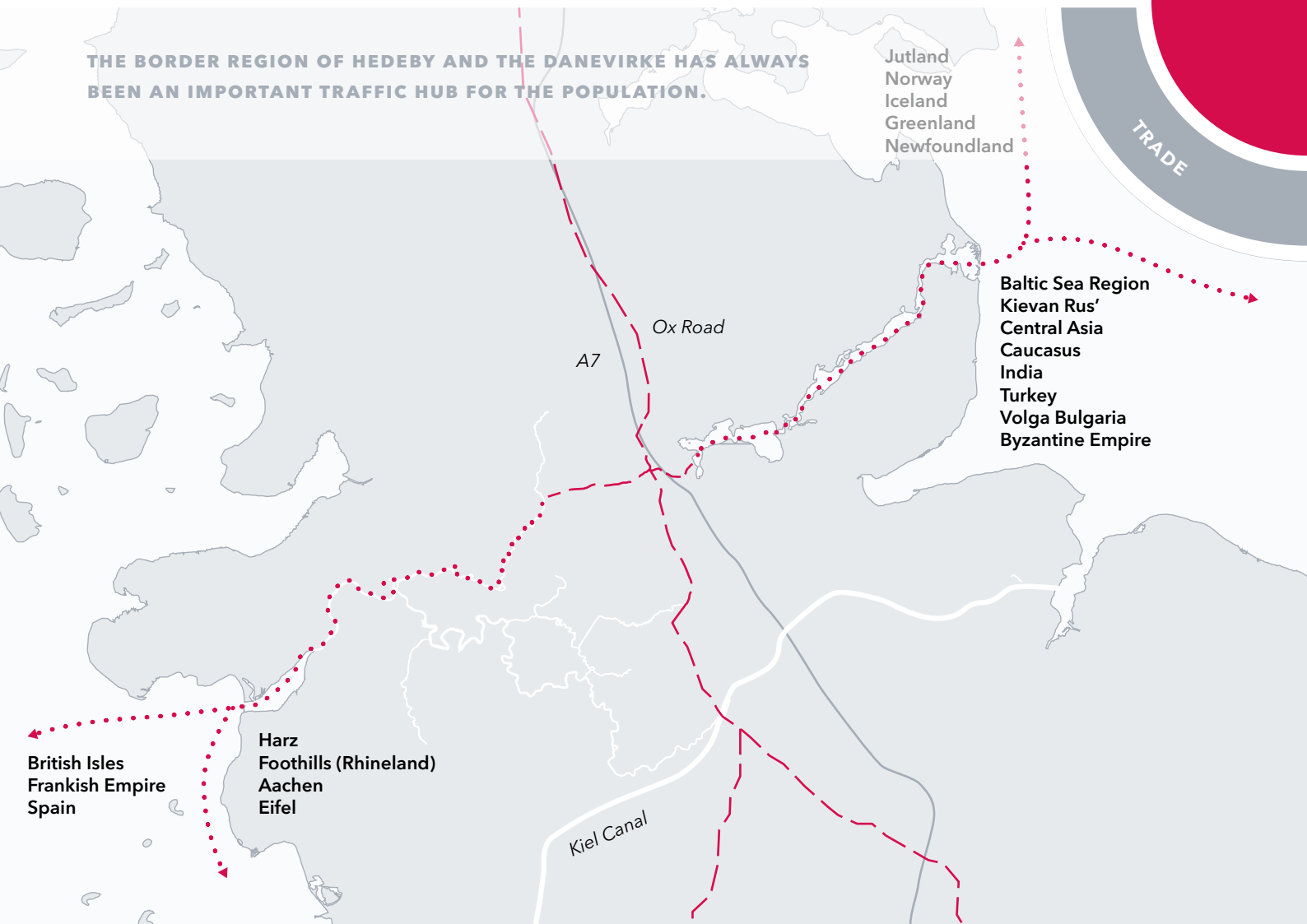
… controlled trade routes, business and territories at the crossing between the rising Danish kingdom and the kingdoms and peoples of the European mainland.

THE DANEVIRKE FORMED AT THE SCHLESWIG ISTHMUS ON THE PASSABLE GEEST BETWEEN THE THEN-INACCESSIBLE MARSHES AND FLOOD PLAINS AND THE SCHLEI. AT THE SAME TIME, THE SCHLEI, EIDER AND TREENE WERE IMPORTANT TRAFFIC ROUTES.

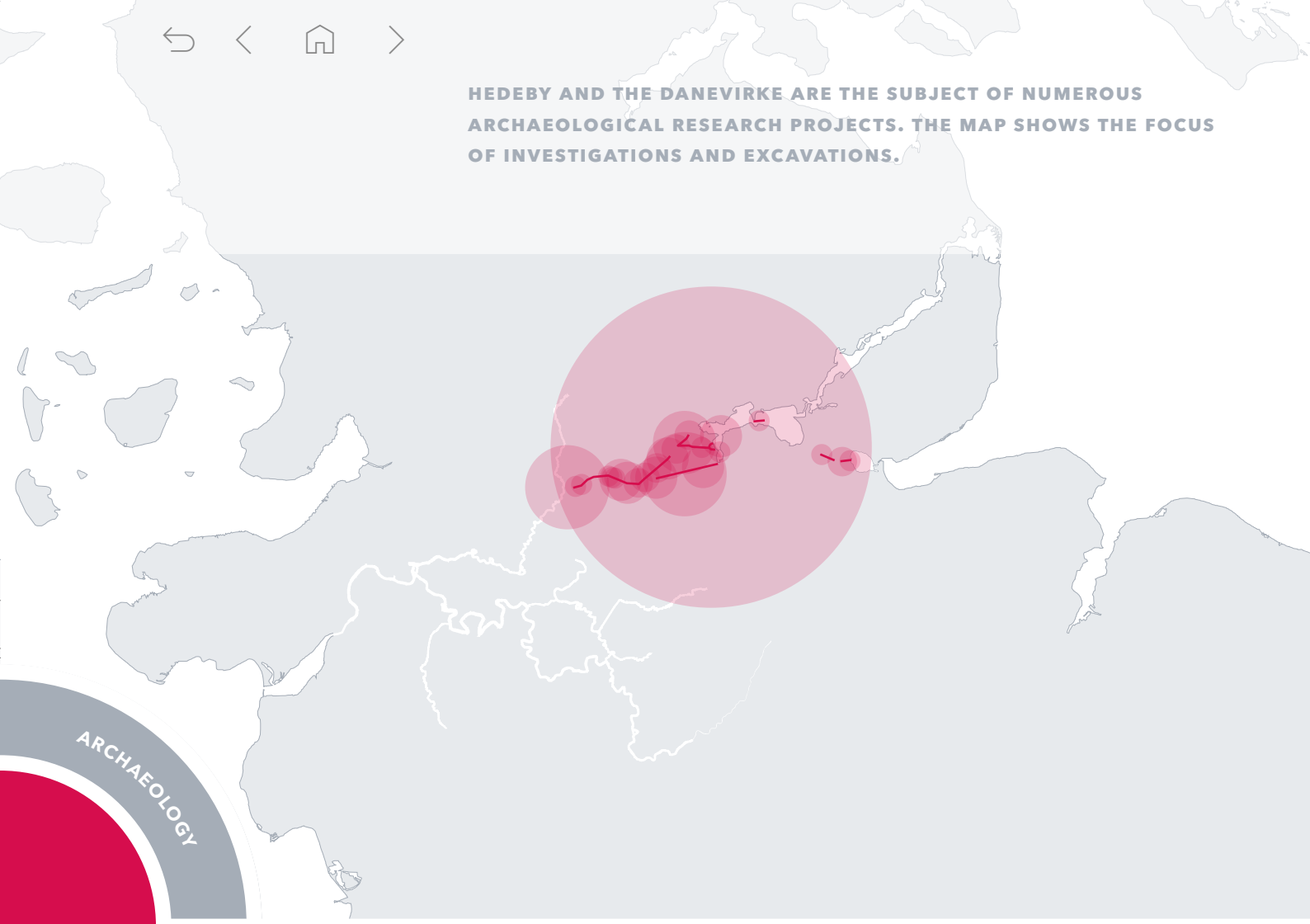
LOCATION

TRADE

THE BORDER REGION OF HEDEBY AND THE DANEVIRKE HAS ALWAYS BEEN AN IMPORTANT TRAFFIC HUB FOR THE POPULATION.



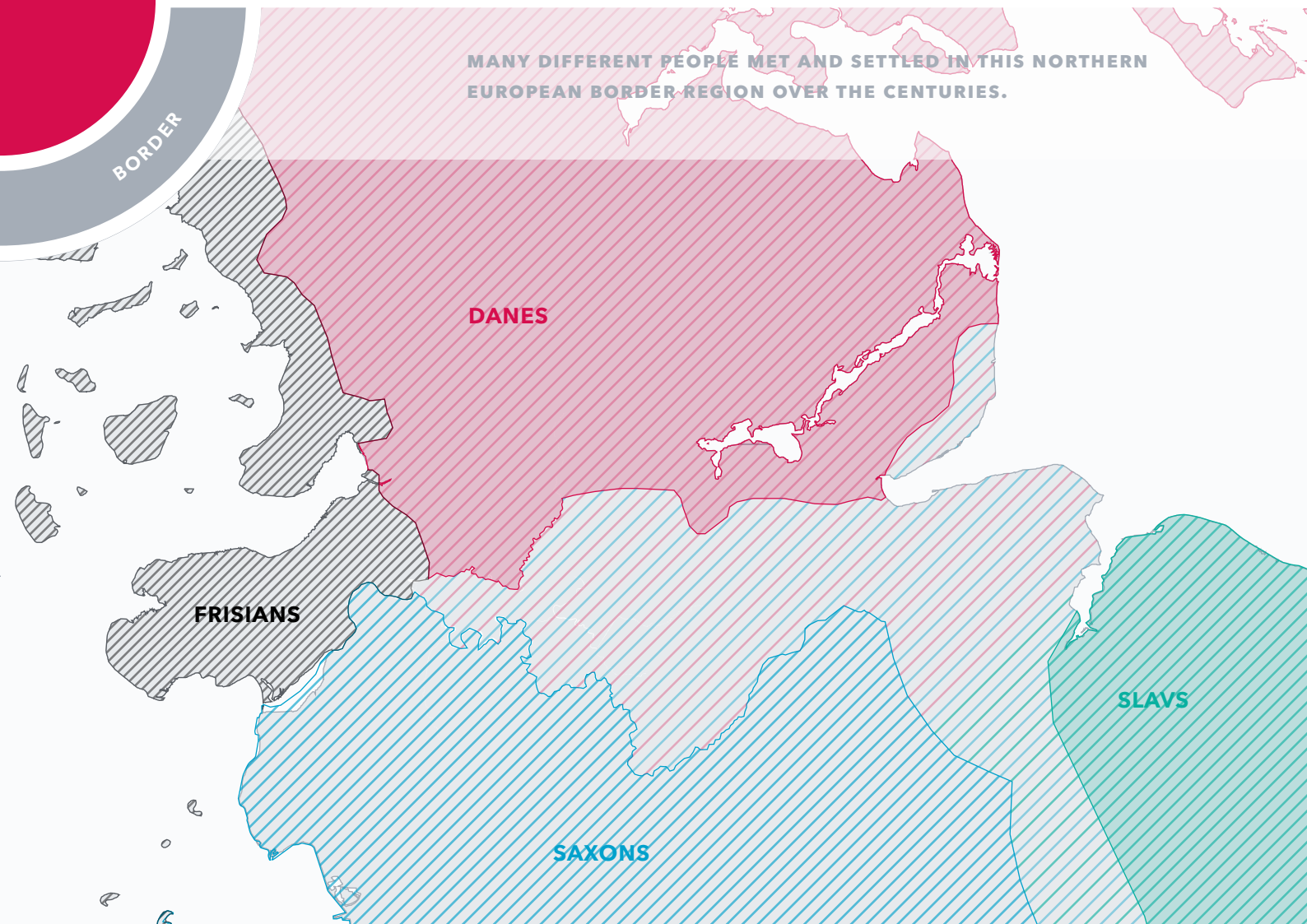
HEDEBY AND THE DANEVIRKE ARE THE SUBJECT OF NUMEROUS ARCHAEOLOGICAL RESEARCH PROJECTS. THE MAP SHOWS THE FOCUS OF INVESTIGATIONS AND EXCAVATIONS.



ARCHAEOLOGY

BORDER

MANY DIFFERENT PEOPLE MET AND SETTLED IN THIS NORTHERN EUROPEAN BORDER REGION OVER THE CENTURIES.



2.2 MONUMENT VALUE AND ATTRIBUTES

Both the monument value and the Outstanding Universal Value are composed of various monument properties. They are based on specific material or immaterial characteristics or attributes that must be protected by the management of the World Heritage Site. Hedeby and the Danevirke are inscribed on the World Heritage List under the criteria (iii) (exceptional testimony to a civilization that has disappeared) and (iv) (outstanding example of a type of architecture) and are characterised by the themes of location, border, trade and archaeology (▸ *see figure on p. 26/27*).

In the case of Hedeby and the Danevirke as archaeological sites, the significant characteristics can therefore be classified into four main groups:

As a rule, the archaeological sources consist of **material and substance** of the find sites, meaning the local features including any finds they may contain. Features are built structures such as filled pits, wooden constructions, rock formations, earthworks, etc, or merely changes or discolorations in the ground. Finds include coins, tools, jewellery and even a bear mask made of felt, as well as remains of plant and animal life. Features and finds are mainly located in layers of soil in the ground or under water and are substantially shaped by the respective preservation conditions. This includes particularly good preservation of organic matter in wet ground near the Haddebyer Noor or in flats and depressions. Excavation, desiccation or the introduction of foreign substances affect their conservation and state of preservation.

The monuments are identifiable as historical building structures because of the **construction and layout** of all their sections in relation to each other and to the landscape and topography. This characteristic applies mainly to visible parts above ground, such as ramparts, ditches or burial mounds. Again, excavation or erosion adversely affect the state of preservation.

The **location and setting** of the monuments at the Schleswig isthmus between the Schlei and the Treene, on sandur plains and along flood plains, including the landscape relief and topography as well as local wet depressions, illustrate the reasons for the layout and construction of Hedeby and the Danevirke at the respective locations. Extensive draining, gravel mining and structural developments affect this relationship and, consequently, this aspect of the monument value.

Finally, the **perceptibility** of the monuments and their **closeness to nature** are an important part of the monument value. This includes the views of the landscape, open spaces in front of the ramparts, aesthetic embedding, design of the setting and tranquillity. Visitors should be able to perceive the monuments as historical testimonies and ideally experience them in the way they function and are embedded into the landscape without any disturbance. Rare biotopes can enhance this perception. Distractions such as wind farms, other large infrastructure buildings or noise as well as heavily overgrown sections or overly dense construction can negatively affect this impression.

▸ VIEW OF HEDEBY'S CENTRAL SETTLEMENT AREA DURING THE EXCAVATION IN 1937
PHOTO COURTESY OF MFA/WMH

▲ BEAD OF BLUE GLASS FROM HEDEBY
PHOTO COURTESY OF MFA/WMH

▼ BRONZE BELL WITH AN IRON CLAPPER FROM THE 10TH CENTURY, FOUND IN HEDEBY
PHOTO COURTESY OF MFA/WMH

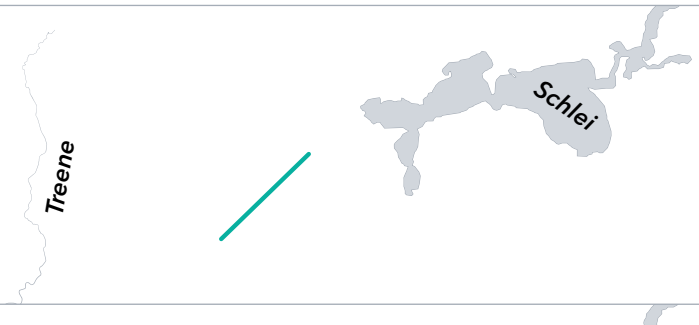
▼ AERIAL SHOT OF ARCHAEOLOGICAL AND RESTORATION WORK ON THE MONUMENT. TWO SIGNIFICANT EXPANSION STAGES OF THE DANEVIRKE CAN BE SEEN: THE FIELDSTONE WALL (TOP) FROM THE 8TH CENTURY AND THE BRICK WALL OF VALDEMAR THE GREAT FROM THE 12TH CENTURY (BOTTOM)

▼ PHOTOMONTAGE SUPERIMPOSING THE GEOPHYSICAL RESEARCH FINDINGS AND EXCAVATION SECTIONS OF HEDEBY ON TODAY'S APPEARANCE
DATA SET COURTESY OF V. HILBERG, MFA

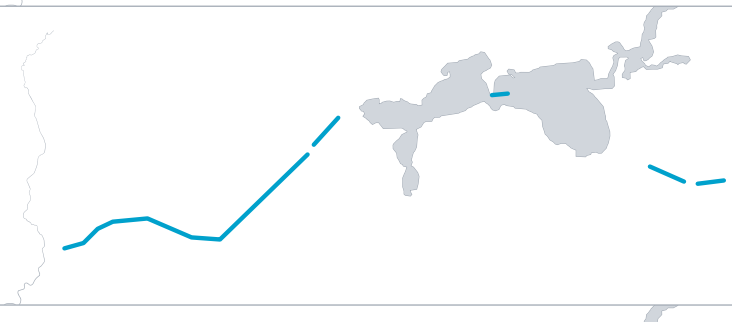
Pit houses
Settlement structure
Chamber graves
Grave field
Excavation sites
Paths

SCHEMATIC OVERVIEW OF THE SPATIAL AND CONSTRUCTIVE DEVELOPMENT OF HEDEBY AND THE DANEVIRKE OVER THE CENTURIES

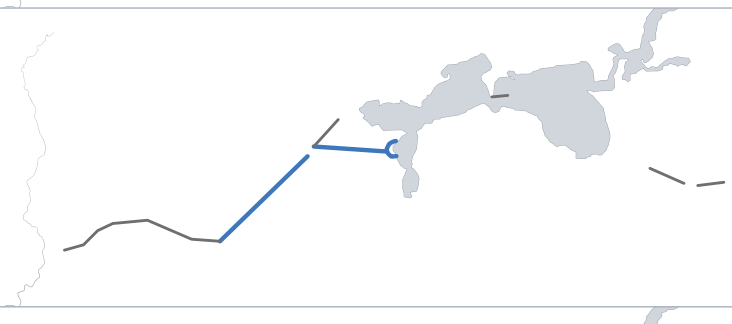
5th–8th century: Archaeological evidence confirms the construction of the Main Rampart.



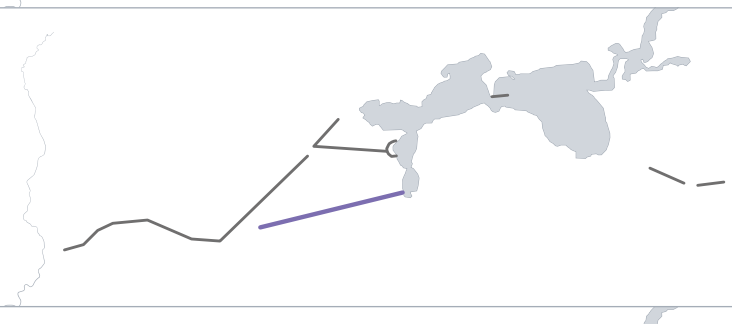
737–740: Massive extension of the Main Rampart with a palisade construction. The North Rampart, Crooked Rampart and East Rampart as well as the sea barrier are built. Around 750, a first small settlement forms on a stretch of land by the shore of the Haddebyer Noor.



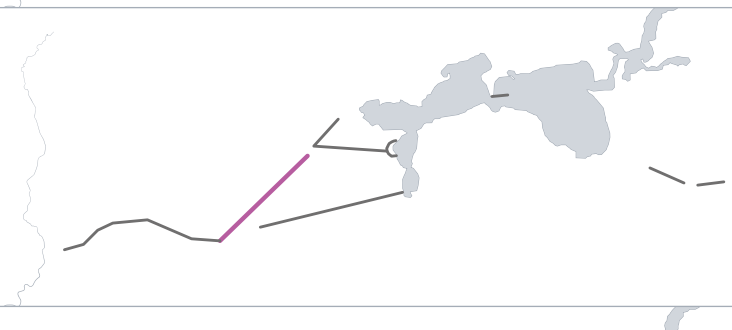
Late 8th century: The Main Rampart is reinforced with the Fieldstone Wall. **In the course of the 9th century:** Hedeby grows from a seasonally used trade post to a permanently populated trade centre. **Mid-10th century:** The Semicircular Rampart is built around Hedeby to fortify the town. **Around 970:** The Connection Rampart is built, connecting Hedeby to the Danevirke.



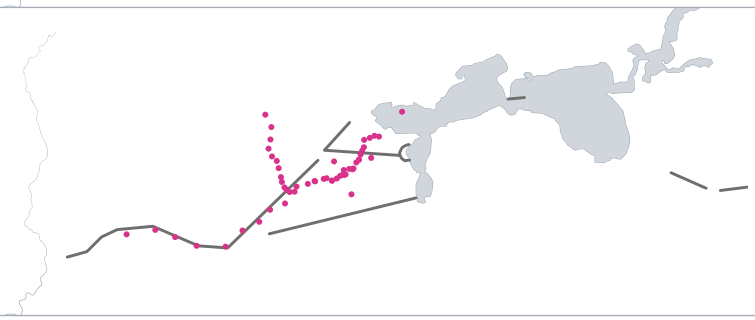
Late 10th century: The Kovirke is built south of Hedeby, temporarily shifting the Danevirke's defence line. **In the course of the 11th century:** Hedeby is abandoned and Schleswig takes its place as a trade centre.

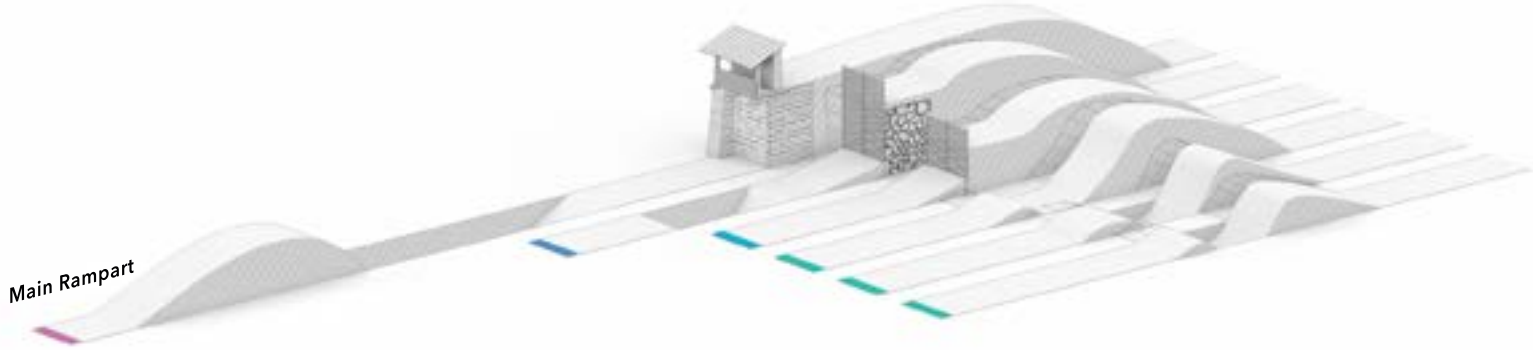


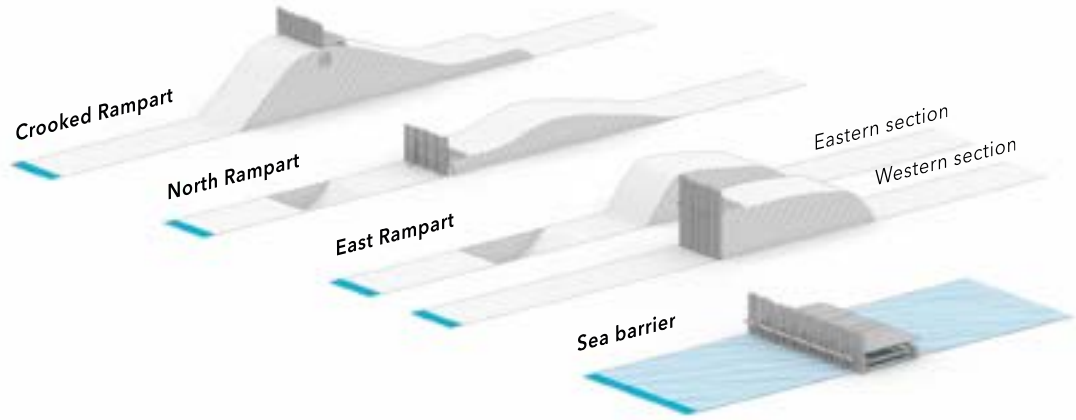
Around 1170: The Main Rampart is extended in the form of a brick wall by King Valdemar I.

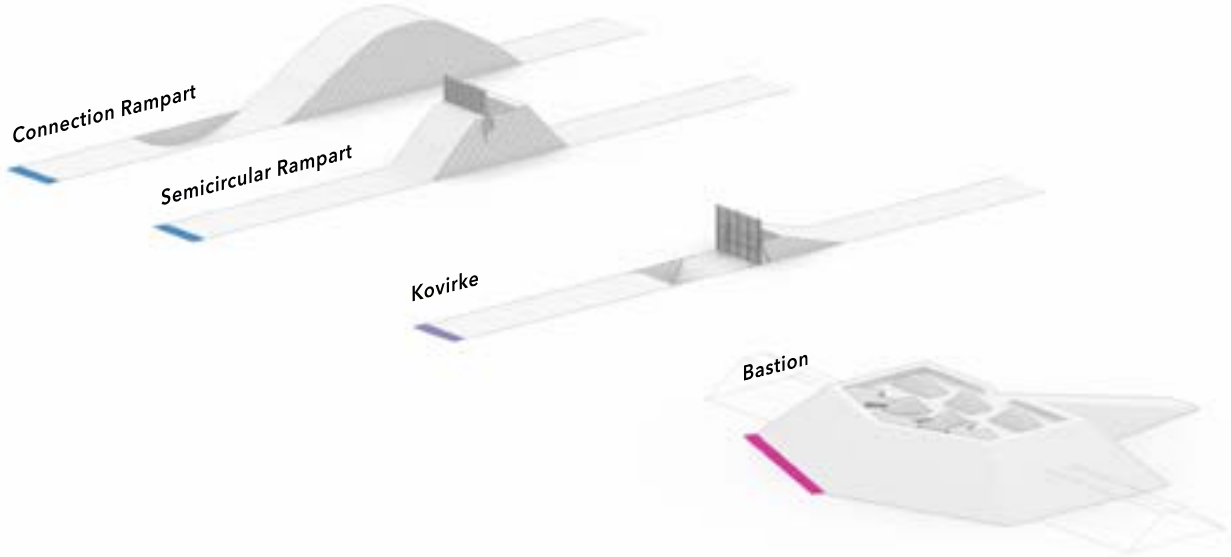


1850–1864: The Danevirke is reactivated for defence during the German-Danish Wars. In addition to extending the rampart sections, numerous bastions are built.

