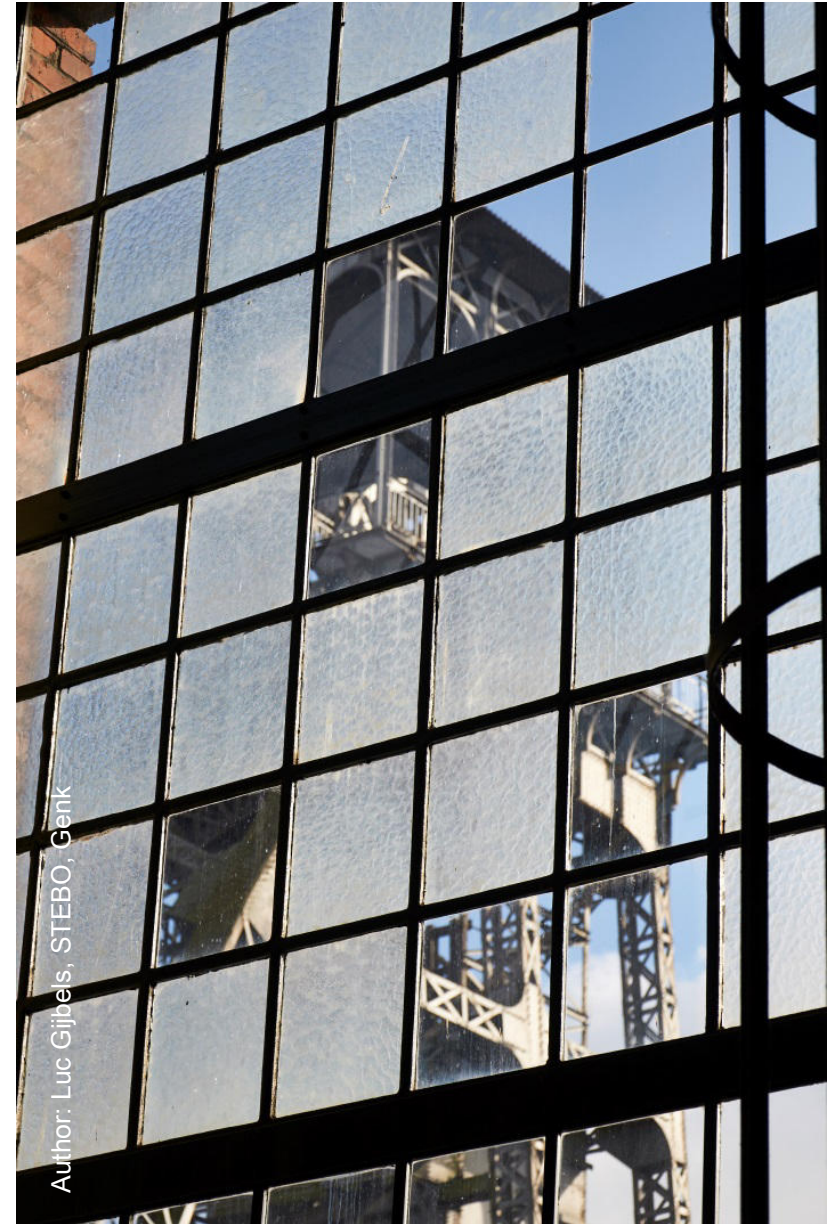


InduCult2.0:

The Innovative Approach to Industrial Culture

**Piazzola sul Brenta,
26/10/18**

Carsten Debes, Germany



Author: Luc Gijbels, STEBO, Genk

„Your heritage determines your future.“

„The industry of today is
the heritage of tomorrow.“

InduCult2.0 in Central Europe

> Central Europe project



> Runtime: 6/16-5/19

> Ca. 3 Mio €

> Lead Partner: District of Zwickau



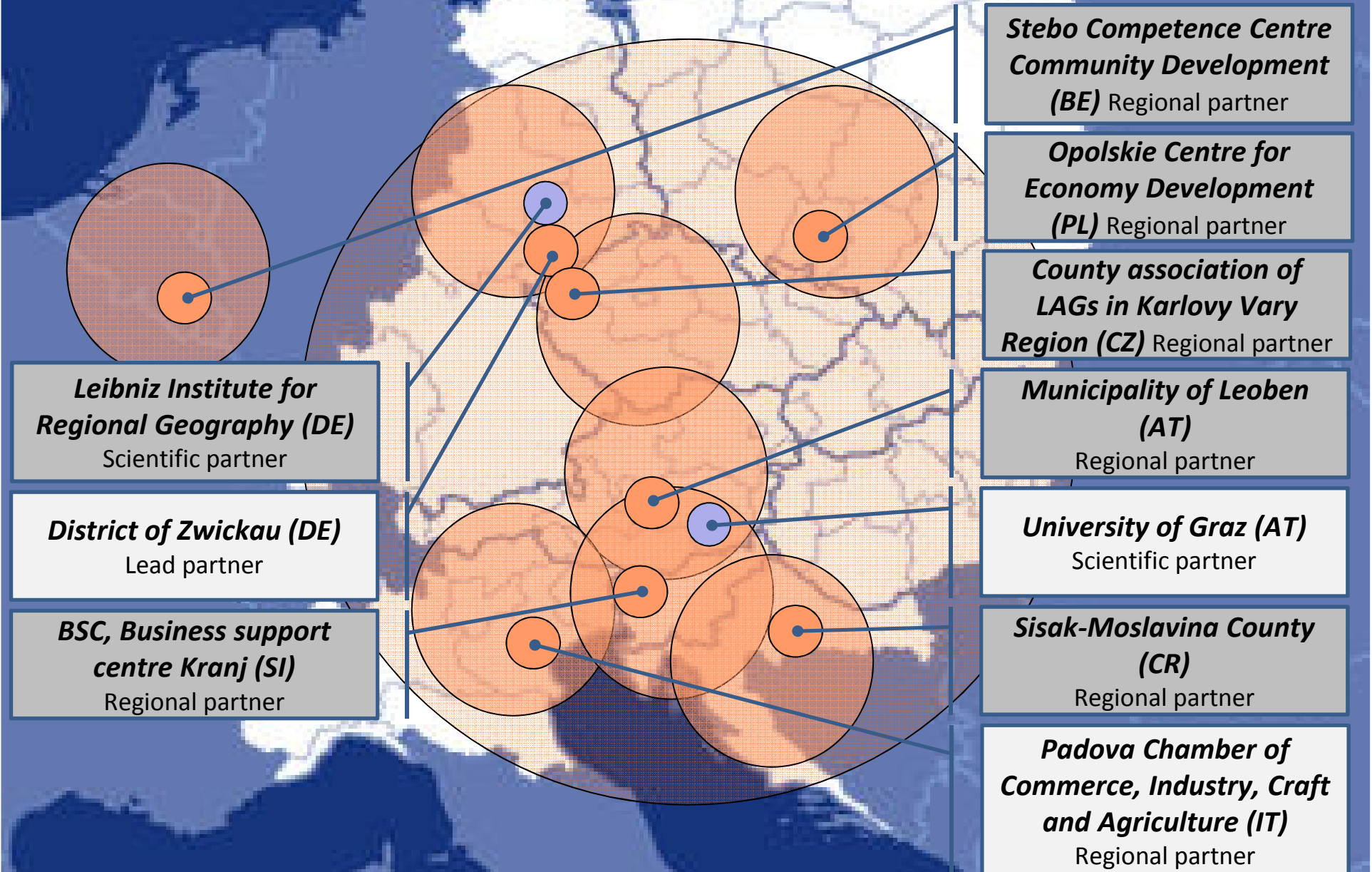
Transnationale Kooperationsräume mit deutscher Beteiligung 2014 - 2020 (INTERREG V B)

