



# South Coast Baltic

2<sup>nd</sup> All-Partner-Meeting

Bansin / DE

17-18 May 2017

**Welcome!**



# Let's start with...

## ...a short introduction round!



## Agenda: 17 May – morning

### Short update on project status / “burning questions”

- “All-in-one” procurement for PM & common activities
- Presentation: The subcontracted consortium & its tasks
- Delays vs. work plan
- Payments to Common Budget Pool – further procedure

### Brand development workshop

- Joint review of approach & experiences far
- First steps to further refine the SCB brand & USP
- Refreshing the brand manual: Outlook & further timeline

*13:30 Lunch (here in the hotel)*



## Agenda: 17 May – afternoon

*14:30 Departure of the mini busses in front of the hotel*

### Regional fam tour & study trip

- Getting to know **Vorpommern & its waters**
  - Mini bus transfer across Usedom island to Peenemünde
  - Guided tour at Historical-technical museum in Peenemünde
  - Boat trip across Peenestrom from Peenemünde to Kröslin
- Study visit at **Baltic Sea Resort** in Kröslin
  - Business model & marina infrastructure
  - **Elderly-friendly marina facilities**

*19:30 Joint dinner in Kröslin*

*21:00 Mini bus transfer back to Bansin*



## Agenda: 18 May - morning

### Overview on work plan & next tasks

- Priorities & main tasks for 2017
- Coordinating local & joint activities > international meeting plan

### Upcoming common activities – planning & discussions

- 2<sup>nd</sup> Edition of SOUTH COAST BALTIC Magazine
- Boating Rally Gdańsk - Kaliningrad - Klaipėda 2017
- Baseline study/„boater survey“ in summer 2017

*12:30 Lunch (here in the hotel)*



## Agenda: 18 May - afternoon

### Regional activities & their alignment with overall work plan

- Concerted regional promo materials / brochures
- Local (pilot) actions & investments
  - SOUTH COAST BALTIC Info Points
  - Elderly-friendly pilot marinas
  - Prototype marina management software

### Administrative issues & final matters

- Reporting: Review, remarks, recommendations
- Next all-partner meeting & quality forum: Date & place
- AOB

*18:00 End of meeting*



Any comments / questions to the agenda?

Any further issues you would like to discuss?



# Short update on the project status





## “All-in-one” public procurement (1)

### Agreed approach & procedure:

- **All external support** required for SCB at the overall level & for common (marketing) activities should be **procured “in one go”**
  - > All support financed from Common Budget Pool (Annex 1 of AF)
  - > No further procurement procedures needed, afterwards!
- **Responsible** on behalf of all PPs: **Lead Partner**
- **Total expected contract value:**
  - 739.500 EUR net (= entire Common Budget Pool)
- Obligatory public **procurement procedure:**
  - Europe-wide open call for tenders

# “All-in-one” public procurement (2)



## The procurement process & its results:

...further information by Romy Sommer...



## Subcontracted tasks

- **Project management & financial management**
- Support for **joint marketing activities**, e.g.:
  - Re-financing the SCB brand & USP / strategic advice
  - PR materials (magazine, motor & charter brochure, update slide show & flyer, give-aways, flyers whales & open sea maps)
  - Website re-launch & charter portal
  - Press work, media partnerships, club promo tours, fair visits
- Specific **further support & expertise**, e.g.:
  - Expert studies (elderly-friendly marina, software, certification)
  - External lecturers / marine quality forums (pool)
  - Rally & trainings in Kaliningrad



## Subcontracted consortium

- **Overall project coordination & management:** GA-MA Consulting
- **Further sub-contractors / involved for specific tasks:**
  - Kerstin Löffler & Oliver Geyer (SCB magazine)
  - pr-ide / Martina Müller (PR, motor & charter brochures)
  - Anders Svedberg (advice & support / marketing Scandinavia)
  - project rk (booth builder)
  - GEM / Roman Kolicki (update SCB harbour guide)
  - Jamel Interactive (update slide show & flyer)
  - Jan B. Magnussen (re-launch website & charter portal)
  - GuG / Frank Schmidt (study marina management software)
  - im jaich / Hans & Till Jaich (trainings & practical expertise)
  - Aleksei Ignatiev (support boating rally & training Kaliningrad)



