

  Project part-financed by the EU	INTERREG III B/ TACIS project Maritime Tourism Marketing in the Baltic Sea Region (MARITOUR)	 
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Minutes

International Kick-off Workshop: Stockholm 03-04 March 2006 **City City Conference Centre Stockholm, Folkets Hus, Room 204, Barnhusgatan 12 -14** **SE 111-23 Stockholm**

1. Purpose and programme

This was the first of three annual workshops planned for the project period of 2 years. Purposes were:

- to make partners, esp. new ones, acquainted with each other
- to give information on the overall project content
- to explain rules and requirements of the half-annual reporting system
- to inform on partners first activities and ideas
- to initiate the international working groups
- to specify work plans, schedules and responsibilities
- to initiate the steering group
- to decide about next meetings for working groups

The agenda is reproduced below. The workshop was executed accordingly, with minor modifications in the timing of individual sessions.

The agenda was approved at the beginning of the workshop

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International Kick-off Workshop: Stockholm

**City Conference Centre Stockholm, Folkets Hus, Room 204, Barnhusgatan 12 -14,
SE 111-23 Stockholm, www.stocc.se**

03.03.2006 - Friday

10:00 – 10:30	Registration, handing out of ear phones, nameplates and presentation folder	Björn Gabler, PLANCO
10:30 – 10:45	Opening of the conference by the LP	Bernd Anders, Amt Klützer Winkel
10:45 – 11:00	Summary of the project application	Gunnar Platz, PLANCO
11:00 – 11:30	Introduction of the partners and the region they represent: Klütz, Rügen, German Sailors Association, Lübeck, Putbus	Partners
11:30 – 12:00	Coffee break	
12:00 – 12:30	Introduction of the partners and the region they represent: Tourism co-operation Zeeland Mön, Maritime Center Denmark, West Sweden Tourist Board, Oslofjord Council of Outdoor activities, Lappeenranta, Klaipeda, Gdynia, Sopot, Swinoujscie, Paviłosta	Partners
12:30 – 13:00	Introduction of the partners and the region they represent: Narva, St. Petersburg, Vyborg, Slantsy, Kingisepp, Kaliningrad	Partners
13:00 – 14:00 Lunch		
14:00 – 14:45	Content/ Work programme / next steps for WP 3	Gunnar Platz on behalf of the WP leader Klütz
15:15 – 16:15	Discussion about WP 3	Plenary
16:15 – 18:30	Joint visit of the Stockholm boat show	Plenary
20:00	Joint dinner	



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04.03.2006 – Saturday

09:00 - 09:15	Summary of first day	Gunnar Platz
09:15 – 10:15	Content/ Work programme / next steps for WP 2	Till Jaich, WP leader City of Putbus
10:15 – 10:45	Discussion about WP 2: Selection of fairs to be visited Dissemination Plan Project website	Plenary
10:45 – 11:15 Coffee break		
11:15 – 12:00	Content/ Work programme / next steps for WP 1	Holger Bellgardt, WP leader Hansesail office
12:00 – 12:30	Discussion about WP 1	Plenary
12:30 – 13:15	Organisational matters(Reporting etc.)	Björn Gabler, PLANCO
13:15 – 13:30	Summary of the workshop / Next meeting	Gunnar Platz, PLANCO
13:30 – 13:45	Closure of the workshop	Bernd Anders, LP
14:00 – 15:00 Joint Lunch		
16:30 – 18:00	Joint visit of the Traditional Ship "Tre Kronor"	Some partners

2. Participation

All Interreg partners, except # 8 (Maritimt Center Denmark) – who was excused – participated in the workshop. All TACIS partners from Russia participated as well.

