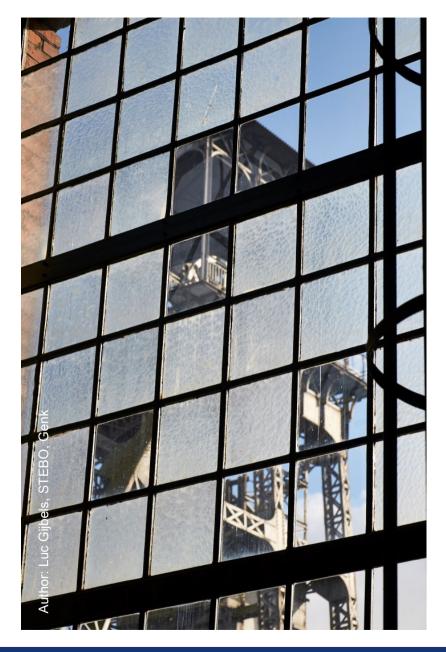


InduCult2.0:

The Innovative Approach to Industrial Culture

Freiberg, 7/6/18



InduCult2.0 – a Central European project

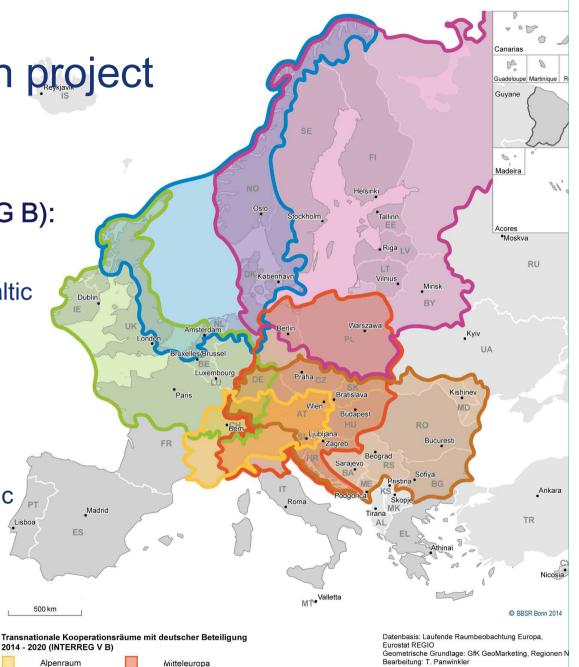
Central Europe (INTERREG B):

 Covering area between Baltic and Adriatic sees

Project duration: 3 years

Project budget: 3 Mio €

Partnership: 10 partners
 thereof 6 partners with a strong mining or metallurgic background



Nordseeraum

Nordwesteuropa

Donauraum

Ostseeraum



Loibniz Instituto

Leibniz Institute for Regional Geography (DE)

Scientific partner

District of Zwickau (DE)

Lead partner

BSC, Business support centre Kranj (SI)

Regional partner

Stebo Competence Centre
Community Development
(BE) Regional partner

Opolskie Centre for Economy Development (PL) Regional partner

County association of LAGs in Karlovy Vary Region (CZ) Regional partner

Municipality of Leoben (AT)

Regional partner

University of Graz (AT)

Scientific partner

Sisak-Moslavina County (CR)

Regional partner

Padova Chamber of Commerce, Industry, Craft and Agriculture (IT)

Regional partner

INTERREG B Project Vita District of Zwickau



The district has been running for almost 10 years projects in INTERREG B Central Europe as Lead Partner:

2009-12: ReSource

(Utilising post-mining potentials)



■ 2012-14: SHIFT-X

(Valorising industrial heritage)



■ 2016-19: InduCult2.0

(Living industrial culture)



INTERREG B because ...



- ... it is an experimental cosmos
- ... it enables people to "look beyond their own noses" (learning, comparing, copying, co-creating, ...)
- ... it brings public/political attention to certain topics,
- ... it inspires and motivates,
- ... it can create **new actor constellations**,
- ... it pushes innovative regional development (studies, concepts, strategies, action plans, etc.),
- ... it prepares investments.



InduCult2.0 successes so far LANDKREIS ZWICKAU



- > Winning the competition: over 600 applications in first call, only 35 funded
- > Convincing the regions' actors on our approach to Industrial Culture through focus groups and argumentation papers

> Discussing our approach with European stakeholders in a workshop inside the European

Parliament



InduCult2.0 relevance



Industrial Culture is relevant for (Central) Europe!