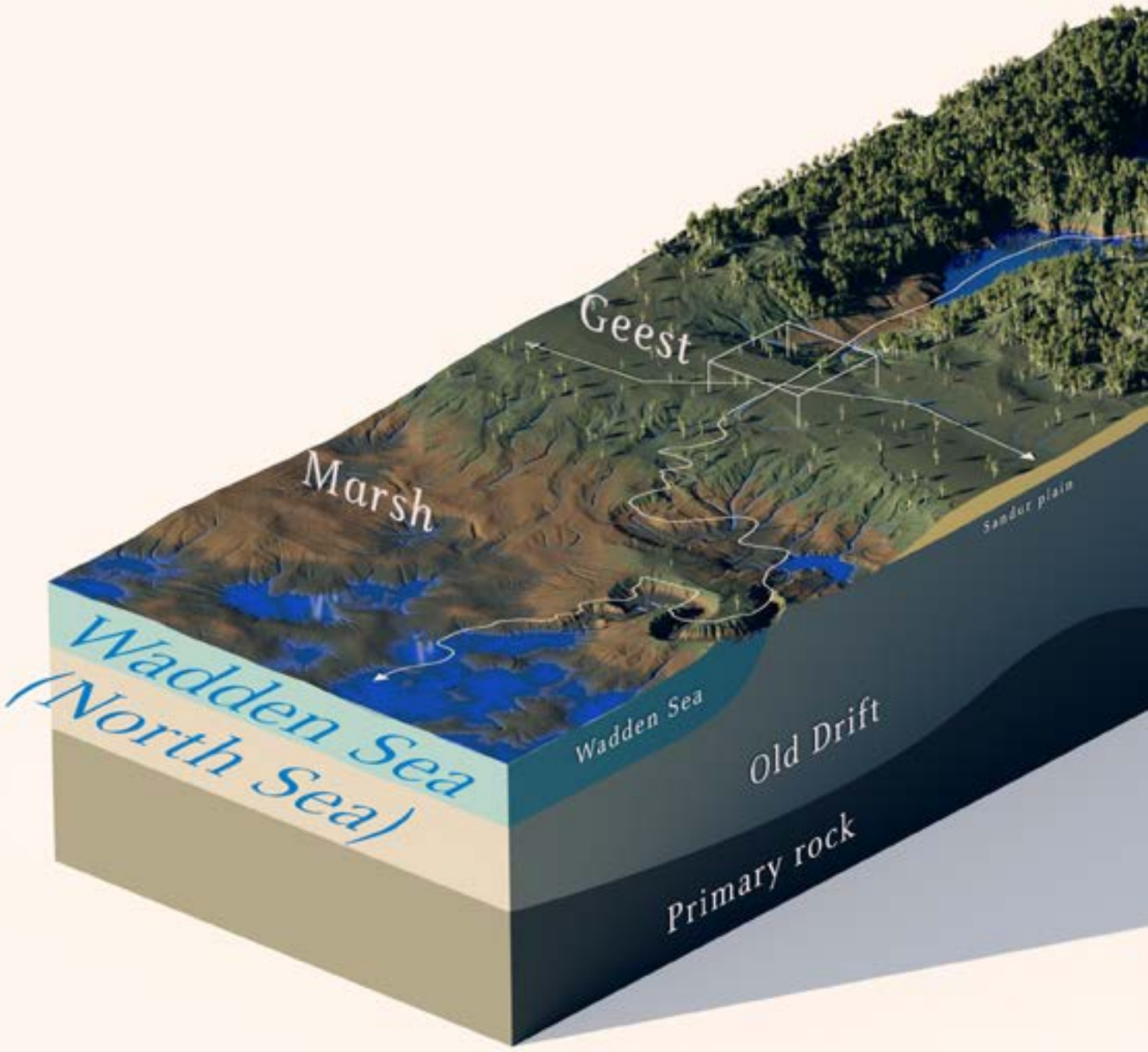



Main Rampart

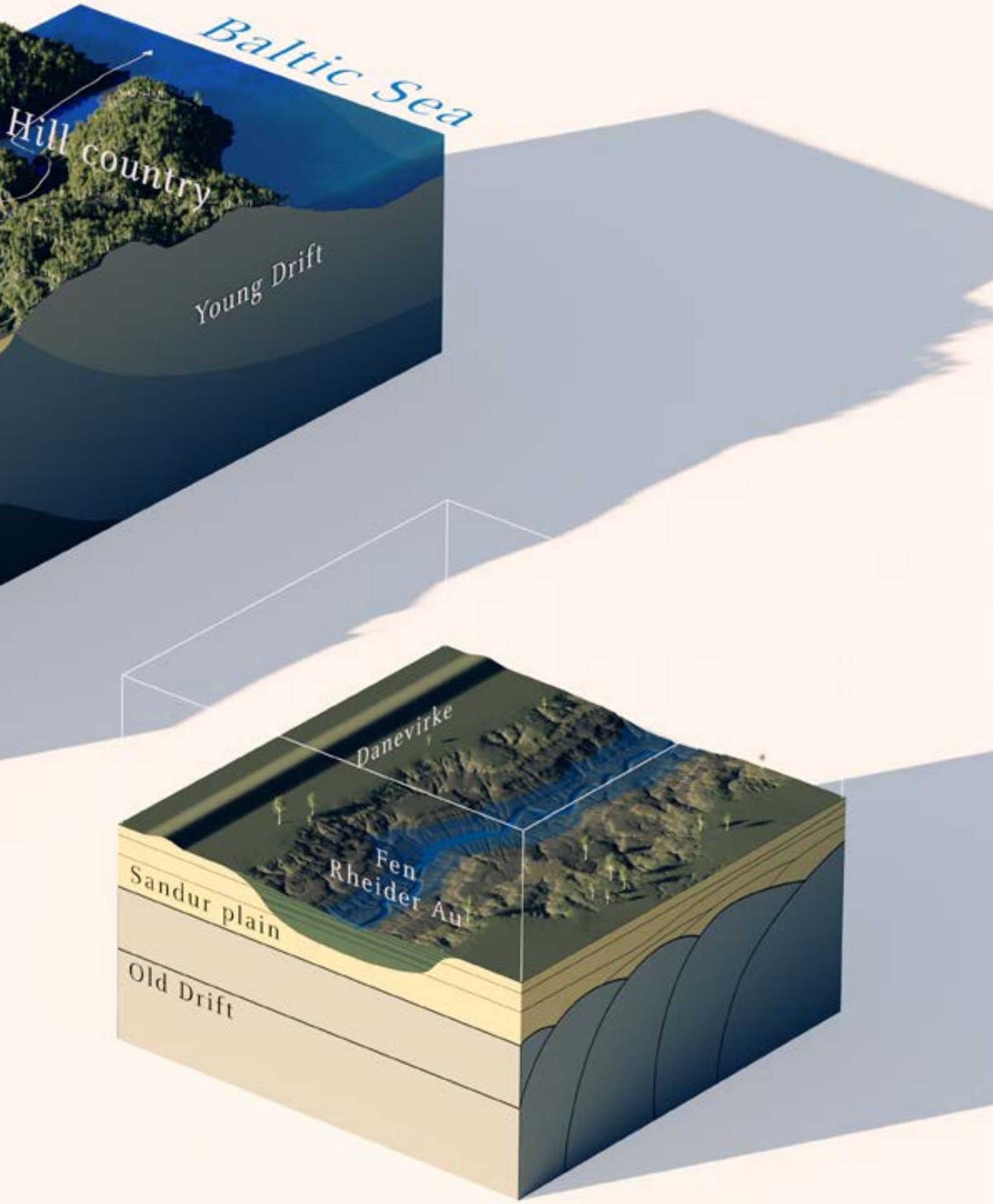

Crooked Rampart
North Rampart
East Rampart
Eastern section
Western section
Sea barrier


Connection Rampart
Semicircular Rampart
Kovirke
Bastion

▼ EXCAVATION PROFILE AT THE MAIN RAMPART OF THE DANEVIRKE. THE SUBSTANCE OF THE MONUMENT IS COMPLEX. THE VARIOUS CONSTRUCTION STAGES OF THE FORTIFICATION SYSTEM CAN BE SEEN HERE, INCLUDING THE FIELDSTONE WALL (LEFT), THE FOUNDATIONS OF VALDEMAR'S WALL (CENTRE) AND EARTHWORK FOR BASTION XVI (RIGHT), VIEW TO THE EAST.



▲ SCHEMATIC REPRESENTATION OF THE GEOLOGICAL AND TOPOGRAPHICAL STRUCTURE OF THE SCHLESWIG ISTHMUS WITH THE SECTION AT THE DANEVIRKE


Baltic Sea
Hill country
Young Drift
Danevirke
Fen
Rheider Au
Sandur plain
Old Drift

▼ PHOTOGRAPH OF THE EASTERN SHORE OF THE HADDEBYER NOOR WITH A VIEW OF HEDEBY, THE RECONSTRUCTED VIKING HOUSES AND THE LANDING BRIDGE

▲ PHOTOGRAPH OF THE LISTED OX ROAD BETWEEN THE KOVIRKE AND THE MAIN RAMPART
PHOTO COURTESY OF T. KÖRBER © DAMU

▼ PHOTOGRAPH OF THE ARCHAEOLOGICAL PARK AROUND THE DANEVIRKE MUSEUM AT NIGHT, SHOWING THE »VIKING ARMY CAMP« AS A VISITOR ATTRACTION

2.3 THE RECEPTION OF HEDEBY AND THE DANEVIRKE

In 1282, a lead plate was set up at the grave of Danish King Valdemar the Great that declared the Danevirke, which was at least 500 years old at that time, the fortification for the entire Danish kingdom, historically documenting a tradition for the first time that has lasted to this day. People keep reinterpreting the building structure and endowing meaning to it. In the 19th century, the Danevirke then became the outstanding national symbol of Denmark, a key place of establishing an identity separate from that of Germany.

Around 1897, Danish archaeologist Sophus Müller discovered the Viking trading settlement Hedeby directly at the Danevirke. The excavations undertaken by Herbert Jankuhn with the ancestral heritage research association »SS-Ahnenerbe« in the 1930s, in particular, made Hedeby the symbolic place of the German nationalist utopia of origin and ancestry.

Both monuments were used to create national identities separate from other nations and to justify claims to power. These attempts continued after the war. To this day, they are the basis for the different perception of the two monuments by Germans and Danes. However, new, positive forms of interpretation have emerged as well, such as overcoming national borders. Hedeby and the Danevirke are now becoming a symbol of peaceful coexistence in the spirit of a liberal-democratic social understanding based on universal human rights. This idea is expressed in the inscription of Hedeby and the Danevirke on the UNSECO World Heritage List, integrating the monument into UNESCO's mission of »contributing to peace and security by promoting collaboration among the nations through [...] culture«.

Today, the state preservation of archaeological monuments and the museums play a crucial role in interpreting and communicating the meaning of Hedeby and the Danevirke. They are all shaped by the relevant social fundamental narratives and circumstances – and shape them in turn through their value assignments. Other stakeholders, such as private individuals or tourism organisations, also cannot avoid dealing with the monument in this way. However, they also actively influence the perception through public debates in (social) media and politics, citizen science or re-enactment. This claim to different perspectives of and participation in the cultural heritage – in this case to the interpretation and meaning of Hedeby and the Danevirke – is underlined, for example, by the legally non-binding Faro Convention adopted by the Council of Europe in 2005.

2.4 INFLUENCE FACTORS AND THREATS

The sites and their attributes, such as substance, location and perceptibility, are threatened by a multitude of human and natural factors, which differ in their probability and frequency of occurrence and the damage they may cause. A central task of the Management Plan is to control these risk factors to preserve the monument and World Heritage value.

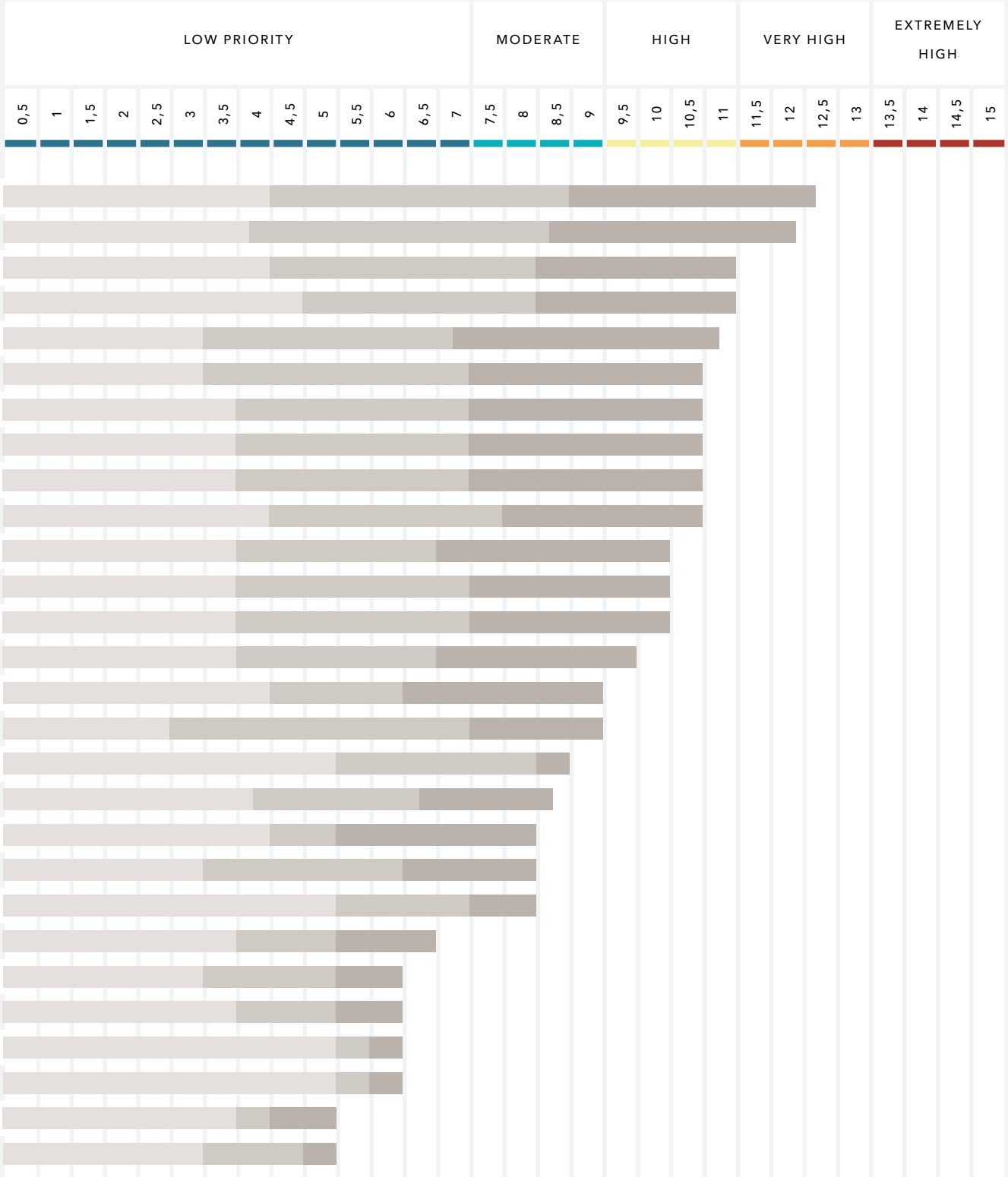
In the course of the risk management process, the factors that may cause the greatest damage are identified, regardless of whether this happens through individual events or cumulatively over an extended period of time. This makes it possible to determine how to prevent or minimise damage to the monuments and impairment of their value, reduce risk factors and increase the resistance of the World Heritage Site to harmful impacts.

The risk factors are analysed using what is called the ABC method (▸ *see figure on p. 50/51*) It classifies the risks by frequency of occurrence and the period until damage occurs, the size of the affected part of the monument and the extent of damage in respect of the World Heritage or monument value.

This analysis is then taken as a basis for the definition of protective measures, which are implemented in the course of the maintenance measures, but also in the medium term as part of larger projects, such as land-use management, open space planning as well as the establishment of monument-compatible planning and utilisation strategies. As part of the monitoring (▸ *see 3.2.8*), the condition of the monuments is continuously recorded and reassessed.

▼ RISK MANAGEMENT PROCESS

RISK FACTOR
Gravel mining, etc. before 2010, change in topography and soil layers
Agriculture, loss of substance due to ploughing/breaking up soil
Frost damage in the brickwork, loss of substance
Visitors, vandalism and treading damage on Valdemar's Wall
Reed, destruction of finds by roots
Draining of wetland areas, destruction of organic and metallic finds
Rain, erosion on paths and ramparts
Agriculture, erosion due to crop cultivation (e.g. beets and maize)
Agriculture, use of paths and ramparts by agricultural vehicles
Salt accumulation in the brickwork, loss of stability and substance
Visitors and animals, erosion of paths and formation of trails
Wind energy plants, etc. before 2010, limited perceptibility
Shipworm, destruction of the sea barrier
Forestry, loss of substance and change in shape due to heavy machines
Humification/plant growth in the brickwork, loss of stability
Gravel mining, etc. after 2010, change in topography and soil layers
Aircraft noise, limited perceptibility
Scrub encroachment, destruction of substance by roots
Insects, loss of stability of the brickwork
Badgers and foxes, larger animal dens
Windsnap/windthrow, substance ripped out by root plates
Moles, voles and rabbits, animal burrows near the surface
Fertilisation/pesticides, aggravation of preservation conditions
Wind energy plants, etc. after 2010, limited perceptibility
Deadwood, lack of traffic safety
Dogs, damage to the surface due to digging
Looters/treasure hunters, destruction of find context and substance
Backfilling, change in topography



A value: frequency of occurrence or period until a certain level of damage is reached

B value: percentage of loss of value in each area/object

C value: affected percentage of the monument value of Hedeby and the Danevirke

A 1 – 5 + B 1 – 5 + C 1 – 5 = Total ABC value (extent of risk)

2.5 INTERNATIONAL CONVENTIONS AND LEGAL BASIS

There are various conventions, self-commitments and recommendations at international and European level that promote and coordinate the protection of monuments and cultural heritage. They were developed and adopted by the UNESCO, the Council of Europe and the International Council on Monuments and Sites (ICOMOS).

However, not all declarations are legally binding upon the Federal Republic of Germany and the individual federal states. Legally binding conventions ratified in Germany currently include the World Heritage Convention, the Granada Convention and the Malta Convention. Their requirements, but also those of the Florence Convention, have been transposed into German law. Since the responsibility for monument protection lies with the federal states, this is done predominantly in state law and, in comprehensive areas, also in federal law (e.g. BauGB, ROG).

A more detailed overview of the most important laws, conventions and guidelines at state, national and international level that are relevant to the UNESCO World Heritage Site Hedeby and the Danevirke is provided in the ▸ *Annex* under ▸ *6.2* The Monument Protection Act of Schleswig-Holstein is authoritative.

2.6 MONUMENT PROTECTION ACT

The foundation of the monument protection authorities for the preservation of monuments is the Act on the Protection of Monuments of 30 December 2014 (amended) of the State of Schleswig-Holstein (DSchG SH 2015). It governs interventions in monuments, protected areas, World Heritage Sites, their buffer zones and setting as well as registrations in the heritage list or protection by ordinance.

According to that, monument owners require an approval for the repair, alteration, destruction or exploration of a cultural monument or its setting. The exploration of monuments or the application of archaeological methods is also subject to approval. Such approval may be denied on grounds of monument protection or endangerment of the World Heritage status.

This approval requirement also applies to the setting of the monuments, which is not limited to the boundaries of the buffer zone. Additional approvals are required on a case-by-case basis, such as when designating priority areas for wind energy use. This equally applies to the protected excavation area, which comprises a large area within the buffer zone between the Main Rampart and the Kovirke.

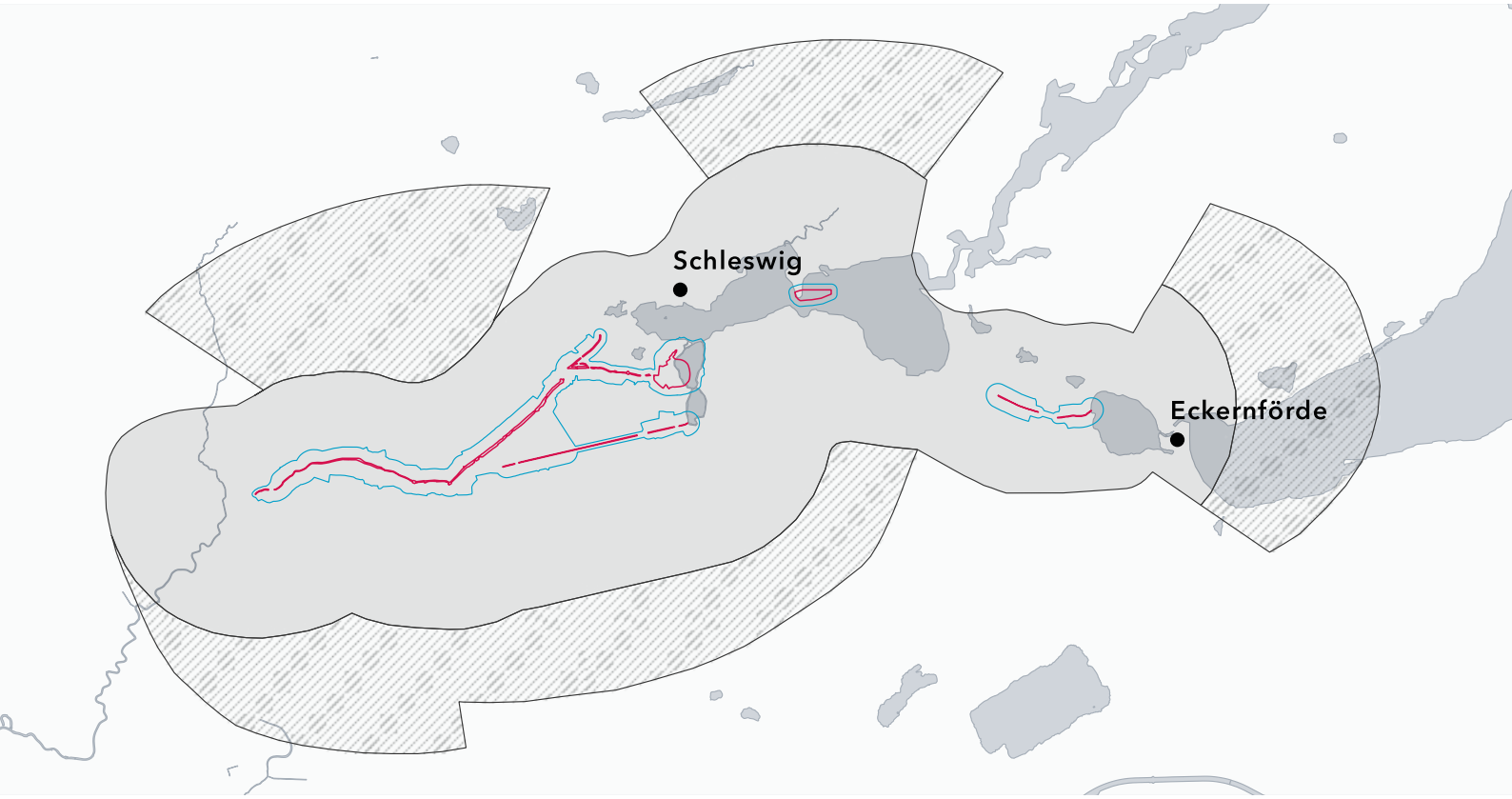
2.7 FEDERAL AND STATE NATURE CONSERVATION ACT

The federal and state laws governing nature conservation constitute the essential legal basis for the preservation of nature and landscape in Schleswig-Holstein. Alongside general goals for the sustainable management of natural resources and habitats, they also stipulate the preservation of cultural property and cultural landscapes. The federal legislation is authoritative, supplemented by state legislation.

Nature conservation areas, landscape protection areas and »Natura 2000« and FFH areas are those areas that are additionally protected against adverse interventions by laws or ordinances. All actions entailing their destruction or impairment are prohibited and their use is therefore strongly limited.

Purposes of protection, requirements and restrictions are laid down in ordinances or laws. Interventions are only permitted if they cannot be avoided and if compensation measures are taken.

Almost all of Hedeby and the Danevirke and large parts of the buffer zone fall under different nature conservation regimes. Major parts of today's World Heritage property had been designated as nature conservation areas since 1950 before they were put under protection as archaeological cultural monuments. Conflicts of interest arising from different purposes of protection of nature conservation and monument protection legislation are resolved on the basis of the Management Plan whenever possible.



2.8 BOUNDARIES AND PROTECTED AREAS

▲ MAP SHOWING THE CORE (RED) AND BUFFER ZONE (BLUE) AS WELL AS THE WIDER SETTING CONSISTING OF NO-GO AREA (GREY) AND AREA OPEN FOR CONSIDERATION (CROSS-HATCHED).

The World Heritage Site »Archaeological Border complex of Hedeby and the Danevirke«, with its core and buffer zone as its official boundaries, has been recognised by the UNESCO World Heritage Committee and protected by the Monument Protection Act of Schleswig-Holstein since 2018.

Pursuant to Article 100 of the Operational Guidelines for the Implementation of the World Heritage Convention, the UNESCO World Heritage Site Hedeby and the Danevirke must include all areas and attributes which are a direct tangible expression of the value of the archaeological objects as well as those areas which offer potential for research and understanding the value of the monuments.

CORE ZONE

The **core zone** of Hedeby and the Danevirke comprises all ramparts and ditches, the sea barrier of the Danevirke as well as all settlements and grave fields, the port, the Semicircular Rampart and the hillfort of Hedeby.

The core zone is under monument protection pursuant to Sec. 2 DSchG SH 2015. Those areas of the World Heritage Site which are not yet registered in the heritage list are also protected by law.

Any measures in this area must be approved by the monument protection authorities. As a rule, measures are eligible for approval if they ...

- do not affect the monument value or the OUV (e.g. no excavations, backfilling, built-in structures and superstructures),
- serve to protect and communicate the monuments,
- are necessary for reasons of overriding public interest.

Based on these requirements, all measures are subjected to a standardised review by the monument protection authorities that takes the special circumstances of each individual case into account.

BUFFER ZONE

The **buffer zone** of Hedeby and the Danevirke surrounds the core zone at a distance of about 100–400 m and is inscribed on the World Heritage List. The distance depends on the degree of development of the landscape as well as the state of preservation of the monuments at the specific location.

The buffer zone consists of the immediate setting, important views, other areas or attributes that are functionally important for the protection of Hedeby and the Danevirke (Articles 103–107 of the UNESCO Operational Guidelines for the Implementation of the World Heritage Convention).

In addition to protecting the monuments and their setting, the buffer zone serves to control impacts on the monuments, reconciling claims to using the monuments and their setting with requirements of monument protection.

Any measures in the buffer zone are subject to approval by the monument protection authorities if they may significantly affect the impression conveyed by the World Heritage Site (Sec. 12 (1) sentence 3 DSchG SH 2015). As a rule, measures are eligible for approval if they ...

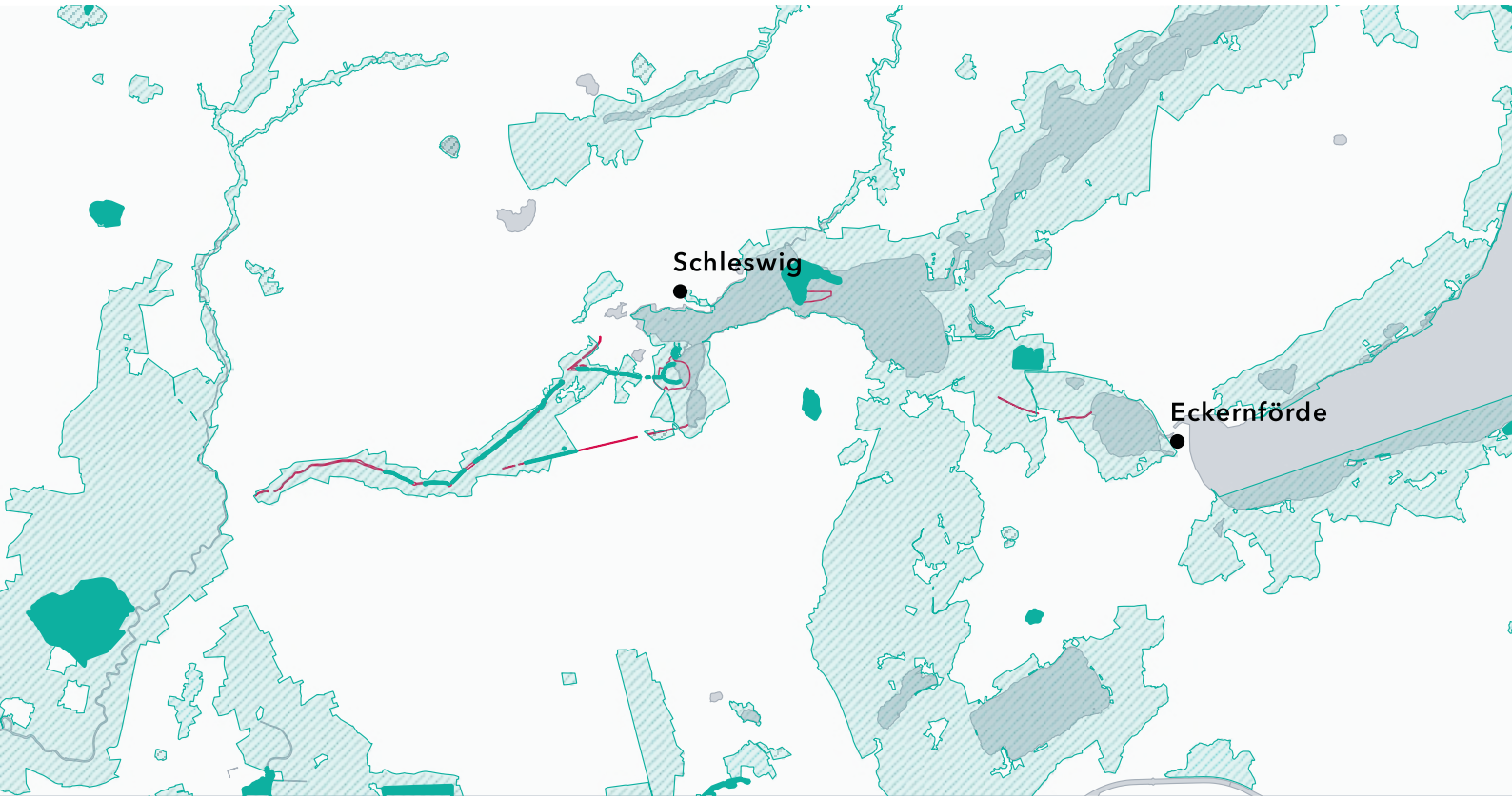
- preserve the landscape relief that has developed over time including underground and hydrology (no excavations and backfilling),
- keep open spaces around the monuments free from new building development, in particular building areas and business parks, facilities and woody plants,
- keep views from and of the monuments free from new building development, in particular building areas and business parks as well as woody plants (views, fields of view and silhouettes)
- blend into the surrounding development in terms of height and overall impression.

Open spaces are all undeveloped areas within the buffer zone which are located directly at the monuments, which are visible from the ramparts or from which a good view is afforded of large areas of the monuments.

All measures in the buffer zone are also subjected to a standardised review by the monument protection authorities.

Within the buffer zone and in the wider setting, there are numerous other monuments, such as the Ox Road and Bronze Age burial mounds as well as an extensive protected excavation area between the Main Rampart and the Kovirke. Any measures in the setting must also be approved by the monument protection authorities.

In addition, a major part of the buffer zone consists of areas of archaeological interest, where additional, so-far unknown archaeological cultural monuments may be located. For this reason, any earthwork in these areas is subject to approval by the ALSH.



NATURE CONSERVATION AND LANDSCAPE PROTECTION AREAS

Large parts of the core zone are protected as nature conservation areas (Sec. 13 LNatSchG SH 2010), whereas almost the entire buffer zone up to the Schlei is additionally designated as landscape protection area (Sec. 15 LNatSchG SH 2010). These protected areas were created as early as the 1950s, preceding monument protection. Today, they help preserve the monuments and their setting. Moreover, they have ensured that Hedeby and the Danevirke have been preserved as outstanding biotopes for rare animal and plant species.

Furthermore, numerous different biotopes protected under Sec. 21 LNatSchG are found in Hedeby and the Danevirke, such as the brackish water salt marshes and reed beds along the banks of the Schlei in Hedeby, the rush- and sedge-rich wet meadows and species-rich wet grassland areas in the former settlement area of Hedeby as well as the species-rich and structurally diverse permanent grassland in the higher-level area. The species-rich steep slopes of the Danevirke are covered by mat grass and heather as well as oak and beech forests. Close-to-nature brooks in Busdorf Valley and the Hedeby brook flow in brook gorges and are accompanied by narrow riparian forests. This diversity justifies the status as nature conservation area and the designation of partial areas as FFH areas.

