

News

EU projects within the South Baltic Programme



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Newsletter, Nr. 1/2012

BalticMuseums 2.0: Joint development of cross-border tourism information products by South Baltic Oceanographic Museums

BalticMuseums 2.0 Plus: Implementation of eGuides with cross-border shared content for South Baltic Oceanographic Museums



EXCITING END OF 2011: BALTICMUSEUMS 2.0 CONFERENCE AND SOUTH BALTIC AWARD

The BalticMuseums 2.0 Conference in Szczecin attracted more than 100 participants on December 9, 2011. The University of Szczecin had organised the event with the support of all partners at their venues in the brand new auditorium of the university building.

Prof. Dr. Zygmunt Drazek led through the various presentations of the partners who presented all project results to the audience. The online information platform and its various extensions and elements were demonstrated. The kids section with its colourful games earned a great applause. It had already convinced in the South Baltic Competition and won the South Baltic Award for the Best Website. The Lithuanian Sea Museum spoke about reasons for introducing an online ticketing system and Gdynia Aquarium had prepared a very lively presentation about opportunities and challenges for eGuide-systems.

Prior to the Conference a press meeting was organised by the university's press office. Journalists from radio and newspapers followed the invitation and reported about the project and the people behind it. Next to results and funding, especially the intercultural experiences were of interest to the journalists.

TOPICS

Specialists for eGuide

The BalticMuseums 2.0 partners have consulted various specialists on special requirements for different target groups. Their advice will be considered for the development of eGuide content.

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Advisory Board

Experts from the tourism sector and other specialists support the BalticMuseums projects in Germany, Lithuania and Poland.

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Kids website wins South Baltic Award

The project BalticMuseums 2.0 won the South Baltic Award 2011 for the category "Best Website". The trophy was handed to Professor Michael Klotz during the South Baltic Conference, 29th November in Schwerin, Germany. More than 400 votes were given in the online competition for the project's website balticmuseums.net and its special section for children www.kids.balticmuseums.net.

Prior to the award ceremony, the South Baltic Programme had organised a two-day project forum and conference to present best-practices, project results and discussion panels. BalticMuseums 2.0 was one of the projects presented in one of the workshops and also set up a beautiful project stand with live demonstration.

On December 6, Mr Michael Axnick, new head of the Department for International Affairs of the Ministry of Education and Culture in Mecklenburg-Vorpommern, visited Stralsund University of Applied Sciences, where the South Baltic Award for the Best Website was presented to him and his colleague Ms Finner.

Thanks for your votes!

www.kids.balticmuseums.net



Pictures: Above: E. Rohkohl and Prof. Klotz at the South Baltic Conference (from left to right)
Bottom: Ms Finner, Prof. Klotz and Mr Axnick with the award (from left to right)

Project Meeting in Międzyzdroje

In Międzyzdroje at the Polish Baltic Sea coast the project meeting took place on 7 and 8 December 2011. The first day was completely dedicated to the Online Information Platform. Soon the virtual galleries will be released. The editors were now trained in detail to use the Panorama Manager, a content management tool to connect panoramic photos and thus organise true virtual tours in the museums. Additionally photos, videos and information can be added. The developers of University of Szczecin have even realised first programming to create games in the virtual galleries to catch the visitors' attention. A creative idea for a game was developed during the workshop. Users shall be able to collect small items in the panoramas of all museums resulting into a complete sailing boat at the end of the game. It will not only be fun to play but also help to promote the museums' partnership.

During the second day of the meeting the team worked on current issues of all components in both BalticMuseums 2.0 projects. The museums shared their ideas for creating content for the eGuide tours planned. One highlight was the special "BalticMuseums 2.0 Song" created and performed by Karolina Muszyńska (lyrics on page 3).



Pictures: Above: Agnieszka Miluniec presents the website / Bottom: Team in the new auditorium of University of Szczecin



Specialists deliver insights for eGuide content

On November 28, 2011, specialists for people with disabilities met in the NMDRI Gdynia Aquarium to give advice for specific eGuide content for this target group. As members of the advisory board of the BalticMuseums 2.0 project in Poland, they delivered very valuable insights in the special needs for visually, hearing or intellectually impaired persons. Special colour of text, length of sentences or specific way to present audio content were some new facts, that will help the museum team to develop their content for the eGuide. The gained knowledge was shared and of great use to all museums. As a next step the aquarium contacted specialists that will help to create special kids tours. Persons experienced in working with children, writing and preparation of tales will specifically analyze the content. During the consultations the general instructions and advice on kids content creation will be gathered and shared with the other BM 2.0 partners.

Abstract: Considerations for the development of eGuide materials for people with special needs

Visually impaired persons

- Content should indicate a strictly specified path.
- Reference points should be presented as Braille plates that are made of materials that are pleasant to touch.
- Directions should be described as clock hours.
- A special audio description would be a good solution, which would allow the visitors to imagine animals.
- The best visual solution for persons with partial vision loss is yellow letters on a black background.
- It is recommended to place a three-dimensional map at the entrance of the museum.