- > Current Saxon coalition treaty
- > Year or Saxon Industrial Culture and Saxon exhibition 2020
- > Support of federal and Saxon ministries to InduCult2.0

In Germany, also Ruhr, Rhein-Main, Berlin, Thuringia, Saxony-Anhalt, Lusatia (Brandenburg), Sauerland, Nuremberg, etc. use Industrial Culture for campaigning / region branding.





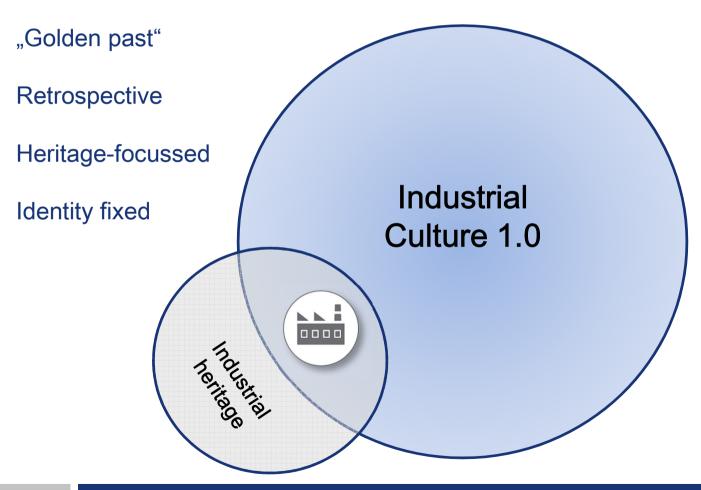


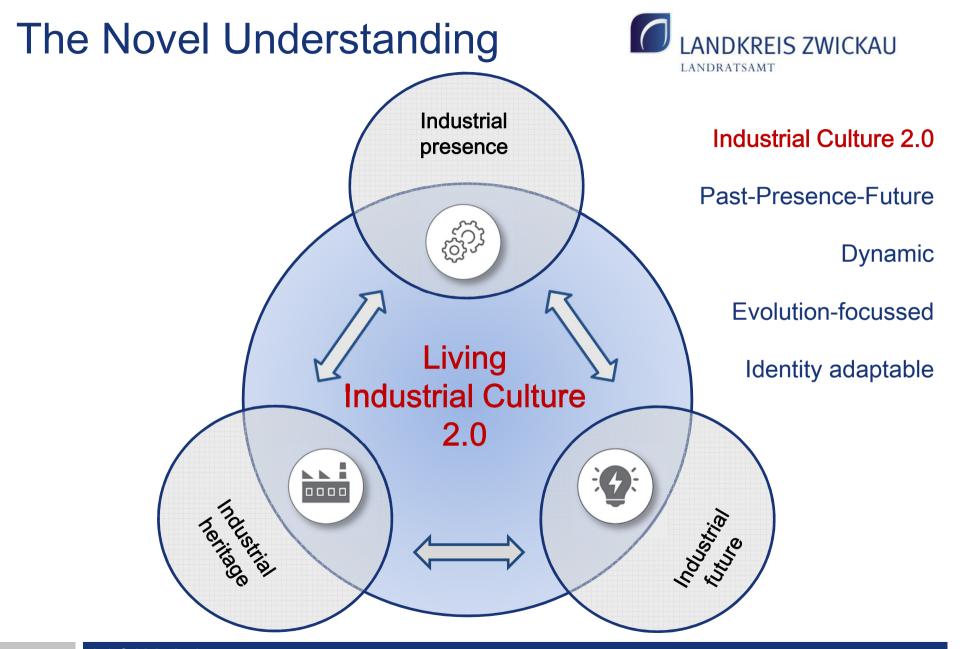


The Novel Understanding



Industrial Culture 1.0





Industrial Culture 1.0 >>> 2.0



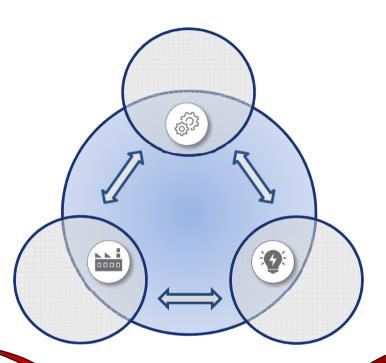
Industrial Culture 1.0

"Golden past"

Retrospective

Heritage-focussed

Identity fixed



Industrial Culture 2.0

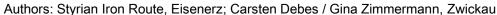
Past-Presence-Future

Dynamic

Evolution-focussed

Identity adaptable









Exploring Dimensions



STRATEGIES

Establishing a Living Industrial Culture in peripheral regions of Central Europe



ACTIONS

Fostering identity and tourism



ACTIONS

Adapting/ binding labour force



ACTIONS

Reviving pioneer spirit and creativity

InduCult2.0 partnership as Learning Network

(appreciative inquiry as strength-based change approach)

Industrial heritage (museums, ...)