Interventions in the monuments therefore mostly constitute interventions pursuant to the LNatSchG. All actions entailing destruction or impairment are prohibited. Interventions are only permitted if they cannot be avoided and if compensation measures are taken.

▲ MAP SHOWING THE NATURE CONSERVATION (GREEN) AND LANDSCAPE PROTECTION AS WELL AS »NATURA 2000« AREAS (CROSS-HATCHED)

2.9 PROTECTION OF THE WIDER SETTING

Measures beyond the buffer zone may also significantly affect the World Heritage Site. These include in particular the construction of widely visible structures, such as wind energy plants, power poles and radio masts.

Hedeby and the Danevirke are significantly shaped by the historical topography of the Schleswig isthmus, which is visible in the landscape to close observers to this day. In this context, former lowlands and wetlands around the Treene, Rheider Au, Schlei and Osterbek and the far-reaching plain of the Schleswig Geest as well as the hilly marginal area of the Schlei and the transition to Schwansen should be mentioned as examples. The generally open landscape around the monuments mostly allows observers a particularly far-reaching view. Hedeby and the Danevirke are historically closely connected to other monuments in the setting, such as the Ox Road, settlements and rows of burial mounds, together forming an archaeological cultural landscape.

For this reason, the ALSH as the competent authority developed differentiated distance areas for the installation of wind energy plants in the form of no-go areas and areas open for consideration. These are included in the updated versions of the state development plan and the regional plans. The boundaries are based on a field-of-view study conducted on behalf of the ALSH in 2017.

NO-GO AREA

For wind energy plants, there is a **no-go area** of 2–5 km distance around the World Heritage Site, where no new plants may be installed.

Other particularly tall structures, such as radio masts and power poles, may be installed within the no-go area and even within the buffer zone, but must not significantly affect the impression conveyed by the monuments. Therefore, they are subject to approval by the monument protection authorities.

AREA OPEN FOR CONSIDERATION

In addition, the installation of wind energy plants in the **area open for consideration** is reviewed on a case-by-case basis. This area extends along four particularly sensitive view corridors north and especially south of the monument at a distance of up to 10 km. Some structures are therefore limited in height.

2.10 WORLD HERITAGE STAKEHOLDERS AND INTERESTS

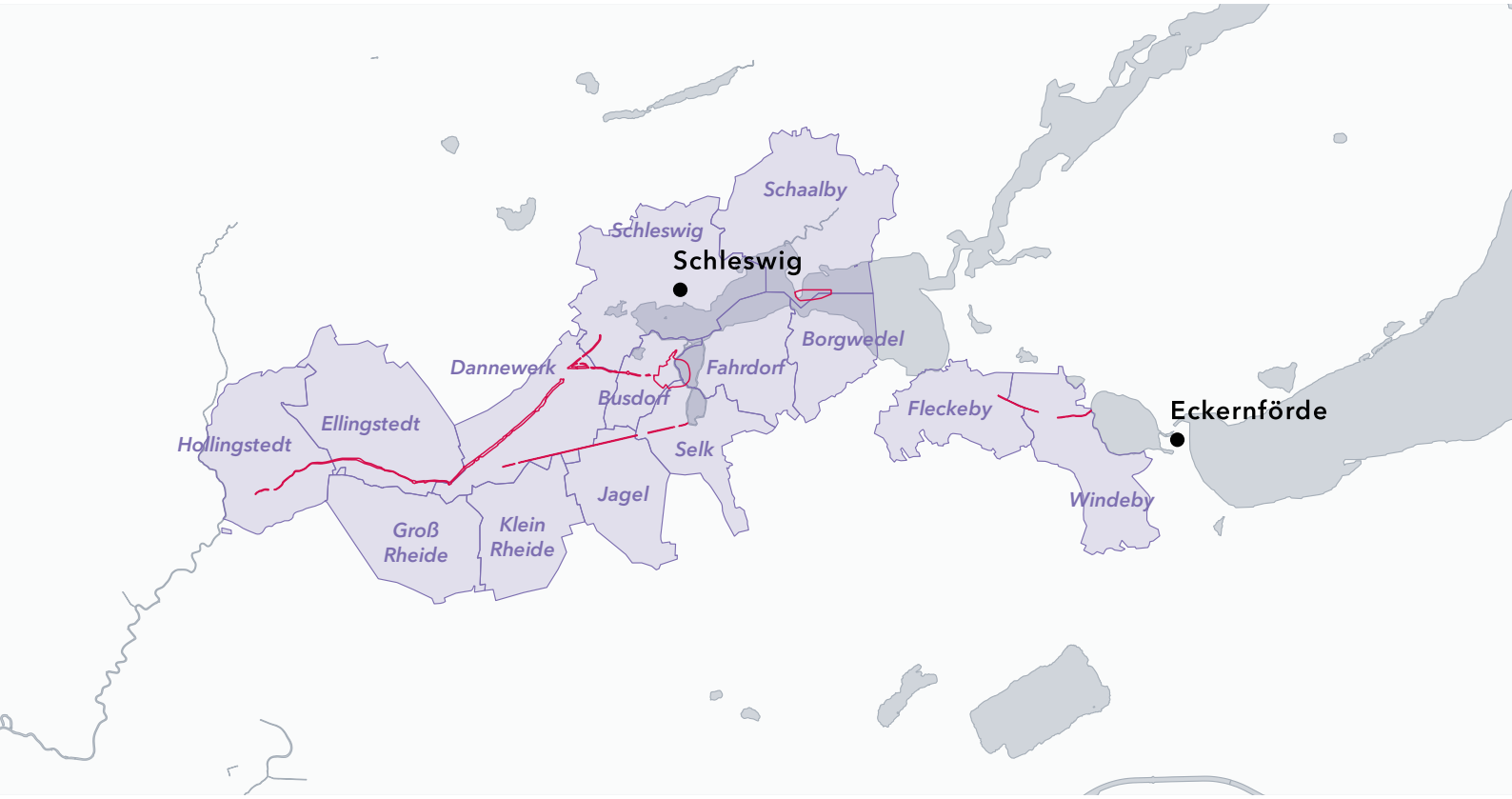
The responsibility for communicating the heritage of Hedeby and the Danevirke to present and future generations lies in the hands of many people. Numerous different stakeholders at local, regional, national and international level are engaged in the protection, maintenance, development, marketing, communication, research, coordination and many other areas of activity in connection with the UNESCO World Heritage in general and Hedeby and the Danevirke in particular.

Only when joining forces can the different objectives, interests and potentials related to the World Heritage be reconciled and accomplished in the spirit of the ▸*1.3 Overall concept* for Hedeby and the Danevirke. These include the preservation of the monuments and new excavations, competing land use interests of agriculture, settlement development, renewable energies, monument protection and nature conservation, tourism and monument-compatible visitor management, museum communication, advertising and scientific objectivity.

STAKEHOLDER NETWORK

STAKEHOLDER GROUPS	RELEVANT STAKEHOLDERS (EXTRACT)	INVOLVEMENT IN FIELDS OF ACTIVITY
National cultural and monument organisations	ICOMOS DE, DNK, DUK, DSD	
Federal authorities	KMK, FFO, BKM	
International cultural organisations	ICOMOS int., UNESCO	
Territorial authorities	Dist. SL-FL, collective municipalities, Dist. Rd-Eck, municipalities	
Hedeby and Danevirke Association	Public land owners and stakeholders	
State authorities and agencies	ALSH, MBWK, LGSH, LLUR, MELUND	
Sheltered workshops for disabled people	Schleswig Marienhof sheltered workshop	
Cooperatives and foundations	Bunde Wischen, Stiftung Natur im Norden, Stiftung Naturschutz SH	
Private land owners and leaseholders	Farmers	
Media	Press, social media	
LTOs	City Marketing Schleswig, OfS, Grünes Binnenland e.V.	
Economic stakeholders and service providers	IHK Flensburg, WJ Schleswig	
Museums	City Museum Schleswig, Danevirke Museum, WMH, Schloss Gottorf	
Universities and research institutions	ALSH, CAU, MfA, ZBSA	
Disseminators	Moderators, tour guides, World Heritage scouts	
Schools	KHS	
Educational and cultural societies and associations	SSF, IJGD	

- SITE MANAGEMENT
- PROTECTION
- RESEARCH
- COMMUNICATION AND EDUCATION
- MARKETING
- REGIONAL AND TOURISM DEVELOPMENT



2.11 WORLD HERITAGE REGION HEDEBY AND THE DANEVIRKE

▲ THE WORLD HERITAGE REGION AND THE MUNICIPALITIES INVOLVED

The World Heritage region Hedeby and the Danevirke is currently being reorganised. Its spatial extent and designation are therefore still undefined and vaguely delimited to some extent. The World Heritage region Hedeby and the Danevirke refers to that area in which the local residents and stakeholders primarily maintain or rediscover cultural ties to the World Heritage Site, with the archaeological monument being the connecting element. The World Heritage region is also embedded in a historical cultural landscape and in the German-Danish border region, which is why the territorial scope of »the« World Heritage region varies depending on users and themes. To clarify the understanding of the region, the dialogue with the local residents and stakeholders in the region needs to be intensified in the future.

When looking at the administrative units, the core and buffer zone of Hedeby and the Danevirke extend over two districts, five collective municipalities, two cities and thirteen other municipalities, which are, in turn, subdivided into three »Active Regions« (projects aimed at promoting sustainable rural development in Schleswig-Holstein) and three Local Tourism Organisations (LTOs).

2.12 MONUMENT-COMPATIBLE VISITOR BEHAVIOUR

As visitors and tourists, we have an influence on the state of preservation and condition of the World Heritage Site. It is often a lack of knowledge, unawareness and the combination of certain user behaviours, rather than ignorance and vandalism, that harm the monument.

The archaeological heritage of Hedeby and the Danevirke is an irretrievable asset that is an integral part and distinctive element of the historical cultural landscape. It is an UNESCO World Heritage Site, an archaeological cultural monument and part of nature conservation and landscape protection areas. As an important and valuable legacy of our past, it tells us where we come from.

As a historical testimony, it contributes to improving quality of life, promotes social identity and creates value, not least in the tourism sector. To preserve all this, it is indispensable that stakeholders and users follow the following common rules, ensuring that the World Heritage Site can also be experienced by future generations:

▶ PICTOGRAMS SIGNAGE

Additional behavioural and protection rules were already laid down in the 1950 Ordinance on the »Hedeby and the Danevirke« Nature Conservation Area, which is located in the municipalities of Busdorf, Dannewerk and Ellingstedt in the District of Schleswig-Flensburg.

2.13 DOCUMENTATION, ARCHIVING AND DIGITISATION

The correct documentation of the monument and its setting is essential for the traceability and reproducibility of decisions, measures and findings. This includes long-term archiving of the collected data as well as their digitisation and digital processing of the historical knowledge of the monuments. This concerns virtually all our fields of activity, in particular monitoring, research, maintenance and all preservation and conservation measures on the monument as well as administrative and communication processes.

The focus is placed on the collection, processing, integrity, protection, use and barrier-free accessibility of digital data, many of which are worth preserving in the long term due to their significance, for example for the traceability of research activities and monument protection measures and decisions or for the inventory of finds and archival material.

The sustainability aspect is also taken into account in digitisation and documentation. Future generations should also be able to understand how the cultural heritage has changed over time and how it was managed. For this reason, the »FAIR principles« (Findability/Accessibility/Interoperability/Reusability) should be applied in knowledge and data management.

PREFERRED DATA CARRIERS AND DATA FORMATS FOR ARCHIVING

The preferred file format is PDF/A for texts (formatted texts) and TIFF uncompressed for image documents (TIFF 6.0 baseline formats). JPEG is accepted as well if compression losses are acceptable; in this case, the resolution must be as high as possible. In the GIS and CAD area, there is a great variety of data formats and few standards, which is why recommendations for archiving are currently difficult to define. The best method for permanently archiving databases is using an online server, because updating, maintenance and migration are part of the daily routine.

DIGITAL THEMATIC GEOSPATIAL DATA

All structural elements and so-far known archaeological sites that are calculated for the monuments of Hedeby and the Danevirke are completely recorded in a formalised overall description, showing, in particular, the location, visibility, state of preservation and use as well as the research history of the respective elements. The descriptions are kept by the ALSH. They are supplemented by location drawings, topographic maps and airborne laser scans of the sections as well as rampart and terrain profiles calculated on this basis.

To improve the knowledge of the topography of the individual sites, orthophotographs and high-resolution airborne laser scanning (LiDAR) are used in the field of remote sensing. The data obtained thereby serve as a basis not only for future research projects, such as structural analyses of the World Cultural Heritage Site, for example by obtaining cross-sectional models, but also for monitoring and communication.

In the field of monitoring, high-resolution LiDAR scans allow for detecting and evaluating disruptions and damage to the monuments, making it possible to document changes in the World Heritage Site in the medium and long term and to develop and adapt

appropriate protective measures. Since laser scanning also allows for taking high-resolution images of the terrain structure in densely forested areas, the data obtained this way also serve as a basis for creating 3D models that can be used in various communication formats.

All existing basic and thematic geospatial data related to Hedeby and the Danevirke, such as boundaries and protected areas, maintenance, tourist infrastructure, use and changes, are pooled in a geographic information system (GIS). The goal is to make the GIS-Danevirke available across authorities. It serves as a central data and information pool from which maps linked with various information can be generated or dynamically read out at any time.

The specialised application »Archaeological Database of Schleswig-Holstein« (ADSH) is used to record archaeological investigations, reported finds, restoration measures, open space concepts, monitoring data and changes in the monument. The formalised overall description, the GIS and the ADSH are in the sphere of responsibility of the ALSH as the data management body.

DIGITAL CONTENTS AND COMMUNICATION

Via the thematic portal »Archaeology Atlas SH« in the geoportal of Schleswig-Holstein (danord.gdi-sh.de/view/ArchaeologieSH), which is operated by the State Office for Survey and Geobasis Information of Schleswig-Holstein (LVermGeo SH), the ALSH publishes the archaeological cultural monuments that are registered in the heritage list, the protected excavation areas, World Heritage zones and areas of archaeological interest. These can be integrated with other geodata, such as parcels, administrative boundaries, historical plane-table sheets, etc.

A comprehensive description as well as maps and the geographic coordinates of Hedeby and the Danevirke can be found at KuLaDig (kuladig.de); other digital services are offered on the association's new, revised website (haithabu-danewerk.de). These and other links are provided in the ▸*Annex* under ▸*6.4 Points of contact and links.*

Digital formats will become increasingly important in communication in various areas, such as museums, monuments and World Heritage as well as research. Photogrammetry/structure from motion, terrestrial laser scans, 360° panoramic images, 3D photos, LiDAR and other technologies will enable us, depending on the financial resources, to create virtual realities of the World Heritage Site.

Digital 3D reconstructions not only offer a vivid look into the past, but also allow for prompt updating to the latest findings. The possibilities range from augmented reality (AR, where virtual objects are projected onto a real environment) and augmented virtuality (AV, where real objects are inserted into a virtual environment) to virtual reality (VR, where a completely virtual environment is created). They can be changed at any time – in contrast to physical reconstructions which are often very difficult or impossible to reverse.

2.14 SUSTAINABILITY

A central idea today is the principle of sustainability. The way we deal with our environment and its resources represents one of the most important and most controversial socio-political issues of the 21st century.

This is reflected in various international, national and state-wide political strategic papers and programmes, such as the UN 2030 Agenda for Sustainable Development, Germany's National Sustainable Development Strategy or the 2030 Development Strategy of Schleswig-Holstein. The 1972 World Heritage Convention also points out the significance and the finite nature of our world's natural and cultural resources. It calls for recording, communicating and preserving cultural and natural heritage of Outstanding Universal Value for present and future generations. The 2030 Agenda acknowledges the role of World Heritage in sustainable development, urging to »strengthen efforts to protect and safeguard the world's cultural and natural heritage« in Target 11.4.

To the same extent as our World Heritage Site is worthy of protection in the interest of sustainable development, it can also support sustainable development. As an outstanding cultural heritage site of significance to all humanity, Hedeby and the Danevirke have a role model function.

How it can contribute to fulfilling this function will be an ongoing challenge for the future management. This includes the development of a viable and generally accepted concept and its constant implementation by the World Heritage stakeholders in all fields of activity.

This objective requires extensive participation, reconciliation of interests and integrative solutions in order to resolve conflicts of interest, such as those between promoting renewable energy sources and preserving the historical cultural landscape or between exploiting the tourism potential and protecting the monuments and nature.

The policy document on the sustainable development of World Heritage Sites adopted by the General Assembly of States Parties to the World Heritage Convention in 2015 plays a leading role in this regard, providing benchmarks for objectives and measures for the sustainable management of the World Heritage Site Hedeby and the Danevirke (▸ *see figure on p. 65*).

SUSTAINABLE DEVELOPMENT

HEDEBY AND THE DANEVIRKE AS A WORLD CULTURAL HERITAGE SITE OF OUTSTANDING UNIVERSAL VALUE

- Preservation for present and future generations
- Careful management of the archaeological heritage by taking timely and proactive action in the field of spatial and urban land-use planning and management

SOCIAL DEVELOPMENT AND INCLUSIVE ECONOMIC GROWTH

- Promoting inclusion and justice by enabling participation in and access to the World Heritage Site
- Improving quality of life and well-being by integrating the World Heritage Site into municipal and urban development
- Reinvesting part of the tourism revenue into the preservation and management of the World Heritage Site
- Using the World Heritage Site to enhance touristic value creation in the region

PROMOTION OF PEACE AND SECURITY

- Developing German-Danish partner projects and programmes related to the World Heritage Site that facilitate consensus and valorise cultural diversity, in addition to promoting the understanding of and respect for each other's and the common heritage

ECOLOGICAL DEVELOPMENT

- Reducing emissions, for example by offering electrically powered, attractive mobility solutions
- Taking into account and promoting biodiversity in the nature conservation and landscape protection areas of Hedeby and the Danevirke
- Increasing the site's resistance to extreme weather events
- Impact assessments regarding impacts on the environment, society and monument
- Sustainable management (products, allocation and events)

DIMENSIONS OF SUSTAINABILITY

3 Fields of activity

3.1 SITE MANAGEMENT

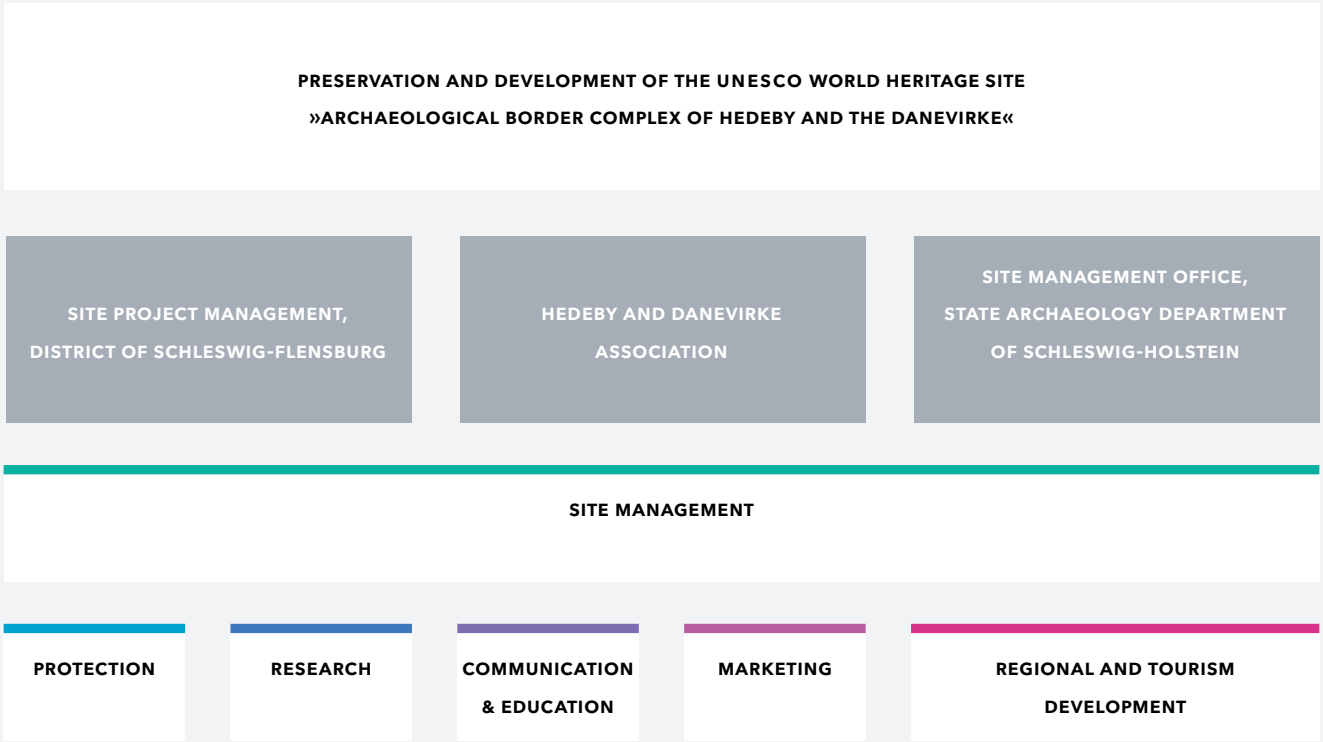
The site management represents the overall organisation, coordination and management of activities and actions in the setting of the site of Hedeby and the Danevirke. It is the interface between all other fields of activity and the hub for projects, measures and communication related to the World Heritage Site.

Taking the OUV as a basis, the site management provides guidance and objectives for the implementation of projects and measures. It communicates them in the region, keeps in touch with and informs higher-level structures at state, interstate, federal and UNESCO level as well as the pertinent advisory bodies. In addition, this where the collaboration and networking with other World Heritage Sites is coordinated.

The site management of Hedeby and the Danevirke consists of the following functions and institutions:

▼ THE THREE PILLARS OF SITE MANAGEMENT OF HEDEBY AND THE DANEVIRKE

- the Site Management Office of the State Archaeological Department of Schleswig-Holstein (ALSH),
- the Site Project Management Hedeby and the Danevirke at the District of Schleswig-Flensburg
- and the Hedeby and Danevirke Association (Haithabu und Danewerk e. V.).



3.1.1 TASKS AND RESPONSIBILITIES

The diverse tasks of the site management are performed by the Site Management Office, the Site Project Management and the association jointly or in consultation with each other. The partners are mainly responsible for different task areas according to their institutional affiliation.

TASK AREA	TASK	MAIN RESPONSIBILITY
OUV	• Ensuring, monitoring, controlling and supporting the preservation and communication of the OUV	• Site Management Office
UNESCO World Heritage standards	• Integration of UNESCO's standards and guidelines into all fields of activity	• Site Management Office
Management planning and evaluation	• Provision of guidance by defining monument-compatible objectives, framework conditions and strategies	• Site Management Office
(Overall) reporting and representation	• Communication with higher-level structures at state, federal and UNESCO level as well as with advisory bodies and organisations • Representation at supraregional events, conferences, workshops, etc.	• Site Management Office
State funding	• Review of grants; grants are awarded by the ALSH	• Site Management Office
Information, participation and moderation	• Involvement of various stakeholders in the preservation and development of the World Heritage Site • Negotiation of consensus and compromises between the interests and needs of various World Heritage stakeholders • Preparation and implementation/ monitoring of the communication plan • Preparation and moderation of meetings	• Association
Overall coordination of projects and themes	• Initiation, planning, coordination and supervision of projects and processes	• Site Project Management • Association
Fundraising	• Project and funds management of measures aimed at valorising Hedeby and the Danevirke (in particular to support the municipal stakeholders)	• Site Project Management
UN Sustainable Development Goals	• Integration of the UN Sustainable Development Goals into the fields of activity • Ensuring and promoting sustainable development and use of the World Heritage Site in line with the World Heritage status	• Site Project Management • Site Management Office
(Municipal) committee work	• Reporting to municipal bodies and involving them in decisions	• Site Project Management • Site Management Office

3.1.2 THE SITE MANAGEMENT OFFICE AT THE STATE ARCHAEOLOGY DEPARTMENT

Pursuant to Sec. 4 DSchG SH 2015, the Site Management Office is responsible for the management of the World Heritage Site and supports the official World Heritage representative for Hedeby and the Danevirke. The Site Management Office was established at the State Archaeological Department of Schleswig-Holstein (ALSH), which was responsible for the nomination of Hedeby and the Danevirke as a UNESCO World Heritage Site as the higher monument protection authority.

As part of the site management, the Site Management Office prepares and updates the Management Plan as an integrated planning and action concept pursuant to Sec. 4 (2) DSchG SH 2015. It is also responsible for preserving the OUV and the associated monument value of Hedeby and the Danevirke. Finally, the World Heritage representative represents the World Heritage Site externally.

3.1.3 SITE PROJECT MANAGEMENT

The Site Project Management Hedeby and the Danevirke is incorporated in the Department of Regional Development of the District of Schleswig-Flensburg. It focuses on development processes and projects that enhance quality of life and value creation on a local and regional scale. By using resources in a target-oriented manner and initiating collaborations, the Project Management wants to exploit the full potential offered by the cultural heritage to the regional identity of the World Heritage region Hedeby and the Danevirke.

The tasks of the Site Project Management within the scope of the site management include:

- Management of the Hedeby and Danevirke Association
- Coordination, supervision and guidance of working groups, measures and projects aimed at the regional valorisation of the World Heritage Site
- Project and funds management of measures related to the World Heritage Site Hedeby and the Danevirke (in particular to support the municipal stakeholders)
- Participation and network management with local and regional stakeholders for the valorisation of the World Heritage Site
- Involvement in the implementation and updating of the Management Plan of Hedeby and the Danevirke
- Working with municipal bodies and committees

3.1.4 HEDEBY AND DANEVIRKE ASSOCIATION

The Hedeby and Danevirke Association gives the participation of various regional stakeholders in the World Heritage Site a permanent and binding organisational form. The objectives and measures defined in the Management Plan must be coordinated with the (public) owners and other stakeholders to ensure their effective implementation.

The association was established in 2009 and, as of September 2020, has 23 regular and supporting members. The members come from different areas, such as districts, collective municipalities, cities/municipalities, museums, tourism, culture and nature conservation.

The board consists of a chairperson, a deputy chairperson as well as seven to ten other members. The chairperson and the deputy chairperson are each authorised to solely represent the association in and out of court (Sec. 26 BGB – German Civil Code) (cf. Sec. 10 (2) of the association's statutes). The chairperson is appointed by the District of Schleswig-Flensburg and the deputy chairperson jointly by the Schleswig-Holstein State Museums Foundation Schloss Gottorf and the State Archaeological Department of Schleswig-Holstein. The chairperson and the deputy chairperson take turns in office every two years (cf. Sec. 10 (3) of the association's statutes).

The purpose of the non-profit association is to promote

a. monument protection and monument preservation,
b. nature conservation as well as
c. nature- and monument-compatible communication and perceptibility of the World Heritage Site

to ensure the sustainable preservation and use of the UNESCO World Heritage Site Hedeby and the Danevirke and its setting.

As of September 2020, the association is managed by the Site Project Management Hedeby and the Danevirke. The management's tasks include supporting the association's board and coordinating participation and communication within the association as well as implementing measures to achieve the association's purpose.

3.1.5 PRINCIPLES OF PARTICIPATION AND COMMUNICATION

The overarching principle of the site management of Hedeby and the Danevirke is to ensure that all relevant stakeholders, first and foremost the association's members, are involved in decisions or informed about decisions, measures and projects in a timely, comprehensive and fair manner. Further principles must be communicated in a transparent and comprehensible way.

To be able to implement these principles, the present participation and communication structure will be optimised. Already established working groups and other theme- and occasion-related participation formats in the context of the World Heritage Site Hedeby and the Danevirke will be consolidated under the association's roof. The spokespersons of the working groups and moderators are responsible for pooling the information within the scope of their duty to provide information. The association's board provides coordinating support in this respect.

Measures for optimising the information flow between the association's members are implemented on the basis of an annual communication plan. These measures serve to promote effective, transparent and fair communication between the members.

PARTICIPATION/COOPERATION
at an early point/from the beginning,
e.g. in workshops

CO-DETERMINATION
from a certain point in the process/project,
e.g. review cycle

INFORMATION
before/at an early point (possible point in time for co-determination) or after,
e.g. newsletter, notification by the association, mailing list or presentation of the project/measure in the working group

NON-INFORMATION

▲ POSSIBLE STAGES AND TOOLS OF PARTICIPATION

3.1.6 RESOURCES

For the site management of Hedeby and the Danevirke, two permanent full-time positions (FTE) with 39 working hours per week each are currently fully financed by the federal state and the district.

For the tasks of the Site Management Office, one position is fully financed by the State of Schleswig-Holstein and an annual budget is allocated for the management, protection and communication of the World Heritage Site. The updating of the present Management Plan is financed using these resources. Using the available budget, the Site Management Office at the ALSH increases its personnel resources in the task area of World Heritage depending on the project and workload. The Site Project Management Hedeby and the Danevirke is fully financed by the District of Schleswig-Flensburg.

3.2 PROTECTION

Hedeby and the Danevirke are subject to various protective mechanisms. Firstly, these are defined by the statutory provisions governing monument protection and nature conservation. Secondly, landscape-scale conservation, monument monitoring, land-use management and planning-based monument preservation are important pillars of the protection of Hedeby and the Danevirke. Communication geared towards monument interests, research and valorisation are also intended to increase the level of protection on site. All plans and measures in Hedeby and the Danevirke serve to protect the monuments and are based on the following principles:

3.2.1 BASIC PRINCIPLES

- **Preservation of monuments:** All characteristics and attributes that embody monument value are to be preserved. These are material and substance, construction and layout, location and setting as well as perceptibility and closeness to nature. These also include spatial impact, integration into the landscape and open spaces.
- **Preservation of the cultural landscape:** The surrounding cultural landscape structures are preserved and can be experienced. These include, in particular, the monuments included in them and other architectural or archaeological cultural property.
- **Preservation of nature:** Monument-compatible biological communities of fauna and flora that have developed over time and are typical for the location are protected and promoted. This particularly applies to low-nutrient habitats.
- **Risk management:** Existing and potentially harmful natural and human impacts are identified, reduced and prevented by monitoring and risk management (▸ *see 2.4*). The monuments' resistance to risks is improved.
- **Conservation and restoration:** Conservation and restoration measures, such as cleaning, stabilisation or conservational covering, serve to preserve the present condition and conserve the monument substance. Changes in substances must be limited to measures required for conservation and technical purposes.
- **Reconstruction:** Reconstructions and structural additions must be carried out with the utmost care, taking into account international recommendations and consultations, to prevent any disruptions of existing archaeological features. The monument value and, in particular, the authenticity of Hedeby and the Danevirke must not be affected. Reversible and digital forms of reconstruction must be preferred. Reconstructions may be indicated if they improve the understanding of the World Heritage, if a site is incomplete due to modern damage or changes and if there are sufficient testimonies and sources of all kinds to restore a previous state of the substance (state of research). Reconstructions must be recognisable as such.
- **Approvals for alterations of the monument:** All alterations – including conservation and restoration measures – are subject to approval by the monument protection authorities (▸ *see 2.6 and 2.8*). The present state must be documented beforehand according to the current state of scientific knowledge. Alongside monument protection laws, the provisions of regional planning, construction planning and nature conservation laws must be taken into account. Before taking any action, the necessity of potential alterations in the monument substance must be assessed within the limits of discretion.

