

News

EU project within the South Baltic Programme



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

Newsletter, Nr. 1/2014

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

TOPICS

BalticMuseums in Brussels

At the beginning of 2014, the project team had the opportunity to present its results to members of the European Parliament.

Read more on page

2

EMSEA Conference

The BalticMuseums team presented the expertise from introducing eGuides at the Conference of the European Marine Science Educators Association in Gothenburg.

Read more on page

2

Successful eGuide labs

Events to share experiences with a professional community were held in different project countries.

Read more on page

3

Future projects – Join us!

The project is looking for additional partners. Get an impression of topics and competencies.

Read more on page

4

7TH BALTIC SEA TOURISM FORUM



In October 2014, the BalticMuseums 2.0 Plus project participated in the Baltic Sea Tourism Forum in Karlskrona. About 120 delegates from tourism organisations, businesses and institutions discussed the challenges of this important sector in the Baltic Sea Region and how to jointly address these. With their own booth, the project team connected with a lot of tourism stakeholders in the region.

The BalticMuseums team was especially proud to be named as a best practice project by Ms Sylvia Bretschneider (photo), President of the Landtag Mecklenburg-Vorpommern and President of the Baltic Sea Parliamentary Conference: "I welcome the objective to identify innovative approaches and best practices to better link and market tourism offers between our countries. Our common cultural heritage is one example of how this can be done. And cultural tourism is one of the themes this Forum will focus on in the next few years to come. The sector is an important catalyst for innovation in other areas. One such example is the EU project "BalticMuseums 2.0 Plus", which was introduced in the European Parliament in March this year. Under the leadership of the University of Applied Sciences Stralsund, project partners from Poland, Lithuania, Russia and Germany have developed multi-lingual electronic museum guides, which allow an interaction with other visitors. These examples show how transnational cooperation can work and how a focus on those elements, that bind us together, can contribute to our economic development, including in the field of tourism. Therefore, I support the Forum's orientation towards cultural tourism."

The team will take this feedback as an additional incentive to continue the successful cooperation and the strive for tangible and relevant cross-border results.



BalticMuseums presented in European Parliament

On 19 March 2014 a delegation from the project „BalticMuseums 2.0 Plus“ had the great opportunity to present the results of the international cooperation in the European Parliament. This lunch briefing was organised by the Brussels office of the German Marine Research Consortium. MEP Radvile Morkunaite-Mikuleniene from Lithuania was host of the briefing that attracted over thirty representatives from the European parliament and different European organisations in Brussels. Beate Gminder, Head of Unit, DG Maritime Affairs and Fisheries EC, introduced with a keynote address.

In addition to receiving information about the development of electronic visitor guidance systems (eGuides) for oceanographic museums, the participants of the briefing made use of the opportunity to personally test the multi-lingual eGuides of the museums from Germany, Poland and Lithuania. “The use of information technology in oceanographic museums offers great potential for growth and directly supports the EU strategy “Blue Growth“, especially the development of coastal tourism,” stated Professor Klotz, head of the BalticMuseums 2.0 Plus project, that is part-financed within the South Baltic Programme by the European Regional Development fund. “The EU has committed itself to support coastal tourism, comprising also the vast distribution of knowledge about the sea to the general public. The project team unites the necessary expertise of information technology, the sea and educational concepts,” explained Dr. Jan-Stefan Fritz, Brussels office of the German Marine Research Consortium, the reason for inviting the BalticMuseums project to the European Parliament.



BalticMuseums 2.0 Plus at the EMSEA CONFERENCE in Gothenburg

Being part of the EMSEA Conference was an honour for the BalticMuseums team. Representatives from the NMFRI Gdynia Aquarium, Grazyna Niedoszytko and Weronika Podlesinska, were invited to give a presentation at this years EMEA conference, held from 1 to 3 October 2014 in Gothenburg, Sweden. Under the title “From prawns to the iPods – education in the NMFRI Gdynia Aquarium“ the team presented the results from the BalticMuseums 2.0 Plus project to the international audience of marine education institutions from all over the world. At the meeting about 130 scientists and educators were present, mostly from European countries, but also from the USA, Canada, Brazil, Gambia and the Maldives.

EMSEA (the European Marine Science Educators Association) is a global network bringing together representatives of scientific and educational institutions whose aim is the realization of the 'ocean literacy' assumptions. OCEAN LITERACY being the keyword of the conference is understood by the association members as the bidirectional relationship between man and the sea. This year's EMSEA conference was held by the University of Gothenburg.



