



Past - Present - Future



CONCEPT ASSUMPTIONS OF INTERACTIVE EDUCATIONAL MOBILE EXHIBITION IN COOPERATION WITH COMPANIES, HERITAGE INSTITUTIONS AND UNIVERSITIES

Preparation of school initiatives promoting Industrial Culture

Version 3
11 2017



D.T.3.3.1



Reporting Period 3



PP9, Opolskie Centre for Economy Development



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TABLE OF CONTENTS

1. Abstract.....	3
2. Project Context.....	3
About InduCult2.0.....	3
About Opolskie Centre for Economy Development.....	4
3. Introduction & Objective.....	4
4. Applied Approach.....	5
Interactive.....	5
Educational.....	5
Mobile.....	5
Cooperative.....	5
5. Results.....	6
Main assumptions.....	6
Structure of exhibition.....	7
Exterior appearance.....	7
Walk-in exhibition.....	7
Workshop area.....	7
Financial and promotion planning.....	7
6. Evaluation/transnational added value.....	7
7. Outlook and sustainability.....	8
8. Annexes.....	1
Timeline of public procurement for concept implementation.....	1
Draft description of subject of procurement (in Annex 1).....	1

1. Abstract

The concept for interactive educational mobile 3D exhibition "INDUSTRIALNE OPOLSKIE" related to the industry issues in the Opolskie region in cooperation with companies, heritage institutions and universities aims to support school initiatives promoting cultural and historic dimension of industrial work. Innovative initiatives will raise awareness about past and present industrial jobs and as well as will help to imagine industrial jobs of the future. The concept was prepared with involvement of regional experts from educational and heritage institutions, practitioners from associations and companies, and teachers.

The main assumptions of the concept of exhibition are within its definition: interactive, educational, mobile and cooperative. This is an interactive and educational exhibition because pupils and youth will not only see it but they will be also able to play, learn and participate in its enhancement through workshops. The workshop will help different age groups of pupils to imagine industrial processes and play industrial functions. Workshop scenarios are focused on defining the problem, designing solution and ending up being product related to industry by the use of 3d visualisations, software and printer. Scenarios are based on regional industry context. The achievements of "industrial teams" of pupils will be promoted through symbolic awards for playing their assigned job role and enhancement of exposition based on their common work outcomes.

The concept assumptions have been verified and confirmed by experienced external exhibition and workshop practitioners. The implementation of this concept for school initiatives promoting Industrial Culture will involve schools, companies, museums and universities which will ensure their understanding of the concept and foster concept dissemination of their environment. The concept is easily applicable to other partner regions.

2. Project Context

About InduCult2.0

InduCult2.0 project - „Industrial heritage, cultural resources of current industries and creative pioneers - utilizing Industrial Culture in Central Europe” establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions (www.inducult.eu). InduCult2.0 is initiated by 8 long-standing industrial regions represented by: Germany, Austria, the Czech Republic, Italy, Slovenia, Croatia, Poland and Belgium. Together with regional stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends to:

- promote and establish the idea of Industrial Culture in Central Europe;
- strengthen the distinct culture of industrial regions and utilise it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

Involved are eight regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

According to InduCult2.0 framework actions are to be developed by the regions within three areas:

- fostering regional identity (T2)
- influencing industrial labour market and company commitment (T3)
- promoting creativity and pioneer spirit (T4).

Respective for this document is area of activities for influencing industrial labour market and company commitment” (T3), which compiles a range of awareness-raising activities:

- Influencing industrial labour market and company commitment,
- Testing measures for binding work force and companies through Industrial Culture.

About Opolskie Centre for Economy Development

Opolskie Centre for Economy Development implements some regional economic and innovation policy activities delegated by Board of Voivodeship. It is an intermediary institution for Regional Operational Fund priorities directed to entrepreneurs. It also implements some key systemic projects for innovation and economic policy implementation e.g. attracting investors, vocational education system, apprenticeship programmes. It has implemented various projects that open regional innovation system to international cooperation and support innovativeness and creativity. Currently OCRG is applying quadruple helix collaborations (including social sphere) for smart specialisation development.

3. Introduction & Objective

The respective activity for this pilot action is “influencing industrial labour market and company commitment”. Culture is an important developmental asset for (old) industrial regions. Indeed, this is especially true for the Opolskie region. Benefits can be gained not only by shaping the regions’ image and regional identity, but also by new approaches deploying Industrial Culture for securing labour force and strengthening the regional ties of companies. The challenge main is to raise interest of pupils and youth in industrial culture and job-career opportunity in that sector. Furthermore, some of regional companies do not realise how they can attract labour force by utilizing cultural means of industry. For the youth and children educational aspect is very relevant as they get to know culture specifically in Poland mainly from schools, libraries, cultural centres, universities and museums. For this pilot activities in collaboration with schools, educational and heritage institutions, universities and at last but not least local companies, the awareness of the youth about past, present and future jobs in the industry will be raised and shared with younger pupils in Opolskie region.