3.2.2
TASKS AND RESPONSIBILITIES

TASK AREA	TASK	RESPONSIBILITY
Monument protection	Assessments, statements, approval of plans and measures pursuant to the DSchG SH	ALSH Distr. SL-FL LMA Distr. RD-ECK LMA
	Archaeological investigations within the scope of construction measures	ALSH
	Designation of protected status and monument protection zones (archaeological cultural monuments, core and buffer zone, protected excavation areas)	ALSH
	Monitoring and risk management as part of monument preservation	ALSH
Visitor management	Design and monitoring of signage at the monument (information boards, signposts, visitor behaviour signage)	ALSH
	Repairs, barriers, spot repairs, traffic control measures as part of maintenance	Hedeby and Danevirke Association
	Planning, financing and implementation of comprehensive visitor management measures (e.g. stairs, modernisation of paths, parking spaces, digital, etc.) in collaboration with the field of activity of tourism and regional development	Institution responsible for implementing the measure (project-based)
Nature conservation	Regulation of interventions pursuant to the BNatSchG and LNatSchG	Dist. SL-FL LNA Dist. RD-ECK LNA
	Implementation of habitat creation measures using the monetary compensation	Dist. SL-FL, Dept. of Wildlife Conservation and Environmental Planning Distr. RD-ECK
	Environmental impact assessment for projects subject to EIA pursuant to the UVPG (Environmental Impact Assessment Act)	Originator principle
	Designation of nature conservation areas	MELUND, prof. recommendation by LLUR
	Designation of landscape protection areas	Dist. SL-FL LNA Dist. RD-ECK LNA

Land-use management	Execution of the land consolidation procedure independently of authorities (intermediary function, moderation, legal certainty, planning contract, partial funding)	LLUR, Dept. 8 – Rural Development
	Responsibility for implementing the land consolidation procedure Planning, financing and implementation of measures as part of the land consolidation procedure	Body of participants pursuant to Sec. 16 FlurbG (Land Consolidation Act) represented by the board. The body of participants receives the corresponding funds (acquisition 100%, road construction 60%) and must then pay their own contribution.
	Execution of acquisition/exchange of land	LLUR
	Grant recipient or final beneficiary for areas that have been reserved for nature conservation, monument protection, tourism and road construction purposes as part of the land consolidation procedure	Predominantly neighbouring municipalities
	Extensive management of areas reserved for nature conservation purposes	Predominantly local farmers
Maintenance	Financing/Resources	Grants to the Hedeby and Danevirke Association Funds provided by the MELUND for protection and development measures in nature conservation and Natura-2000 areas Sheep grazing by the LLUR with state flocks
	Planning (maintenance plan)	ALSH in consultation with property owners/managers
	Commissioning and management	Hedeby and Danevirke Association Dist. SL-FL/LNA
	Implementation	Landscape conservationists Agricultural businesses
	Supervision of maintenance measures	ALSH Dist. SL-FL LNA

3.2.3 MONUMENT PROTECTION

Hedeby and the Danevirke, including their features, finds, buffer zone and wider setting, are protected under the Monument Protection Act, either as listed archaeological cultural monuments (Sec. 2 and 8 DSchG SH 2015, ASLH-aKD no. 003-762, 003-979 and 003-090) or as protected area/World Heritage Site including the buffer zone (Sec. 2 and 10 DSchG SH 2015). ▸ *2.8 Boundaries and protected areas*

Due to their cultural sovereignty, the federal states are responsible for ensuring compliance with and implementation of the Monument Protection Act.

The supreme monument protection authority is the Schleswig-Holstein Ministry of Education, Science and Cultural Affairs (MBWK). The State Archaeological Department of Schleswig-Holstein (ALSH) is subordinated to the supreme authority and, as the higher monument protection authority, is responsible for technical supervision as well as the approval of measures in the core zone of Hedeby and the Danevirke, in the protected excavation areas and in the areas of interest (see 2.8 Buffer zone).

The district administrators with their administration office, as the lower monument protection authority, are responsible for implementing the Monument Protection Act in the setting (buffer zone and other areas) of Hedeby and the Danevirke as well as other monuments in the setting. Approvals are subject to the ASLH's consent.

The application of archaeological methods at the monuments or in areas of interests is subject to approval. The ALSH can grant research permits subject to certain requirements.

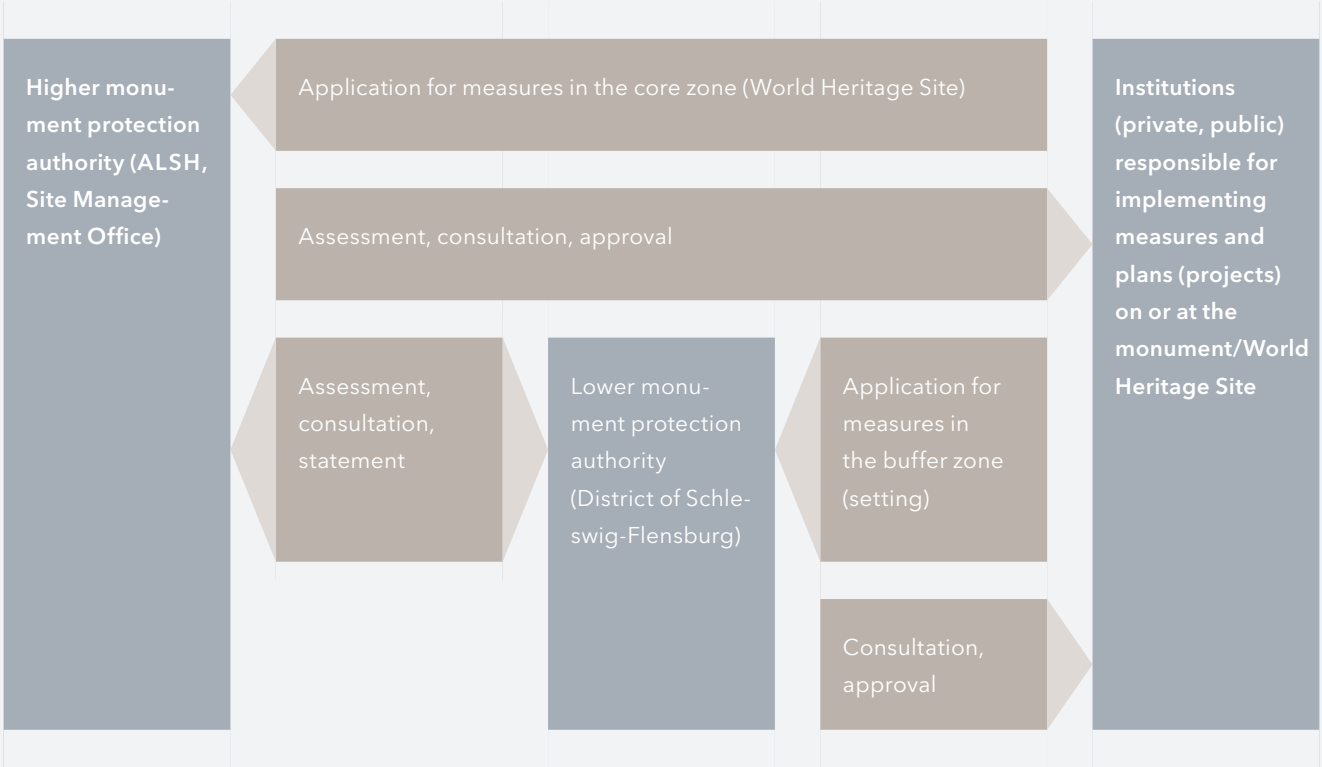
3.2.4 PLANNING-BASED MONUMENT PRESERVATION

Measures are subject to approval if they are expected to cause an impairment or pose a danger to the monument. This also applies to measures and plans that change the setting of the World Heritage Site.

All institutions responsible for implementing a measure or plan should contact the ASLH informally in advance or at least at an early planning stage to discuss any potential impacts of the project on Hedeby and the Danevirke. This is to ensure that interests of monument protection are taken into account in the planning well in advance.

As a rule, measures are approved if they do not conflict with interests of monument protection and do not endanger the status of the World Heritage Site (Sec. 13 (1) DSchG SH 2015). Approvals may be subject to certain requirements and/or conditions.
▸ *2.8 Boundaries and protected areas*

As the competent approval authority, the ALSH and the LMA are required to weigh up the public and private interests amongst and against each other. To this end, various stakeholders can be heard.



▲ SIMPLIFIED ILLUSTRATION OF THE APPROVAL PROCEDURE OF MEASURES ON AND AT THE WORLD HERITAGE SITE

3.2.5 NATURE CONSERVATION

Measures and plans in the nature conservation and landscape protection areas, the Natura-2000 areas and protected landscape elements must be approved by the lower nature conservation authorities. Pursuant to the Federal and State Nature Conservation Act, approvals or the nature conservation consent may also be required outside protected areas. ▸ *2.8 Boundaries and protected areas*

The district administrators with their administration office, as the lower nature conservation authority, are responsible for implementing the Nature Conservation Act in Hedeby and the Danevirke. They assess and approve interventions and maintenance measures in the legally protected natural environment and designate landscape protection areas (Sec. 15 LNatSchG 2016). The higher nature conservation authority (MELUND) can designate areas within the meaning of Sec. 23 (1) BNatSchG as nature conservation areas by ordinance (Sec. 13 LNatSchG 2016).

Based on its principles of protection and maintenance, this Management Plan attempts to coordinate the preservation of the monuments and the ecosystem and implement it for mutual benefit, with the ultimate goal being to reconcile the interests of nature conservation and monument protection.

The »Protection« working group discusses and coordinates the requested measures or plans directly with the monument protection authorities, in particular the ALSH, as well as with stakeholder representatives.

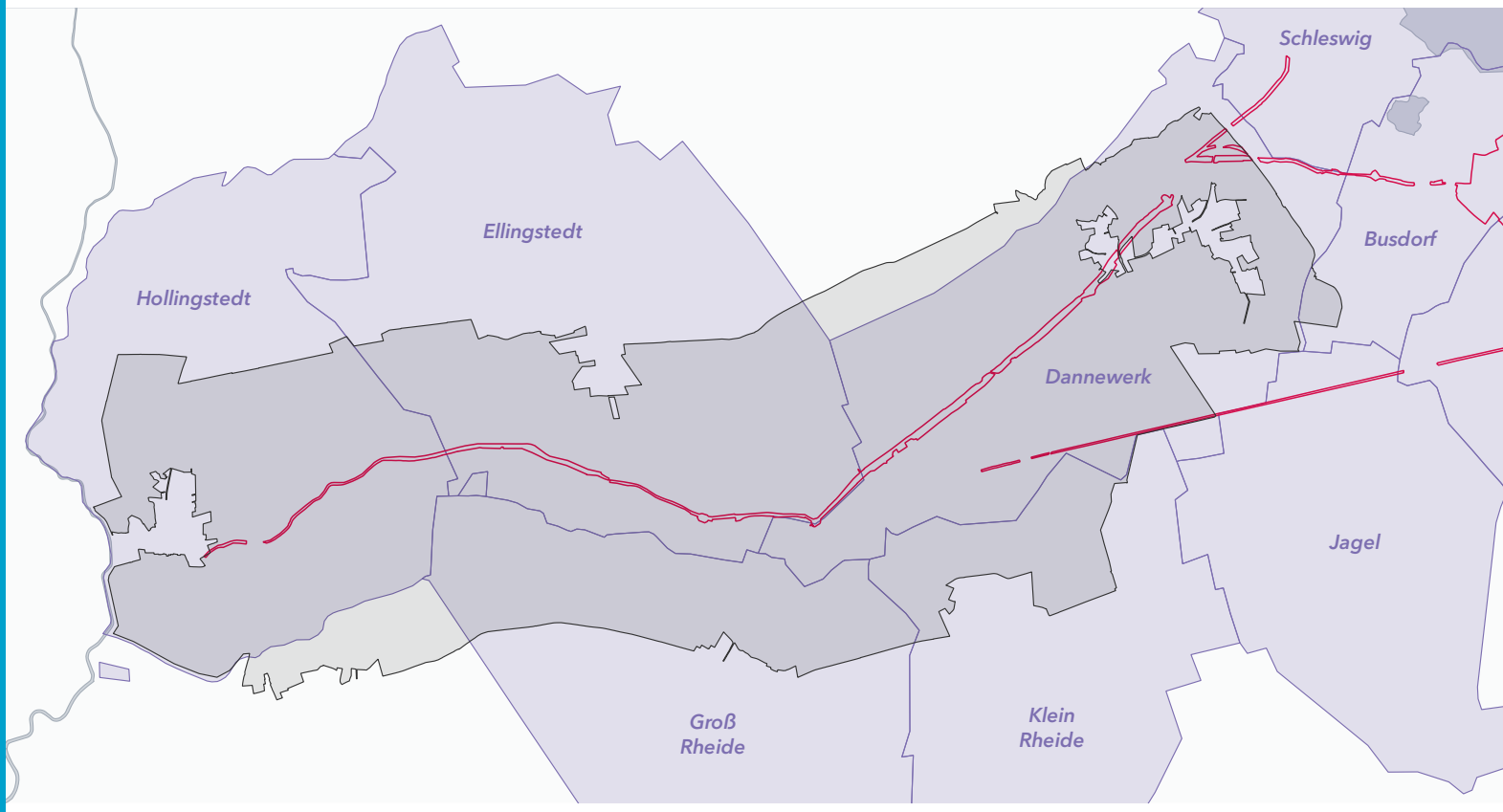
3.2.6 LAND-USE MANAGEMENT

Long-term land-use management is aimed at eliminating undesirable types of use that affect the preservation and perceptibility of the monuments and immediate setting of the World Heritage Site Hedeby and the Danevirke. These include mainly agriculture (e.g. maize cultivation), the use of parts of the monuments by agricultural towing vehicles and equipment (especially agricultural roads) and, to a lesser extent, extensive grassland farming. A change in land use only takes place in consultation with land owners and leaseholders. Land consolidation procedure, acquisition, lease or exchange of land serve as instruments for this purpose.

To improve the land-use management of Hedeby and the Danevirke, the State Agency for Agriculture, Environment and Rural Areas (LLUR) is undertaking extensive land consolidation in the area of the Crooked and Main Rampart of Hedeby and the Danevirke from 2020 over the next few years on behalf of the Ministry of the Interior. This project is of great significance because it reconciles the interests of several domains, such as nature conservation, monument protection and tourism. It is equally important that the agricultural businesses and municipal authorities involved also benefit from the procedure.

Participation in the land consolidation procedure is voluntary for all land owners. The procedure is aimed at land development geared towards landscape ecology and monument preservation. It is intended to preserve the substance and form of the ramparts, improve their visibility and accessibility to local residents and tourists and promote the development of communities, the creation of local recreation areas and valorisation in terms of culture tourism.

▼ OVERVIEW MAP OF THE PROVISIONAL BOUNDARY OF THE LAND CONSOLIDATION AREA AT THE DANEVIRKE WITHOUT URBAN AREAS



Stakeholders involved	Land consolidation procedure (land consolidation decision) is initiated pursuant to Sec. 86 FlurbG	
All owners and holders of hereditary building rights	Body of participants is formed pursuant to Sec. 16 FlurbG	
All stakeholders under the direction of the LLUR	Board of the body of participants is elected	
Board of the body of participants, public interest groups, associations	General principles for executing the procedure are established pursuant to Sec. 38 FlurbG Taking into account other specialised plans	
All stakeholders	Scheduled desired date (enquiry of wishes regarding land reallocation)	
	Negotiations with the land owners	Establishing the road and water resources plan with accompanying landscape conservation plan pursuant to Sec. 41 FlurbG
LLUR and board of the body of participants Stakeholders and LLUR	Agreement on land exchange, transfer of ownership	Execution of construction work
LLUR	Establishing the land consolidation plan pursuant to Sec. 58 FlurbG	
On the LLUR's initiative, external effect on everyone	Implementation order pursuant to Sec. 61, 62 FlurbG, new legal status	
Land registry at the LLUR's request	Updating of public records (land register) pursuant to Sec.79 FlurbG	

Concluding statement
pursuant to Sec. 149 FlurbG

3.2.7 MAINTENANCE

The ongoing maintenance of the monuments serves to improve their resistance to various threats. Preventive protection of the monuments against such impairments is therefore a conservational principle of the Management Plan. ▸ *3.2.1*

Major parts of the monuments consist of vegetated earthworks and open spaces. In addition, parts of the monuments are nature conservation areas and offer habitat corridors for rare animal and plant species, which are promoted by targeted maintenance. Controlling the vegetation is therefore a fundamental instrument in preventing damage and promoting valuable biotopes. The appropriate vegetation helps stabilise surfaces and protect them against erosion, in addition to improving perceptibility.

The vegetation is maintained based on a maintenance plan. This plan formulates specific objectives for maintenance sections or units that are defined by vegetation and monument character. The individual measures are pooled and coordinated predominantly by the Hedeby and Danevirke Association on behalf of the public land owners as well as the lower nature conservation authority. The association receives technical support from the ALSH. Where necessary, the association and the ALSH coordinate the measures with the competent nature conservation authorities.

3.2.8 MONITORING

Continuously monitoring the condition of the listed World Heritage Sites is one of the major elements of the World Heritage Convention. Regular monitoring is therefore a key instrument in protecting and preserving World Heritage Sites like Hedeby and the Danevirke. It is carried out by international, national and local stakeholders.

At **international level,** there are two monitoring formats, which are directly coordinated with the UNESCO, the World Heritage Centre and ICOMOS international. Article 169 of the »Operational Guidelines for the Implementation of the World Heritage Convention« provides for Reactive Monitoring in the event of exceptional circumstances and Article 199 stipulates Periodic Reporting on the implementation of the World Heritage Convention. Periodic Reporting takes place every 6 years and is subdivided according to world regions and reporting periods. The member states in »Europe and North America« and consequently all World Heritage Sites in Germany submit their reports during the period from 2022 to 2023.

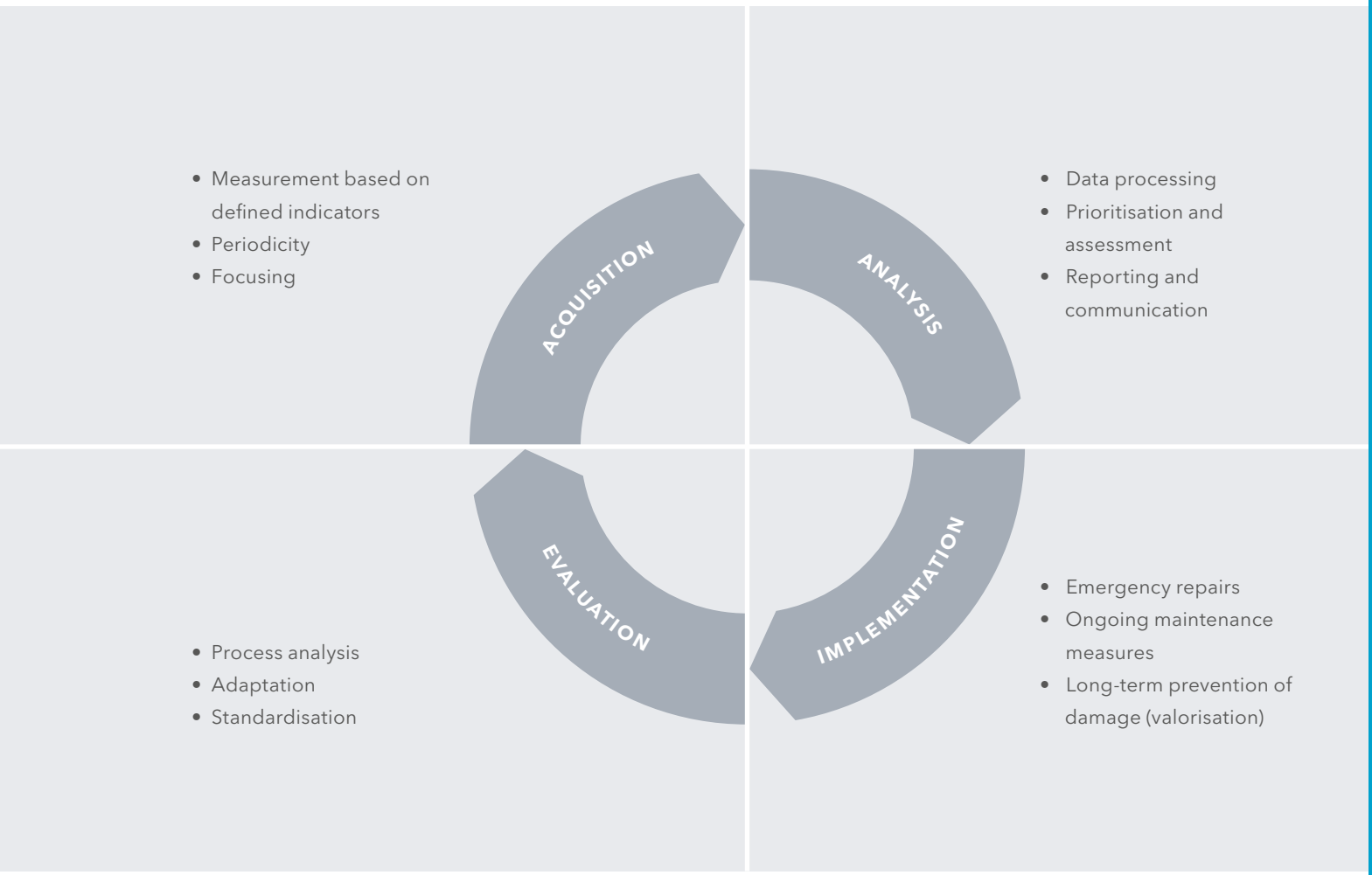
In addition, experts of ICOMOS Germany carry out preventive monitoring at **national level.** For this purpose, ICOMOS Germany has established a monitoring group that continuously assesses the condition of the World Heritage Sites in Germany and seeks to provide advice and support to all site managers to ensure the professional preservation of monuments and historic sites inscribed on the World Heritage List.

Due to the size of the site and its many different sections and locations, there are differentiated focus areas, data and evaluation formats for **local monitoring.** Visitors, construction measures, infrastructure, natural succession, agriculture and weather represent typical factors that have an impact on the World Heritage Site and its attributes. However, the factors and threats vary greatly in terms of impact as well as time and place of occurrence (▸ *see 2.4*). Some can cause damage quickly within a short period of time, others cause minor, varying damage that adds up to greater damage over an

extended period (cumulative damage). For this reason, these factors also need to be monitored within different time frames and with varying accuracy. To account for this complexity of data acquisition and evaluation, monitoring is subdivided into 4 categories:

- Short-term monitoring (»ranger monitoring«)
- Annual monitoring (»maintenance monitoring«)
- Long-term monitoring (»planning monitoring«)
- Special monitoring for specific areas (e.g. visitor monitoring, maintenance of Valdemar's Wall or monitoring of preservation conditions in the soil)

▼ PROCESS OF MONITORING HEDEBY AND THE DANEVIRKE



3.3 RESEARCH

Research is and will continue to be an essential foundation for improving the knowledge of the monuments and their history, just like it was only archaeological and historical research since the end of the 19th century that made it possible to gain major insights into the significance and history of Hedeby and the Danevirke. Owing to their size, complexity and great variety of finds and features, Hedeby and the Danevirke offer a multitude of opportunities to explore the past and present of the region and Northern Europe.

Following its prosperity period in the Early Middle Ages, Hedeby fell into oblivion and the area was never overbuilt. For the most part (about 95 percent), the settlement still lies untouched underground. Thanks to the excellent conservation conditions in the wet soil in large parts of Hedeby, organic materials, such as wood and bones, are preserved particularly well. In addition, the archaeological investigations conducted so far have unearthed numerous inorganic objects of glass, metal, ceramics and stone.

Due to its rich and particularly well preserved archaeological material, Hedeby plays a key role in the exploration of the Viking Age. For scientists, Hedeby is a prime example of an early urban trading centre, offering archaeological research a multitude of opportunities to address various questions of cultural history.

The defence system of the Danevirke extends over the strategic Schleswig isthmus on the Jutland Peninsula with a total length of nearly 26 km. It combines natural obstacles with artificial structures, such as earthworks, palisades, wooden structures, ditches, fieldstone and brick walls and a sea barrier.

The construction history of the Danevirke extends over a period of 1500 years. Due to this long period of time, it is a very complex monument, whose form and use developed over several centuries and constantly changed through structural alterations and additions.

Parts of the Danevirke had been built in the 5th century AD and repeatedly extended with innovative materials and construction techniques up until the late 12th century AD. Thereafter, it fell to ruins. However, some sections of the Danevirke were again used and altered in the 19th century and during World War II. Other sections are no longer visible or were destroyed. Only a very small part (about 3%) of the Danevirke has so far been excavated. Therefore, the Danevirke continues to offer significant potential for new investigations and research activities.

3.3.1 BASIC PRINCIPLES

- **Analysis of existing information,** such as that obtained from previous excavations, should be given priority over new research activities.
- New research projects should be based on **non-destructive methods** of data collection, as have been applied successfully in geophysical surveys in Hedeby or airborne laser scanning at the Danevirke. Excavations always involve destruction of the original substance.
- **New research projects** are aimed at more accurately determining the dimensions of the monuments, identifying further sites that were functionally linked to the monuments, restoring the historical condition of the landscape and improving the preservation and protection of the monuments.
- All research findings should also be made available to the **public** and for **communication** purposes.
- Research is based on primary data. Research findings must always be traceable and reproducible. This is ensured by **compliance with standards.** The »FAIR principles« (Findability/Accessibility/Interoperability/Reusability) should be applied in knowledge management. ▸ *2.13 Documentation, archiving and digitisation*

3.3.2 TASKS AND RESPONSIBILITIES

All interventions in the World Heritage Site and in areas of interest for research purposes, the application of archaeological methods to locate finds and features as well as the use of measuring instruments and detectors are subject to approval by the ALSH. They are assessed for necessity and weighed up against the interests of monument preservation.

The Schleswig-Holstein State Museums Foundation Schloss Gottorf with the associated Archaeological Museum (MfA) and the Centre for Baltic and Scandinavian Archaeology (ZBSA), the ALSH as well as Kiel University (CAU) provide the most significant research contributions.

For the implementation and documentation of all archaeological excavations and investigations within the scope of the Monument Protection Act, the ALSH defines excavation guidelines that serve to ensure quality assurance, data backup, standardisation and reproducibility.

Analogue documentation and objects (finds, samples) are sent to the MfA, where they are stored in compliance with archiving standards. Objects are recorded in the Archaeological Database of Schleswig-Holstein (ADSH) to ensure that they are traceable and that any analyses performed are reproducible. Digital documentation is stored by the ALSH. Special finds are displayed at the MfA, the Viking Museum Haithabu (WMH) or the Danevirke Museum (DAMU).

▲ PHOTOGRAPH OF THE SHIP HALL IN THE VIKING MUSEUM HAITHABU DURING THE AUTUMN MARKET

3.4 COMMUNICATION AND EDUCATION

The communication and education work plays a central role in the sustainable management of the World Heritage Site. The presentation of the cultural heritage and the communication of its value are important aspects of the World Heritage Convention, with increasing awareness of the World Heritage and UNESCO and promoting the local population's identification with the World Heritage Site being key elements.

The long-term objective for the »Archaeological Border complex of Hedeby and the Danevirke« is to continue strengthening its role as an important out-of-school place of learning, to make it accessible to as many social groups as possible and to actively involve the local residents of the World Heritage region in preserving and communicating the World Heritage.

3.4.1 BASIC PRINCIPLES

- **UNESCO:** The communication stakeholders are actively involved in the education work and the communication of the World Heritage idea within the scope of the guidelines provided by UNESCO. ▸ *1.3 Overall concept*
- **Consistency:** Hedeby and the Danevirke are communicated jointly and consistently as a World Cultural Heritage Site on the basis of the OUV. ▸ *1.3 Overall concept*
- **Quality:** High-quality, target group-oriented education materials and formats in a consistent form and language are jointly developed and regularly adapted to the current state of research. The communication takes place in multiple languages with a focus on German, Danish and English.
- **Target group-oriented and inclusive:** The communication of the monuments should include all population and target groups. This also means including minority groups and offering barrier-free access and communication (e.g. easy-to-understand language).
- **Innovative:** The communication stakeholders constantly improve education and communication formats and include new and innovative approaches in the planning of projects.
- **German-Danish relationship:** The communication stakeholders recognise and communicate the special significance of the monument for the German-Danish relationship as well as the history of Denmark and Schleswig-Holstein. This transnational approach fits into the concept of the common World Heritage and of World Heritage Sites as intercultural places of encounter.
- **Disseminators:** The training of disseminators is promoted to communicate the World Heritage idea and the themes of the World Heritage Site Hedeby and the Danevirke in a high-quality and consistent manner. The World Heritage themes should be actively transported to the formal and non-formal places of learning.
- **Evaluation:** These principles and all education services are constantly evaluated and optimised in consultation with all stakeholders of the World Heritage Site.