Hearing-impaired persons

- They prefer to read short text content (maximum 1-2 sentences).
- Sign language version would be more useful than the text version.

Intellectually impaired persons

- Such version should be supported with short sound descriptions and pictograms. Optionally, one or two sentences could be presented as text.

Calendar & Info

- 1 Project presented in Finland**
 15 Sep 2011: Tourism specialists were fascinated of kids website at the seminar "Common Future for Baltic Tourism" in Turku, Finland, organised by Flagship project 12.7 of the EU strategy for the Baltic Sea Region.
- 2 Annual Meeting of South Baltic Steering Committee in Stralsund successful**
 5 Oct 2011: The BalticMuseums projects were presented during the evening event held in the impressive venues of the OZEANEUM in Stralsund.
- 3 BalticMuseums published**
 2011: Various articles about the projects were published. An example is the book of Stralsund University celebrating its 20th anniversary. Further articles were found in the South Baltic Newsletter and in the newspaper of the Germany Oceanographic Museum.
- 4 Project as best practice example in Berlin 2012**
 10 Jan 2012: During the conference "Best practice – Successful stories" in Berlin, the team of BalticMuseums was proud to be one of the speakers.

BalticMuseums 2.0 SONG

There's a team of European friends
 All of them live close to Baltic Sea
 And when they work together they
 make wonderful things
 They create new reality for you and
 for me

BalticMuseums 2.0
 A project of our dreams
 BalticMuseums 2.0
 A great adventure with nature and IT

Some of us are devoted nature fans
 While other guys are crazy about IT
 We show people miracles of
 underwater world
 The natural heritage of South Baltic
 Sea

BalticMuseums 2.0
 A project of our dreams
 BalticMuseums 2.0
 A great adventure with nature and IT

Song by Karolina Muszyńska

VIDEO:

www.balticmuseums.org/team-song.html



Picture: NMDRI Gdynia Aquarium



Advisory Board

A group of specialists supporting the BalticMuseums 2.0 projects in Germany, Lithuania and Poland

To promote the project developments in the public a close relationship to local and regional tourism organisations as well as relevant specialists in the region is essential. Since their feedback is only required at certain stages of the project and on specific issues they are not project partners, but form an advisory board for the project. The members represent a network that the project team can contact on certain questions. They are invited to yearly meetings and give input at any time of the project. In addition they receive regular information on the project status and help to promote the project in their surrounding. The specialists gave very valuable insights for the project team, e.g. the specialists for barrier-free tourism in Poland. The following organisations are members of the advisory board at a current status; additional specialists are very much invited to join this group.

Germany



Tourismusverband Mecklenburg-Vorpommern e.V.
 Tourismusverband Mecklenburgische Schweiz e.V.
 Tourismuszentrale Stralsund
 PtJ - EUKOS-MV
 Müritzeum gGmbH

Lithuania



Klaipeda Municipality
 Klaipeda Tourism and Culture Information Centre
 Lithuanian Association of Museums

Poland



Pomeranian Tourist Board
 Tourist Information in Sopot
 Polish Maritime Museum
 Polish Association "Integration"
 Barrier-free Tourism Association

BM 2.0 Newsletter

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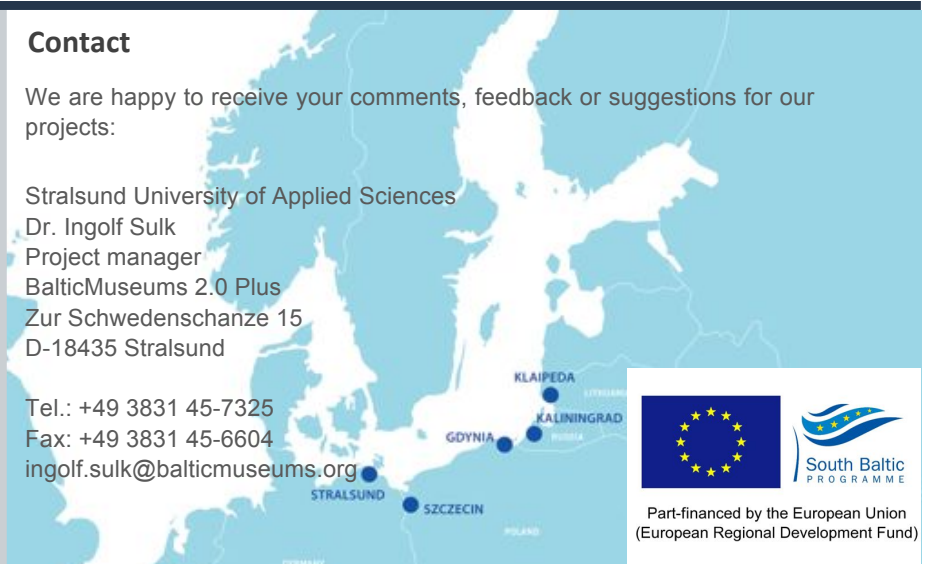
www.balticmuseums.org
www.balticmuseums.net

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