

The project MarMuCommerce is part financed by the European Union under the INTERREG IIIC Community Initiative of the ERDF



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The MarMuCommerce Goals

Develop a set of methods and business models to:

- Allow heritage institutions to engage in commercial operations despite of institutional problems
- Explore models to generate additional income
- Making the heritage accessible in the framework of regional development in tourism and leisure
- Test the business model(s) generated in a pilot exhibition

The Project Partners

Maritime Heritage Institutions:

- DSM: National Maritime Museum of Germany (DE)
- MMB: Maritime Museum of Barcelona (ES)
- CMM: Polish Maritime Museum in Gdansk (PL)
- MPD: Port Museum in Dunkerque (FR)
- DBM: German Mining Museum in Bochum (DE)

Universities and Public Consultants:

- CELSEM: Centre for Logistics and Maritime Services of the Technical University of Catalonia (ES)
- SCUE: Consultant's Office for EU (IT)
- P-IMHS: University of Portsmouth (UK)

www.marmucommerce.com

New partner in the project

The German Mining Museum in Bochum (DBM) has officially joined the MarMuCommerce consortium at the beginning of this year. DBM has been introduced to the consortium at the last meeting which took place in Bochum in December 2006.

DBM was founded in 1930 by the Westfälische Berggewerkschaftskasse and the town of Bochum and is a centre of research into mining and metallurgy.

The German Mining Museum in Bochum is the most important mining museum in the world and a highly acclaimed research institute for the history of mining and metallurgy. It has about 400,000 visitors annually and is one of the most visited museums in Germany.



www.bergbaumuseum.de

DBM will finalise the tasks of the Taranto Municipality who decided to withdraw from the consortium by the end of 2006.

The German Mining Museum in Bochum will principally work on the definition of the quality standards considering the requirements of the visitors and the new commercial challenges to affront in order to generate incomes for the museum.

Even though DBM is not a maritime heritage institution, they will participate in the MarMuCommerce pilot commercial experience – virtual exhibition – assisting the other partners in the implementation of quality standards.



German Mining Museum in Bochum

Last meetings

Three meetings were held during the sixth semester of the project:

- Steering Group Meeting in Bilbao
- Working Group meeting in Barcelona
- Steering Group Meeting in Bilbao

Bilbao: Steering Group meeting, 26th – 27th February 2007

This meeting was principally focused on two topics:

- Analysis of legal aspects concerning the framework agreement between museums
- Decision on the structure and technical aspects of the virtual exhibition

Parallel working sessions took place during the first day in order to work in detail the framework agreement and the virtual exhibition. Results of both working sessions were presented to all members of the Steering Group during the second day and future actions were agreed.

The first working group, with the cooperation of a member of the project advisory board, reviewed the last version of the framework agreement created by CELSEM taking into account the contributions made by the legal advisor of each partner. The result of this session was that two different agreements are necessary. On the one hand a Framework Agreement setting the legal background for commercial cooperation between museums and on the other hand a Concrete Separate Agreement establishing conditions, rights (including IPR), and obligations for each specific joint commercial activity started by the partners.

Conclusions

- Framework Agreement – Legal background
- Concrete Separate Agreement – To be signed by all participating museums



These conclusions will be taken into account in the next version of the business plan.

The second working group discussed about the layout and design of the exhibition, hosting of the current and future exhibitions, interactive elements, structure and the content of the exhibitions. Three proposals for the layout of the exhibition were presented and the Steering Group members have to vote for one of the proposals and to propose improvements.

Moreover, DBM presented a quality management system as a methodical approach which is structured in three processes and recommended to implementation it into the project.



During the second day of the meeting the partner P-IMHS presented the report on the last training session carried out in Bremerhaven and presented a couple of case studies.

Component 4

- **Conclusions**
 - On the evidence of the two one-day pilots, the course is providing delegates with the necessary insights into change management.
 - The "people" aspects that would be covered in the remaining three modules are needed to complete the course.
 - The case study is proving effective as a counter-balance to the theoretical element of the course. Delegates would prefer more practical work.
 - The pace of the course can afford to be slower with more time made available for case study work – especially to cater for those delegates with language difficulties.



Barcelona: Museums Group meeting, 23th – 24th April 2008

The meeting museums group meeting in Barcelona was focused on the discussion of the draft business plan, framework and concrete separate agreement as well as the common exhibition.

During this meeting the draft version of the business plan on *Joint Temporary*

Exhibitions was presented and discussed with all participants.

Two business opportunities have been identified within this activity.

Business Plan

BUSINESS OPPORTUNITIES

A) Creating joint exhibitions
 - Exhibitions on demand (virtual or/ and real)
 - Exhibitions on own initiative (virtual or/ and real)

B) Distributing external exhibitions, e.g. *Titanic* Exhibition (virtual or/ and real)

MarMuCommerce
 Barcelona, 23rd and 24th April 2007

The product, target market, promotional strategy, legal framework, the procedure for creating a temporary exhibition, expenditure and incomes from the temporary exhibition have been discussed and suggestions done will be included in the next version of the business plan.