Workshop Participation

No.	Partner No.	Surname	First name	Organisation	Business Address	Post Code	City	Country	Phone	Fax	E-mail address
1	1	Anders	Bernd	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39311	+49 38825 9064	b.anders@kluetzer-winkel.de
2	1	Schultz	Maria	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39340	+49 38825 39319	m.schultz@kluetzer-winkel.de
3	1	Kuprat	Nicole	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39362		n.kuprat@kluetzer-winkel.de
4	1	Neick	Dietrich	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39312		
5	1	Jürgen	Mevius	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE			
6	2	Kammann	Rolf	Rural District of Rügen	Gartenstr. 5	18528	Bergen	DE	+49 3838 813321	+49 3838 813270	rolf.kammann@landkreis-ruegen.de
7	2	Thom	Brigitte	Rural District of Rügen	Gartenstr. 5	18528	Bergen	DE	+49 3838 813409	+49 3838 813270	brigitte.thom@landkreis-ruegen.de
8	3	Stoldt	Michael	German Sailor Association	Gründgensstr. 18	22309	Hamburg	DE	+49 40 632 00 931	+49 632 00 928	recht@dsv.org
9	4	Schwartz	Barbara	Lübeck and Travemünde Tourist-Service GmbH	Holstentorplatz 1	23552	Lübeck	DE	+49 451 409 19 07	+49 451 409 19 90	barbara.schwartz@luebeck-tourismus.de
10	4	Neumann	Kerstin	Lübeck and Travemünde Tourist-Service GmbH	Holstentorplatz 1	23552	Lübeck	DE	+49 451 409 19 05	+49 451 409 19 91	kerstin.neumann@luebeck-tourismus.de
11	5	Bellgardt	Holger	Hanseatic City of Rostock - Office Hanse Sail	Warnowufer 65	18057	Rostock	DE	+49 381 208 52 33	+49 381 208 52 32	holger.bellgardt@rostock.de
12	5	Fust	Bettina	Hanseatic City of Rostock - Office Hanse Sail	Warnowufer 65	18057	Rostock	DE	+49 381 208 52 33	+49 381 208 52 32	bettina.fust@rostock.de