3.4.2 NETWORKING AND COORDINATION

Since 2010, the »Communication and Education« working group has been meeting to coordinate the communication and education work and to network the stakeholders. It drafted the communication chapter of the 2014 Management Plan and started implementing the objectives and measures defined therein. To meet the requirements for the ideals of an UNESCO World Heritage Site following the successful nomination of Hedeby and the Danevirke in 2018, the »Communication and Education« working group updates the corresponding chapters of the Management Plan, adding an education concept to it. With the implementation of the present Management Plan, the communication and education of the World Heritage Site will be controlled by a working group that is incorporated in the Hedeby and Danevirke Association. The »Communication and Education« working group consists of all stakeholders who actively develop and implement communication and education services:

- Viking Museum Haithabu (WMH)
- Danevirke Museum (DAMU)
- City Museum Schleswig
- ALSH, Site Management Office
- Hedeby and Danevirke Association
- Coordinator for World Heritage education (still to be established)

The »Communication and Education« working group defines consistent guidelines for World Heritage education as well as formats and services for its work. The permanent coordinator position for World Heritage education still to be established coordinates the collaboration within the working group, acquires and manages external funds and develops and implements specific education projects. It trains disseminators, such as moderators of the museums and independent tour guides, in close collaboration with the museums and the association. It evaluates the education and communication work at the World Heritage Site to constantly keep the services offered up to date with the current state of research and optimise them for the target groups. For the thematic area of World Heritage/OUV/UNESCO, it organises seminars in consultation with the Site Management Office at the ALSH.

The »Communication and Education« working group can invite further associated members and guests as needed, in particular regional museums and associations from the neighbouring municipalities of the World Heritage Site (especially the Hollinghuus) as well as sponsors, such as the »Active Region« Schlei-Ostsee or the District of Schleswig-Flensburg and its cultural foundation.

▼ PHOTOGRAPH OF THE ARCHAEOLOGICAL PARK AROUND THE DANEVIRKE MUSEUM AT NIGHT, SHOWING THE »VIKING ARMY CAMP« AS A VISITOR ATTRACTION

3.4.3 TASKS AND RESPONSIBILITIES

The thematic area of **communication** comprises all services that establish a relationship between visitors and the location or object, in this case, the monument. These include **local, personnel and media services.**

The subarea of **education** comprises predominantly knowledge transfer formats and services for independently assimilating and actively dealing with the World Heritage theme. These fall mainly into the **personnel and media category** and are addressed in more detail in the education concept.

The museums continue to be solely responsible for their communication services, but consult with each other to coordinate the contents of the World Heritage theme. On-site communication in the field of visitor management and signage is taken care of by the Site Management Office at the ALSH.

The education and communication concept for the World Heritage Site Hedeby and the Danevirke should follow an integrated approach and give all stakeholders the opportunity to develop and implement all types of formats. World Heritage education and communication should represent a special interface. In the event of overlaps, the stakeholders proactively seek exchange with the corresponding working groups (Marketing, Site Management, Protection, Research and Regional and Tourism Development).

TASK AREA	TASK	RESPONSIBILITY
Communication	museum	Museums
	on site	ALSH, museums and moderators/ tour guides/World Heritage scouts
	digital	All communication stakeholders via their own and joint websites as well as other digital formats and platforms
	External special events (collaborations, World Heritage day, open monument day, etc.)	Coordination within the working group, subject to availability
Education	formal (schools, universities, etc.)	ALSH and coordinator for World Heritage education
	non-formal (adult education centres, youth work, etc.)	ALSH and coordinator for World Heritage education
	Participation projects and community involvement	Hedeby and Danevirke Association, ALSH and coordinator for World Heritage education

3.4.4
COMMUNICATION STAKEHOLDERS AND THEIR PRIORITY THEMES

INSTITUTION	THEMES AND FORMATS	KEY WORLD HERITAGE THEMES
Viking Museum Haithabu	• History and development of Hedeby • Urbanisation • Research history/Reception of Vikings • Development of crafts and trades • Life in Hedeby • Hedeby as a centre of power • Christianisation • Trading centre and long-distance trade • Port of Hedeby • Ships and seafaring • Experimental archaeology in the Viking houses of Hedeby	Vikings Trade Archaeology Location OUV UNESCO/World Heritage Convention
Danevirke Museum	• Archaeology and construction history of the Danevirke from prehistoric times to the present day • History of the Danish-East Frankish and later Danish-German relationship in the Middle Ages • The Danevirke as the European religious boundary in the Early Middle Ages • The Danevirke as the centre of regional conflicts, alliances and cultural exchange between Danes, Saxons and Slavs in the north • The Danevirke as a national myth since the High Middle Ages, nationalism in the 19th–20th century • The Danevirke during the First and Second Schleswig War 1848–1851 and 1864 • The Danevirke during World War II • German-Danish coexistence, common cultural heritage • Monument protection • Exhibition on the history of the Danish minority, minority policy • The most important construction stages of the Main Rampart, such as the Gateway to the North, the Thyraburg, the Fieldstone Wall, Valdemar's Wall and Bastion 14 of 1864 m are presented in the Archaeological Park	Border Archaeology Trade Location Vikings OUV UNESCO/World Heritage Convention

City Museum Schleswig	• Overview of Hedeby and the Danevirke • The development of Schleswig after 1066 on the north banks of the Schlei – Schleswig took over the most important functions of Hedeby: royal residence, bishop's seat and long-distance sea trade • History of Schleswig • North Rampart	Archaeology Location Trade/Seafaring OUV UNESCO/World Heritage Convention
Site Management Office, ALSH	• Basic information on the communication of the World Heritage Site and the World Heritage • All sections and locations of Hedeby and the Danevirke • Archaeology and monument protection • Archaeological excavations	OUV UNESCO/World Heritage Convention Archaeology Location
Hollinghuus	• »North Sea Port of Hedeby« • Development of and excavations at the port in Hollingstedt	Location Trade/Seafaring Archaeology

▼ THE VIKING HOUSES IN HEDEBY WITH LIVING HISTORY ACTORS

3.5 MARKETING

▲ MOTIVE OF THE WORLD HERITAGE CAMPAIGN IN GERMAN

The inscription as a UNESCO World Heritage Site has opened up new potential for the promotion, marketing and tourism development of Hedeby and the Danevirke. The key objective of the marketing efforts is to raise awareness of the inscription of Hedeby and the Danevirke as a World Heritage Site to increase the number of visitors in the region. This is reflected in the local development of the number of visitors and overnight stays. Collaboration with and support by partners from regional businesses also play an important role in this respect.

A common approach of all museums and institutions involved strengthens the profile of the monuments. A well-coordinated marketing strategy (website, information material, flyers, etc.) contributes to raising the profile. The aim is to establish Hedeby and the Danevirke as a cultural brand with the themes of Vikings (especially for tourism within Germany), World Heritage, German-Danish history, border, trade and archaeology.

▲ MOTIVE OF THE WORLD HERITAGE CAMPAIGN IN DANISH

3.5.1 BASIC PRINCIPLES

- Promoting culture and nature tourism that sustainably strengthens the region and the monuments in line with the World Heritage status
- Using multiple communication channels with a focus on social media
- Ensuring historical and archaeological correctness ▸ *3.2.1 and 3.4.1*
- Addressing a broad target group
- Implementing different ways of addressing target groups in Germany and Denmark
- Communicating straightforward messages
- Using an easy-to-understand language
- Developing and offering family-friendly services
- Strengthening the cultural brand by providing authentic services and products
- Using the logo developed as part of the marketing campaign
- Developing specific marketing products for the cultural brand based on the style guide
- Using the new digital opportunities

3.5.2 NETWORKING AND COORDINATION

Since the inscription as a World Heritage Site in 2018, a working group comprising members from Ostseefjord Schlei GmbH (OfS, responsible for project implementation), the Schleswig-Holstein State Museums Foundation, the Danevirke Museum (DAMU) and the State Archaeological Department of Schleswig-Holstein (ALSH) has been networking and coordinating marketing and communication activities, which are jointly adapted and implemented.

The group had a marketing campaign developed, which was initially implemented as part of an »Active Region« project between 2018 and 2020. In the course of the campaign, a style guide and a marketing logo were developed to strengthen the cultural brand and give it a profile.

The marketing campaign will be continued and the »Marketing« working group is planned to be incorporated into the Hedeby and Danevirke Association. This also applies to financing, which is planned to be coordinated by the association. New stakeholders will be involved, such as the District of Schleswig-Flensburg (Site Project Management) and City Marketing Schleswig. The »Marketing« working group collaborates closely with the »Regional and Tourism Development« and the »Communication and Education« working groups.

3.5.3 TASK AREAS

TASK AREA	TASKS
Strategic marketing	Coordination at conceptual level and establishment of guidelines for collaboration/marketing activities
	Integration of the World Heritage theme into the tourism marketing of the World Heritage region
Raising awareness of/ Marketing the World Heritage region	Implementation of public relations and advertising within (internal marketing) and outside the region
	Use of the corporate design and promotion of brand development
	Development, implementation and monitoring a high-quality cultural brand
Market research	Establishment of demand and target group requirements and take them into account in the development of services
Development of tourism products and networking (interface to the field of activity of regional and tourism development)	Development and provision of common products for the region
	Communication with regional stakeholders (businesses, associations, etc.)
Tourist information	Provision of initial information and offering of low-threshold products to tourists/visitors/interested persons

3.5.4 EXAMPLES OF FUTURE MARKETING ACTIVITIES

- Leaflet containing general information on the World Heritage Site Hedeby and the Danevirke
- Hiking and cycling map covering the entire World Heritage Site
- Editorial management and maintenance of the revised website www.haithabu-danewerk.de and the social media channels
- Ad placement
- Measures to improve visibility in the region (e.g. flags, banners, etc.)
- Ongoing coordination of the »Marketing« working group
- Use of new digital formats (e.g. AR, VR)

Further marketing activities for the World Heritage Site will be covered by the partner organisations. The ALSH will publish the picture hunt (in three languages), the museums will communicate the inscription as a World Heritage Site via their social media channels and websites and OfS will place a special emphasis on the Viking theme and the inscription as a World Heritage Site in its regional marketing activities due to the unique selling proposition.

▲ CEREMONIAL UNVEILING OF THE UNESCO WORLD HERITAGE PLAQUE AT THE NORTHERN GATE OF HEDEBY

3.6 REGIONAL AND TOURISM DEVELOPMENT

Sustainable regional development (▸ *see 1.3 Overall concept*) is fundamental to the work at the World Heritage Site Hedeby and the Danevirke and its setting. This approach helps accomplish the aim and purpose of the World Heritage Convention to protect, preserve and communicate the World Heritage Site, while also contributing to securing and improving the living conditions of present and future generations. That way, the social, cultural, ecological and economic interests and needs in the local and regional context of the World Heritage Site are reconciled with each other, securing and improving the living conditions of present and future generations. This field of activity focuses not only on the World Heritage Site Hedeby and the Danevirke per se, but also on the region surrounding and enlivening the World Heritage Site (▸ *see 2.11 World Heritage region Hedeby and the Danevirke*). Cultural heritage and regional identity contribute to improving the quality of life. This potential should be increased by the regional stakeholders and the population – without putting the OUV (▸ *see 2.1*) at risk. Only by actively involving local interests and existing structures at eye level can an agreement on future developments be reached.

3.6.1 2030 DEVELOPMENT STRATEGY – WORLD HERITAGE REGION HEDEBY AND THE DANEVIRKE

The Hedeby and Danevirke Association and its members are developing the »2030 Development Strategy – World Heritage region Hedeby and the Danevirke« with the involvement of the various regional stakeholders to expedite the above-described development process. The fundamental contents of the strategy were developed jointly as part of a regional conference in February 2020 attended by about 50 representatives from various areas of society.

▲ STAKEHOLDERS INVOLVED IN THE REGIONAL CONFERENCE »2030 DEVELOPMENT STRATEGY – WORLD HERITAGE REGION HEDEBY AND THE DANEVIRKE«

The 2030 Regional Development Strategy incl. key measures is adopted by the association's members and is scheduled for the first half of 2021. The success of the 2030 Development Strategy depends on the implementation dynamics, which is determined and accounted for by the individual members of the association and other regional stakeholder groups, as well as the availability of financial resources and funds. According to the motto »development requires taking action«, the local assumption of responsibility and the necessary will to take action will be crucial to the region's further development.

The implementation status of the 2030 Development Strategy will be presented and discussed on a non-routine basis as part of annual regional conferences. The strategy is consistent with this Management Plan in terms of content, adding a region-wide development perspective to it. The objectives and measures are found mainly in the field of activity of regional and tourism development of the Management Plan. In addition, the contents are also closely linked with those in the fields of activity of management, marketing as well as communication and education.

3.6.2 NETWORKING AND COORDINATION

The 2030 Development Strategy is initiated and implemented by the Hedeby and Danevirke Association. The association's organs continuously supervise the implementation, in particular with a view to reconciliation of interests, and make corresponding decisions. A steering group (still to be designated) assesses the implementation status and suggests adaptations at regular intervals.

The regional stakeholders evaluate and, if necessary, adapt the strategy as part of annual regional conferences. In this context, the management of the Hedeby and Danevirke Association takes care of the coordination and also supports the association's members in (municipal) committee work. The individual development measures are implemented predominantly by the stakeholders of the region (e.g. regional authorities, regional businesses, museums, etc.), which report to the association. In accordance with the statutes, the association may take over the responsibility for implementation, especially when it comes to supraregional projects.

In addition, what are called networking meetings entitled »Municipalities in dialogue« are held two to three times a year in the World Heritage region Hedeby and the Danevirke. One municipal authority each and the Hedeby and Danevirke Association invite the mayors and representatives of the neighbouring municipalities. This format is aimed at promoting exchange on challenges and solution approaches at municipal level and making local developments transparent.

Working groups are established for specific projects and measures and receive conceptual support from the Site Project Management. As a rule, the Site Management Office must be involved in all matters that have an impact on the OUV and, consequently, on the protection, preservation and communication of Hedeby and the Danevirke. Moreover, the institutions responsible for project implementation involve the stakeholders concerned in planning and implementation, promoting interdisciplinary collaboration within the region-wide network.

This adaptation of participation and management structures compared to the partial field of activity of tourism in the 2014 Management Plan is necessary because the present field of activity of regional and tourism development is based on a more comprehensive vision with a more extensive scope of action.

3.6.3 EXPECTATIONS, PRINCIPLES AND VISION

The regional stakeholders have the following **expectations** for the future development of the World Heritage region Hedeby and the Danevirke:

- Proactively improving the infrastructure
- Relying on high quality
- Making courageous and prompt decisions
- Increasing awareness
- Focusing on soft development
- Enhancing regional participation
- Placing a focus on identification
- Raising funds for the region
- Understanding the World Heritage Site as one of the region's attractions
- Working on a networked, interdisciplinary and cross-institutional basis

Against this background, the regional stakeholders have established the following **vision:**

We want

- to make courageous and ambitious decisions
- to give our guests a warm and open welcome
- align our actions with the principles of sustainability and the objectives of the Management Plan of Hedeby and the Danevirke
- create high-quality and modern locations and places
- act jointly in a forward-looking manner

The »2030 Development Strategy – World Heritage region Hedeby and the Danevirke« describes the vision, strategic objectives, sub-objectives, key measures and indicators in their entirety. In September 2020, the members of the Hedeby and Danevirke Association answered the question »Where do we want to go?« as follows:

»In 2030, we jointly represent the World Heritage region Hedeby and the Danevirke in the north of Schleswig-Holstein. We have a common and lively identity. We create links across borders, interests and centuries and are proud of our community spirit. We are the Viking destination in Germany. We offer our guests an authentic, sustainable and modern tourist experience, for which we are known and sought after throughout Germany and in the Scandinavian countries. We cherish and look after our cultural heritage, our German-Danish coexistence and the historical cultural and natural landscape surrounding us. This is the centrepiece of our living and economic environment. It serves as an anchor and the driving force to create lasting value and improve our quality of life in the World Heritage region Hedeby and the Danevirke.«

3.6.4 STRATEGIC OBJECTIVES AND SUB-OBJECTIVES

In the future, four **strategic objectives** will be pursued for sustainable regional development. The strategic objectives describe what it takes to achieve the shared vision in the long term:

1. Achieving sustainable and high-quality infrastructure, open space, local and urban development in the neighbouring municipalities of the World Heritage Site.
2. Further developing sustainable, high-quality and monument-compatible culture and nature tourism as a model for tourism within the State of Schleswig-Holstein.
3. Developing the World Heritage region in line with the World Heritage status as a cultural, educational, experience and local recreation landscape in a participatory approach with regional stakeholders and the population.
4. Strengthening the regional economy and promoting innovation along the value chains under a common umbrella brand in the World Heritage region Hedeby and the Danevirke.

3.6.5 TASKS AND RESPONSIBILITIES

At sub-objective level, the key development themes in the World Heritage region are specified in even more detail.

THEMATIC AREAS AT SUB-OBJECTIVE LEVEL	MAIN RESPONSIBILITY
Significantly improving the (public) amenity value	Municipal authorities
Creating places of experience and learning as well as close-to-nature excursion destinations	Municipal authorities
Improving availability (digital accessibility and mobility)	Municipal authorities
Enhancing intermunicipal coordination as well as stakeholder and citizen participation	Hedeby and Danevirke Association
Acquiring funds, donations and sponsorships	All institutions responsible for project implementation
Improving collaboration between regional and supraregional communication stakeholders, educational institutions and schools	Members of the »Communication and Education« working group
Integrating strategic partners into the Hedeby and Danevirke Association	Hedeby and Danevirke Association
Developing and implementing a digital information and communication platform	Hedeby and Danevirke Association, members of the »Marketing« and »Communication and Education« working groups
Creating varied, high-quality accommodation facilities	Regional economic stakeholders
Increasing the number of museum visitors in the off-season	Viking Museum Haithabu, Danevirke Museum, City Museum Schleswig
Developing and offering World Heritage tourism products	Tourism service providers, Local Tourism Organisations
Developing and offering regional (commercial and non-commercial) services/products under an umbrella brand	Regional economic stakeholders, organisations, societies and associations

3.6.6 KEY STAKEHOLDERS

Collective municipalities and districts, municipalities and cities are, as municipal authorities, key stakeholders of the 2030 Development Strategy. They often implement and sponsor cultural projects. Moreover, municipalities and cities determine within the statutory limits how areas are used, designed and developed. The collective municipalities support the municipalities in the fulfilment of their tasks. The municipal stakeholders and the residents must also be involved in all local planning along the archaeological monument Hedeby and the Danevirke. A high level of identification on the part of the population with the historical cultural and natural landscape surrounding them provides an essential contribution to the sustainable development of the World Heritage region. Special consideration must also be given to the needs of the Danish minority.

In the above context, the districts often provide support by contributing their professional expertise. The Site Project Management of Hedeby and the Danevirke and, due to personnel overlaps, also the association's management are incorporated in the Department of Regional Development of the District of Schleswig-Flensburg. In addition, responsibilities in the fields of sustainability, mobility and regional planning are consolidated in the same department.

▼ THE STAIRS IN BUSDORF VALLEY ARE CONSTRUCTED BASED ON THE DESIGN MANUAL FOR OPEN SPACE PLANNING IN THE SETTING OF THE MONUMENT

Other key stakeholders are the »Local Tourism Organisations« (LTOs). The tourism development strategies are developed and implemented under their roof. This is also where the tourist infrastructure management is found. At the end of 2020, the LTO »Ostseefjord Schlei« published the updated version of its tourism concept, in which Hedeby and the Danevirke play a central role in the featured theme of »Vikings«. The Ostseefjord Schlei has been listed as a »sustainable travel destination« since 2018 and consistently pursues sustainable tourism development. The LTO »Grünes Binnenland« acts on the basis of the 2016 tourism concept, which will be updated in 2022 and address the UNESCO World Heritage Site Hedeby and the Danevirke in more detail.

The »Active Regions«, in particular Schlei-Ostsee and Eider-Treene-Sorge, are »think tanks of the rural areas« and of great significance as initiators, sponsors and parts of an established regional network. During the last two decades, they have supported a great number of projects aimed at valorising the World Heritage Site.

Finally, regional businesses and tourism service providers play a significant role in the context of the 2030 Development Strategy. The World Heritage Site Hedeby and the Danevirke represents a tourist highlight in the region. The expectations of visitors and local residents for additional attractions and the regional infrastructure are rising. Therefore, the development of high-quality tourism products in the context of accommodation, food businesses and places of experience should be promoted in line with the valorisation of the World Heritage Site. This also applies to networking with other segments, such as retailers, mobility providers, service providers, crafts and trades. The goal is to establish an active regional economy that identifies with the World Heritage Site Hedeby and the Danevirke, features the quality label »World Heritage Site Hedeby and the Danevirke« and stimulates the regional value chain. That way, it contributes to both strengthening the regional economic area and preserving and protecting the World Heritage Site itself. The latter can be supported by means of partnerships, funding and communication measures, for example.

3.6.7 WORLD HERITAGE PARTNERSHIPS

The »World Heritage Partnerships« programme is designed as a certification acting externally as a quality guarantee for visitors and internally as a contribution to the identification of various providers and partners with the UNESCO World Heritage. It shows visitors that they can expect a high level of service and product quality. The World Heritage partner is in a position to publish information on the World Heritage Site that has been verified by the marketing partners to meet the high expectations of the visitors to the World Heritage Site. It should be ensured that the providers respect and support the goals of UNESCO and monument preservation and are able to deal with the monument in a qualified manner beyond stereotypes.

▼ SEMICIRCULAR RAMPART OF HEDEBY

4 Action Plan

The action plan will be evaluated and updated after 5 years. It lists suggested measures that make the objectives measurable. Some objectives and measures are far in the future or are mere ideas, which is why detailed operationalisation is not useful in all cases.

SITE MANAGEMENT				
TASK AREA	**OBJECTIVE**		**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Cooperation	1	Regular, collaborative and structured cooperation between Site Management Office and Site Project Management has been implemented	1.1 At least 1 meeting for annual planning	annually on an ongoing basis
			1.2 Introduction of regular meetings	monthly on an ongoing basis
Participation and communication	2	Two-thirds of the strategic institutions from the various areas of society in the World Heritage region Hedeby and the Danevirke have been integrated as members in the Hedeby and Danevirke Association in accordance with the Statutes	2.1 Recruitment of new strategic institutions to join the association	bis 2025
			2.2 Proactive involvement of non-members as part of events (e.g. network meeting, regional conference, mayors' meeting, …)	on an ongoing basis, as required
	3	Intermunicipal coordination as well as stakeholder and citizen participation with respect to the World Heritage region have been enhanced	3.1 Implementation of networking meetings in the World Heritage region (2x a year) – Municipalities in dialogue	annually on an ongoing basis
			3.2 Information and possible involvement of the local municipalities in all projects and measures related to the region	annually on an ongoing basis (as required)
	4	Existing and new participation and communication structures have been established and perpetuated within the association	4.1 Establishment of an annual communication plan by the association	2021, annually on an ongoing basis
			4.2 Regular working group meetings (at least 1x a year) based on the fields of activity of this Management Plan and reporting on important developments in the association's organs	annually on an ongoing basis

SITE MANAGEMENT					
TASK AREA	**OBJECTIVE**		**SUGGESTED MEASURE/ OPERATIONALISATION**		**SCHEDULED IMPLEMENTATION**
	5	All interested persons can independently find out about ongoing projects and activities related to the World Heritage Site and the World Heritage region	5.1	Provision of information on ongoing projects and activities on the website	by 2021, on an ongoing basis
			5.2	Redesign and updating of the association's website and landing page	by 2021
Documentation	6	Project results are filed centrally	6.1	Provision of the results by the institutions responsible for project implementation and central filing by the Site Management Office and the Site Project Management	by 2021, on an ongoing basis
Sustainability	7	UN Sustainable Development Goals are taken into account in the individual fields of activity and contributions to achieving them are followed up	7.1	Preparation of guidelines and distribution by working groups	by 2022
Resources	8	Sufficient resources for site management as the association's task are provided on an ongoing basis	8.1	Partial funding by the association's members	on an ongoing basis
	9	Sufficient resources are provided for the financing and implementation of measures defined in the Management Plan and for the operation of the Site Management Office	9.1	Perpetuation of budget and project titles for the site at the ALSH	by 2025
			9.2	Decommitment of the annual budget commitment at the ALSH for financing long-term projects	by 2025
			9.3	Establishment of permanent position(s) to support the tasks of the Site Management Office at the ALSH	by 2025

PROTECTION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Monument protection	10 Regular, collaborative and structured communication concerning monument protection has been implemented	10.1 At least 1 working group meeting per year, possibly including a tour (see measure 21.3)	annually on an ongoing basis
		10.2 Implementation of at least 6 information events in the municipalities	by 2025
	11 The conditions for preserving the monument substance have been improved	11.1 Implementation of the new visitor management concept in the Arch. Park of the municipality of Dannewerk	by 2025
		11.2 Modernisation of paths on the Semicircular Rampart and a section of the Connection Rampart	by 2030
		11.3 Maintenance and mapping of damage to Valdemar's Wall	annually on an ongoing basis
		11.4 Extension of maintenance measures to prevent succession to other areas (number of areas or size in ha)	several times a year on an ongoing basis
	12 The use of currently extensively used monument areas has been improved	12.1 Extensification and/or securing of monument areas (number of acquired areas or size in ha)	by 2030
		12.2 Relocation of agricultural roads, in particular the road along Margret's Rampart, in the course of land consolidation	by 2030
	13 The formal legal protection status of the World Heritage areas has been extended; monument owners have been informed	13.1 Full registration of Hedeby and the Danevirke in the heritage list	by 2025

PROTECTION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
	14 The state of preservation, maintenance, measures and other impacts on the monuments are documented	14.1 Development of a monitoring concept	by 2021
		14.2 Development of a ranger monitoring concept	by 2021
		14.3 Development of a maintenance monitoring concept	by 2022
		14.4 Development of a planning monitoring concept	by 2023
		14.5 Development of a monitoring concept for Valdemar's Wall	by 2021
		14.6 Development of a visitor monitoring concept for the sea barrier	by 2025
		14.7 Development of a visitor monitoring concept	by 2025
		14.8 Implementation of comprehensive monitoring and preparation of an annual report	annually on an ongoing basis
		14.9 Establishment of a Web-GIS-Danevirke	by 2022
		14.10 Maintenance and further development of the Web-GIS-Danevirke	annually on an ongoing basis
		14.11 Conducting Heritage Impact Assessments (HIAs) for larger projects	as required
		14.12 Definition of criteria for conducting HIAs	by 2021

PROTECTION					
TASK AREA	**OBJECTIVE**		**SUGGESTED MEASURE/ OPERATIONALISATION**		**SCHEDULED IMPLEMENTATION**
Nature conservation and landscape-scale conservation	15	A naturally vegetated green area (about 50 m on both sides of the core zone) has been established	15.1	Extensification of areas at the monument's edges (area size in ha)	by 2030
	16	The special goals for the Hedeby and the Danevirke nature conservation area and the habitat connectivity goals for the setting have implemented	16.1	Assessment by LNA and LLUR	annually on an ongoing basis
	17	Valuable natural areas have been (partly) renatured	17.1	Renaturation of selected areas at the monument, in particular Lake Dannewerk	by 2030
Maintenance management	18	The various funds and grants for landscape-scale conservation at the monument have been pooled	18.1	Institutionalisation of maintenance funds from the environmental area	by 2025
			18.2	Institutionalisation of maintenance funds of the ALSH	by 2025
	19	The currently established core maintenance zone supervised by the association has been expanded	19.1	Addition of areas under maintenance (parcels/size in ha)	by 2025
	20	Additional grants, external funds and/or donations have been acquired to extend the maintenance measures	20.1	Applications for grants (amount of additional funds for maintenance)	by 2025
	21	The organisation of maintenance measures has been optimised	21.1	Updating of the maintenance plan	by 2021
			21.2	Evaluation of the maintenance plan	by 2025
			21.3	Resumption of annual (at least 1× a year) tours by the association, nature conservation and monument protection in the Hedeby and the Danevirke nature conservation area	annually on an ongoing basis

PROTECTION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		21.4 Hiring/Engaging a nature and landscape conservationist to supervise and implement the maintenance measures of the Hedeby and Danevirke Association	by 2025
	22 Data on the planning and implementation of maintenance measures can be used across authorities via a Web-GIS	22.1 Establishment and maintenance of the Web-GIS-Danevirke	by 2022, on an ongoing basis
	23 New collaborations have been established with regional farmers to ensure sustainable maintenance and use on and at the monument	23.1 Consultation with farmers	by 2025
		23.2 Signing of agreements	by 2025

RESEARCH			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
	24 A consortium has been established to coordinate research into the archaeological sites of Hedeby, Schleswig and the Danevirke as well as their visibility and perception in the scientific community and the broad public	24.1 Establishment of a centre of competence based on an agreement between ALSH, MfA und ZBSA with a directorate consisting of the parties to the agreement	by 2023
		24.2 Development of research strategies	by 2025
		24.3 Development of a joint geographic information system (Web-GIS)	by 2025
		24.4 Publication of the existing publication medium »Excavations in Hedeby« under the label »Research Consortium Hedeby/Schleswig, Danevirke/Danevirke and Beyond«	by 2025
		24.5 Organisation of joint scientific conferences	by 2025
		24.6 Coordinated acquisition of external funds for research and publication projects	by 2025
		24.7 Development and maintenance of an individual website	by 2025
		24.8 Involvement in the implementation of special exhibitions in the Archaeological Museum Schloss Gottorf	by 2025

COMMUNICATION AND EDUCATION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Resources and communication	25 The overall communication and education work related to the World Heritage Site has been institutionalised; it is coordinated by the »Communication and Education« working group; regular, collaborative and structured coordination between the members of the working group has been implemented	25.1 Establishment of a coordinator position for World Heritage education	bis 2025
		25.2 At least 2 working group meetings per year	annually on an ongoing basis
		25.3 Financing of education projects using external funds and communication stakeholders (amount of acquired funds)	by 2025
Resources and museum communication	26 The Danevirke Museum has been extensively renovated and blends into the immediate setting of the World Heritage Site; the museum and the park form a unified whole, inviting visitors to stay and discover the World Heritage Site	26.1 Creation of a state-of-the-art museum with more exhibition space	by 2025
		26.2 Comprehensive redesign of the exhibition on the archaeology, history and significance of the Danevirke, taking the UNESCO World Heritage into account	by 2025
		26.3 Perpetuation and further development of the museum's education programme for schools and other groups	by 2025
		26.4 Provision of meeting facilities to serve as the framework for regional and professional dialogue on the World Heritage (community involvement)	by 2025
		26.5 Construction of 1864 huts at Bastion 14 as a place of communication for the museum in the Archaeological Park	by 2025
		26.6 Networking with municipalities and places of communication in the western part of the Danevirke	by 2025
		26.7 More extensive networking with the Viking Museum Haithabu	by 2025