 Alpenraum	 Mitteleuropa
 Donauraum	 Nordseeraum
 Ostseeraum	 Nordwesteuropa

Datenbasis: Laufende Raumbewachung Europa, Eurostat REGIO
Geometrische Grundlage: GfK GeoMarketing, Regionen N
Bearbeitung: T. Panwinkler

8 Regions as Pioneers for Industrial Culture

2 Accompanying Scientific Institutions



The Novel Understanding

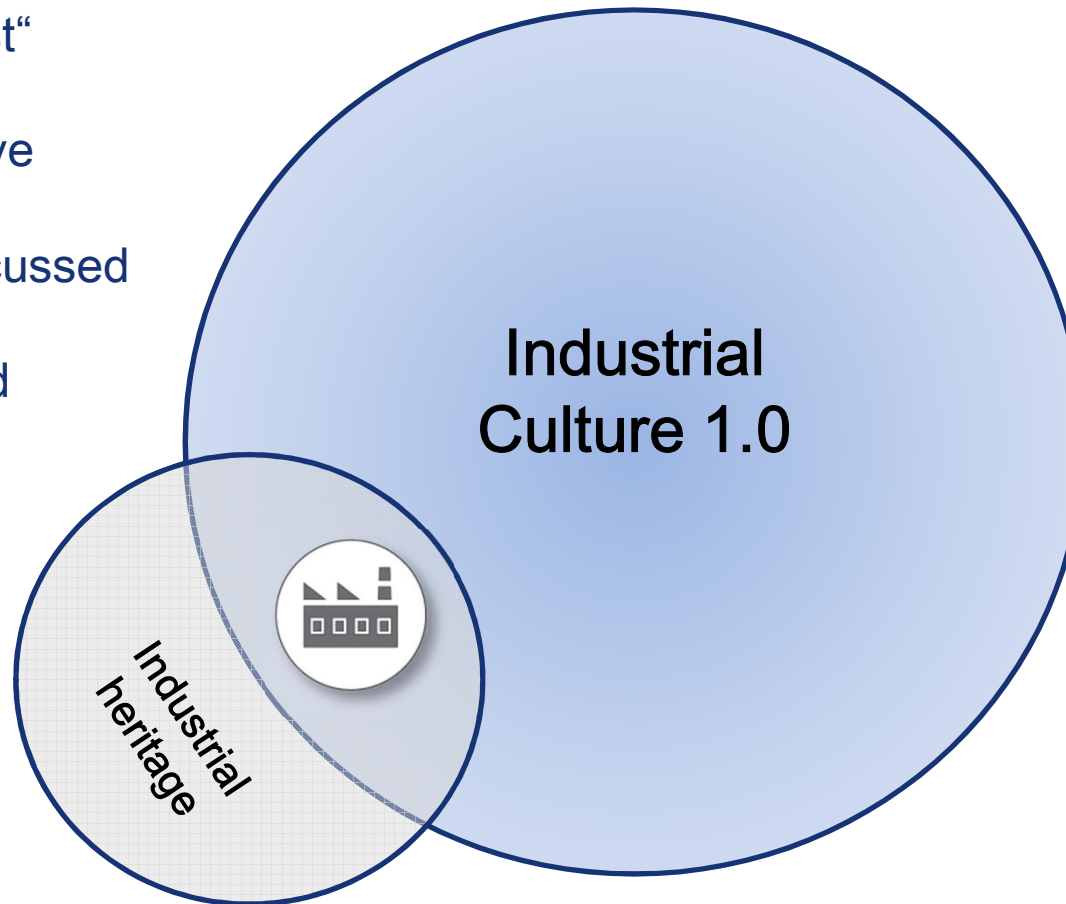
Industrial Culture 1.0

„Golden past“

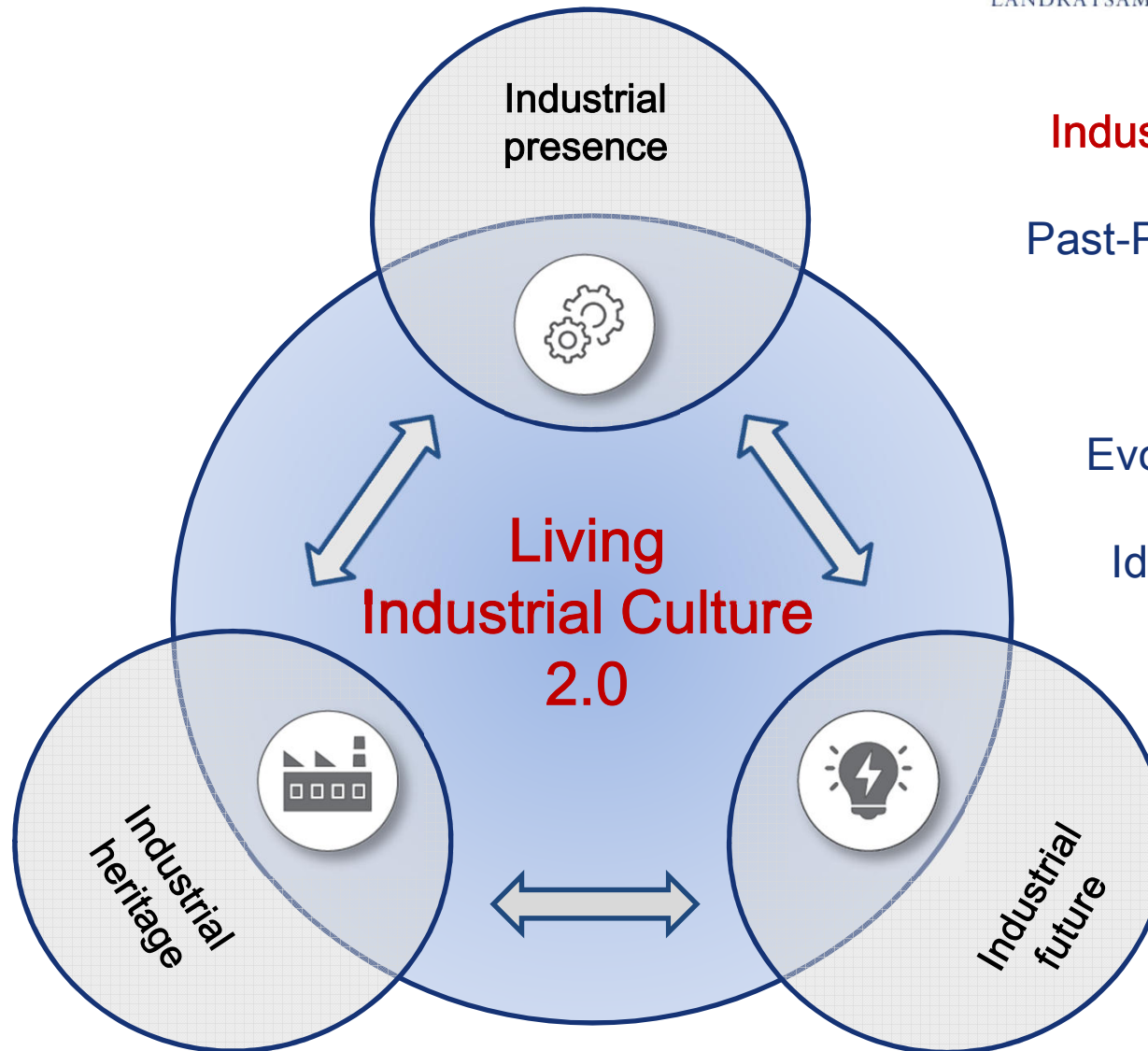
Retrospective

Heritage-focussed

Identity fixed



The Novel Understanding



Industrial Culture 2.0

Past-Presence-Future

Dynamic

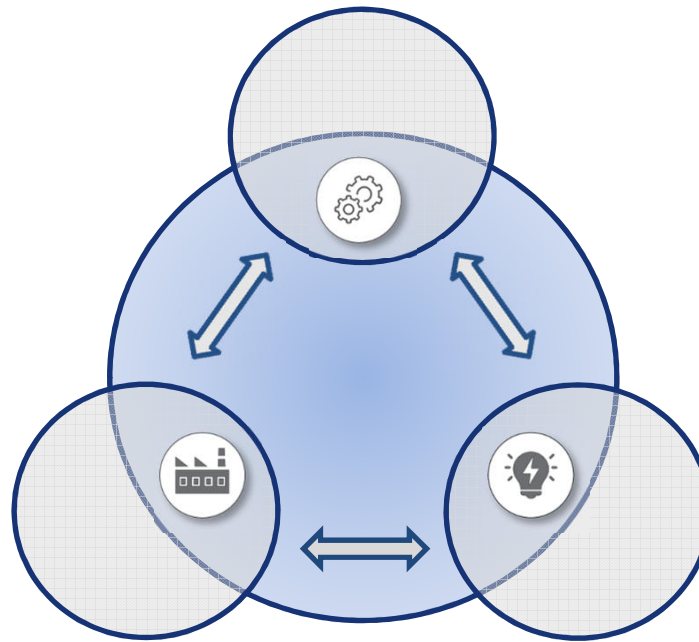
Evolution-focussed

Identity adaptable

Industrial Culture 1.0 >>> 2.0