No	Partner No.	Surname	First name	Organisation	Business Address	Post Code	City	Country	Phone	Fax	E-mail address
13	6	Jaich	Till	Marina of Lauterbach	Am Yachthafen	18581	Lauterbach	DE	+49 38301 80929	+49 38301 80910	t.jaich@im-jaich.de
14	6	Jaich	Hans	Marina of Lauterbach	Am Yachthafen	18581	Lauterbach	DE	+49 38301 80929	+49 38301 80910	h.jaich@im-jaich.de
15	7	Büchert	Erik	Team Møn ApS	Storegade 2	4780	Steger	DK	+45 55 86 04 00	+45 55 81 48 46	eb@visitmoen.com
-	8	Lauritsen (did not participate)	Anker	Maritimt Center Danmark	Havnepladsen 2	5700	Svendborg	DK	+45 62 80 02 14	+45 62 80 02 15	info@maritimt-center.dk
16	9	Svedberg	Anders	West Sweden Tourist Board	Kungssport-savennyn 31 - 35	41136	Gothenborg	SE	+46 31 81 83 14	+46 31 81 83 01	anders.svedberg@vastsverige.se
17	10	Buivydas	Skirmantas	Klaipeda City Municipality Administration	Liepu q 11	5800	Klaipeda	LT	+370 46 396 108	+370 46 396 110	s.buivydas@klaipeda.lt
18	11	Frymark	Tomasz	Gdynia Sport and Recreation Center	Ul: Olimpijska 579	81538	Gdynia	PL	+48 586 223 574	+48 58 602 730 221	frymark@gosir.gdynia.pl
19	12	Kowalewska	Malgorzata	Municipality of Sopot	Ul: Tadeusza Kosciuszki 25/27	81704	Sopot	PL	+48 585213863	+48 58 5510133	mkowalewska@sopot.pl
20	13	Kwieduk	Anna	Municipality of Swinoujscie	Wojska Polskiego 1/5	72600	Swinoujscie	PL	+48 91 321 56 23	+48 91 321 56 23	promojca@um.swinoujscie.pl
21	14	Blazevics	Ernests	Latvia, Pavidosta, Saka Parish Council	Dzintaru iela 63, Liepajas rajons	3466	Pavidosta	LV	+371 9237329	+371 7800571	ernests@west-coast.lv
22	14	Berzins	Egons	Latvia, Pavidosta, Saka Parish Council	Dzintaru iela 63, Liepajas rajons	3466	Pavidosta	LV	+371 838 5368		egons@apollo.lv
23	15	Sergejew	Vitali	Narva Buisness Advisory Services Foundation	Peetri 1	20308	Narva	EE	+372 3599251	+372 3599255	vitali@nbas.ee
24	17	Kareva	Olga	Administration of the municipality "Vyborg region of Leningrad oblast"	Sovetskaia 12	188800	Vyborg	RU	+7 81378 35029	+7 81378 27 161	olga.kareva@city.vbg.ru
25	18	Paramonenko	Alexander	Slantsy Region Municipality	Pochtovyi 3	188560	Slantsy	RU	+7 813 74 23273	+7 813 74 23291	slantsy@peterlink.ru
26	18	Selyuzhitskaya	Tatiana	Slantsy Region Municipality	Pochtovyi 3	188560	Slantsy	RU			slantsy@peterlink.ru
27	19	Andreev	Vladislav	Kaliningrad Municipality	pl. Podeby 1	236040	Kaliningrad	RU	+7 0112 923141	+7 0112 215395	andreev@kugd.ru
28	20	Ponomareva	Svetlana	Kingisepp Region Municipality	K.Marx 2a	188480	Kingisepp	RU	+7813 7523239	+7813 7523239	king_admin_inf@mail.ru
29	21	Svenson	Rune	The Oslofjord Council of outdoor activities	Gamle Drammensvei 203	1337	Sandvika	NO	+47 90 56 96 22	+47 67 55 95 30	rune@oslofj.no
30	22	Äikäs	Hannu	Municipality of Lappeenranta	P.O. BOX 11, VISIT: VILLIMIEHE NKATU 1	53101	Lappeenranta	FI	+358 5 616 2024	+358 5 616 2919	hannu.aikas@lappeenranta.fi
31	22	Willberg	Juha	Municipality of Lappeenranta	P.O. BOX 11, VISIT: VILLIMIEHE NKATU 1	53101	Lappeenranta	FI	+358 5 616 2004	+358 5 616 2901	juha.willberg@lappeenranta.fi
32	-	Magnussen	Jan	PortPilot e.K.	Albert Einstein Str. 11h	18059	Rostock	D	+49 381 203 26 52	+49 700 76 78 76 78	jbmagnussen@portpilot.de
33	-	Knappe	Torben	Norddeutscher Regattaveroin Marketing GmbH	Schöne Aussicht 37	22085	Hamburg	D	+49 40 320 302 54	+49 40 229 0572	torben.knappe@nrv-marketing.de
34	-	Landqvist	Per	Stockholmsbriggen AB	Östra Brobänken; Skeppsholmen	11149	Stockholm	SE	+46 46 52 52 414	+46 8-545 024 11	per@stockholmsbriggen.se
35	-	Bunaes	Jonny					NO	+47 93 00 4025		jonny@suportnet.org
36	-	Fleischhacker	Karin	Echoo Konferenz Dolmetschen	Scherenbergstr. 27	10439	Berlin	D	+49 30 444 82 57	+49 30 44 73 01 88	karin.fleischhacker@echoo.de
37	-	Bryce	Robert	Echoo Konferenz Dolmetschen	Teterower Ring 39	12619	Berlin	D	+49 30 562 51 35	+49 30 563 016 07	robert.bryce@t-online.de
38	-	Platz	Gunnar	PLANCO Consulting GmbH Schwerin	Hagenower Str. 73	19061	Schwerin	D	+49 385 399 397 22	+49 385 399 397 21	gunnar.platz@PLANCO.de
39	-	Gabler	Björn	PLANCO Consulting GmbH Schwerin	Hagenower Str. 73	19061	Schwerin	D	+49 385 399 397 23	+49 385 399 397 21	bjoern.gabler@PLANCO.de

Start of 1st day:

1. Welcome

The Lead Partner Bernd Anders introduced himself, welcomed the participants and presented the Lead Partner organisation Local Administration Klützer Winkel. He thanked the co-ordinator PLANCO for the successful work regarding the application.

2. Project Overview

Gunnar Platz from PLANCO gave a short overview concerning:

- Projects Background
- Aims of the co-operation
- Technical Tasks of the 3 Work Packages
 - Common marketing measures (WP 2)
 - BSR-wide events (WP 2)
 - Improve statistical background information (WP 3)
 - Create a common marketing organisation as permanent institution to let co-operation achievements last beyond the project period (WP 1)
- Aims of the workshop

3. Partner Presentation

Subsequently the partners introduced themselves and highlighted their expectations concerning the outcome of Maritour. This was done in the following order:

