

The project MarMu Commerce is part financed by the European Union under the Interreg IIIC Community Initiative of the ERDF.



## NEWSLETTER N.4 . December 2006

### The MarMu Commerce Goals

Develop a set of methods and business models to

- allow heritage institutions to engage in commercial operations despite institutional problems
- explore model to generate additional incomes
- 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 of Gdansk (PL)
- MPD The Port Museum in Dunkerque (FR)
- DBM German Mining Museum in Bochum (DE)

#### Universities and Public Consultants

- CELSEM The centre for Logistics and Maritime services of the Technical University of Catalonia (ES)
- SCUE Consultants' Office for European Union – Taranto (IT)
- P-IMHS University of Portsmouth (UK)

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### LAST MEETINGS

The aim of newsletter is to stress the main development reached during the meetings of MarMuCommerce Members.

During the 2<sup>nd</sup> semester of 2006, three meetings and a training session took place:

- Gdansk
- Dunkerque
- Training session Brussels
- Bochum

#### Gdansk: Working group meeting 19<sup>th</sup> & 20<sup>th</sup> June 2006

The aim of Gdansk and Dunkerque meeting is to establish a clear vision for the last year of the project with the implementation.



Gdansk

Gdansk meeting focused on the report produced by Mr Cam to propose a series of commercial objectives adjustable to museum reality. The objective of Mr Cam Report is to underline the importance of some basic principles:

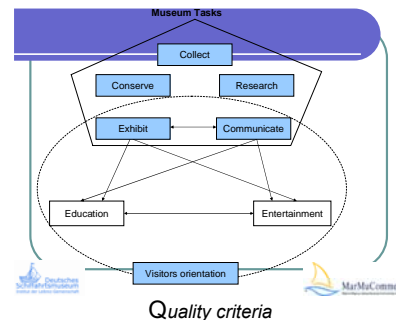
- the use of the internet for marketing
- the use of common formats (packaging) in the shop and order larger lots to decrease the price (economy of scale)
- the temporary exhibition for a "second life" in the internet.



Granaries on Olowianka Island

During the meeting, a common storyboard for the virtual exhibition was introduced by Anna Cieminska. The objective of this storyboard is to focus on the European maritime history of navigation and preservation of historic Knowledge concerning navigation and to create a link between the cities involved.

As a further step towards the realisation of the common virtual exhibition the leader project introduced Mr Engster and his company. Mrs Fromm reported about the IPR problems and about the improved eMarCon tool on the new web site, Mr. Engster, knowing the old tool could collect some experience with our ideas and demands in order to build a new functional and more attractive virtual exhibition space.



The "Mystery Visitor test" scheme and methodology was presented by the leader with the aim to establish a "label for quality" in the museums. Each partner should have the test as

a reference in order to be coherent with common quality rules.

#### Dunkerque: Steering group meeting 18<sup>th</sup> & 19<sup>th</sup> September 2006:

One of the main important changes of this semester has been the substitution of Municipality of Taranto, with a new one, that is to say the Bochum's Mining Museum.



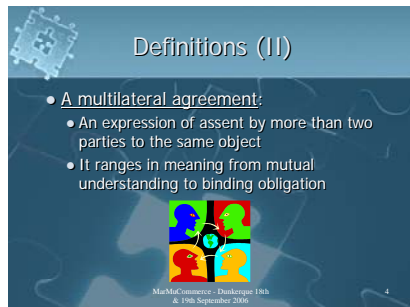
During the meeting, all partners agree with the idea that a museum should have at least regional impact in order to attract investments and support from public and private bodies.

With reference to component 3, the draft content of a multilateral agreement as an alternative to the SCE statutes was presented. This Agreement is an open contract framework that determines specific objectives and the decision taking procedure. During the discussion, partners decided not to create a joint company for the moment :

- MPD, following the recommendation of the internal legal advisors will not engage a joint company but does not exclude for the future if the multilateral agreement runs well.
- DSM decided not to engage in an SCE because it is just possible through a *Beteiligungsgesellschaft* and the Ministry will not provide funding for that considering other priorities for the Museum.

- MMB is not interested in founding a joint company. In case an interesting activity is proposed they would be interested in engaging multilateral agreements.

- CMM at this moment will not join the company, but it as a gate which could be opened if the need arises.



CELSEM Presentation about C3

CELSEM presents, as an alternative, the draft content of a multilateral agreement. The multilateral agreement must be meant as an open contract framework that determines specific objectives and the decision taking procedure according to exigencies and occasions.



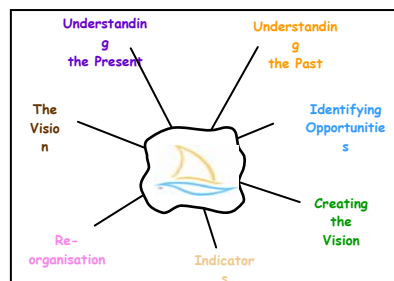
The Port of Dunkerque

**Training session in Brussels: 12<sup>th</sup> October 2006**

It was the first pilot training session of component 4, held in the SwissCore Offices, Brussels.

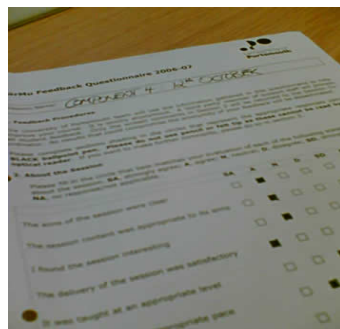
The emphasis within component 4 has become Change Management and this session focused on 'Imaging the Future'.

The day was presented using theoretical content reinforced by practical activities through the use of a case study concerning a fictional maritime museum.



C4 Methodology

Tools such as SWOT, Business Process Diagrams and Fishbone Diagrams were discussed and applied to either museum circumstances or the case study.



The course set out to provide a test bed for the content and the method of delivery. At the end of the session delegates provided feedback using an eleven point attitude survey and five open questions allowing free responses.

**Bochum: museums group meeting 04<sup>th</sup> & 05<sup>th</sup> December 2006**

The museums group meeting in Bochum was focused on the introduction of the Bochum mining museum as a new partner and as an example of good practice at

commercial level. Also DBM explained their success story, and how they changed the management of offered services improving quality and establishing standards. The Quality Management at DBM has elaborated a "map of processes" defining good practice of museum action areas transferable to other museums and heritage institutions.



Bochum Mining Museum

With reference to component 3 the final decision to elaborate a multilateral agreement rather than creating a European Cooperative Society was taken. In particular the partners agreed to create two different documents:

1. Multilateral Framework Agreement, including an intention of cooperation and a description of general objectives of undertaking parties;
2. Concrete Agreements, based on the framework agreement, in order to concrete/ detail all necessary provisions to rule the rights and duties, hosting of website, exhibition hosting, exhibition tools licensing, IPR issues, etc.



Further comments to Mr Cam's report were done and at least three commercial operations suggested were positively judged: a common shop; a common exhibition, a common space on the internet.

SCUE updated the partners about the progress made in Taranto for the set up of a maritime museum, thanks to the availability of a floor of "Palazzo Fornaro", an ancient building owned by the Municipality which will host a first exhibition while waiting for the availability and restoration of San Paolo Island.



Meeting in Bochum

For component 5, the Polish Maritime Museum presented the common part of the exhibition. As far as individual exhibition are concerned, doubts still raised about text length and number of sections and sub-sections. Indications circulated by Ann Coats after the Dunkerque meeting (small initial text and division into 4 or 5 relevant themes) were confirmed and partners were invited to start working directly on the tool available online. Mr Engster will be at their disposal in case of doubts and/or technical problems.