## Delays vs. work plan

- Subcontracting **much later** than planned, but now:
  - **No more procurement** necessary for entire project lifetime!
  - All required external & special **expertise in place**
  - Most subcontractors have been involved in MARRIAGE
    - > Pre-work can be directly used & based on
    - > **Immediate start** of work without further delays
  - **Continuity**: Stable team supports throughout the next 3 years
- > **A few tasks** directly **affected** (Kick-off, PR1, Rally) – quality losses
- > Structural **step forward** that will count back soon (catching up!)
- > “Buffer” in work plan is gone but **we are still quite on track!**



## Payments to Common Budget Pool

- **Payments** due on 15 Jan 2017 were **suspended**:
    - No need to pay external services from Common Budget Pool
    - No need for money on side of LP for the time being
  - After successful procurement, **original work plan still valid**:
    - Consortium starts working immediately & at full pace
    - Peak of work & costs in 2017 (fairs, PR materials etc.)
  - **Handling of suspended & further advance payments**:
    - **Payments plan** as defined in Partnership Agreement **stay valid**
    - **Next planned payment** due on **15 July 2017**
    - Suspended tranche (15 Jan) is requested on 15 July 2017, too
- > **Please prepare for that & cross-check internally, if necessary!**



Do you have any further questions  
or comments on these issues?



# Refining the SOUTH COAST BALTIC brand & USP



# Refining the SCB brand & USP – background & overall framework



- **Why refining the SCB brand & USP?**
    - Joining of Bornholm – new geography & profile of SCB (?)
    - New target countries: DE (old) - plus new DK, SE, (PL)
    - New specific target groups: Motor boaters, charter boaters
    - Time > lessons learnt & development of past 3-5 years
  - **Process & time line:**
    - Brand Dev Workshop 1 (May 2017) > Start of discussions
    - Over the summer > Draft refresh of the “SCB Brand Manual”
    - Brand Dev Workshop 2 (autumn 2017) > fine-tuning / adoption
- > The **refreshed SCB brand & USP** should be the **reference framework** for all **new marketing** materials & measures of SCB



# SOUTH COAST BALTIC: Brand Development Workshop 1

Prepared & moderated by

**Martina Müller, pr-ide**

SOUTH COAST BALTIC, 2<sup>nd</sup> All-partner Meeting

Bansin / DE, 17 May 2017



## Regional fam tour & study trip

*13:30 Lunch (buffet - hotel restaurant)*

*14:30 Departure of the mini busses (in front of the hotel)*

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# Lunch break

**See you at 14:30 h  
in front of the hotel!**



# South Coast Baltic

**2<sup>nd</sup> All-Partner-Meeting**

Bansin / DE

17-18 May 2017

**Hello again!**



## Agenda: 18 May - morning

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## Agenda: 18 May - afternoon

### Regional activities & their alignment with overall work plan

- Regional promo materials / brochures
- Local (pilot) actions & investments
  - SOUTH COAST BALTIC Info Points
  - Elderly-friendly marina facilities
  - Marina management software
- Regional dialogue events

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**18:00 End of meeting**



# Work plan for 2017 & beyond





# “Heat map” of the project work

		2016			2017			2018			2019			
WP 1	Administration & reporting				Red	Yellow	Red	Yellow	Red	Yellow	Orange	Orange	Yellow	Orange
WP 2	Project PR & dialogue with EU stakeholders				Yellow	Yellow	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
WP 3	Market research & observation				Yellow	Yellow	Red	Red	Red	Orange	Yellow	Orange	Red	Orange
	Dialogue with marinas				Yellow	Orange	Orange	Yellow	Orange	Orange	Yellow	Orange	Orange	Orange
	Strategic alliances & studies				Yellow	Yellow	Yellow	Yellow	Orange	Red	Red	Red	Orange	Orange
WP 4	Marketing strategy				Yellow	Yellow	Red	Red	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
	Promotion materials				Yellow	Yellow	Orange	Orange	Red	Red	Orange	Orange	Orange	Yellow
	Promotion measures				Yellow	Orange	Yellow	Orange	Red	Red	Yellow	Red	Red	Yellow
WP 5	Destination services				Yellow	Yellow	Orange	Orange	Red	Yellow	Yellow	Yellow	Yellow	Yellow
	Local pilot actions & facilities				Yellow	Yellow	Orange	Orange	Red	Yellow	Orange	Red	Red	Yellow
WP 6	Studies & guidelines				Yellow	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
	Quality development events				Yellow	Yellow	Yellow	Orange	Orange	Yellow	Orange	Orange	Yellow	Yellow
	Training courses in RU & DK				Yellow	Yellow	Yellow	Orange	Orange	Red	Red	Orange	Orange	Orange