Industrial Culture 1.0 Heritage-focussed

- > Museums
- > Monuments
- > Traditions

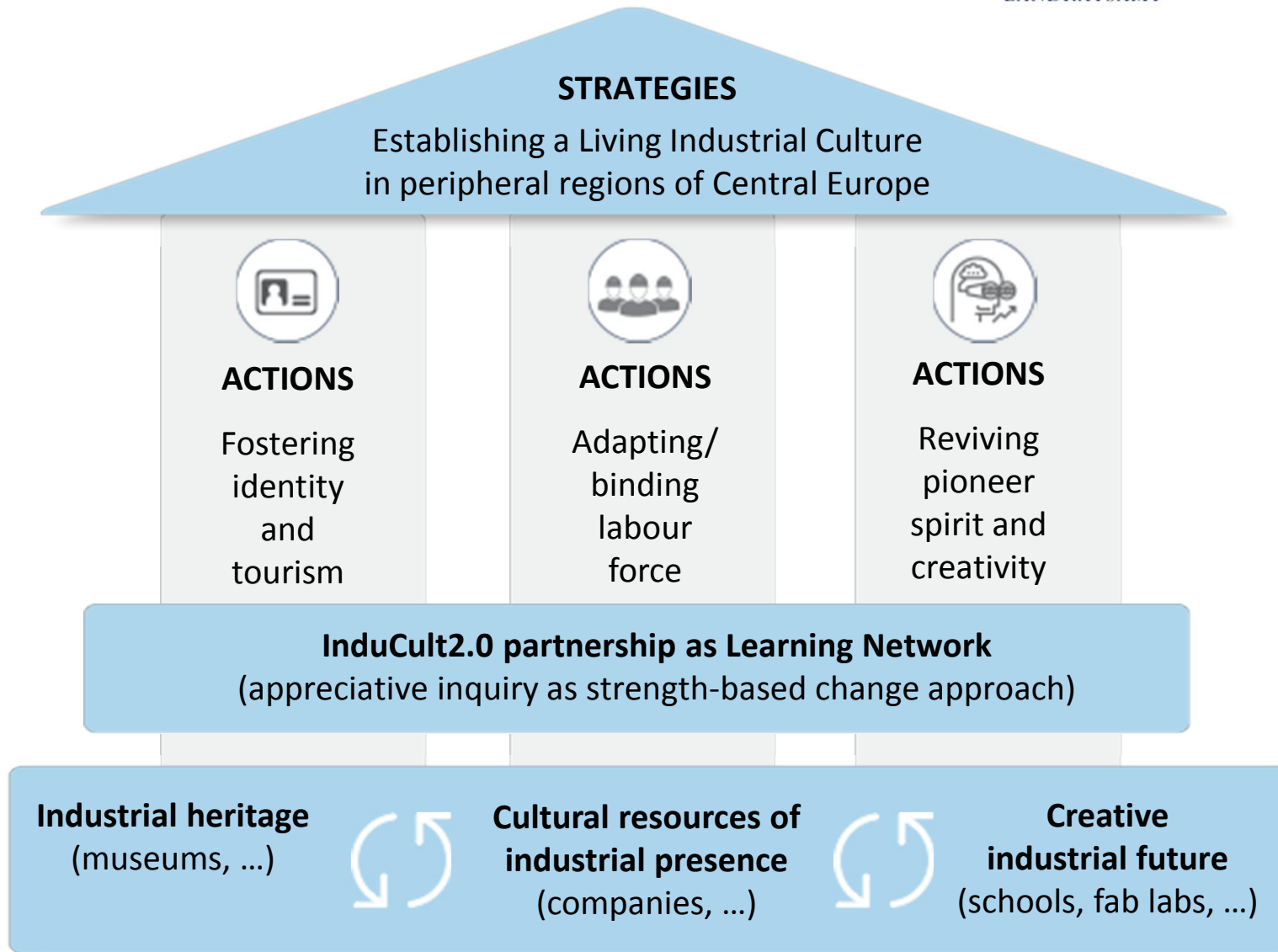


Industrial Culture 2.0 Past-Presence-Future

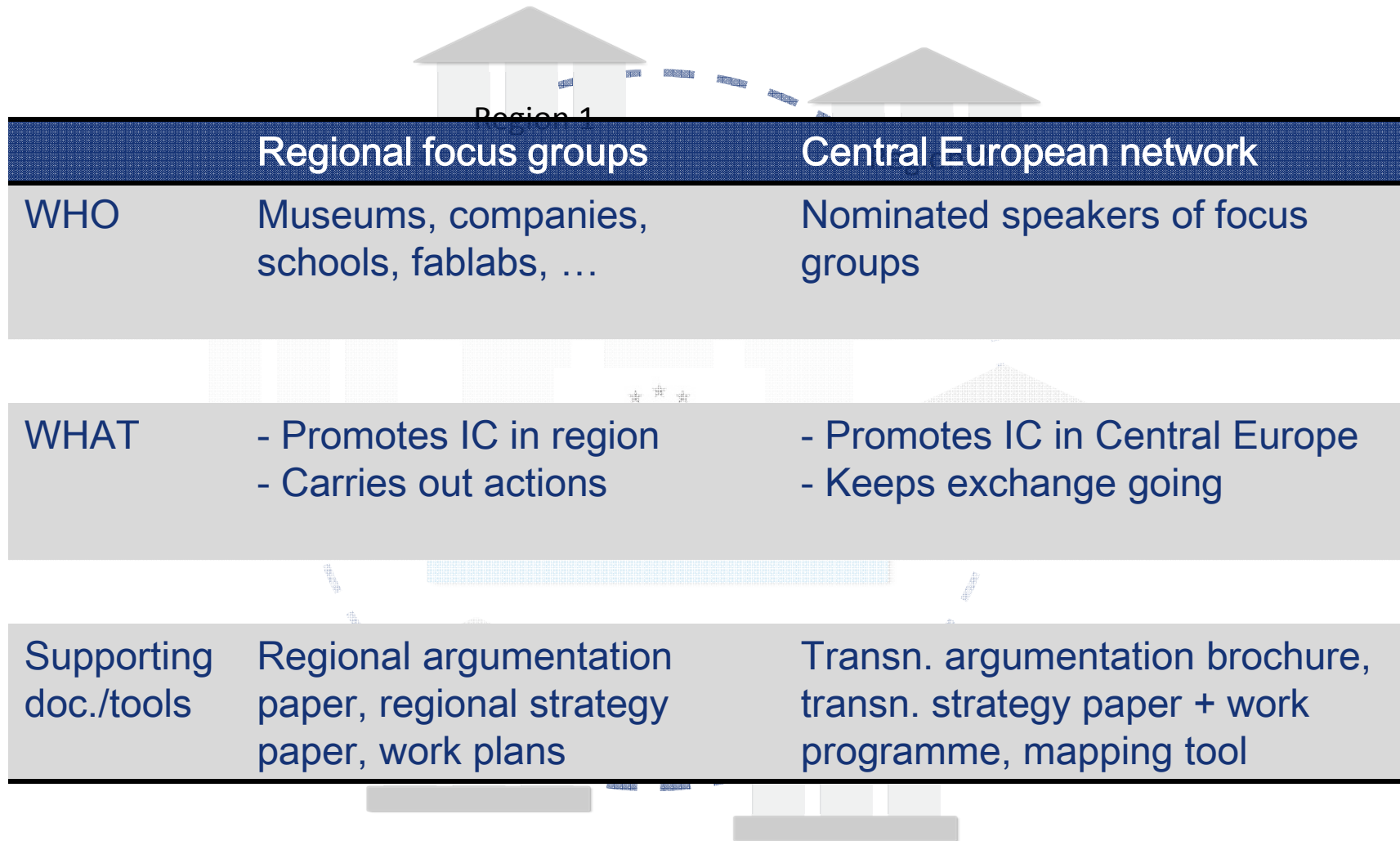
- > Museums, monuments
 - > Traditions
- > Producing factories
 - > Schools
- > Creative Places
(Industry 4.0)