Business Plan

EXPENDITURES & INCOMES

DIRECT EXPENDITURES	DIRECT INCOMES
Staff hours	Incomes for the service provided, product sold
Technical assessment (IT, legal, marketing support...)	Sponsoring
Travel and accommodation	Merchandising
Design, customization of the tool	Donations
Tool license ??	
INDIRECT EXPENDITURES	INDIRECT INCOMES
Maintenance of the tool	Increase number of visitor in own museums
IPR & Insurances	Public grants/ Third party funds
Communication & Public Relations	

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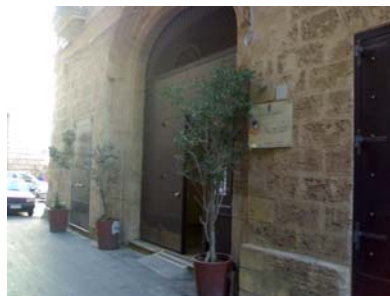
The first pilot implementation of the business plan will consist in the maintenance and update of the pilot joint virtual exhibition.

Museum partners confirmed their intention to manage the joint business through the Framework Agreement and a Concrete Agreement. They will inform their relevant administration board (decision makers) about the stage of the project and the intention of signing the Framework and Concrete Agreements. Partners agreed that the Concrete Agreement has to include a general provision regarding IPR issues. Therefore, the final version of the Concrete Agreement will be modified accordingly.

During this meeting CMM reported that MarMuCommerce exhibition has

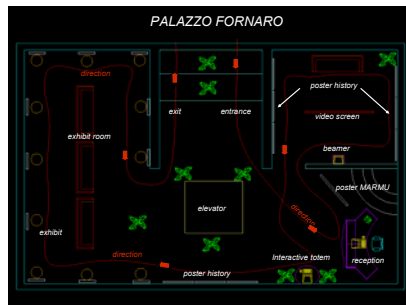
progressed properly since the last meeting. The common story has been edited, the new design has been finalised, texts have been edited and the content is also being evaluated by experts. Therefore, it could assume that the exhibition will be ready in time.

SCUE presented the progress made in Taranto in order to create the Foundation supporting the Maritime Museum in Taranto during the session "Experience exchange".



Palazzo Fornaro in Taranto

The historical research about Tarantos' origins has been completed as well as the cataloguing of exhibits and sources as a basis for an interactive information totem of the open data base is completed. Content is adapted to different visitor segments like children and adults. Associations and private collectors helped to collect information and material for the set up of the maritime museum in Taranto and adaptation of Palazzo Fornaro to host the museum.



Finally, the activities aimed at the involvement of sponsors and investors continue with success. They are in contact with representative stakeholders of the region and there is a business plan and expectations are to have a high rate of self financing.

SCUE expect to open the Maritime Museum in Taranto to the public in September this year.

Bilbao: Steering Group meeting, 18th – 19th June 2007

The last meeting of this semester was the Steering Group meeting held again in Bilbao. During this meeting the following themes were discussed:

- Framework and Concrete Separate agreements between museums
- MarMuCommerce exhibition

Legal issues

- Framework agreement
- Concrete agreement

MarMuCommerce

The new version of the Framework and Concrete agreement including all comments and improvements proposed by the partners were during this meeting. CELSEM proposed to sign both agreements in the closure meeting of the project. Member of the Steering Group will evaluate this new version of the agreements together with their legal advisors. Meanwhile CELSEM will complete the Concrete Agreement with the contract between the Information Technology Company – offering technical – and the MarMuCommerce members.



The exhibition is almost ready in the language of each partner. Now, partners will provide their texts in English in order to start the translation of them into the different languages of the consortium.

There are still some issues to be improved concerning the design. However, the consortium is confident to be able to finalise the exhibition until September.

Exchange of Experience

The exchange of experience between project participants is one of the goals of MarMuCommerce. During this semester the partners DSM, MMB, CMM, P-IMHS and MPD organised staff exchanges in order to learn from the other institutions. The activities undertaken were:

Two staff members of the Educational Department of MMB visited DSM in February in order to analyse and compare their educational policy and strategies.

The "Property manager" and the Director responsible for Portsmouth Historic Dockyard estate visited Barcelona in April, jointly with the representative of P-IMHS to analyse aspects as the property management of historic heritage and marketing and communication related issues. They also presented during the meeting the property management of Historic Dockyards in Portsmouth as a good practice example.

A specialist and the director of marketing department of the CMM visited MMB in April to analyse marketing and communication strategies in different museums and cultural institutions (Museu Marítim de Barcelona, Museu de Historia de Catalunya, L'aquàrium de Barcelona and the Centre de Cultura Contemporània de Barcelona). They also analysed some interlinks between cultural and tourist agents active in the city.

Finally, the head of the department and a technician from MMB attended a training session on "Exchange management" organised by P-IMHS.