## Work planning: Approach & instruments (1)

- SCB is a very **complex project** (...as MARRIAGE was, too)
  - A broad range of joint activities
  - An (almost) equally broad range of partner tasks “on top”
  - Work plans of partners are very specific & individual
  - A huge number of partners
- SCB was **prepared in very detail** (exceptional for INTERREG!)
  - We have quite exactly defined **what** we want do & **how** already in the **application phase** (intensive discussions!)
  - The agreements have been taken up & **settled** in
    - Detailed **partner activity & budget plans**
    - **Application** Form (= overall work plan incl. schedule)



## Work planning: Approach & instruments (2)

- We do **not** intend to put **more** strategic & long-term **planning documents on top**, but rather...
  - **Remind you** & bring you back to the (already very elaborated!) status of autumn 2015
    - > The project development is 2 years ago!
  - **Clear up** partner activities & budgets
    - > Changes of WP structure & wording / re-applying in 2<sup>nd</sup> Call
  - Give you continuous **guidance** during the implementation in an **easy & flexible** way



## Work planning: Approach & instruments (3)

- **How will the PM assist you in (your) work implementation?**
  - **Clearing up** the partner budget & activity plans (> summer)
  - International **meeting plan** (> aligns joint & partner tasks)
  - Detailed planning of “next” stages at **all-partner meetings**
  - Where necessary: Task-related work schedules (e.g. brand dev)
  - Most important (!): PM gives **continuous advice & help**
- > **Let’s talk & keep in touch** instead of drawing & updating tables!
- > Do not hesitate to contact you: Björn & Jens are ready for any ad hoc advice, please simply **give us a call & drop a message!**



## Work planning: Approach & instruments (4)

- What are the **steps to be taken**, then?
  - **Today:** Distribution of international meeting plan
    - Rough definition of “stages”, to be updated on demand
  - **Today:** Discussing the “next stage”
    - Activities until 3<sup>rd</sup> all-partner meeting in Sept 2017
    - Focus: Tasks that need to be discussed in the whole group
  - **July / Aug:** “Clearing” of partner activities & budget plans
    - Revised table prepared by GA-MA & sent out to Partner
    - Discussion with each partner – Q & A / corrections if necessary
    - Dialogue & (further) advice on specific partner tasks
  - **3<sup>rd</sup> All-partner meeting:** Discussing the “stage after”
    - Activities until 4<sup>th</sup> all-partner meeting in May 2018



Do you have any further questions  
to the course of action?



# Overview on the “next stage”: Priorities & main tasks in 2017

# Completed tasks / Jan – May 2017

- Settling the partnership (> signing all **Partnership Agreements**)
- Settling PM & **external support** consortium (> public procurement)
- 1<sup>st</sup> joint fair visit: **Boot 2017** (21-29 Jan 2017, small booth)
- **Kick-off meeting** (> addressing stakeholders & public)
- **Boating Rally** Gdansk - Kaliningrad – Klaipeda
  - First organisational issues (time table, registration procedure)
  - First advertising (boot 2017, Sejlerens)





## Main tasks / May - Sept 2017

**Urgent issues** > start & finalisation of implementation

- Refining the **USP & marketing strategy**
- **Boating Rally** Gdansk - Kaliningrad - Klaipeda
- **Baseline study on boaters** in summer 2017
- Update / elaboration of **new SCB promo materials**
  - SCB magazine – defining scope & contents
  - Regional promo materials & brochures

**“Let’s start in due time” issues** > start of planning & thinking

- **Regional** lobbying & **networking** activities
- **Local actions** (info points, elderly-friendly marinas; man. software)
- (Update of SCB marina guide)
- (Fair visits in winter 2017-18)



## Main tasks / Oct 2017 - May 2018

### **Urgent issues** > start & finalisation of implementation

- Fine-tuning & production of **new joint SCB materials**
- Fine-tuning & production of concerted **regional promo materials**
- Preparing & implementing 1<sup>st</sup> “full” **fair season** (incl. new booth)
- Building up **media partnerships** on target markets
- Re-launch of **SCB website**
- **Baseline studies** & best-practice surveys
  - Elderly-friendly marinas, marina management software
- Planning & (start of) **construction**:
  - SCB Info Points & elderly-friendly pilot marinas
- **Seminar** on marina management & operation in Kaliningrad
- ...