COMMUNICATION AND EDUCATION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Evaluation	27 The communication and education services (quality management) are regularly evaluated in collaboration with the »Marketing« and »Tourism« working groups	27.1 Compilation and consolidation of visitor statistics of the museums and the monuments	by 2022, annually on an ongoing basis
		27.2 Preparation and use of feedback forms for events and outreach projects	by 2022
		27.3 Conducting at least 1 systematic visitor survey in collaboration with tourism stakeholders and museums	by 2025
		27.4 Conducting at least 1 systematic visitor count	by 2025
Communication of the UNESCO World Heritage, formal education	28 Target group-oriented programmes for school classes of all age groups and outreach projects with schools have been implemented	28.1 Implementation and perpetuation of the World Heritage scouts pilot project	by 2022
		28.2 Expansion of the World Heritage scout programme to include Danish and additional German schools	by 2025
		28.3 Development of new formats and materials for school classes	by 2022
		28.4 Implementation of school projects related to the World Heritage	by 2025
Communication of the UNESCO World Heritage, on-site communication	29 The World Heritage Site is represented in a high-quality manner by well-trained disseminators and is thus accessible to a wide range of demographic groups	29.1 Regular training and further training of disseminators of the museums and other parties engaged in World Heritage communication, e.g. in the form of seminars	annually on an ongoing basis
		29.2 Preparation of scripts and materials for guided tours by disseminators	by 2021
		29.3 Introduction of a certification in collaboration with other training programmes, such as ZNLF offered by the BNUR	by 2025

COMMUNICATION AND EDUCATION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Community involvement, non-formal education (in collaboration with the field of activity of regional and tourism development)	30 The World Heritage Site offers participatory and identity-building cultural programmes and projects for the region	30.1 Development and implementation of participatory events and programmes with and for the population, associations and initiatives (number of events/regional stakeholders)	by 2025
		30.2 Development of a citizen-oriented concept telling the story of »Vikings« and the World Heritage Site Hedeby and the Danevirke in the city of Schleswig to build a bridge between the state of research and the marketing of Schleswig as a Viking city	by 2021
Digital communication	31 Digital communication services strengthen the perceptibility of the World Heritage Site as a whole	31.1 Creation of innovative digital contents, such as VR, AR	by 2025
		31.2 Integration of communication and education services into the social media channels of the »Marketing« working group	annually on an ongoing basis
		31.3 Feasibility check, development and implementation of a cross-institutional app (avoiding individual solutions)	by 2025
Education/Special events/Collaborations	32 Education and education programmes addressing the Viking cult, the reception of Vikings and right-wing extremism are offered	32.1 Continuation of the »Odin with us« expert conference	by 2021
		32.2 Preparation of a handout for training World Heritage disseminators	by 2022
		32.3 Regular training sessions for World Heritage disseminators on problems arising in the course of the World Heritage seminars	annually on an ongoing basis

COMMUNICATION AND EDUCATION			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Museum communication, on-site communication	33 There is a consistent education and communication portfolio for the whole World Heritage Site	33.1 Networking of services offered between the museums, such as combined tickets or cross-museum events	by 2025
	34 The Viking Museum Haithabu has integrated the »UNESCO World Heritage« theme into its exhibition	34.1 Presentation of the idea of UNESCO World Heritage and the Outstanding Universal Value, in particular of Hedeby, in the museum's first exhibition hall and more in-depth examples in the other exhibition halls	by 2025
		34.2 Development of communication services based on the presentation	by 2025
		34.3 More extensive networking with the Danevirke Museum	by 2025
	35 New target group-oriented programmes for groups and families have been developed and are offered	35.1 Organisation of World Heritage rallies for groups or families to explore the region independently	by 2022
	36 The World Heritage Site provides more opportunities of social participation by offering inclusive services	36.1 Information material and publications using an easy-to-understand language	by 2022
		36.2 Collaborative development of easily accessible and inclusive services at the monument in collaboration with the relevant associations and stakeholders	by 2030
		36.3 Digital accessibility of the association's website to all user groups according to the applicable directives and regulations	by 2022

MARKETING				
TASK AREA	**OBJECTIVE**		**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Resources	37	The overall financing of World Heritage marketing is secured	37.1 Institutionalised provision of funds for a part-time position (or equivalent) to coordinate the measures and manage the social media channels	from 2023 annually on an ongoing basis
			37.2 Institutionalised provision of project and advertising costs	from 2023 annually on an ongoing basis
			37.3 Establishment of a cost allocation formula for the sustainable and ongoing financing of the World Heritage marketing by central members of the association	by 2023
Strategic marketing and collaboration within the working group	38	Joint guidelines for World Heritage marketing activities have been developed and coordinated	38.1 Organisation of at least one workshop (within the working group)	by 2021
			38.2 Adoption of the marketing strategy (letter of intent)	by 2021
	39	Regular, collaborative and structured communication and exchange within the »Marketing« working group has been implemented	39.1 At least 2 working group meetings per year (annual planning and evaluation)	annually on an ongoing basis
Raising awareness of/Marketing the World Heritage region	40	Digital and analogue measures aimed at improving the visibility of the World Heritage Site have been implemented	40.1 Continuation of the cross-stakeholder marketing campaign	by 2025
			40.2 Implementation of marketing activities for the World Heritage Site Hedeby and the Danevirke in the marketing channels of the LTOs and the museums	by 2025

MARKETING			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		40.3 Filling the association's website and landing page with marketing contents	by 2021, on an ongoing basis
		40.4 Implementation of joint marketing with the other World Heritage Sites in SH (e.g. implementation of a World Heritage route project)	by 2025
		40.5 Offering basic information on the World Heritage Site, incl. leaflet and hiking map	by 2021
		40.6 Improvement of visibility in the region, e.g. flags, banners	annually on an ongoing basis
		40.7 Ad placement in supraregional media	annually on an ongoing basis
		40.8 Development or republication of target-group oriented materials, such as the picture hunt for the World Heritage Site	by 2025
Tourist information	41 Visitors can see the most important tourist information on the World Heritage Site at a glance	41.1 Compilation of a World Heritage starter kit	by 2022
		41.2 Training the employees of the tourist information (World Heritage seminar)	annually on an ongoing basis

REGIONAL AND TOURISM DEVELOPMENT			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Amenity value	42 The public amenity value in the neighbouring municipalities of the World Heritage has been significantly improved	42.1 Revision of the »Danevirke« design manual for open space planning with respect to feasibility and demands	by 2021
		42.2 Obtaining letters of intent from the municipal bodies for application of the revised design manual	by 2022
		42.3 Creation of seating areas and additional outdoor facilities at key locations along the monument (which are consistently based on the design manual)	by 2025, on an ongoing basis
		42.4 Development of a design concept to integrate the Viking profile into the Schleswig city experience/Staging of public spaces while taking quality standards/guidelines for World Heritage marketing into account	by 2023
Places of experience and learning and close-to-nature excursion destinations	43 Clear rules for dealing with reconstructions have been established	43.1 Development of a basic concept for dealing with analogue and digital reconstructions (international framework, state of research, examples of implementation)	by 2021
	44 New nature- and monument-compatible places of experience and learning as well as excursion destinations along the archaeological monument have been created	44.1 Development and implementation of a project aimed at valorising the »North Sea Port«, the »Hollinghuus« and the western part of the Danevirke in the municipality of Hollingstedt	by 2025

REGIONAL AND TOURISM DEVELOPMENT			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		44.2 Development and implementation of a project aimed at valorising the excavation sites and the Crooked Rampart in the municipality of Ellingstedt, e. g. by creating a »Viking rest area«	by 2025
		44.3 Development and implementation of a project aimed at valorising a section of the North Rampart in the city of Schleswig, e. g. by creating a viewing platform	by 2025
		44.4 Development and implementation of a project aimed at valorising the »Stexwig« playground while improving the communication of the sea barrier	by 2025
		44.5 Successive implementation of valorisation measures in the municipality of Dannewerk based on the open space concept for the municipality of Dannewerk	by 2025
		44.6 Implementation of a monument-compatible visitor management infrastructure in the surroundings of Valdemar's Wall/the Danevirke	by 2023
		44.7 (Spatial) integration of the World Heritage Site, in particular the sea barrier, while designing the Füsing-Winning-may bathing site and a planned bird watching platform	by 2025

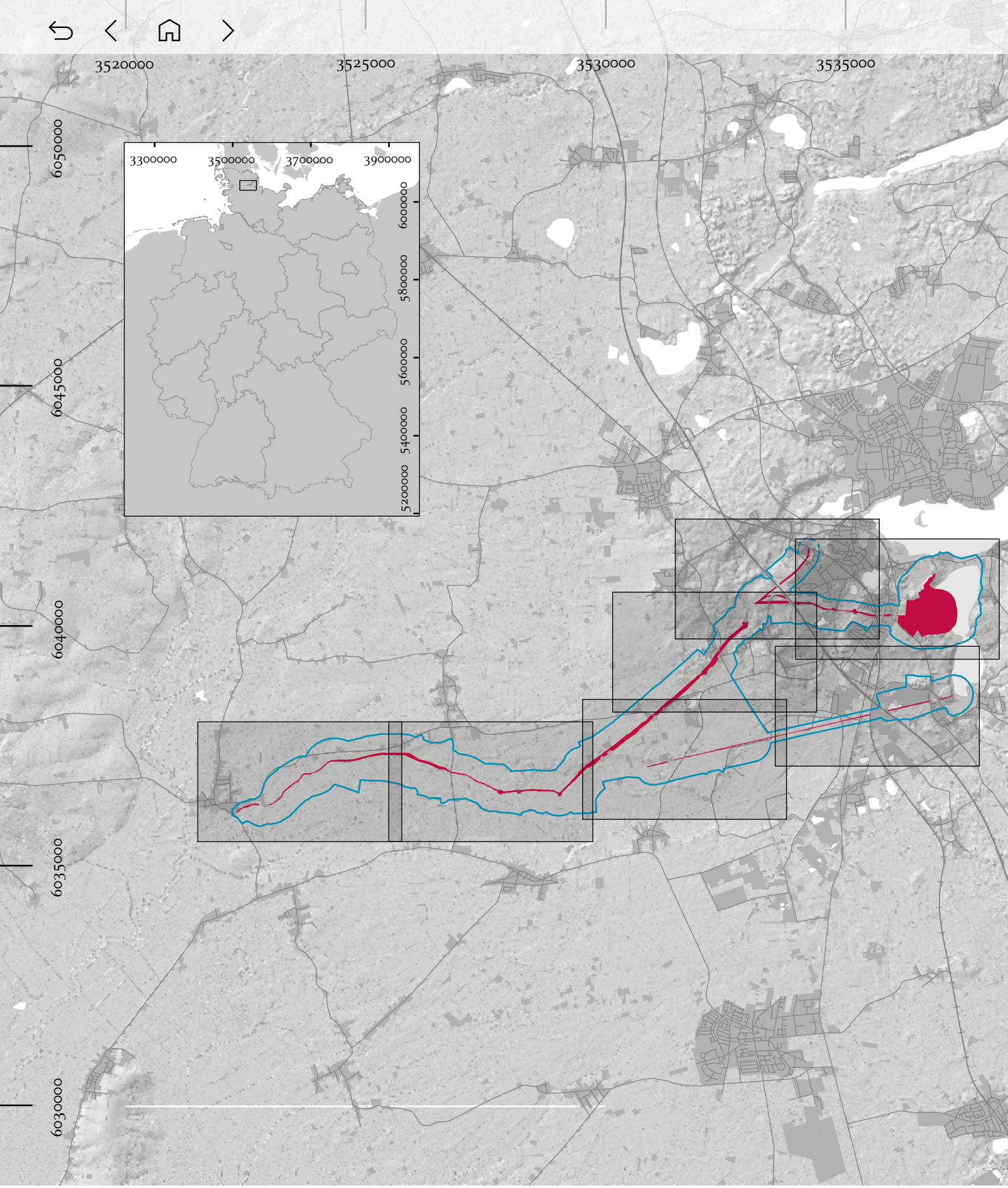
REGIONAL AND TOURISM DEVELOPMENT			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		44.8 Development and implementation of a valorisation measure in the municipality of Windeby (e.g. info centre in the old »Spray House«)	bis 2030
		44.9 Extension of World Heritage signage (signposts, information boards, etc.) or addition of digital formats, e.g. KuLaDig	annually on an ongoing basis
		44.10 Development and implementation of additional child-appropriate information boards	bis 2025
		44.11 Revision of existing principles and development of an overall spatial concept in the World Heritage region with the involvement of municipal, communication and tourism stakeholders as well as research (with a particular focus on visitor management, approachability, key locations and archaeological features)	bis 2025
		44.12 Further development and redesign of the area around the Skarthi Stone in the municipality of Busdorf	bis 2025
Approachability, accessibility, mobility	45 The approachability and accessibility of places of experience and learning as well as excursion destinations along the World Heritage region has been improved	45.1 Consideration and application of the guidelines for accessibility in tourism development in Schleswig-Holstein while redesigning places of experience and learning as well as close-to-nature excursion destinations	as required, on an ongoing basis

REGIONAL AND TOURISM DEVELOPMENT			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		45.2 Integration of existing (long-distance) cycling routes, hiking trails and culture trails while redesigning the World Heritage-themed routes for cyclists and hikers	as required, on an ongoing basis
		45.3 Ensuring ferry transport on the Schlei, in particular between the neighbouring locations »City Port« and »Haddeby/Hedeby«, by developing and implementing innovative (electrically/solar-powered) passenger transport models	by 2022
		45.4 Integration of Hedeby and the Danevirke into the regional public transport and mobility planning of the district and the municipalities (e. g. setting up a new regional public transport plan)	on an ongoing basis
		45.5 Creation of an improved hiking and cycling route connection along the Danevirke west and east of the A7 motorway by developing trails or a suitable visitor management infrastructure	by 2030
		45.6 Creation of a hiking route connection along the Danevirke in the course of land consolidation, in particular in the area west of the Archaeological Park up to Hollingstedt	by 2030
		45.7 Development and implementation of analogue and digital World Heritage-themed cycling and hiking routes along the entire monument area	by 2021

REGIONAL AND TOURISM DEVELOPMENT			
TASK AREA	**OBJECTIVE**	**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
		45.8 If necessary, meetings of the »Traffic and Parking Concept« working group in the municipality of Busdorf and implementation of coordinated measures	as required, on an ongoing basis
		45.9 Renewal of the stairs on the eastern side of the Haddebyer and Selker Noor (Karberg-Loopstedt-Selk) based on the design manual and development of culture tourism	by 2021
		45.10 Development of a design concept for bus stop shelters in World Heritage design and acquisition of the same	by 2021
		45.11 Creation or adaptation of parking spaces, including standard facilities for passenger cars, buses, disabled people, at both the hotspots in Busdorf and the municipality of Dannewerk and remote locations for appropriate visitor management	by 2025
		45.12 Integration of Hedeby and the Danevirke while developing mobility hubs and places of welcome for the purpose of visitor management and initial information	on an ongoing basis
		45.13 Improvement of the local public transport system between Schleswig Train Station, Schleswig Central Bus Station, the WMH and the Danevirke Museum (e. g. timing, facilities, hop-on/hop-off, shuttle)	by 2030

REGIONAL AND TOURISM DEVELOPMENT				
TASK AREA	**OBJECTIVE**		**SUGGESTED MEASURE/ OPERATIONALISATION**	**SCHEDULED IMPLEMENTATION**
Networking and World Heritage tourism products	46	New or improved World Heritage tourism products are offered for all kinds of visitors, whether seeking proximity to nature, activity, relaxation or sightseeing	46.1 Development and introduction of a combined ticket (local public transport and tourism products/museum programmes)	by 2030
			46.2 Further development and marketing of bookable guided World Heritage tours by foot or by bike (both for individual sections and along the entire World Heritage Site)	by 2021, then on an ongoing basis
			46.3 Development of quality standards for services and marketing concerning the featured theme of »Vikings« of the LTO (OfS) in line with the objectives of the Management Plan	by 2022
			46.4 Development of tourism products integrating other Viking World Heritage Sites	by 2025
Regional (commercial and non-commercial) services/products under an umbrella brand	47	Under the umbrella brand of the World Heritage region, new or improved regional commercial and non-commercial services/products are developed and marketed by local residents and businesses	47.1 Launch of the World Heritage partnership programme (criteria/certification/monitoring)	by 2021
			47.2 Development of regional Viking-themed products	on an ongoing basis
			47.3 Introduction of the »Wikingertaler« (»Viking Coin«) as a voucher system in Schleswig and the surrounding area	by 2021
Overnight accommodation	48	Varied, high-quality accommodation facilities with a thematic reference to the World Heritage Site have been created	48.1 Development and implementation of low-threshold accommodation facilities along the Danevirke, e.g. »Viking rest areas« with shelters, holiday apartments, small caravan sites	by 2025
			48.2 Promoting the settlement of accommodation providers in the city of Schleswig	by 2025

5 Detailed maps

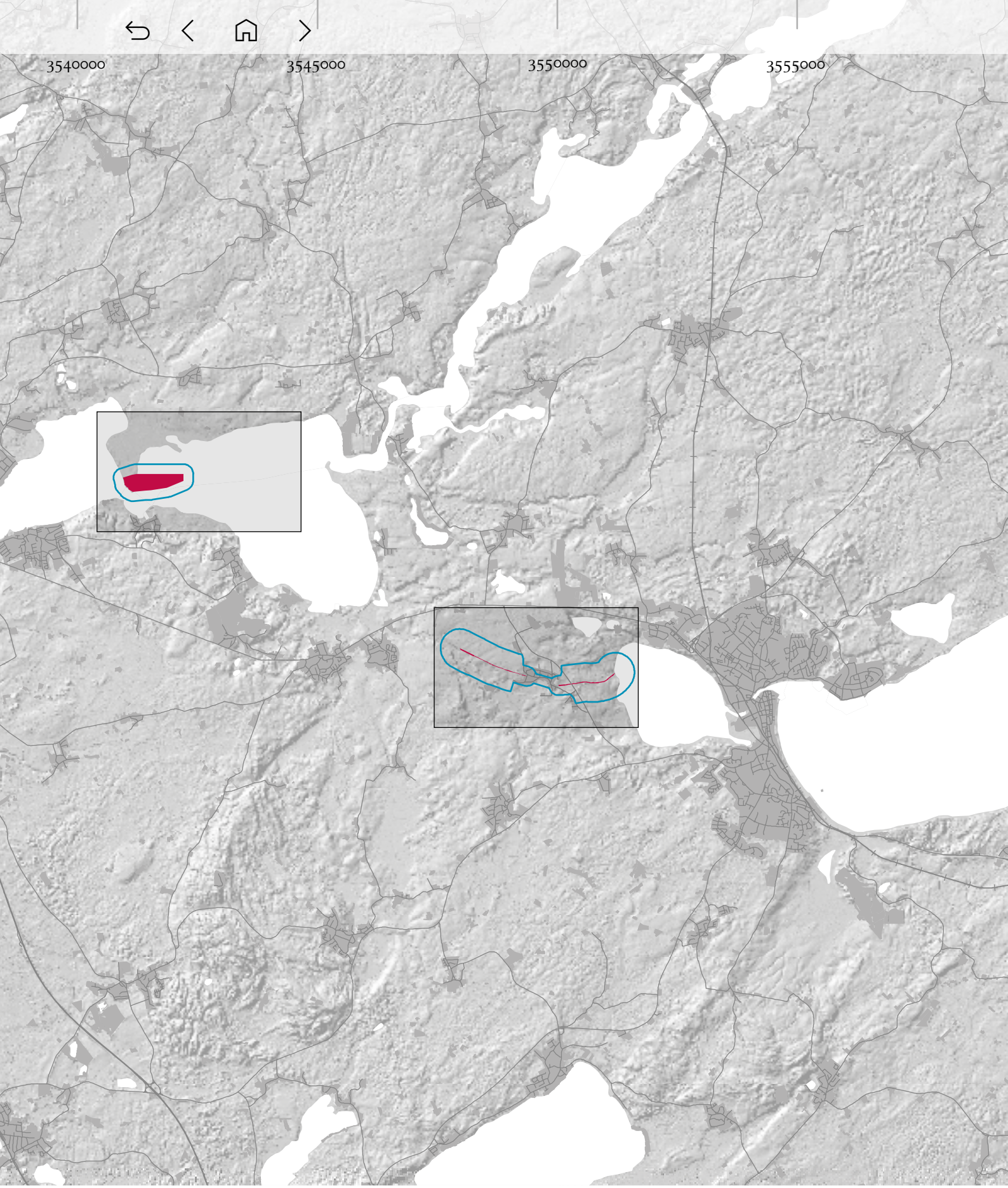


N

Core zone

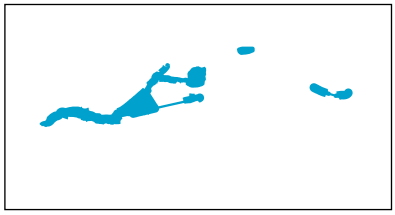
Buffer zone

Map section



1 centimetre = 1,000 metres

0 2000 metres



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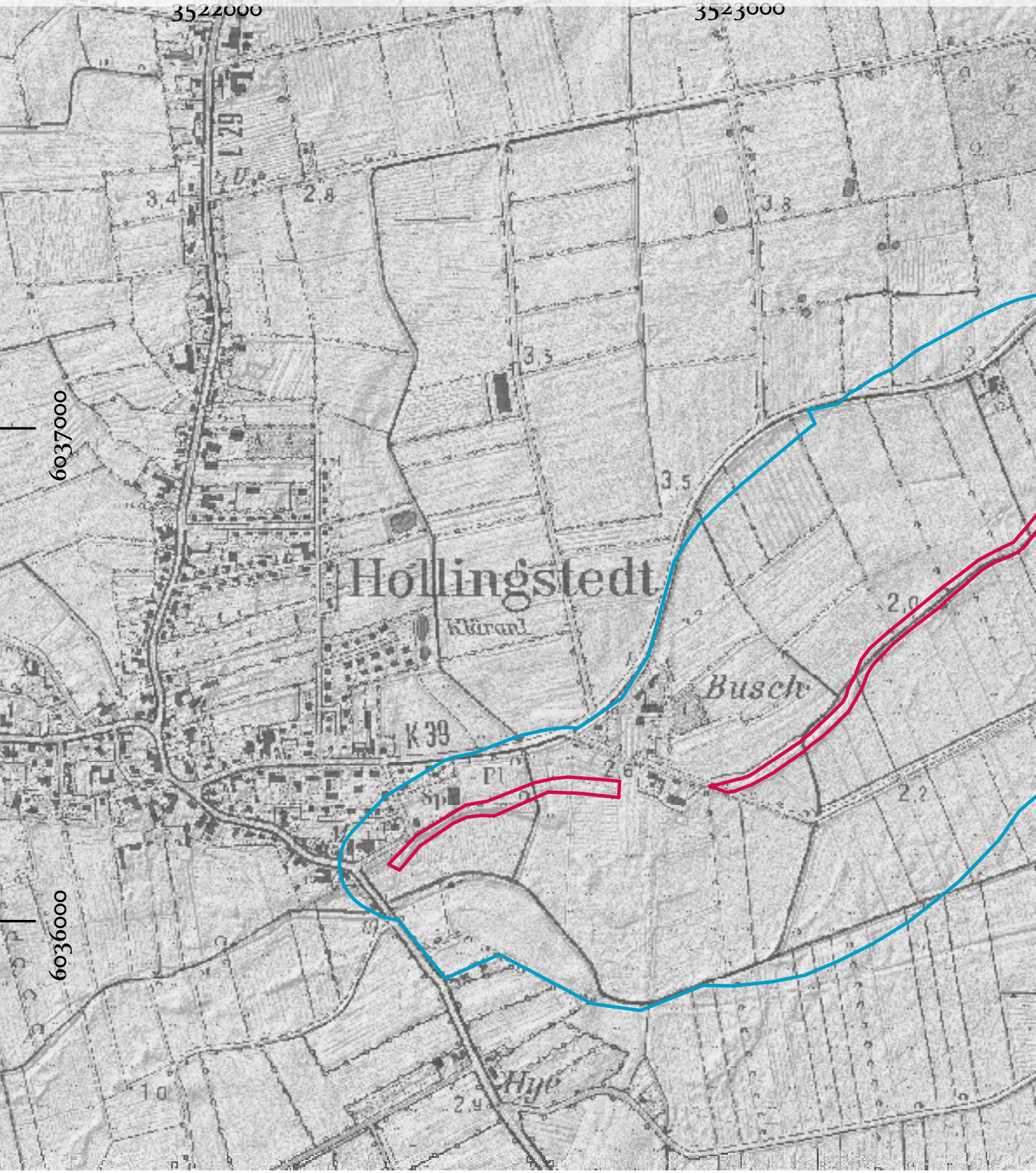
3522000
3523000
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Hollingstedt
Kürand
Busch
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Hye
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Core zone
Buffer zone
Areas
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500 metres

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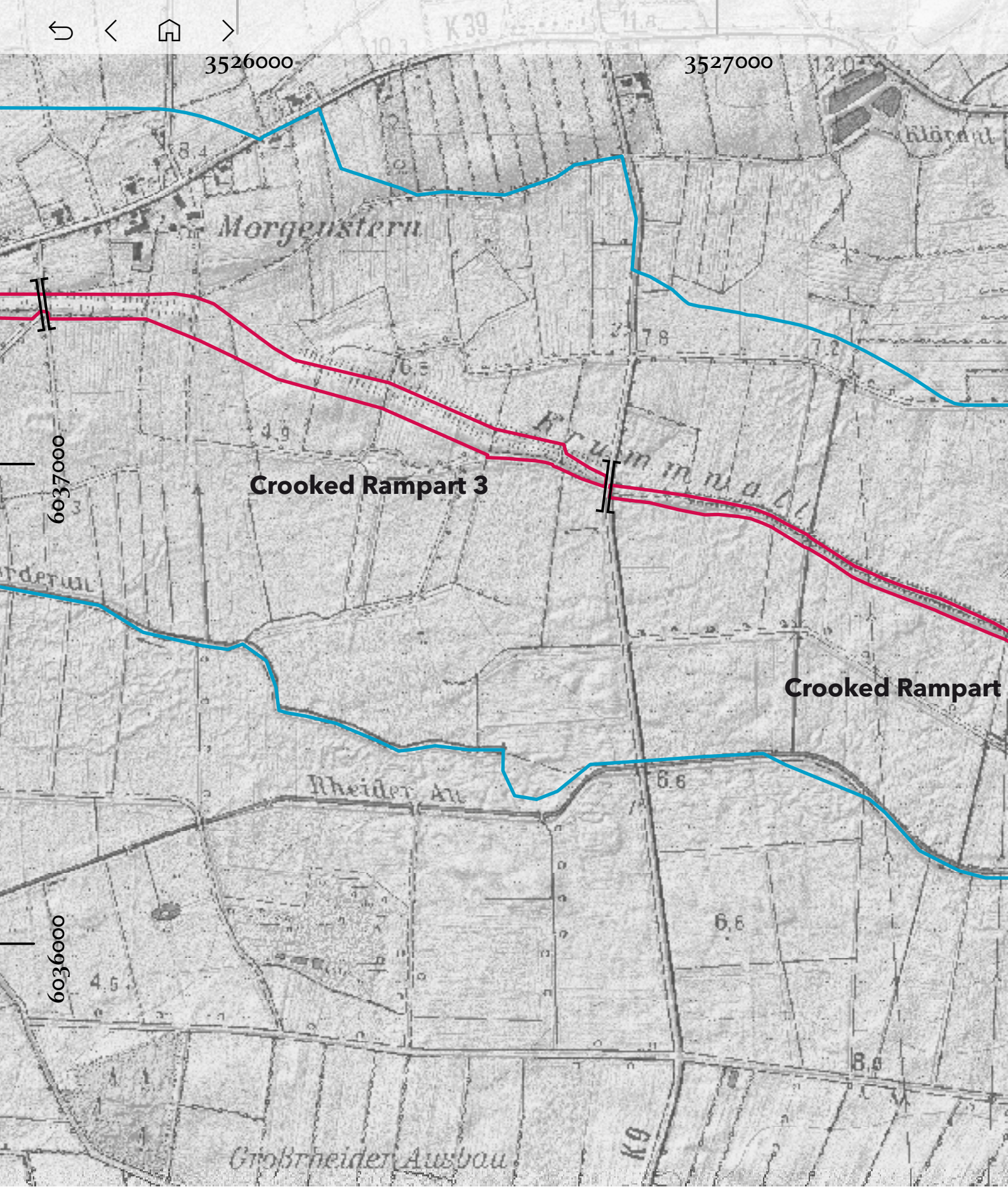
3526000
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Morgenstern
Krummwall
Crooked Rampart 3
Crooked Rampart
Rheider Au
Großrheider Ausbau
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N
Core zone
Buffer zone
Areas
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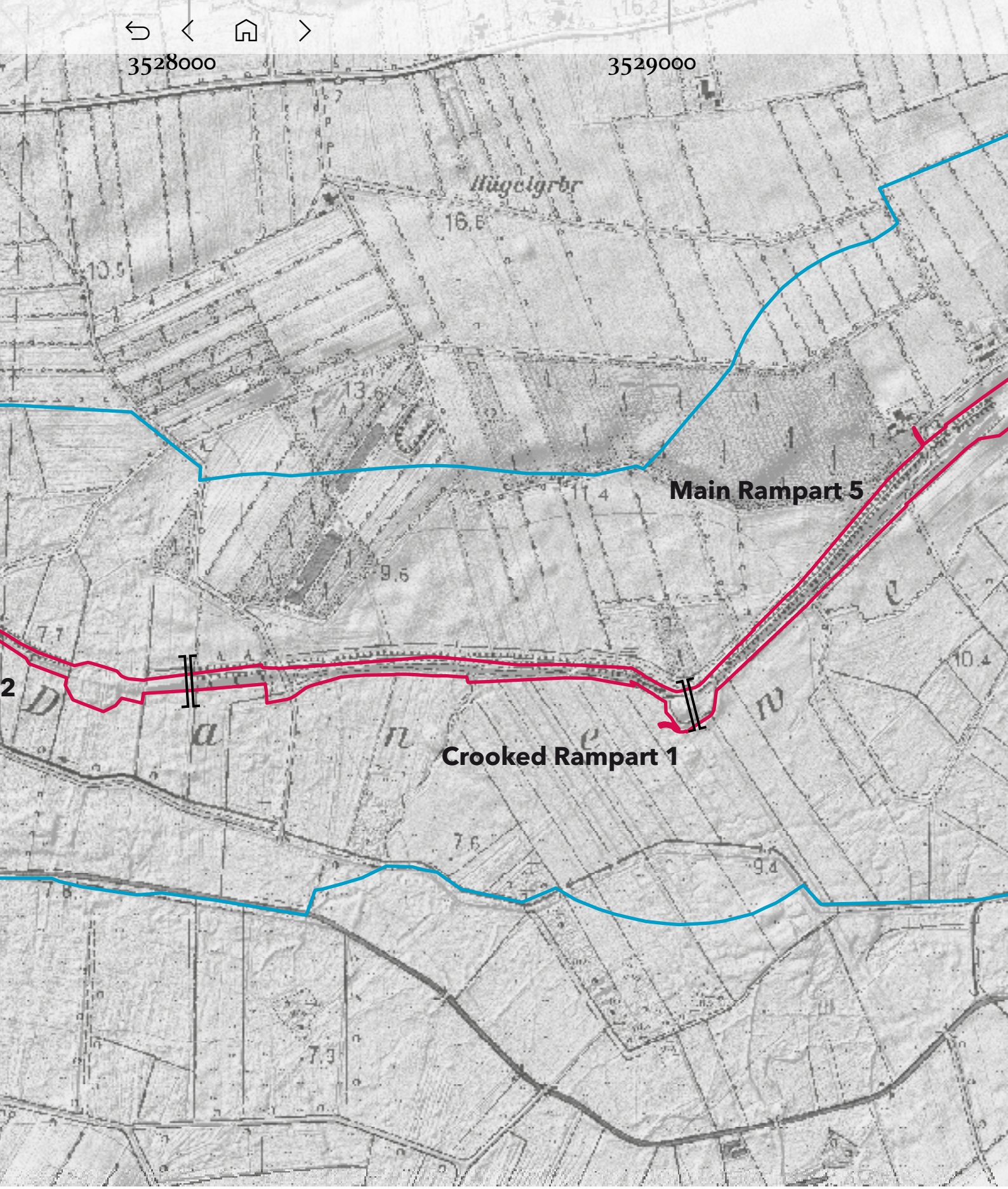