Partner	Representative	Country
1. LP Local Administration Klützer Winkel	Maria Schultz	Germany
2. County District of Rügen	Rolf Kammann	Germany
3. German Sailor Association (DSV)	Michael Stoldt	Germany
4. Lübeck Tourist Service	Barbara Schwartz	Germany
5. Hanseatic City of Rostock (Hanse Sail Office)	Holger Bellgardt	Germany
6. Municipality of Putbus	Till Jaich	Germany
7. Harbour Co-operation Zealand Møn	Erik Büchert	Denmark
8. Oslfjordens Friluftsråd	Rune Svensson	Norway
9. City of Lappeenranta	Juha Willberg	Finland
10. Municipality of Klaipeda	Skrimantas Buivydas	Lithuania
11. Gdynia Sports and Recreation Centre	Tomasz Frymark	Poland
12. Municipality of Sopot	Malgorzata Kowalewska	Poland

Partner	Representative	Country
13. Municipality of Swinoujscie	Anna Kwieduk	Poland
14. Pavidosta (Saka Region)	Egons Berzins	Latvia
15. Narva Business Advisory Services Foundation	Vitali Sergejev	Estonia
16. Administration of the municipality "Vyborg region of Len-	Olga Kareva	Russia
17. Anders Svedberg	West Sweden Tourist Board	Sweden
18. Tatiana Selyuzhitskaya	Slantsy Region	Russia
19. Svetlana Ponomareva	Kingisepp Region	Russia
20. Vladislav Andreev	City of Kaliningrad	Russia

Decisions:

It was agreed:

- that all presentations, demonstrated during the workshop, including partner presentations will be burnt on a CD by PLANCO to be submitted to the partners after the workshop together with the minutes.

4. Work Packages

4.1. Work Package 3:

Introduction

To start the discussion on working packages and groups Gunnar Platz from PLANCO on behalf of the working group leader Bernd Anders from the LP gave an introduction for Work Package 3:

Main objective of WP 3 is the improvement of the availability and accessibility of market information on maritime tourism. Maritour will focus the activities on the following 3 components:

- Establishment of a database on traditional sailing ships
- Transnationally harmonised harbour visitor statistics
- Harbour benchmark data to indicate potentials for:
 - Improvement of financial results
 - Improvement of services
 - Improvement of harbours into their cities to maximise local benefits

Main Reasons for the establishment of a database on traditional ships are:

- Establishment of a sailing ship locator: availability by time and location
- Use the database as a booking tool

- Better connection of traditional sailing events

Main reasons for collecting better transnationally harmonised visitor statistics:

- analysis of bottlenecks in the harbour network
- cost/benefit evaluation of harbour improvements
- analysis of competition / possible co-operation
- basis for marketing measures („bonus card“)
- basis for improved landside services

Main reasons for collecting benchmark data:

- Harbour operators often don't have background information to assess their operational and financial operations:
- Consequence 1: negative financial results of harbour operations; no possibility to evaluate whether these are “normal”
- Consequence 2: potentials and needs to improve service concepts not known

Summary of Discussion

There was a broad agreement concerning the importance for improvement of market information in the field of water tourism in the BSR especially in order to have a solid basis for marketing as well as giving evidence for the amount of local economic effects of boat tourism. Summing up the discussion the following issues can be highlighted:

1. Analysing market information requires as first step the differentiation of data in those that are easily accessible and those information that in detail must be surveyed.
2. Second step should be a classification of water tourist groups.
3. There was an agreement that statistics and market information that have already been surveyed during earlier analyses in the partner regions should be made available for the project.
4. The best quality of visitor statistics in the field of boat tourism can be obtained by face to face interview on the boat or in the harbour.
5. Another good way for data collection could be its combination with marketing measures (bonus card, online lottery on maritime web pages,...).
6. Willingness and time of the customers can be identified as the basic problems of face to face interview. Therefore the questionnaire should be easy understandable and with a limited no. of questions.
7. Surveys for visitor statistics might be most interesting for harbour operators, in case analysis can be combined with investigations regarding customer satisfaction.

8. Analysis should also consider landside activities of water tourists in order get more knowledge in this field, when creating target oriented marketing measures.