Do you have any questions  
or comments?

Was there anything missing that you  
would like to do in the given period?



# SOUTH COAST BALTIC Magazine

# SCB Magazine – Background & overall framework



- **Point of departure**
  - **1<sup>st</sup> edition** of SCB magazine published in April 2015
  - **Appreciated** by boaters, effective tool to transmit our USP
  - **Very limited use:** Too late for fairs, DE / EN languages only
  - Still “**fresh product**” (but Bornholm not considered in it...)
- **Plan within the SCB project:**
  - Drafting of a **2<sup>nd</sup> edition** with new topics & a specific focus
  - Tailoring magazine to **further target markets** (PL, SE, DK)
  - **More language** versions: DE / EN plus PL, SE, DK
  - Should be **ready** for upcoming fair season **2017-18**

# SCB Magazine – Background & overall framework



- **Approach**

- Drafting a **completely new 2<sup>nd</sup> edition** of SCB Magazine
    - Addresses **all TGs**, all languages: EN, PL, DE, SE, DK
    - To serve the broader TG: **More pages** (28pp > 40pp)
    - Drafted & photographed during the summer 2017
  - **Upgrading the 1<sup>st</sup> edition** of SCB Magazine
    - Story related to **Bornholm is added** to current issue (+ 4pp)
    - Translation into **SE & DK** (in addition to DE / EN versions)
    - Printing of further copies (all versions: DE, EN, DK, SE)
    - **Further use** at upcoming fairs, especially in **Scandinavia**
- > Both versions shall be **ready & printed for “fair season” 2017-18**



# First brainstorming: 2<sup>nd</sup> edition of SCB Magazine

Prepared & moderated by

**Kerstin Löffler & Oliver Geyer** (editors)

SOUTH COAST BALTIC, 2<sup>nd</sup> All-partner Meeting

Bansin / DE, 18 May 2017



Do you have any questions  
or comments?





# South Coast Baltic Boating Rally 2017

## Gdańsk - Kaliningrad - Klaipėda



## Concept

- **Gathering point:** Gdańsk > connected to “Baltic Sail”
- **Time:** 2-7 July 2017 (6 days / 1 week)
- **Target group:** “Ordinary” tour sailors
- **Special services:** Help with getting RU visa & excursions
- **Boats:** Lead (charter) boat with places for journalists  
Others take part with their own boats
- **Leader:** ZMIGM / Adam Walczukiewicz, Holger Gallas
- **On-shore programme:**

Gdańsk	>	ZMIGM
Kaliningrad	>	Aleksei Ignatiev
Klaipėda	>	Sventoji Tourism Ass.
	>	Klaipėda District Mun.

> Copies the concept of the successful 1<sup>st</sup> SCB Rally in 2014



## Programme for 2017

- From 29 June** *Baltic Sail in Gdańsk (> can be used as “time buffer”)*
- 2 July (Sun)** Gathering in Gdańsk (Sun, 18:00), welcome & briefing
- 3 July (Mon)** Sailing to Kaliningrad (Mon, start very early morning)
- 4-5 July** Stop in Kaliningrad / excursions (Tue - Wed)
- Tue: Joint excursions Kaliningrad, Jatarny, Svetlogorsk*
- Wed: Individual exploring, organ concert*
- 6-7 July** Sailing to Klaipėda (Thu 4:00 till Fri 12:00 max.)
- 7 July (Fri)** Stop in Smiltyne Yacht Club / excursion, farewell dinner
- 8 July (Sat)** *Optional: Joint sailing stage into Curonian lagoon?*



# Status of organisational preparations

## Already done

- Draft programme elaborated (80% defined)
- Preparation of registration procedure & forms
- Visa assistance in DE & DK clarified (> agency)
- Berths in Kaliningrad & Klaipėda reserved
- Advertising in DE & LT started

## Still due

- Collecting registrations (communicated deadline: 31 May)
- Acquiring visa for the participants (takes approx. 4 weeks)
- Reserving berths in Gdańsk (?)
- Finalising programme (20% left – e.g. joint dinners, briefing etc.)