Cultural resources of industrial presence (companies, ...)



Creative industrial future (schools, fab labs, ...)

Actions



Regional focus groups "Living Industrial Culture", Argumentation Papers, Strategy Papers, Central European network

Fostering identity and tourism

Installations
`Industry goes public'

Cultural events (Days of Industrial Culture)

Touristic cooperations of companies and museums

Touristic maps



Adapting/binding labour force

Educational initiatives linking companies + museums + schools

Idea paper on binding graduates to the region

CSR related initiatives



Reviving pioneer spirit and creativity

Improving exterior appearance of industrial quarters

Setting up creative centres in an old-industrial sites

Cross-linking creatives and industry



First results



8 regional focus groups running

8 regional argumentation papers done

1 transnational argumentation Paper done: www.tab.inducult.eu

Fostering identity and tourism		Adapting/ binding labour force		Reviving pioneer spirit and creativity
> all concepts don ongoing	ıe,	implementation of	cc	encepts and testings
>Transnational map tourism.eu	:	beta version available	9	on www.industrial-
•		ultural events starts th feature (mobile smith		
> Regional action pla	an:	s under development		

Focus groups



Focus Groups "Living Industrial Culture" in all partner regions

- **Promote the idea of Industrial Culture** as anchor of identity and location factor in your region (multiplicators!)
- Monitor / carry out actions in regions within InduCult2.0 and beyond
- Support with strategic documents (argumentation paper, strategy paper, work plans)







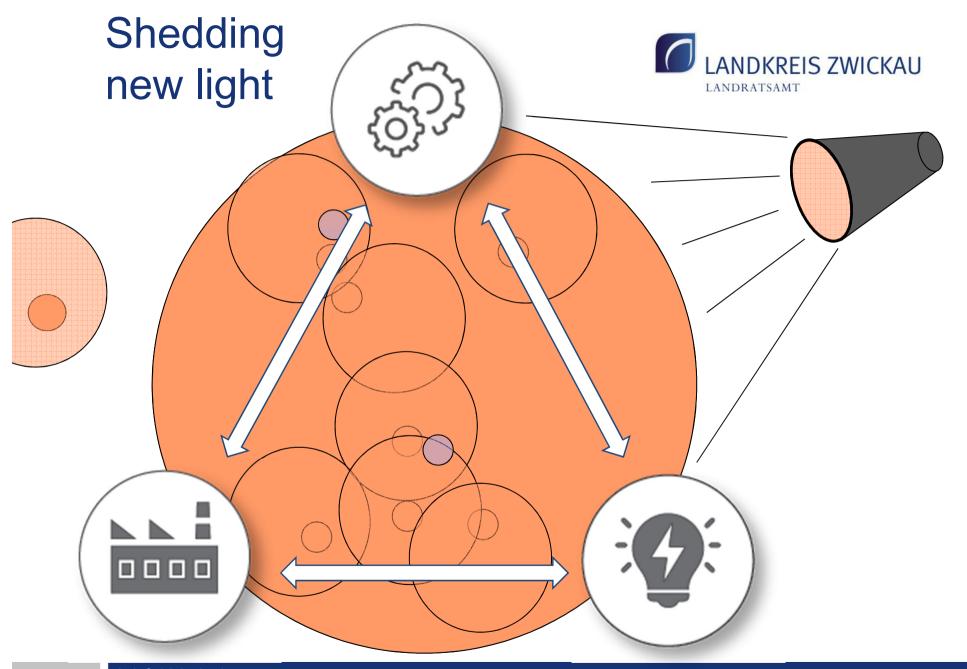
Industrial heritage (museums, ...)



Cultural resources of industrial presence (companies, ...)



Creative industrial future (schools, fab labs, ...)





Thank you for your attention!

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www.inducult.eu www.landkreis-zwickau.de/projekt-inducult2-0

This presentation is not for publishing!



InduCult2.0 – basics

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