Decisions:

Working group:

1. The working group 3 is composed of the following partners:
 - WG Leader LP Klützer Winkel Partner 1 (LP represented by Bernd Anders),
 - Local County of Rügen Partner 2 (represented by Rolf Kammann),
 - Hanse Sail Office Rostock Partner 5 (represented by Holger Bellgardt),
 - City of Putbus Partner 6 (represented by Till Jaich),
 - Harbour Co-operation Zealand Møn Partner 7 (represented by Erik Büchert),
 - West Sweden Tourist Board Partner 9 (represented by Andres Svedberg),
 - Municipality of Klaipeda Partner 10 (represented by Skrimantas Buivydas),
 - Municipality of Gdynia Partner 12 (represented by Tomasz Frymark),
 - Saka Region Pavilosta Partner 14 (represented by Egons Berzins),
 - Narva BASF and TACIS partners Partner 15-20 represented by Vitali Sergejev),
 - Oslofjordens Friluftsråd Partner 21 (represented by Rune Svensson)
2. Partners not yet opting to join the WG will check this again and will inform PLANCO in case they want to join, too.
3. The WG leader will call for a meeting of all co-operating partners in spring 2006 where the working program and milestones will be jointly defined, and working procedures will be agreed.

WP 3 - Objectives in general:

4. The partners agreed to the general objectives of the work package 3.

Database on traditional sailing ships:

5. The WG will during its 1st meeting agree upon specification of work plan, schedule and responsibilities, comprising: Concept development, Data compilation from ship owners, harbours, event organisers, Set-up and use of data base for event planning, Integration into the new organisation.

Visitor statistics:

6. PLANCO will propose a standard format for transnationally harmonised harbour visitor statistics, which the working group will agree upon during its first meeting. The suggestion will base on the data made available by the partners before the meeting.
7. PLANCO will prepare a questionnaire, the working group will agree upon during its first meeting

8. All partners will check the availability of existing statistics in their regions and send these to PLANCO during April 2006.
9. Working Group will decide upon the way of data collection, the integration of non-partners and the integration into the new organisation (WP 1)

Benchmark Data:

10. PLANCO will based on the assessment of the US example together with the working group specify a working plan regarding:
 - data requirements,
 - classification of regions and harbour types,
 - content,
 - data processing,
 - securing confidentiality,
 - determine future organisation of benchmark updating,
 - clarification of current cost and proposals for cost recovery
 - promotion of the idea among harbour operators

End of 1st day:

The 1st day of the workshop was closed at 4 p.m. Afterwards the participants jointly visit the biggest Swedish boatshow “Altforsjön”, taking place in Stockholm

Start of 2nd day:

The 2nd day started with the WP 2

4.2 Work Package 2

Introduction

Working group leader Till Jaich, representing the city of Putbus, started discussion on WP 2 with a presentation by highlighting strategic focus, planned activities, results and outcome.

Strategic Focus:

- Extending marketing measures for the BSR, regional marketing measures
- Using common elements to enhance BSR's recognition by maritime tourists

Planned activities:

- Design and implement joint Marketing Measures & Events on 2 levels (transnational and for selected Regions)

- Transnational Events
 - o Regatta and Rallies (e.g. Vier-Ecken-Regatta)
 - o Traditional sailing ship events (e.g. Hanesail)
 - o Regional Events - Youth Sailing (e.g. Championships for Youth Sailing,...)
- Further Improvement of Internet-based Leisure boat and Water tourist information system www.nv-portpilot.com (result from Interreg IIIB project SuPortNet II)
 - o Regional enlargement of the information in the BSR
 - o BSR-wide joint maritime Event calendar
 - o Route Planning (Tour guide)
- Joint appearance at international boat and or tourism fairs

Outputs and their quantification:

- Transnational marketing strategy incl. common marketing material
- Joint exhibition at 2 transnational fairs
- Harmonised transnational event calendar
- 2 international events
- 2 regional marketing strategies following joint strategy
- Widened water tourist and boat information system

Summary of Discussion

Summing up the discussion the following issues can highlighted:

Joint Boat Fairs

1. Basic question that has to be answered before starting different kinds of marketing measures is what target group shall be addressed with the activities.
2. There are 2 demands for a joint appearance on a boat fair:
 - a. The partners should have the chance to present themselves individually
 - b. The project Maritour as a network must be presented
3. Presenting the whole BSR as Sailing region on a boat fair makes no sense. Customers on boat fairs usually look for concrete offers. In this regard it would more suitable if the "Baltic Sea Region" would be the basic theme or region of a boat fair. Under this umbrella each partner can easily present themselves.
4. As the deadline for registration and start for hall planning at international boat shows and other fairs end in most cases at least a half year before official opening it is necessary to finish dis-

cussion regarding choice of exhibition as soon as possible (example: boot Düsseldorf official registration deadline 30.06.2006).