> Holger, Adam, Raimonda, Kestutis, Aleksei, GA-MA will take care!



# Promotion of the SCB Boating Rally

## What has been done already to recruit boaters?

- **Boot 2017** > Registration at SCB booth
  - **Sejlerens 2017** > Advertisement / article (published in May)
  - **Kestutis** contacting > Recruiting boats in “LT community”
- > Boats registered so far: 1 PL (lead), 2 DE, 3 LT + 1 EE journalist

## What else can we do? Who could do what???

- > Minimum goal: 10 boats, 2-3 journalists
- **Press release** > sharing info with boating magazines
  - **Inviting journalists** > from DE & DK, Poland?, Lithuania?
  - **Poster** > to be put out to marinas & associations
  - ...



Do you have any questions  
or comments?



# Baseline study: Boater streams & preferences in the SCB

# Market research & observation – Background & overall framework



## Point of departure / strategic focus

- **No proper data on guest boaters** in the SCB, in terms of volumes, streams / behaviour, interests, service preferences...
  - > **Gap needs to be closed** for strategic destination management

## Goal & activities within SCB:

- Establishing **continuous & systematic market observation**
  - **Baseline study** on boater streams & preferences in **2017**
    - > Report / direct inputs for marketing at short term (2017)
  - Developing a common **format & tools for continuous data collection** by marinas, on this basis & from 2018
    - > **Annual market reports 2018 / 2019** using this data





# Baseline study 2017

**Marcin Forkiewicz**

**Gdańsk University of Technology** (task leader)

SOUTH COAST BALTIC, 2<sup>nd</sup> All-partner Meeting

Bansin / DE, 18 May 2017



Do you have any questions  
or comments?



Should any **topics or issues** be added  
in view of using its results for  
re-financing the SCB brand & USP?



# Formal issue: Constitution of the Project Steering Group



# Lunch break



# Completion: Constitution of the Project Steering Group



# Concerted regional print materials

# Regional print materials – Background & overall framework (1)



## Scope of the activities

- Each **sub-region** drafts 1-2 **boating brochures / print materials**
  - > Bornholm, Vorpommern, Szlak Żeglarski, Szczecin, Pętla Żuławska, Bornholm,...
- Options: Completely new or update of existing materials

## Requirements & ambitions for the brochures:

- In line with the revised SCB marketing strategy & USP
- Add to each other & accentuate different “facets” of the SCB
- Complementary to joint SCB materials (magazine, marina guide)
- Complementary to existing regional (tourism) materials
- > So that **together** all these print materials provide (fair visitors) **an appealing choice & different “entrance gates”** to the SCB



# Regional print materials – Background & overall framework

South Coast  
Baltic



Where boating adventure begins



# Concerting the SCB print materials

South Coast  
Baltic



Where boating adventure begins

## What are the current ideas & plans for your regional brochures

## How can the concepts be fine-tuned to concert them & better transmitting facets of the USP?



Do you have any questions  
or comments?



# Local pilot actions & local investments

# Local pilot actions & investments – Background & overall framework (1)



## Goal / strategic focus:

- **Offering joint destination services** that helping & motivating boaters to move further along the SCB
  - SOUTH COAST BALTIC Info & Service Points
    - Providing materials on the entire SCB
    - Tour planning advice for SCB trips (> trained staff)
    - Special services (e.g. RU visa order & pick-up “on-the way”)
- **Creating pilot facilities** that define harmonised standards and set new benchmarks for key boating services & facilities
  - Elderly-friendly pilot marinas
  - Prototype marina management software
  - Demo marinas for (unified?) certification

# Local pilot actions & investments – Background & overall framework (2)



## What will be set up at which places?

- **SCB Info & Service Points**
    - > Greifswald or Kröslin, Szczecin, Darłowo, Svaneke, Klaipėda
  - **Elderly-friendly pilot marinas**
    - > Szczecin, Darłowo, Tejn, Klaipėda
  - Prototype marina **management software**, incl. pilot applications
    - > Szczecin, Darłowo, Pętla Żuławska, Szlak Żeglarski
  - Demo marinas for **eco certification**
    - > 4 pilots in LT & PL – places to be defined later
- > **Accompanied by:** Baseline studies, defining SCB guidelines, evaluations & recommendations for followers (pilot actions)