The BalticMuseums 2.0 Plus project was presented by Grazyna Niedoszytko on the second day of the conference. The BalticMuseums project partners were described as a variety of characters, abilities and professions with a huge potential for the future successful cooperation. In the background of all educational projects, BalticMuseums fruits are innovative and technologically advanced. Many of the participants were vividly interested in the developed eGuide and expressed a wish for a future cooperation. Many of the scientists emphasised that they lack the tools, abilities and audience to transfer their findings to society and there is a great need to join scientific and educational institutions to improve ocean literacy and develop new methods of knowledge dissemination.



eGuide labs spread experiences among tourism stakeholders

The BalticMuseums partners set up so-called eGuide labs to create an opportunity for regional tourism stakeholders to learn from the experiences made in the project. In June 2014, the Lithuanian Sea Museum invited stakeholders to the eGuide Lab, an event to disseminate experiences, knowledge and results to over 20 participants. The focus was to discuss the concept of an electronic guidance system (eGuide), about practical issues regarding content and handling, but also about technical challenges. The team from NMFRI Gdynia Aquarium in Poland invited professionals from different museums, institutes and tourism stakeholders to this specialist meeting for edutainment with eGuides in August 2014. The team explained its strategy for introducing eGuides in the museum, especially the efforts for a tailor-made application addressing children. Project partners from the University of Szczecin additionally presented the data management tools of the project, which ensure an efficient use and sharing of content. Among the participants were representatives from various museums, tourist organisations and further project stakeholders. The eGuide lab in Germany is planned for late autumn 2014.



Interactive BalticMuseums posters

In August 2014, the BalticMuseums 2.0 Plus project presented a unique exhibition at the central railway station of Gdansk (Poland). Gdynia Aquarium prepared a poster promotion presenting marine animals. Via QR codes people could get video and audio information about these creatures. taken from the eGuide developed within the BalticMuseums project. After twenty days stay in Gdansk, the exhibition moved on to the Gdynia Railway Station.



Sharing experiences – BalticMuseums at various additional events

APRIL

Stralsund University of Applied Sciences invited pupils and stakeholders for an Open Day. The BalticMuseums 2.0 Plus team presented its project, having allowed many students to gain international experience during their studies.

The Lithuanian Sea Museum met with the Advisory Board members and interested tourism and culture organisations from Klaipeda region.

MAY

In May 2014, the BalticMuseums partners presented the results of the project at their conference hosted by the University of Szczecin, discussing multimedia resource management and educational technology developments in museums.

JUNE

The World Ocean Day (8 June) was celebrated at the Lithuanian Sea Museum with the eGuide. Visitors attending the Lithuanian Sea Museum were invited to create installations reflecting their attitude to the ocean. The eGuide served as a source for information.



The University of Szczecin presented the outcomes of the BalticMuseums cooperation to high school students at an award ceremony of a nationwide informatics contest organized by the Polish Information Processing Society.

Shark Week during South Baltic Blue and Green Days

At the end of September, the Shark Week at BalticMuseums partner NMFRI Gdynia Aquarium took place in the framework of the South Baltic Blue & Green Days around the European Cooperation Day. Special QR codes hid additional information about the different shark species presented in the aquarium and renting of the BalticMuseums eGuides was for free.





Future cooperation – will you join the crew?

The BalticMuseums team has developed many new ideas for cooperating in the future. Having worked together on joint challenges regarding museums, tourism and IT for six years, the group has developed an expertise and a strong partnership that provides a solid basis to be further fostered and enlarged.

Our network currently comprises oceanographic, maritime and naval museums in Lithuania, Poland, Sweden, Russia and Germany as well as scientific partners. Stralsund University of Applied Sciences as the Lead Partner is experienced in international project management, development of business models and solutions as well as IT management. The University of Szczecin provides profound knowledge in IT development, Open Source IT systems and models for IT management.

In the future, the team wants to:

- ✿ meet joint challenges of museums at the crossroads of visitor services, business opportunities and IT
- ✿ develop joint solutions for these challenges in a cross-border efficient and sustainable way, incorporating multi-lingual products
- ✿ develop educational tools helping to make our society more ocean literate
- ✿ develop joint dissemination campaigns to address the growing international visitor group and cooperate with all sort of stakeholders

Please contact us with your cooperation ideas, if you would like to work with us as a partner, or support the project as an associated partner for the profit of first hand information on project results, or if you would like to know about certain aspects and experiences made in the project.



We love to cooperate and share our knowledge.

Our BalticMuseums Team:



We strive for great joint solutions.



We learn from each other.



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
 Stralsund Information Management Team
 Zur Schwedenschanze 15
 D-18435 Stralsund Germany

November 2014

www.balticmuseums.org
 www.balticmuseums.net

Contact

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

Stralsund University of Applied Sciences
 BalticMuseums 2.0 Plus
 Prof. Dr. Michael Klotz
 Zur Schwedenschanze 15
 D-18435 Stralsund
 Germany
 T: +49 3831 45-6946
 F: +49 3831 45-6604
 E: michael.klotz@fh-stralsund.de



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