

The project MarMuCommerce is part-financed by the European Union under the Interreg III C 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: the National Maritime Museum of Germany in Bremerhaven (DE)
- MMB: the Maritime Museum of Barcelona (ES)
- CMM: the Polish Maritime Museum Gdańsk (PL)
- MPD: the Port Museum in Dunkerque (FR)

Universities and Public Consultants:

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

www.marmucommerce.com

Kick-Off Meeting Bremerhaven, 4–5 October 2004

The meeting took place at the DSM – the Project Leader. The 14 attended partners' representatives were welcome by the DSM Director Prof. Dr. L. Scholl.

The meeting started with a presentation of the project history (which was connected with the eMarCon project, see: www.emarcon.net) and main objectives of the Interreg III C Programme.

The partners gave a short overview of their institutions: their history and present situation, main activities, challenges and difficulties.

As the work on the project has been structured in 5 components, their leaders explained the main objectives and tasks to be undertaken in each component:

Comp. 1 – Project management and coordination

Comp. 2 – Analysis of actual conditions

Comp. 3 – Legal and commercial environment

Comp. 4 – Training and coaching for the new structures



The kick-off meeting. From right to left: the project leader Beatrix Fromm (DSM) and the project managers – Karsten Seidel, Jesús Zepeda and Ignacio Rada. Photo by Elvira Mata.

Comp. 5 – Testing the business model with a joint exhibition using the eMarCon tool. The project website established on the DSM server was presented. Moreover, the project logo was chosen (authors: Anna Jagoda, Paweł Makowski, CMM).

Analytical Session Brussels, 2–3 December 2004

It was decided to organise an analytical session for Components 2 & 3 in order to allow the partners to attain a full overview of the actual environment museums and other heritage institutions operate in as well as to share particular experiences and to find common interest and creative solutions. Brainstorming was chosen as the best method for achieving the session aims. Representatives of Ikerconsulting, Portsmouth University and CELSEM prepared an agenda, proposed a list of issues to be discussed and structured the contents, according to categories of problems found and innovative solutions envisaged. They also participated in the session as independent moderators.

Steering Group Meeting Dunkerque, 21–22 February 2005

The main objective of the meeting was to inform the partners about the work to be done during the 2nd semester.

The components' leaders presented short-term action plans for each component, containing the main activities to develop during this semester, according to the obligation settled in the project application form.

Comp. 2 & 3: based on the questions identified during the Brussels session, and the questionnaires prepared by the DSM, the

analysis of the museums and several other heritage institutions was scheduled.

Comp. 4: a draft questionnaire to be fulfilled by the museums' employees was presented. It is to identify training needs and adapt the training modules provided by the Portsmouth University.

Comp. 5: a subject of the joint exhibition was decided: "Museums-Harbours-Ships". This will include aspects relating to the participating museums, harbours (cranes, etc.) and floating ships, which are owned/managed by the museums.

One of the dissemination activities will be a brochure on the MarMuCommerce project background, methods, results and partners. It will be printed in English and other languages (according to the partners' wishes). The digital version will be put for download on the website.



The Dunkerque meeting participants visiting the MPD ships: three-master "Duchesse-Anne" and barge "Gilde". Photo by Anna Ciemińska.