# Local pilot actions & investments – Background & overall framework (3)



## SCB Info Points: Process & schedule

- Autumn 2017 > Developing concept & defining standards
- By end of 2017 > Finally determining the exact locations
- Spring 2018 > Purchasing equipment & setting up points  
> Educating the staff (using the fairs)
- May 2018 > Official opening of (first) points

# Local pilot actions & investments – Background & overall framework (4)



## Elderly-friendly marinas: Process & schedule

- May 2017 > Study visit at Kröslin – first inspirations
- Aug-Sept 2017 > Baseline study / best practice survey
- Sept 2017 > Expert inputs at Marina Quality Forum  
> Jointly defining the standards & guidelines
- By end of 2017 > Finally determining the individual measures
- Spring 2018 > Purchasing equipment & setting up facilities
- May 2018 > Official opening of (first) pilot marinas
- Summer 2018 > Collecting experiences / evaluation
- Autumn 2018 > Drafting recommendations for followers  
> Disseminating them to other marinas via the regional workshops & networking events



# Local pilot actions & investments – Background & overall framework (5)



## Marina Management Software: Process & schedule

- Winter 2017-18 > Baseline study / best practice survey
- May 2018 > Expert inputs at Marina Quality Forum  
> Idea: “Pitching” of different available products (e.g. HARBA, HelloPorts, mD)
- Summer 2018 > Jointly defining the scope & standards
- Winter 2018-9 > Setting up the prototypes
- May 2019 > Starting their use in pilot marinas
- Summer 2019 > Collecting experiences / evaluation
- Autumn 2019 > Drafting recommendations for followers  
> Disseminating them to other marinas via the regional workshops & networking events

# Local pilot actions & investments – Background & overall framework (6)



## Unified certification: Process & schedule

- Summer 2018 > Baseline study / comparative analysis
- Autumn 2018 > Expert inputs at Marina Quality Forum  
> Idea: “Pitching” of approaches (?)
- Winter 2018-9 > Jointly defining the scope & standards
- Spring 2019 > Carrying out pilot certifications
- Summer 2019 > Drafting recommendations for followers  
> Disseminating them to other marinas via the regional workshops & networking events



Do you have any questions  
or comments?



# Regular regional lobbying & networking events

# Regional networking events – Background & overall framework (1)



## Context & strategic focus

- For taking the **envisaged step** from joint marketing activities **towards** joint boating **destination management**, it needs:
  - More intensive & regular **dialogue with boating tourism actors** (marina operators, charter companies, etc.)
    - > Motivating them to take part & contribute to SCB marketing
  - **Strategic alliances** with political stakeholders
    - > Aligning their actions with our goals & plans

## Prerequisite & first step is that ...

- **they get to know SCB** & to see it as vehicle for own needs
  - we have **dialogue** & inform them on a **more regular** basis
- > Rome wasn't built in a day... > rather a **longer process!**

# Regional networking events – Background & overall framework (2)



**Instruments according to AF** (to be found at different places ..):

- **Half-annual dialogue & dissemination meetings** with marinas service providers, stakeholders in each sub-region
  - **15 Thematic workshops** in the sub-regions & national languages (back-to-back with regional network meetings, 1-2 per year)
  - **Lobbying & dialogue meetings** with relevant stakeholders to remove boating barriers (e.g. closure of military areas, lack of dredging, boating restrictions in lagoons etc.)
  - Elaboration of **aligned sub-regional** harbour network planning concepts & boating development **strategies** (DE, PL, LT)
- > in short: **1-2 regional dialogue events** / year in each sub-region

# Regional networking events – Background & overall framework (3)



## Regional networking activities – current state of thinking

- **1-2 events / year** in each sub-region
- **Using existing structures, formats & arenas**, where possible (e.g. Ass. Klaipėda Region, Szlak Żeglarski etc.)
- **Combining appealing thematic discussions & SCB project info**
  - Workshops: Taking up regional discussions & project results
    - Updated tourism concept MV / SCB Boater survey 2017
  - Project info: Discussion of regional promo materials
    - Brainstorming on regional print materials / order of SCB
- **Involving (political) stakeholders > invitation for presentations**
  - Example: Ministry of Tourism gets opportunity to present its new tourism strategy or general season review

# Regional networking events

South Coast  
Baltic



Where boating adventure begins

What are the **current ideas & plans**  
for your regional networking activities?