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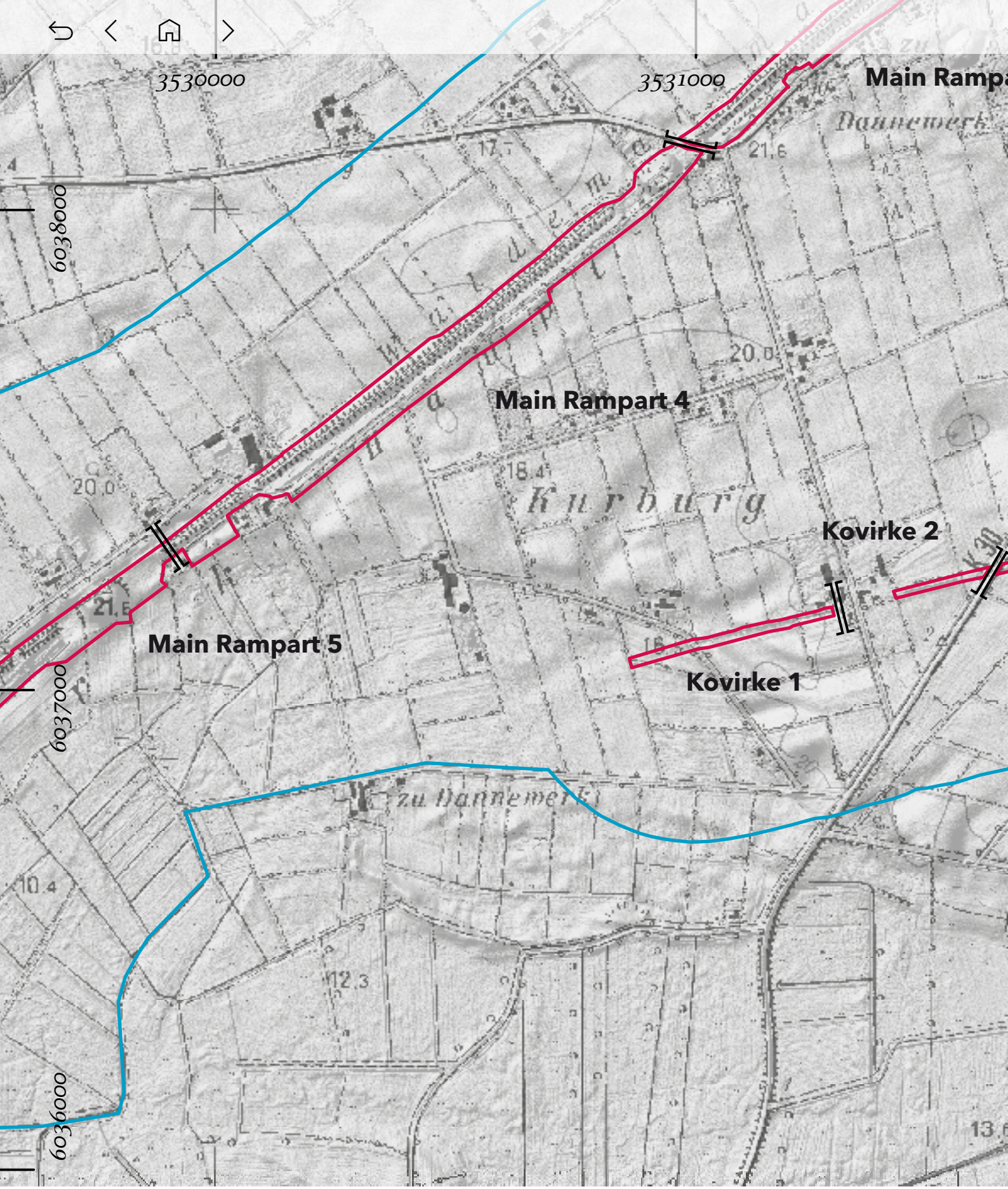


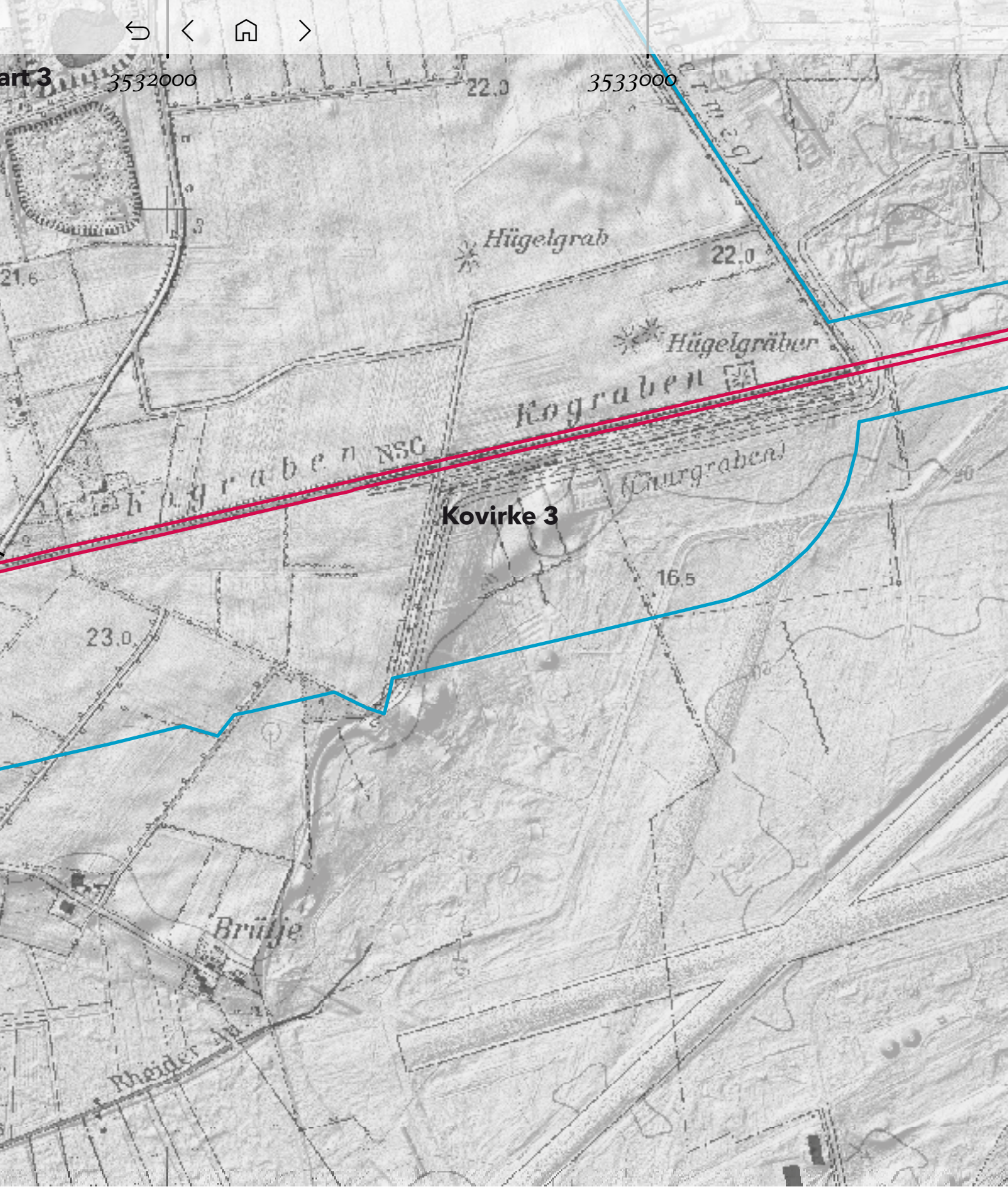
N

Core zone

Buffer zone

Areas

0 500 metres



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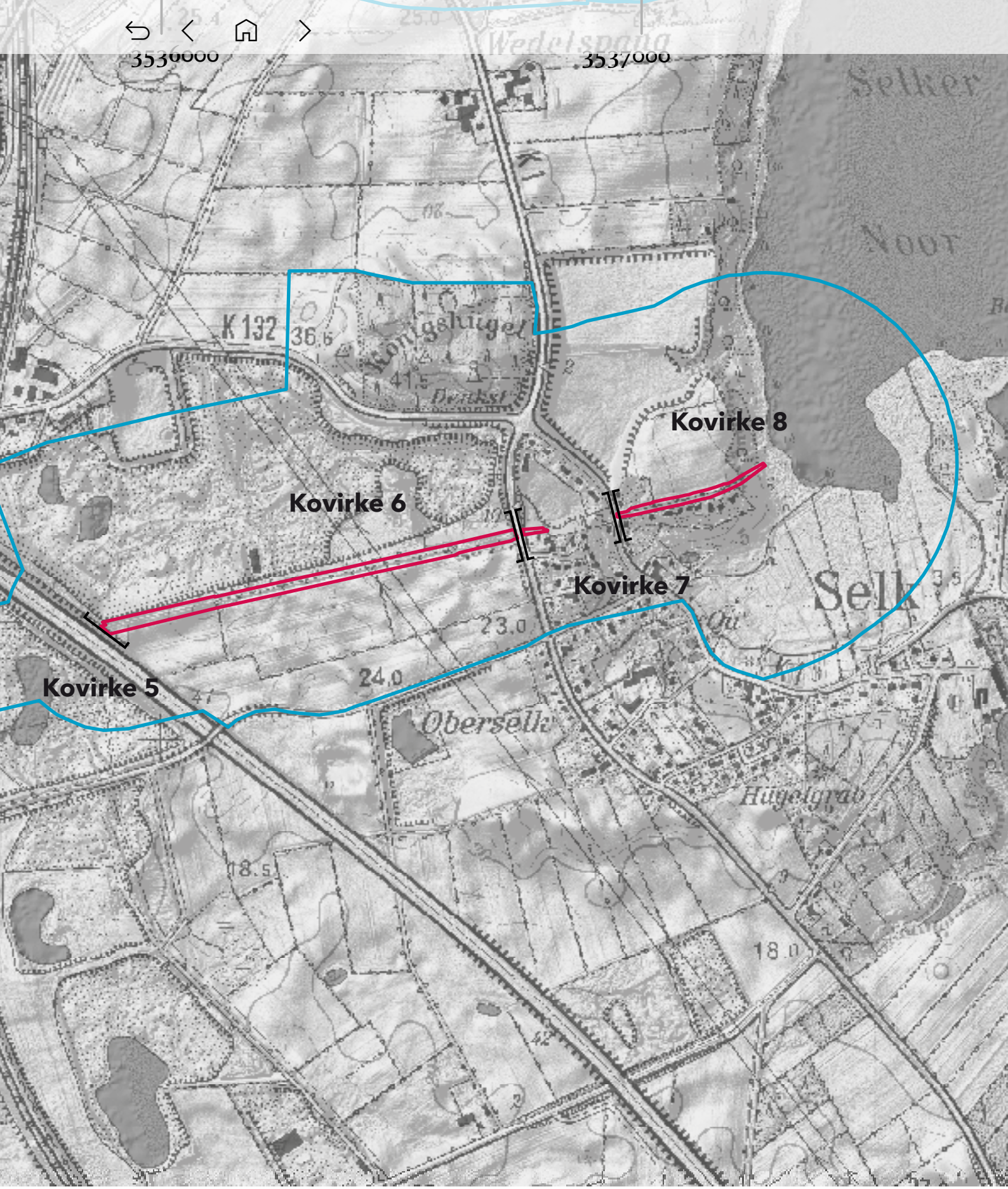
N

Core zone

Buffer zone

Areas

0 500 metres



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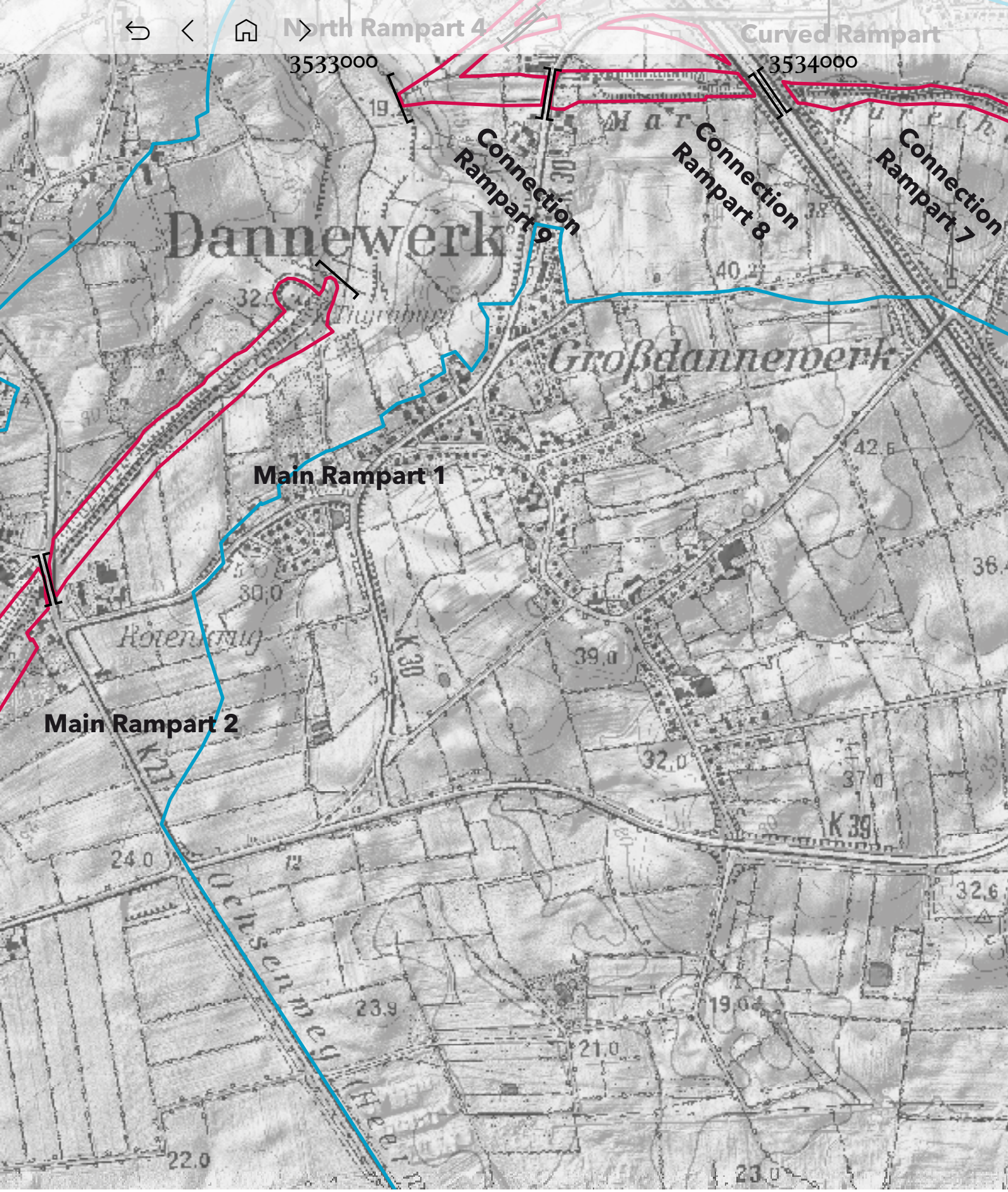
N

Core zone

Buffer zone

Areas

0 500 metres



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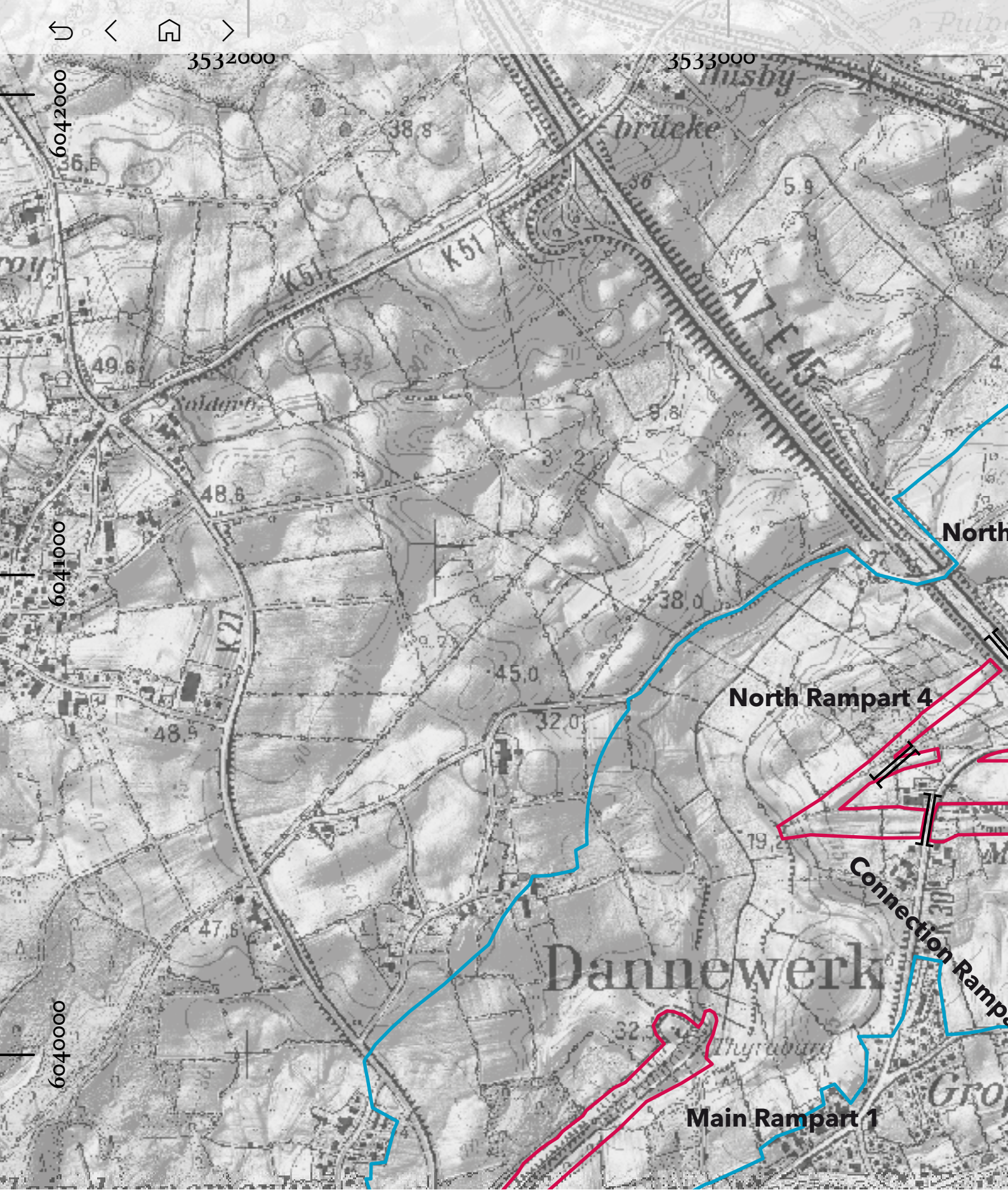

N

Core zone

Buffer zone

Areas

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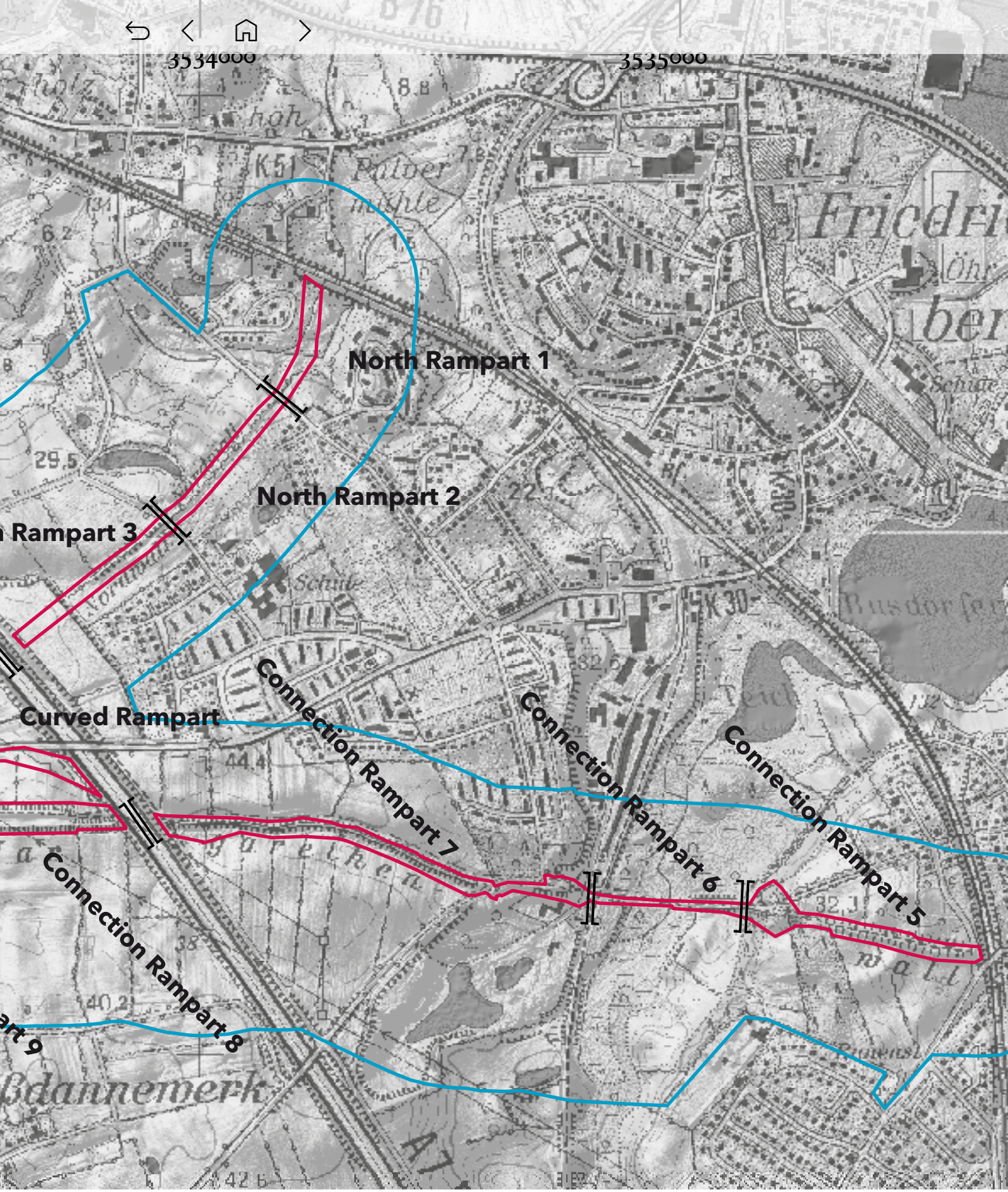

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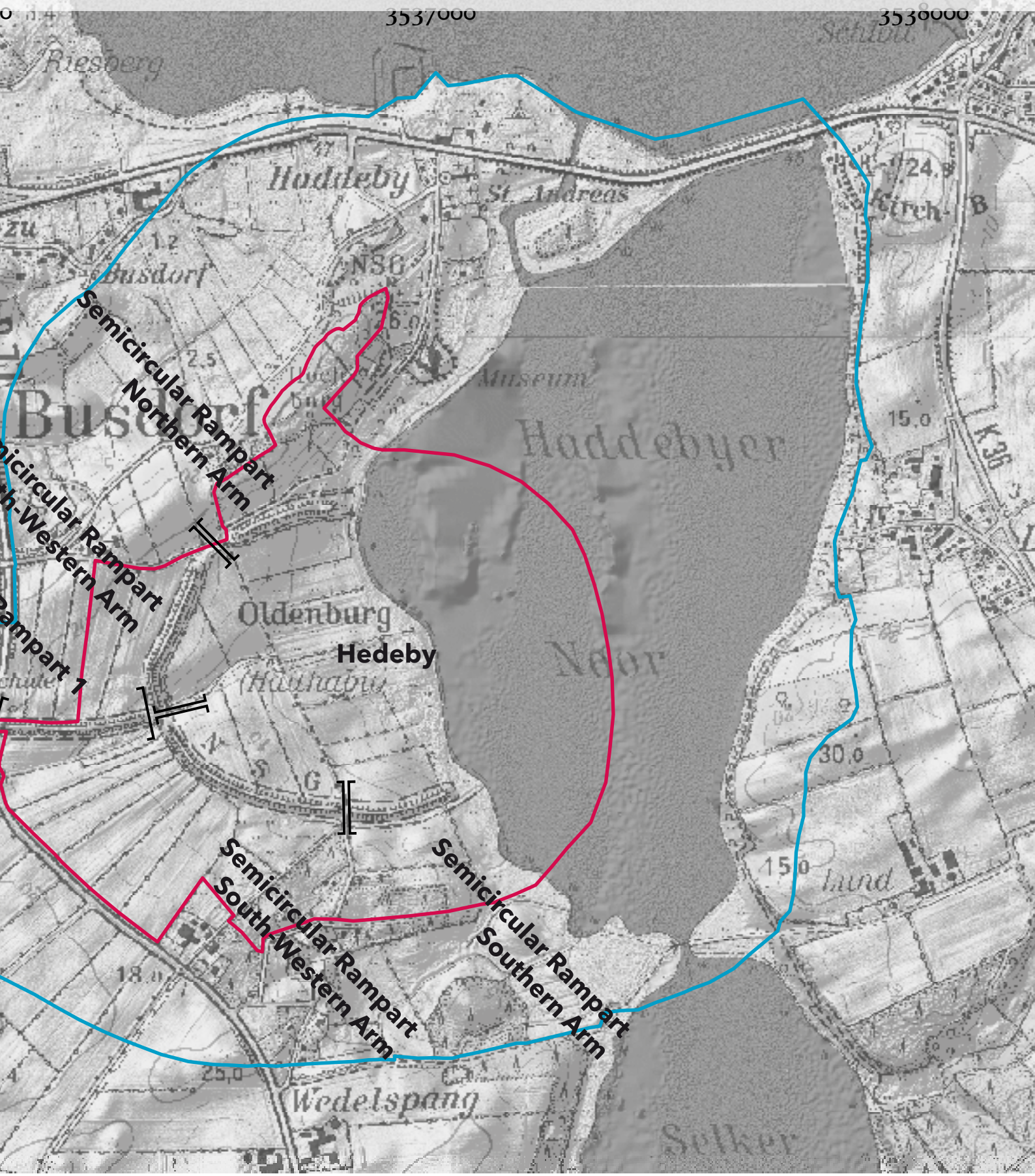
N