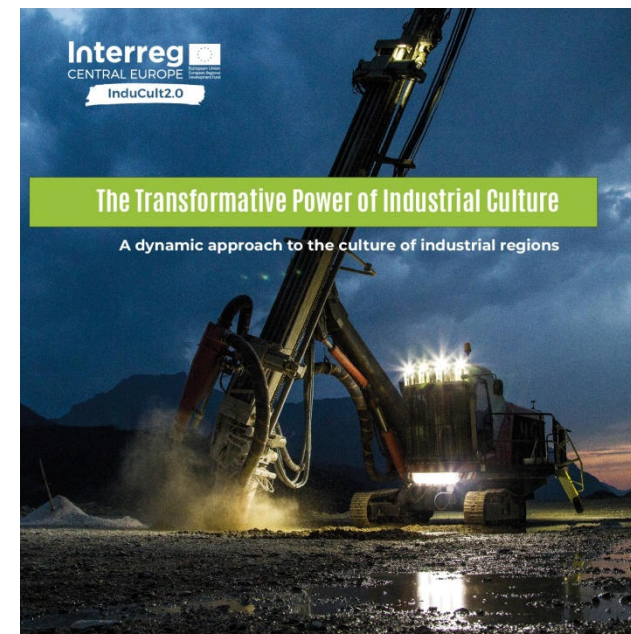
Exploring Dimensions



Result 1: Regional + Transn. Coop. Platforms

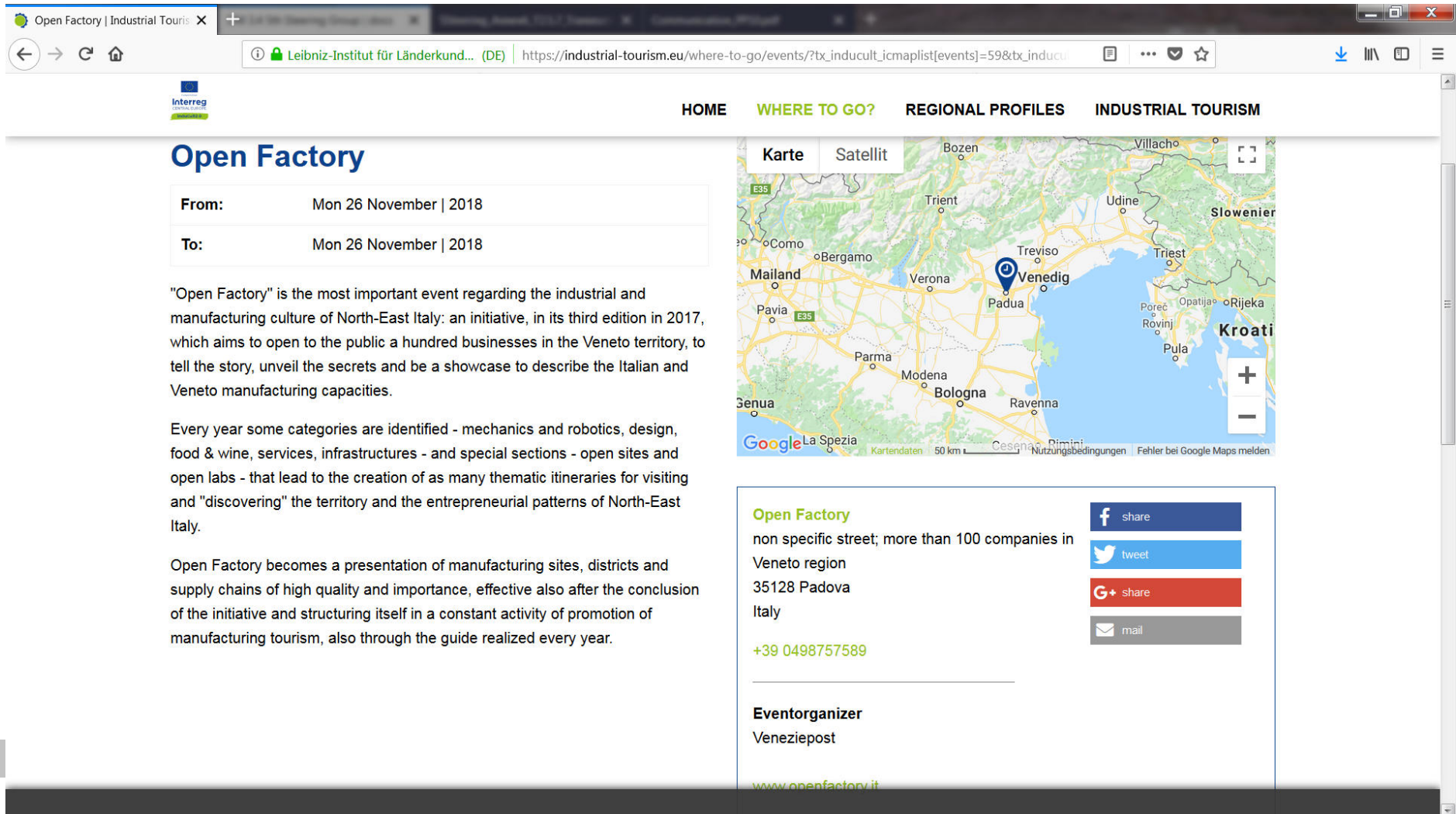


Result 1: Regional + Transn. (cont.) Documents



Result 1: Regional + Transn. (cont.) Mapping Tools

>>> www.industrial-tourism.eu <<<



The screenshot shows a web browser window displaying the website [https://industrial-tourism.eu/where-to-go/events/?tx_inducult_icmaplist\[events\]=59&tx_inducult](https://industrial-tourism.eu/where-to-go/events/?tx_inducult_icmaplist[events]=59&tx_inducult). The page features a navigation menu with 'HOME', 