5. Therefore partners must make proposals, what exhibitions might be suitable in their own or other countries, as soon as possible. Suitable fairs could be:
 - a. Boot Düsseldorf
 - b. Hanseboot Hamburg
 - c. Boat show Gothenborg
 - d. Boat Show Copenhagen
 - e. ...
6. In order to save costs partners that have already taken part in fairs should support the partnership, by providing necessary equipment, needed for a joint presentation (Exhibition booth, moveable walls, tables,...).
7. Partners should provide necessary man power for joint appearance on boat shows (exhibition booth attendance, answer questions of fair guests,...)
8. Partners presenting themselves on boat or tourism fairs, independent from the project, could use this opportunity to distribute material about the project and its partners as well.

Joint events:

9. Organising and implementing own regattas is usually very cost –intensive. Another suitable measure might be to charter a traditional boat travel around in the Baltic Sea and implement different kinds of marketing measures during the trip.

Widened Information system

10. There was nothing to discuss about

Decisions:

Working group:

1. The working group 2 is composed of the following partners:
 - WG Leader City of Putbus Partner 6 (represented by Till Jaich)
 - Local Administration Klützer Winkel Partner 1 (LP represented by Bernd Anders),
 - Hanse Sail Office Rostock Partner 5 (represented by Holger Bellgardt),
 - Local County of Rügen Partner 2 (represented by Rolf Kammann),
 - Municipality of Sopot Partner 11 (represented by Malgorzata Kowalewska),

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- Municipality of Gdynia Partner 12 (represented by Tomasz Frymark),
 - Municipality of Swinoujscie Partner 13 (represented by Anna Kwieduk),
 - City of Lappeenranta Partner 22 (represented by Juha Willberg),
 - Narva BASF and TACIS partners Partner 15-20 (represented by Vitali Sergejev)
2. Partners not yet opting to join the WG will check this again and will inform PLANCO in case they want to join, too.

Objective of WP 2 in general:

3. The partners agreed to the general objectives of the work package 2
4. The WG leader will call for a meeting of all co-operating partners in spring 2006 where the working program and milestones will be jointly defined, and working procedures will be agreed.
5. The WG leader will prepare a suggestion for a more detailed work plan and submit this to the partners before the next WG meeting.
6. TACIS partners will be actively integrated in activities of WP 2

Next steps:

7. Working group will prepare a working plan for at least the next 2 milestones including share of responsibilities between partner
8. WG will define target groups joint marketing measures will be addressed for.
9. A project homepage will be created in co-operation with Jan B. Magnussen from www.nv-portpilot.com

Joint appearances on boat shows:

10. The WG leader will contact relevant boat fairs regarding prices, registration deadlines, etc. and will inform the WG members before the next WG meeting
11. All partners will check which boat shows in their countries/regions could be relevant for Maritour. This information will be send to the WG leader and PLANCO before the next WG meeting.
12. Based on partner proposals the working group will finally opt for boat shows, suitable for joint appearances during their 1st meeting and agree upon responsibilities for registration.
13. WG will discuss and agree about ways, how a joint appearance on a boat show should look like.
14. Partners will support each other with necessary equipment for joint appearances on boat shows.
15. Partners will support joint appearances on boat shows with the necessary men power.

Joint Events:

16. WG will agree upon possible joint regional or international events suitable for Maritour



17. Partners will make proposals concerning regional and international events, that could be used for Maritour

Widened Information system

18. WG will together with Jan B. Magnussen discuss and agree upon ways how to use the SuPortNet II information system (www.nv-portpilot.com) for marketing measures in Maritour and other issues.

4.3 Work Package 1

Introduction:

Working Group leader Holger Bellgardt, representing the Hanse Sail office in Rostock Started with presentation of WP 1:

Main goal:

Foundation of a permanent transnational institution (“Baltic Sailing Association”) responsible for supporting the task execution of WP 2 and 3:

- Improve availability of market data and statistical information in the field of water tourism
- Promote joint development of strategies and their implementation
- Design and implement joint marketing action
- Organise and / or promote transnational events and regattas, yacht harbours, sailing clubs, sailing on traditional boats

Decisions:

1. Based on the application and on the workshop discussion, following partners will participate in this working group:
 - WG Leader Hanse Sail Office Rostock Partner 5 (represented by Holger Bellgardt)
 - Local Administration Klützer Winkel Partner 1 (LP represented by Bernd Anders),
 - The City Putbus Partner 6 (represented by Till Jaich)
 - Sopot Partner 12 (represented by Malgorzata K.)
2. Partners not yet opting to join the WG will check this again and will inform PLANCO in case they want to join, too.
3. The WG leader will call for a meeting of all co-operating partners in spring 2006 where the working program and milestones will be jointly defined, and working procedures will be agreed.
4. WG will in co-operation with the working groups of the other work packages decide in what way the institution could support the work of WP 2 and WP 3

First steps of the institution will be:

5. Prepare provisional working infrastructure and staff at Hanse Sail Office Rostock
6. Prepare for the implementation of tasks developed by the WPs
7. Agree on future tasks of the organisation
8. Find further partners with the support of the project partner
9. Arrange preliminary financial plan of BSA
10. Identify type & rules of future organisation BSA
11. Liaise with similar organisations in other regions
12. Prepare future statutes

5. Organisational Matters:

Finally Björn Gabler from PLANCO gave an overview concerning organisational matters and the required reporting for the Interreg Secretariat (technical and financial reports). The following issues were highlighted:

1. Project Reporting and Payment
2. Eligibility of Expenditures
3. Common Account
4. Audit
5. Publicity Rules

In this context it will also be necessary that each partner having a partner project defines milestones per 6-months-periods, identifying relevant outputs (working results) and activities required to achieve these outputs.

Corresponding milestones shall be prepared for each working group, once the groups have defined their working programmes.

Template for milestone definition

Title of the project		
Strategic focus		
Planned result		
	Major activities	Major Output
Milestone 1 1-6 months: Jan 06 – June 06		
Milestone 2 7-12 months: July 06 – December 06		
Milestone 3 13-18 months: Jan 07 – June 07		
Milestone 4 19-24 months: July 07 – December 07		

Decisions:

It was agreed that:

- all deadlines for submitting the reports and the corresponding paper documents during the reporting procedure to PLANCO must be kept by the partners in order to avoid irregularities and payment delays.
- the partner auditors will be contacted as soon as possible by each partner in order to clarify what documents will be necessary to provide during reporting.
- milestones will be defined for each partner project (by each partner having such project). PLANCO will prepare relevant files after the workshop and discuss this, if necessary, with the respective partner. The result (in English) will be sent to the LP or PLANCO. Future half-yearly technical reports shall be prepared providing a comparison between what was planned and what has been achieved.
- publicity rules will be considered by the partners. That means all project relevant documents, especially those that will be published, must indicate an EU flag, the Interreg IIIB logo and the relevant text that the project is co-financed by the EU.
- invoices, bills and all other project expenditures must be indicated with at least the writing "MARITOUR" in order to avoid misunderstandings and to document that the expenditure is directly linked to the implementation of the project

For Personnel cost, time sheets as prepared by PLANCO will be filled out by the partners

Common expenditures will be financed through the LP. All partners will make advance payments to the project account according to their co-operation agreements. For each financial report the FM will prepare an overview about common expenditures in the respective period. This overview (Pro Forma invoice) will be the basis for the financial report.

6. Other issues

The next working group meetings for WP 2 and WP 3 will be arranged in May 2006. There was an agreement that the working groups will be connected at the same date in order to save travel and meeting costs.





7. Steering Group

A Steering Group was formed which, according to the application is composed of at least one members from each participating country, including one member for all Russian partners. The Following SC members have been nominated:

Germany: LP Mr. Bernd Anders (chairman; partner no.1)

Norway: Mr. Rune Svensson (partner no. 21)

Denmark Mr. Erik Büchert (partner no.7)

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Sweden Mr. Anders Svedberg (partner no.9)

Finland: Mr. Juha Willberg (partner no.22)

Poland: Ms. Anna Kwieduk (partner no.13)

Lithuania: Mr. Skrimantas Buivydas (partner no.10)

Latvia: Mr. Egons Berzins (partner no.14)

Estonia: Mr. Vitali Sergejev (partner no.15)

Russia: Mr. Vladislav Andreev (partner no.19)

Secretariat: Gunnar Platz (PLANCO)

End of 2nd day:

The LP thanked all partners for their participation and contributions to the workshop and asked SC members to stay for the first SC meeting. The workshop was ended at 14:00 hrs.