Core zone

Buffer zone

Areas

0 500 metres



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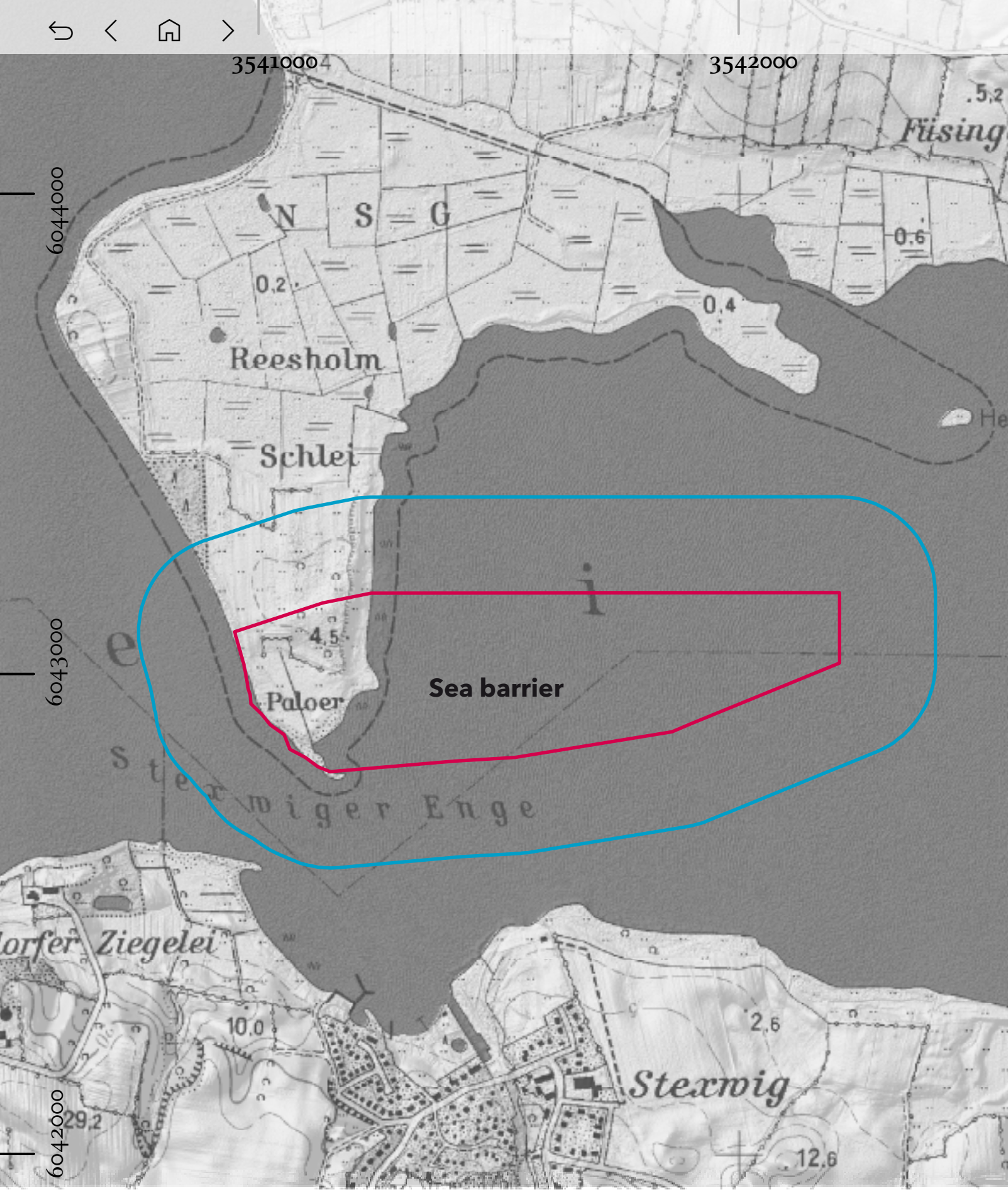

N

Core zone

Buffer zone

Areas

0 500 metres

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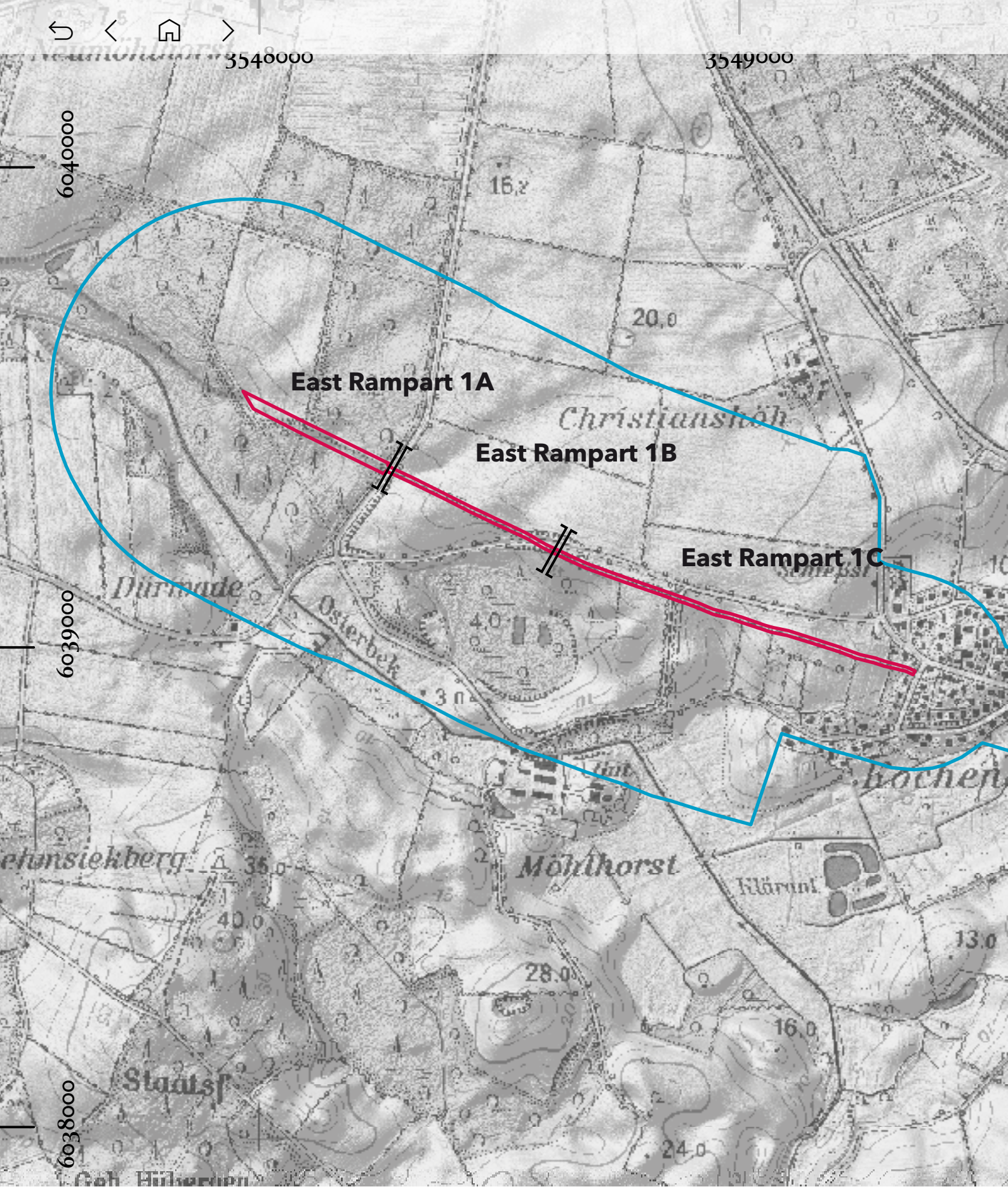


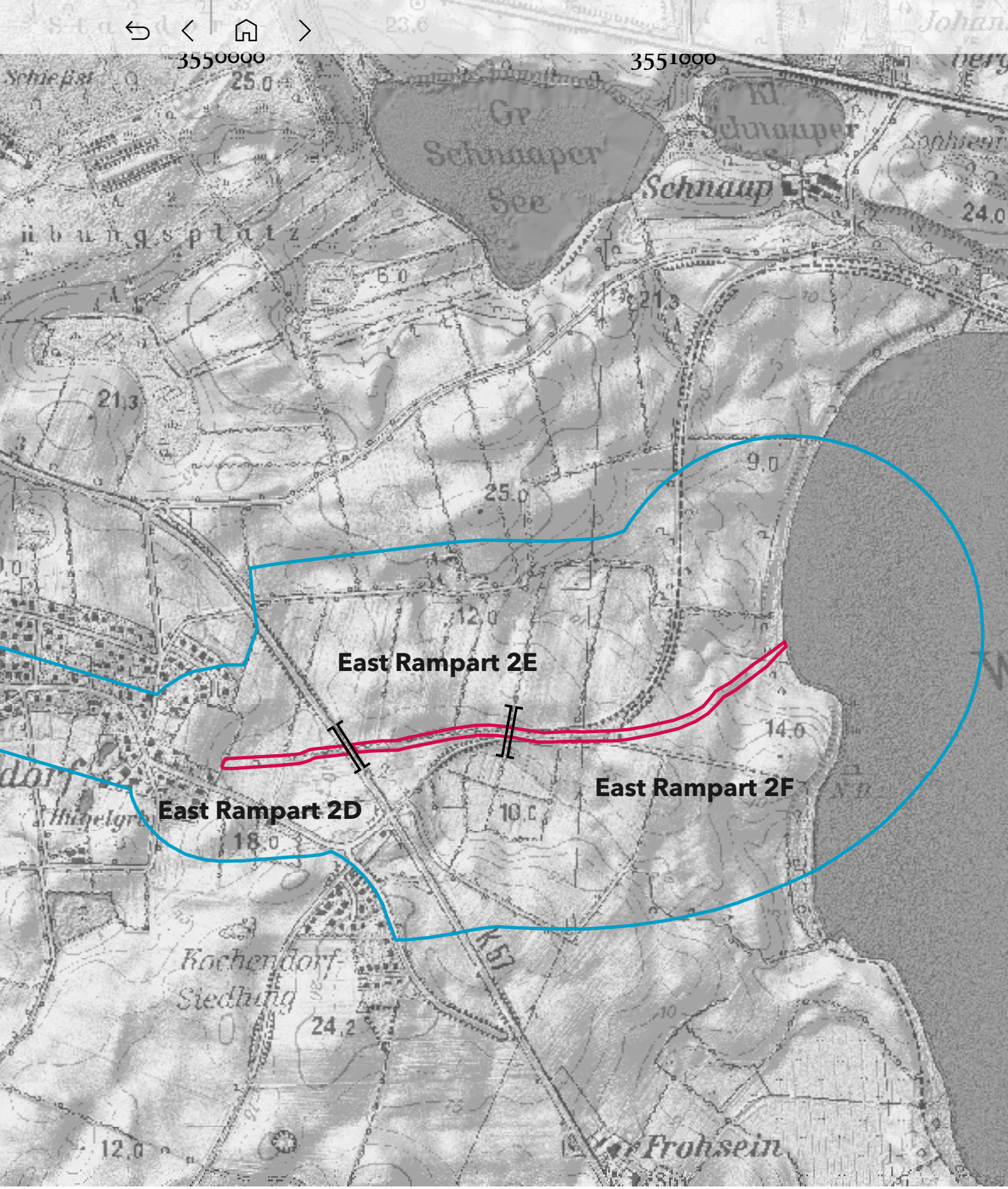
N

Core zone

Buffer zone

Areas

0 500 metres



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6 Annex

6.1 FURTHER PLANS

The Management Plan of Hedeby and the Danevirke is supplemented by various plans, guidelines and concepts that specify the individual fields of activity in more detail.

If available and published, the plans are linked or offered for download at https://www.schleswig-holstein.de/DE/Landesregierung/ALSH/alsh_node.html.

Protection:

- Monitoring Concept (2020)
- Maintenance Concept (2020)
- Studies on the Impact of Planned Wind Energy Plants on the Visual Integrity of the Archaeological Border Complex of Hedeby and the Danevirke (2017)

Communication and education:

- World Heritage Education Concept (2020)
- Guidelines for Signage at the Monuments of Hedeby and the Danevirke (2020)
- Communication System for Monument and Environmental Education for the Danevirke and Hedeby (2015)

Marketing:

- Guidelines for Using the Name and Acronym of UNESCO and the World Heritage Logo by World Heritage Sites in Germany (2018)
- Logo Style Guide and Corporate Design Elements of the Marketing Campaign (2019)

Regional and tourism development:

- Danevirke Design Manual – Guidelines for Public Space Design in the Setting of the Archaeological Monument Hedeby and the Danevirke (2014)
- 2030 Development Strategy – World Heritage Region Hedeby and the Danevirke (2021)
- Regional Tourism Concept for the Ostseefjord Schlei Region (2020)

6.2 TABULAR OVERVIEW OF LAWS, CONVENTIONS AND RECOMMENDATIONS

The table below lists important conventions, declarations and laws that are historically and/or currently relevant for the management, preservation and communication of Hedeby and the Danevirke. The list is not intended to be exhaustive.

LEVEL	LEGAL TEXTS	ENACTMENT, RATIFICATION BY GERMANY	RELEVANCE TO HEDEBY AND THE DANEVIRKE AS ARCHAEOLOGICAL CULTURAL MONUMENT AND NATURAL HERITAGE
INTERNATIONAL CONVENTIONS	(UNESCO) Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict	1954 Ratified by Germany in 1954	Protection of cultural property It applies only in the event of armed conflict; arose from experiences with the destruction of cultural heritage during World War II
	(UNESCO) World Heritage Convention – Convention Concerning the Protection of the World's Cultural and Natural Heritage	1972 Ratified by Germany in 1976	Protection of cultural and natural heritage of mankind as a whole in respect of social, ecological and economic changes Hedeby and the Danevirke have been inscribed on the UNESCO World Heritage List since 2018. This recognition involves accepting special responsibility and obligations under the UNESCO Convention. In Germany, the federal states are responsible for the national implementation of the World Heritage Convention (responsibility for monument protection).

	(UNESCO) Convention on the Protection of the Underwater Cultural Heritage	2001 Not yet ratified by Germany	Convention on adapting the protection of underwater cultural heritage to the protection of cultural heritage on land The sea barrier and the shore area of Hedeby are two sections of Hedeby and the Danevirke that are completely located under water and have to be classified as underwater cultural heritage. The Monument Protection Act of Schleswig-Holstein already stipulates that underwater archaeological cultural property in territorial waters of Schleswig-Holstein must be protected the same way as cultural property on land.
INTERNATIONAL RECOMMENDATIONS	(ICOMOS) Venice Charter – International Charter for the Conservation and Restoration of Monuments and Sites	1964	Self-commitment of the International Congress of Architects and Specialists of Historic Buildings It contains fundamental statements and considerations on the differentiated management of architectural cultural heritage in the reconstruction phase following the destructions during World War II
	(Australia ICOMOS) Burra Charter – Charter for the Conservation of Places of Cultural Significance	1979	Basic knowledge for the definition of heritage values and the conservation and alteration of significant cultural heritage sites
	(ICOMOS) Lausanne Charter – Charter for the Protection and Management of the Archaeological Heritage	1989	Principles and guidelines of the International Council on Monuments and Sites concerning various aspects of managing archaeological heritage of global significance
	(ICOMOS) Nara Document on Authenticity	1994	Elaboration of the concept for the authenticity of diverse cultural heritage in the spirit of the World Heritage Convention and of cultural diversity

	(ICOMOS) Xi'an Declaration	2005	Contribution of the setting to the significance, value and management of heritage monuments and sites The declaration was taken into account in the definition of the buffer zone and the protection of the wider setting of Hedeby and the Danevirke.
EUROPEAN CONVENTIONS	(Council of Europe) Granada Convention – Convention for the Protection of the Architectural Heritage of Europe	1985 Ratified by Germany in 1987	Interstate European foundations and principles of monument protection and monument preservation for architectural cultural heritage that must be transposed into national laws
	(Council of Europe) Malta Convention – European Convention on the Protection of the Archaeological Heritage (Revised)	1992 Ratified by Germany in 2002	Interstate European foundations and principles of monument protection and monument preservation for archaeological cultural heritage that must be transposed into national laws
	(Council of Europe) Faro Convention – Framework Convention on the Value of Cultural Heritage for Society	2005 Not yet ratified by Germany	International convention aimed at protecting the cultural heritage and the right of citizens to access and participate in that heritage
FEDERAL LAWS	BauGB – Federal Building Code	1960	Legal framework and key planning instrument for all urban planning developments of the municipalities Protects the World Heritage of Hedeby and the Danevirke in particular by taking into account the interests of monument protection and nature conservation in preparing the development plans
	Act on the Consideration of Monument Protection in Federal Law	1980	Omnibus act amending individual federal laws to integrate the interests of monument protection into the Land Consolidation Act, among others

	BBodSchG – Federal Soil Protection Act	1998	Act aimed at sustainably securing the functions of soil Where impacts are made on the soil, disruptions of its natural functions and of its function as an archive of natural and cultural history should be avoided as far as possible. It recognises the soil's archive function that is important for the preservation of archaeological monuments
	ROG – Federal Regional Planning Act	2008	Stipulates the tasks, visions and principles of regional planning It enshrines the preservation and development of UNESCO World Heritage Sites as a matter of public interest in federal legislation.
	BNatSchG – Federal Nature Conservation Act	2009	The relevant legal framework for nature conservation – with rights of derogation for the federal states (State Nature Conservation Act) – is provided in the Federal Nature Conservation Act. It stipulates fundamental objectives and measures for nature conservation and landscape management. Almost all of Hedeby and the Danevirke and large parts of the buffer zone fall under different nature conservation regimes.
	KGSG – Act on the Protection of Cultural Property	2016	Legal provisions of the Federal Government for the protection of cultural property against damage, destruction, theft and loss As far as Hedeby and the Danevirke are concerned, protection of cultural property means measures for the protection of movable finds and artefacts.

NATIONAL LAWS	LBO – State Building Regulations of Schleswig-Holstein	2009	Act on the construction and alteration of building works and building products It governs projects subject to and exempt from planning consent, taking monument protection and nature conservation into account
	LNatSchG – State Nature Conservation Act	2010	The federal and state laws governing nature conservation constitute the essential legal basis for nature and landscape conservation in Schleswig-Holstein. Alongside general goals for the sustainable management of natural resources and habitats, they also stipulate the preservation of cultural property and cultural landscapes. The federal legislation is authoritative, supplemented by state legislation.
	LaplaG – State Planning Act	2014	Act governing regional planning in Schleswig-Holstein in addition to the ROG Based on the LaplaG, it establishes and evaluates spatially relevant impacts of projects, such as the designation of areas for wind energy use, on cultural property such as Hedeby and the Danevirke.
	DSchG – Monument Protection Act	2014	The key instrument of the monument protection authorities in the preservation of cultural property is the Act on the Protection of Monuments of 30 December 2014 (amended) of the State of Schleswig-Holstein. It governs interventions in monuments, protected areas, World Heritage Sites, their buffer zones and setting which are registered in the heritage list and/or protected by ordinance.

6.3 STATEMENT OF OUTSTANDING UNIVERSAL VALUE OF HEDEBY AND DANEVIRKE

Archaeological Border Complex of Hedeby and the Danevirke

Date of Inscription: 2018

Criteria: (iii) (iv)

World Heritage List, no. 1553
(https://whc.unesco.org/en/list/1553/)

The archaeological site of Hedeby consists of the remains of an emporium – or trading town – containing traces of roads, buildings, cemeteries and a harbour dating back to the 1st and early 2nd millennia CE. It is enclosed by part of the Danevirke, a line of fortification crossing the Schleswig isthmus, which separates the Jutland Peninsula from the rest of the European mainland. Because of its unique situation between the Frankish Empire in the South and the Danish Kingdom in the North, Hedeby became a trading hub between continental Europe and Scandinavia and between the North Sea and the Baltic Sea. Because of its rich and well preserved archaeological material, it has become a key site for the interpretation of economic, social and historical developments in Europe during the Viking age.

OUTSTANDING UNIVERSAL VALUE (OUV)

BRIEF SYNTHESIS

The trading centre of Hedeby and the defensive system of the Danevirke consist of a spatially linked complex of earthworks, walls and ditches, a settlement, cemeteries and a harbour located on the Schleswig isthmus of the Jutland Peninsula during the 1st and early 2nd millennia CE. This singular geographic situation created a strategic link between Scandinavia, the European mainland, the North Sea and the Baltic Sea. A Baltic Sea inlet, rivers and extensive boggy lowlands constricted the north-south passage to the peninsula while, at the same time, providing the shortest and safest route between the seas across a narrow land bridge.

Because of its unique situation in the borderland between the Frankish Empire in the South and the Danish kingdom in the North, Hedeby became the essential trading hub between continental Europe and Scandinavia as well as between the North Sea and the Baltic Sea. For more than three centuries – throughout the entire Viking era – Hedeby was among the largest and most important among the emporia – the new trading towns that developed in Western and Northern Europe. In the 10th century, Hedeby became embedded in the defensive earthworks of the Danevirke which controlled the borderland and the portage.

The importance of the border and portage situation is showcased by large quantities of imports from distant places among the rich assemblages in Hedeby. The archaeological evidence, including large amounts of organic finds, provides an outstanding insight into the expansion of trading networks and cross-cultural exchange as well as into the

development of northern European towns and the Scandinavian elites from the 8th to 11th centuries.

Attributes of the property include the archaeological remains of Hedeby including traces of roads, structures and cemeteries. In the harbour adjacent to the town are the archaeological deposits related to jetties that extended over the water and four known shipwrecks. Hedeby is surrounded by a semi-circular rampart and overlooked by a hill fort. Three runestones have been found nearby. Attributes related to the Danevirke include sections of the Crooked Wall, the Main Wall, the North Wall, The Connection Wall, the Kovirke, the offshore works and the East Wall with either above ground vestiges or archaeological remains below the ground or underwater.

CRITERIA FOR THE EVALUATION OF THE OUTSTANDING UNIVERSAL VALUE OF HEDEBY AND DANEVIRKE

Criterion (iii): Hedeby in conjunction with the Danevirke were at the centre of the networks of mainly maritime trade and exchange between Western and Northern Europe as well as at the core of the borderland between the Danish kingdom and the Frankish empire over several centuries. They bear outstanding witness to exchange and trade between people of various cultural traditions in Europe in the 8th to 11th centuries. Because of their rich and extremely well preserved archaeological material they have become key scientific sites for the interpretation of a broad variety of economic, social and historic developments in Viking Age Europe.

Criterion (iv): Hedeby facilitated exchange between trading networks spanning the European continent, and – in conjunction with the Danevirke – controlled trading routes, the economy and the territory at the crossroads between the emerging Danish kingdom and the kingdoms and peoples of mainland Europe. The archaeological evidence highlights the significance of Hedeby and the Danevirke as an example of an urban trading centre connected with a large-scale defensive system in a borderland at the core of major trading routes over sea and land from the 8th to 11th centuries.

INTEGRITY

Hedeby and the Danevirke encompass archaeological sites and structures of the 6th to 12th centuries which represent a trading town and an associated defensive wall complex. The area includes all elements that represent the values of the property – the monuments and ramparts, locations of significance, and all the archaeological remains that embody the long history of the Hedeby-Danevirke complex. The components representing the Danevirke reflect the stages of construction and the evolution of the defensive works, as sections were reconstructed and new portions of walls were built. The buffer zone is a protective and managerial entity that preserves important viewsheds and ensures that the core elements of the area will be maintained for the future.

AUTHENTICITY

The conditions of authenticity of the property regarding the form, design, materials and substance of the monuments has been met. Hedeby has not been inhabited or otherwise built upon since it was abandoned, ensuring the authenticity of its archaeological deposits. Some 95 % of the town remains unexcavated and the other 5 % has been studied using established archaeological methods and analyses. The Danevirke has also

been thoroughly documented and has only seen rebuilding at the 19th century bastions, the remains of which are clearly distinguishable from the older sections of the wall.

PROTECTION AND MANAGEMENT REQUIREMENTS

The property, its buffer zone and its wider setting are protected by the legal systems in place (e.g. listed monuments, nature protection areas, landscape protection areas). In addition, the majority of sites are owned by public bodies. The values of the sites are also considered and respected in public planning processes. The various protection and planning mechanisms and acts which apply directly to the landscape are sufficient to guarantee the protection and preservation of the Outstanding Universal Value of the property. Funding for the site management of the property is provided by the Federal State of Schleswig-Holstein and other public owners.

A site management plan was implemented in 2014. All the important stakeholders have committed to the aim of protecting, preserving, monitoring and promoting the Outstanding Universal Value of the property. The values, attributes, integrity and authenticity of the property are safeguarded and managed within the plan. In the long run, the core management issues are to increase awareness of the value of Hedeby and the Danevirke as an archaeological landscape and to retain that value by all important stakeholders participating in its management. The management plan aims at further integrating Hedeby and the Danevirke into their cultural, social, ecological and economic settings and to increase their social value to promote sustainable development in the region. Future threats to the landscape, such as wind turbines, land use, housing developments and visitor impact, as well as natural agents such as plants and animal activities, need to be tackled collaboratively. Some specific threats such as damage to Valdemar's Wall due to exposure or damage require monitoring and mitigation at regular intervals.

6.4 POINTS OF CONTACT AND LINKS

For overall site management, monument protection and monitoring, research as well as the management of the »Communication and Education« working group (for the time being)

SITE MANAGEMENT AND MONUMENT PROTECTION

State Archaeological Department of Schleswig-Holstein
World Heritage Representative Matthias Maluck
Brockdorff-Rantzau-Straße 70
24837 Schleswig
Email: welterbe@alsh.landsh.de
Website: https://www.schleswig-holstein.de/DE/Landesregierung/ALSH/alsh_node.html

For regional and tourism development, implementation of maintenance measures and participation management and management of the Hedeby and Danevirke Association

REGIONAL DEVELOPMENT, MAINTENANCE AND ASSOCIATION

District of Schleswig-Flensburg
Site Project Manager Hedeby and the Danevirke Astrid Hummel
24837 Schleswig, Flensburger Straße 7
(District Administration of Schleswig-Flensburg),
room 406
24866 Busdorf, Rendsburger Straße 54c
(Collective Municipality Administration of Haddeby)
Email: astrid.hummel@schleswig-flensburg.de
Website: https://www.schleswig-flensburg.de/Wirtschaft-Umwelt/Kreis-und-Regionalentwicklung/Projektmanagement-Welterbe-Haithabu-Danewerk

For World Heritage marketing (for the time being, as of November 2020) and tourist information:

MARKETING AND TOURISM

Ostseefjord Schlei GmbH
Managing Director Max Triphaus
Plessenstraße 7
24837 Schleswig
Email: Max.Triphaus@ostseefjordschlei.de
Website: https://www.ostseefjordschlei.de/erleben/unesco-welterbe/

MUSEUMS

Danevirke Museum
Museum Director Lars Erik Bethge
Ochsenweg 5
24867 Dannewerk
Email: info@danevirkemuseum.de
Website: https://www.danevirkemuseum.de

City Museum Schleswig
Museum Director Dr. Dörte Beier
Friedrichstraße 9–11
24837 Schleswig
Email: stadtmuseum@schleswig.de
Website: http://www.stadtmuseum-schleswig.de

Viking Museum Haithabu
Museum Director Ute Drews
Am Haddebyer Noor 3
24866 Busdorf
Email: service@landesmuseen.sh
Website: https://haithabu.de/de/startseite

LANDING PAGE AND WORLD HERITAGE WEBSITE

www.haithabu-danewerk.de

FURTHER LINKS

Archaeology Atlas SH showing all archaeological cultural monuments in Schleswig-Holstein
Website: https://danord.gdi-sh.de/view/ArchaeologieSH

The Archaeological Border complex of Hedeby and the Danevirke in the Cultural Landscape Registry Culture. Landscape. Digital (KuLaDig)
Website: https://www.kuladig.de/Objektansicht/KLD-271183

EDUCATION

Hedeby and the Danevirke as a Transboundary European World Heritage – A Topic for UNESCO Associated Schools. Video workshops by pupils and teaching material
Website: https://worldheritage-education.eu/de/sites/haithabu

Information of the German Commission for UNESCO on World Heritage Sites in Germany and worldwide
Website: https://www.unesco.de/kultur-und-natur/welterbe

Official Inscription of Hedeby and the Danevirke on the UNESCO World Heritage List
Website: https://whc.unesco.org/en/list/1553/

UNESCO World Cultural Heritage Scouts for Hedeby/the Danevirke – A project of the Klaus-Harms-Schule, Kappeln
Website: https://denkmal-aktiv.de/schulprojekt/unesco-weltkulturerbe-scouts/

Discover the world heritage digitally! The UNESCO World Heritage Day
Website: https://www.unesco-welterbetag.de/

6.5 LIST OF ABBREVIATIONS

ALSH	State Archaeological Department of Schleswig-Holstein
BKM	Federal Ministry of Culture and Media
BNUR	Education Centre for Nature, Environment and Rural Areas
CAU	Kiel University
DAMU	Danevirke Museum
DNK	German National Committee on the Protection of Monuments
Dist. SL-FL	District of Schleswig-Flensburg
Dist. RD-Eck	District of Rendsburg-Eckernförde
DSD	German Foundation for Monument Protection
DUK	German Commission for UNESCO
FFO	Federal Foreign Office
HIA	Heritage Impact Assessment
ICOMOS DE	International Council on Monuments and Sites (Germany)
ICOMOS int.	International Council on Monuments and Sites (international)
IHK	Chambers of Commerce and Industry in Flensburg with its office in Schleswig
IJGD	International Youth Services
KHS	Klaus-Harms-Schule, Kappeln
KMK	Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany
LDSH	Schleswig-Holstein State Office for the Preservation of Monuments
LGSH	Schleswig-Holstein Association for Rural Development
LLUR	State Agency for Agriculture, Environment and Rural Areas
LMA	Lower Monument Protection Authority
LNA	Lower Nature Conservation Authority
LTO	Local Tourism Organisation
MBWK	Schleswig-Holstein Ministry of Education, Science and Cultural Affairs
MELUND	Schleswig-Holstein Ministry of Energy, Agriculture, the Environment, Nature and Digitalization
MfA	Archaeological Museum
OfS	Ostseefjord Schlei GmbH, Association for Tourism, Regional and Urban Marketing
OUV	Outstanding Universal Value
Schloss Gottorf	Schleswig-Holstein State Museums Foundation Schloss Gottorf
SSF	Sydslesvigsk Forening, South Schleswig Association
UNESCO	United Nations Educational, Scientific and Cultural Organization
WMH	Viking Museum Haithabu
WHC	UNESCO World Heritage Centre
ZNLF	Training as Certified Nature and Landscape Guide offered by the BNUR
ZBSA	Centre for Baltic and Scandinavian Archaeology

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