# Regional networking events

South Coast  
Baltic



Where boating adventure begins

The **Kick-off Conference** was our first attempt...

Are we **satisfied**?

What **lessons** can be **learnt** from it?



Do you have any questions  
or comments?



# Administrative issues, outlook, farewell



## Short review of PR1 process (1)

### We know that the circumstances of PR were difficult...

- **Procedures** of SBP are partly **new** & still not finally defined
  - **SL2014 system** changes the routines & creates insecurities
  - **New project**, new partners, new staff
  - **FM was not really in place** – processes not “tested through” yet
  - Not finished yet – we are **still in the middle** of the process
- > Too early for an extensive & final appraisal
- > No sophisticated conclusions for PR2 possible at this point
- > Still: As experiences are fresh, we want to **highlight some points!**



## Short review of PR1 process (2)

### Some requests & recommendations from our side:

- **Pre-check is obligatory** & for your own good!
  - Never go without > big risk to loose money!
  - AF is complex, FLC suspicious about follow up projects like SCB!
- **Contact us** in case of any doubts & questions about procedures
  - Especially if messages of PM & FLC contradict (happens!)
- Consider to **take the “detour”** via PM – LP – JS in case of problems
  - The interpretation of rules is far from clear & settled!
  - In many cases, FLC do only want to get rid of responsibilities
- Please **hold the deadlines** – we have to plan our resources!
  - The PM has to serve 14 partners in a very short period!
  - A **matter of solidarity** (only when last PP in > money for all)



## Short review of PR1 process (2)

### Some requests & recommendations from our side:

- **Provide access to SL2014 for GA-MA to be given by all partners**  
(> to be listed as further official user by the partner)
  - Then we can help you in the transfer to the system
  - PL: we can cross-check your reports after comments of FLC



Do you have any further questions  
or comments?



# Final matters & outlook





## Main tasks / May - Sept 2017

**Urgent issues** > start & finalisation of implementation

- Refining the **USP & marketing strategy**
- **Boating Rally** Gdansk - Kaliningrad - Klaipeda
- **Baseline study on boaters** in summer 2017
- Update / elaboration of **new SCB promo materials**
  - SCB magazine – defining scope & contents
  - Regional promo materials & brochures

**“Let’s start in due time” issues** > start of planning & thinking

- **Local actions** (info points, elderly-friendly marinas, software)
- **Regional lobbying & networking** activities
- (Update of SCB marina guide)
- (Fair visits during winter 2017-18)



## International meeting plan

### 5 main project meetings / conferences

- **May 2017** > Vorpommern / DE
- **Sept / Oct 2017** > **Bornholm / DK**
- **May 2018** > **Pomorskie / PL**
- **Sept/ Oct 2018** > **Klaipeda Region / LT**
- **June 2019** > Zachodniopomorskie / PL

> **Is the change of the plan OK for you?**

### Further international working meetings

- On demand > places tbd, face-to-face or online

> **Is there need for further, task-oriented meetings?**

> **Do we need another specific marketing workshop in Aug 2017?**

# Next All-partner Meeting & Marina Quality Forum



## Place, time, duration

- Bornholm / DK
- Sept / Oct 2017 (> between – Doodle survey?)
- 3 full days (a lot to discuss)

## Focus & components:

- Internal partner meeting
  - According to the work plan & “stages” for 2017
- Marina Quality Forum (open for outsiders)
  - Boater survey, elderly-friendly marinas
- Study trip / excursion
  - Getting to know Bornholm

# On-demand meeting: Additional marketing workshop

## Place, time, duration

- Berlin / DE
- Aug 2017 (> second half – Doodle survey?)
- 1,5 full days

## Focus & components:

- 2<sup>nd</sup> Brand development workshop
- Next step in defining concepts for marketing materials
  - Regional brochures
  - SCB Magazine
  - SCB Marina Guide
  - Concept for SCB photo database
  - Updates of SCB slide show / leaflet

# AOB



Do you have any further questions,  
issues or comments?



Thank you very much for your  
attention and contributions!

Have a nice trip home!

See you in **Berlin** in August!