

News

EU project within the South Baltic Programme



Newsletter, Nr. 1/2009



Part-financed by the European Union (European Regional Development Fund)

BalticMuseums 2.0: Joint development of cross-border tourism information products by South Baltic oceanographic museums



BALTICMUSEUMS 2.0 PROJECT STARTED

Oceanographic museums in the South Baltic region join forces to successfully meet future challenges regarding information and communication technology for their visitors and customers.

Together with two universities there are six partners from four different countries that decided to combine their efforts: the BalticMuseums 2.0 project was born. In spring 2009 the project started. In the upcoming three years our consortium will develop future oriented tourism information and communication tools to support the oceanographic museums in our South Baltic region.

We will concentrate on the development and application of an online information platform, an online ticketing system and a visitor guidance system – and next to this we will focus on networking, teambuilding and contacts for a long lasting co-operation....

We are happy to inform you regularly by this newsletter. If you have any questions or remarks, please contact us.

The BalticMuseums 2.0 – Team

TOPICS

Kick-off meeting in Stralsund

The first meeting with all partners was held in Stralsund, Germany, in early June 2009.

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Partner presentation

In the newsletter all partner institutions will be presented. In this issue we will start with the lead partner.

Read more on page

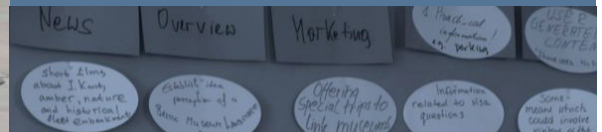
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The project is part-financed by the European Union within the South Baltic Programme (www.southbaltic.eu).



Kick-off meeting in Stralsund

Participants of the BalticMuseums 2.0 project



From the 3rd to the 5th of June, the hanseatic town of Stralsund welcomed the participants of the BalticMuseums 2.0 project for the kick-off meeting. The new part of the German Oceanographic Museum, the OZEANEUM, located in the harbour of Stralsund directly at the Baltic Sea, was a perfect location for the kick-off meeting of the oceanographic museums and their scientific partners. Speaking about the future of information tools for the sea museums was inspired by the great view across the water towards Germany's largest island Rügen. The two long days were filled with presentations, discussions and work sessions.

"We have had a very fruitful meeting", says project manager Steffen Ritschel. Visits of the

OZEANEUM and the German Oceanographic Museum additionally inspired the participants. Thus plenty of creative ideas were generated and gathered in several workshops. Especially in focus were the joint online information platform comprising a section for user generated content and an online ticketing system, that is of a very big interest for all participating museums. Additionally, further ideas for co-operation were created: a travelling exhibition is discussed and will be clarified during the coming weeks.

All participants agreed: a very good start for the project and plenty of tasks ahead!

Meeting of the scientific partners

End of April the scientific partners of the BalticMuseums 2.0 project met in Szczecin to further define the tasks of the technical components in the project. The Stralsund University of Applied Sciences and the University of Szczecin will lead the technical development with their specific scientific expertise in this area.



From left to right: Ekkehardt Rohkohl, Prof. Dr. Zygmunt Drażek, Prof. Dr. Michael Klotz and Steffen Ritschel during the project meeting in Poland

Calendar & Infos

- 1 **2 million visitors affected**
The future information tools will affect more than 2 million visitors: the sum of all visitors of the museums in Stralsund, Gdynia, Klaipeda and Kaliningrad.
- 2 **Project presented in Poland**
On the 29th of May the project was presented in Szczecin, Poland, by Stralsund University of Applied Sciences during a co-operation day organised by the Ministry of Education Mecklenburg-Vorpommern.
- 3 **Next project meeting: autumn 2009**



Project website is now online

What is the BalticMuseums 2.0 project about? What about the targets and who are the partners? Find out at the newly released project website at

www.balticmuseums.org

This website contains all information about the planning of the project, the funding and the results. It will be updated on a regular basis. Press releases will also be placed there as well as current photo material.



For the project website we are always interested in finding relevant websites that we can link with. If your institution is interested, please contact our information officer at susanne.marx@balticmuseums.org.

Get to know the partners: 6 institutions from 4 countries in the South Baltic region



The partners of the BalticMuseums 2.0 project are clustered along the Southern coastline of the Baltic Sea. The project idea was generated in Stralsund by the Stralsund University of Applied Sciences and the German Oceanographic Museum. Museums from Poland, Lithuania and Russia (Kaliningrad) joined the team. The University of Szczecin completes the consortium with its technical expertise.

Further museums interested in the findings of the project or willing to contribute during the course of the project are very welcome to contact our project manager Steffen Ritschel.

In this issue we present the lead partner: Stralsund University of Applied Sciences.

Stralsund University of Applied Sciences www.fh-stralsund.de | German Oceanographic Museum www.meeresmuseum.de | University of Szczecin www.us.szc.pl | Gdynia Aquarium www.aquarium.gdynia.pl | Lithuanian Sea Museum www.juru.muziejus.lt | Museum of the World Ocean <http://world-ocean.ru>

Project partners visiting an exhibition in the OZEANEUM, German Oceanographic Museum in Stralsund





**fachhochschule
stralsund**
university of
applied
sciences

Contact this partner

Prof. Dr. Michael Klotz

Stralsund University of
Applied Sciences

Head of project



Tel. +49 3831 45 - 6946

Michael.Klotz@fh-stralsund.de

Steffen Ritschel

Stralsund University of
Applied Sciences

Project manager



Tel. +49 3831 45 - 7325

Steffen.Ritschel@balticmuseums.org

Lead & scientific partner

Stralsund University of Applied Sciences

Germany

The university has a distinctive profile focussing on computer science, engineering, tourism and business. It offers practice-oriented teaching and research, which is important for our society, relevant for the students' professions and characterised by an interdisciplinary approach. The university promotes internationalisation in scientific co-operation in the fields of teaching and research. Being situated in the North-east of Germany, it is especially committed to the Baltic and Eastern European regions.

The university has established close links to business companies as well as to various national and international institutions. It promotes the development of regional business; in particular it supports small and medium-sized companies in the area of West Pommerania.

Within the BalticMuseums 2.0 project the university is the lead partner. It is one of the scientific partners within the consortium. "This international project will contribute to the important cross-border knowledge transfer between the partners," explains Prof. Dr. Dräger, Prorector for Research and Development in Stralsund. The project is placed at the SIMAT – the Stralsund Information Management Team, lead by Prof. Dr. Michael Klotz. The SIMAT competence center Next Generation eTourism is dedicated to the application of innovative information and communication tools in the tourism sector.

www.fh-stralsund.de

www.simat.fh-stralsund.de



BM 2.0 Newsletter

Editor: Susanne Marx
susanne.marx@balticmuseums.org

Responsible publisher:
Prof. Dr. Michael Klotz
michael.klotz@balticmuseums.org

Address:
Stralsund University of Applied Sciences
Zur Schwedenschanze 15
D-18435 Stralsund

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www.balticmuseums.org

Contact

We are happy to receive your comments, feedback or suggestions for our project:

Stralsund University of Applied Sciences
Mr. Steffen Ritschel
Project manager
Zur Schwedenschanze 15
D-18435 Stralsund

Tel.: +49 3831 45-7325
steffen.ritschel@balticmuseums.org



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