'WHERE TO GO?', 'REGIONAL PROFILES', and 'INDUSTRIAL TOURISM'. The main content area is titled 'Open Factory' and includes the following details:

- From:** Mon 26 November | 2018
- To:** Mon 26 November | 2018

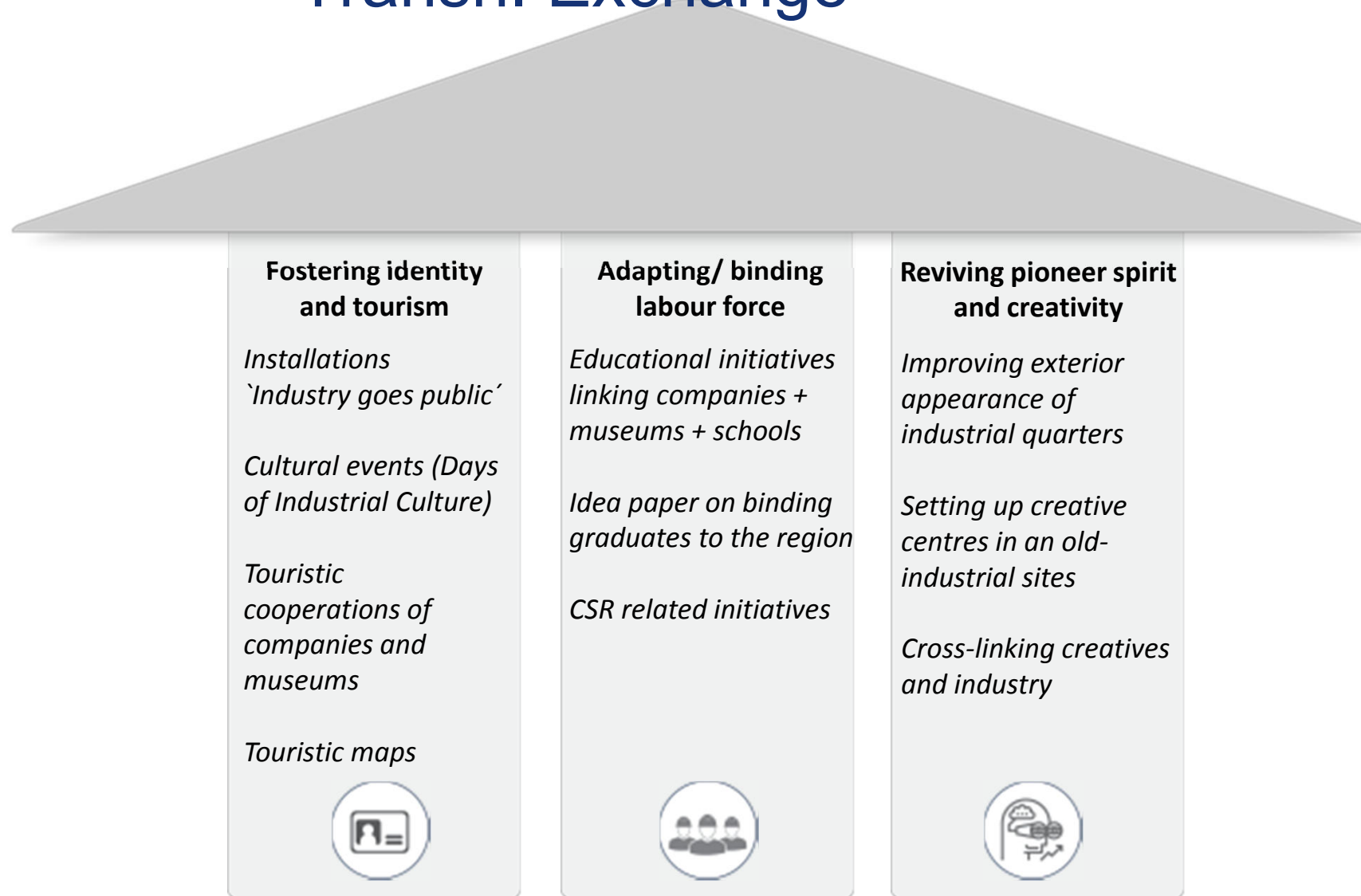
"Open Factory" is the most important event regarding the industrial and manufacturing culture of North-East Italy: an initiative, in its third edition in 2017, which aims to open to the public a hundred businesses in the Veneto territory, to tell the story, unveil the secrets and be a showcase to describe the Italian and Veneto manufacturing capacities.

