

The project MarMuCommerce is part-financed by the European Union under the Interreg III C Community Initiative of the ERDF



NEWSLETTER Nº 2 December 2005

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 frame- work 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).

The project:

The MarMuCommerce Project was started by the partners involved on 02 July 2004.

The aim of the project is to find a way of allowing non-profit organisations in different countries to act jointly on a profit-making basis.

Jointly created commodities are to be marketed based on the "added value" achieved by the joint activity.

The work is divided into five components:

Component 1: Project management and coordination

Component 2: Analysis of actual conditions

Component 3: Legal and commercial environment

Component 4: Training and coaching for new structures

Component 5: Testing the business model with a joint exhibition

Since the kick-off meeting in Bremerhaven, intensive efforts have been made to find answers to the not always easy questions.

The meetings:

Steering Group Meeting, Gdansk, 9.-10. June 2005

On 09 June 2005 and 10 June 2005 the CMM in Danzig was host to the project partners' steering group meeting.

The main topic was the work on Component 5.

The partners discussed the possibilities of making a virtual exhibition attractive and appealing to the visitor.

Good progress was made under the leadership of the CMM.

Further development of the SWOT analysis in Component 2 also produced good results and we are much nearer to a successful completion of the analysis. In Component 4 considerable progress was made through the questionnaire tailored to the needs of the individual partners by the component leader. A work plan was created with demanding assignments for the partners, to be used at the next meeting in Bremerhaven.

Working Group Meeting, Bremerhaven 25.-27. September 2005

The meeting in Bremerhaven began on 24 September 2005 with a special experience:

The Deutsche Schiffartsmuseum has restored and re-commissioned the nordic yacht GRÖNLAND, part of its outdoor fleet, according to the specifications of the Barcelona Charta on the maintenance of traditional vessels. As most of the partners were involved in drawing up the charter, they were particularly interested to see for themselves how the jointly created theory had been put into practice.

The praise of the partners for the successful implementation of the restoration concept on the GRÖNLAND was greatly appreciated by the staff of the DSM.



The focus of the work meeting on 25 and 26 September was the further development of Component 3.

The DSM had commissioned the auditors "BDO Deutsche Warentreuhand Aktiengesellschaft" to examine which European company laws would allow the realisation of the project goal. The presentation by BDO led to interesting discussions which brought to light many new aspects.

The partners agreed to pursue the new ideas at the next meeting.



Museum Group Meeting, Bilbao 7. November 2005

On 07 November in Bilbao, the discussion of a joint enterprise and its possible function was continued.

The diversity of the museum partners means that there are a lot of ways of finding a common business purpose. The partners' expectations of successfully completing the project mean that we can look forward to semester III in excited anticipation.