Every year some categories are identified - mechanics and robotics, design, food & wine, services, infrastructures - and special sections - open sites and open labs - that lead to the creation of as many thematic itineraries for visiting and "discovering" the territory and the entrepreneurial patterns of North-East Italy.

Open Factory becomes a presentation of manufacturing sites, districts and supply chains of high quality and importance, effective also after the conclusion of the initiative and structuring itself in a constant activity of promotion of manufacturing tourism, also through the guide realized every year.

The right side of the page features a Google Map of the Veneto region, centered on Venice (Venedig), with various cities like Padua, Verona, and Treviso marked. Below the map, there is a social sharing section for the 'Open Factory' event, including buttons for Facebook share, Twitter tweet, Google+ share, and email. The event organizer is listed as 'Veneziepost' with the website www.openfactory.it.

Result 2: Regional Actions + Transn. Exchange



Result 2: Regional Actions + (cont.) Transn. Exchange

Fostering identity and tourism



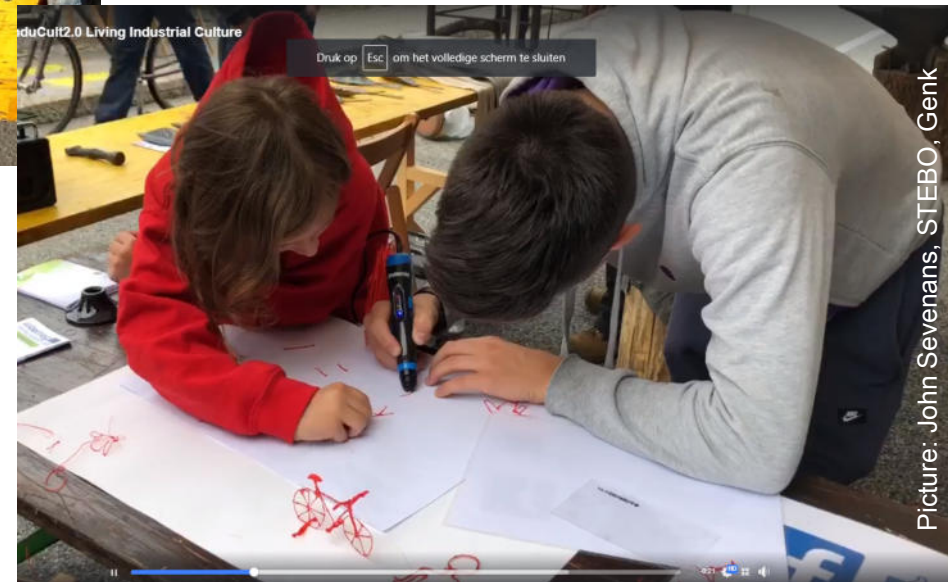
Adapting/ binding labour force



Reviving pioneer spirit and creativity



Result 3: Regional Festivals + Transn. Caravan

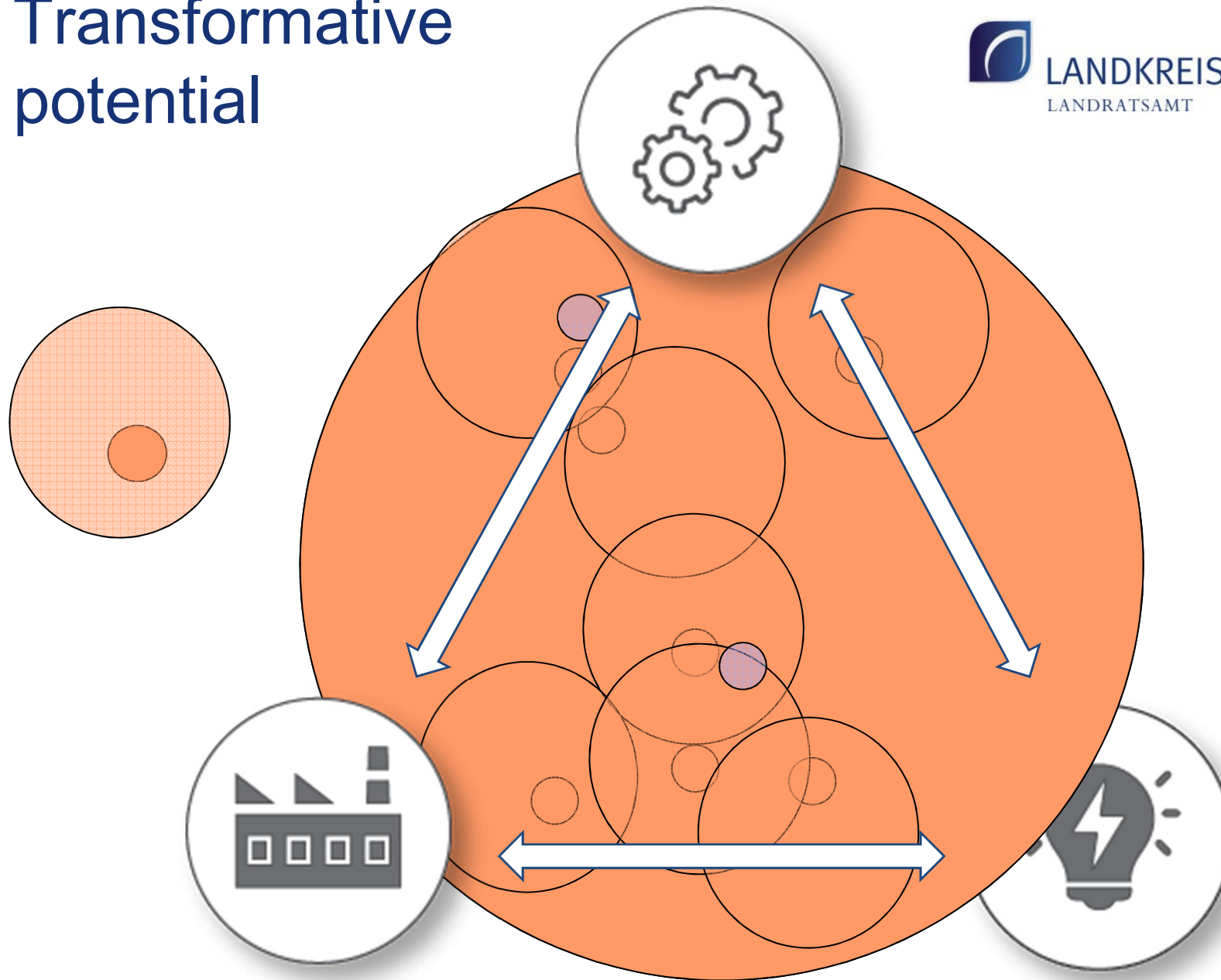


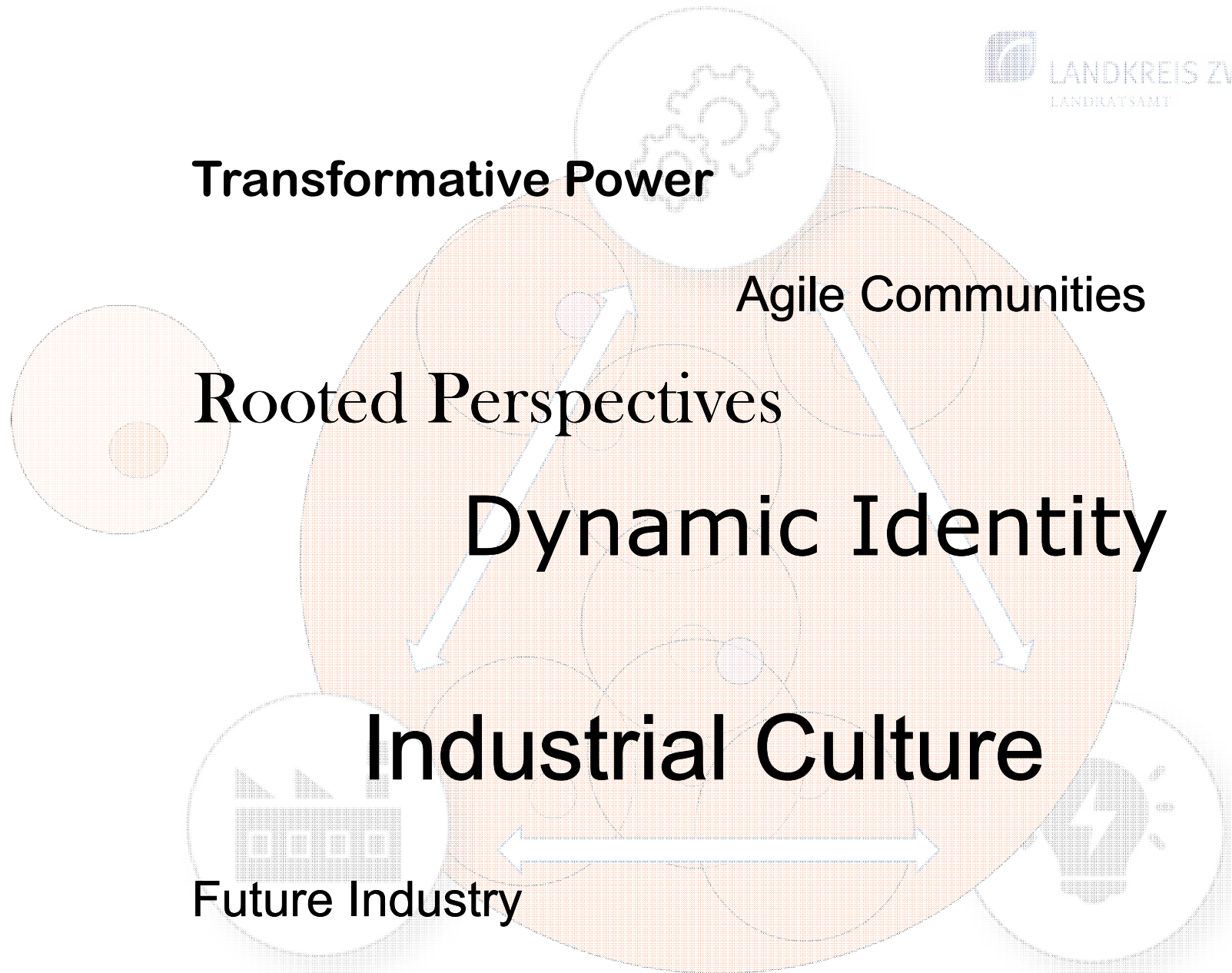
>> www.facebook.com/Inducult2.0 <<

Result 4: National Events + EU Parliament



Transformative potential





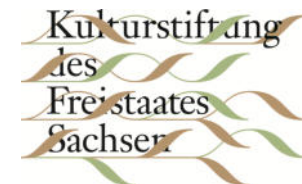
Thank you for your attention!

Contact details:

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E-Mail: carsten.debes@landkreis-zwickau.de

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



Bundesministerium
für Verkehr und
digitale Infrastruktur