The concept shows the mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE" related to the industry issues in the Opolskie region. The exhibits and the models will be focus at the industrial heritage, present and future of the regional industry. In our region the most effective fields of industry are: cement industries, iron foundries, lime, furniture, and food, car manufacturing and chemical industries. The 3D exhibition will help the youth to realise the potential of regional industry and its work options in

past, presence and near future. One of the parallel objectives of school initiative is to promote attractive cultural/historic dimension of industrial work, jointly with regional industrial museums, companies and schools.

4. Applied Approach

Opolskie Centre for Economy Development idea for school initiatives is an interactive educational mobile exhibition in cooperation is supported by companies, heritage institutions and universities. Opolskie Centre for Economy Development discussed the structure of the exhibition and shared the idea with regional stakeholders at regional workshops in April and May 2017 and bilateral meetings from June to November 2017.

Regional experts and stakeholders from numerous institutions and practitioners were involved in conceptualization process. That includes Regional Centre for Education Support, local authorities, directors of schools and exhibitors from Museum of Opolskie Silesia, Robot Factory, Dobroteka and Chespa company. Concept adopts innovative youth-to-youth approach of InduCult2.0 through development of scenarios that will help to disseminate the key messages to target groups: the youth and younger pupils.

The best way to describe the development of idea of this exhibition is to go through adjectives that are within its definition: interactive, educational, mobile and cooperative.

Interactive

The exhibition helps to turn pupils ideas inspired by historical and present local industry into 3d visualisations and models. The pupils gain knowledge about historical and present industrial processes through seeing 3d visualisations and touching models.

Educational

Inner exhibition area is a working space where they can participate in design workshop that uses youth-to-youth approach. The workshop scenarios are adjusted to local industrial traditions and age of pupils with the help of relevant local companies, heritage institutions and universities. The workshop scenarios focus on teambuilding and playing roles based on industrial process.

Mobile

Mobility of exhibition is one of its crucial assets. It can be used in most of schools of Opolskie. Mobility means also adjustment for school expectations and existing infrastructure of average schools in Opolskie. The inner exhibition area has to be fully equipped and enable to lead workshops sessions for school children independently to school infrastructure. Also the size of exhibitions and materials used for the exhibitions have to conform with the expectations and health and safety measures.

Cooperative

The cooperation is a parallel objective of this activity. Especially in the context of the education, cooperation with companies, heritage institutions, universities and companies related to industry sector will provide necessary insights for thematic and locally relevant scenarios.

5. Results

The mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE" is one of the pilot action within InduCult2.0., is to be implemented in 2nd quarter of 2018.

Main assumptions

The main goal is to increase pupils knowledge about past, present and future jobs in the regional industry. The concept of the mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE" is achieving this aim by combination of fun and science by:

- creating understanding among about processes in the industry,
- participation in processes of defining the problem, designing solution and ending up with product related to industry,
- playing roles of jobs/functions related to industry,
- promoting achievements of the industrial teams,
- enhancement of exposition based on input from industrial teams.

The 3D exhibition will visit schools in Opolskie region during the special events, days etc. During each visit, the trainers and practitioners with university and company background will lead the professional workshop sessions and adopt innovative youth-to-youth approach. The space of the 3D exhibition will be open, interesting-looking and children-friendly. The point is to raise children's interest in industrial aspects, to make them willing to discover the models of factories, tools and exhibits etc.

The pupils gain knowledge about the regional industry through seeing and touching models. The designers will prepare different scenarios for workshops sessions for 2 age groups. Scenarios will focus at the various field of industry in Opolskie and will be assessed together in cooperation with companies, heritage institutions and universities representatives. In our region the most effective fields of industry are: cement industries, iron foundries, lime, furniture, food, consumption goods, automotive, chemical, and shipping industries. The exhibition concept focuses on showing industrial processes within four thematic areas:

- lime and industry,
- chemistry,
- metallurgy,
- automotive/shipping industry.

Thanks professional and experienced staff who will take care of pupils whilst visiting the exhibition and participating in the workshops sessions, all safety and health aspects will be provided.

In that way, step by step, we are able to raise interest of youth in industrial culture and work options in industrial sector. The cooperation with schools is the way for promoting

the cultural/historic dimension of industrial work and attractive job-career opportunities in that sector.

Structure of exhibition

Exterior appearance

- specially designed outer exhibition wall based on recognisable factory (for example cement plant)

Walk-in exhibition

- size: 25-35 m²
- shape: rectangle or square
- physical interactive models of factories in Opolskie, films and multimedia presentations
- 3D visualization of other models of factories in Opolskie region

Workshop area

- inner exhibition furniture (stools, designers desk, chairs)
- screen and projector or 50' monitor
- 3D printer
- 3D scanner
- educational 3D software

Financial and promotion planning

The cost of planning and implementation of exhibition will be covered from InduCult2.0 budget up to 100 000 PLN. The strong involvement of practitioners among the regional experts from focus group lowered the cost of concept preparation to internal staff cost.

The promotion plan of PP9 InduCult2.0 exposition for the concept is divided to several phases:

- Promotion of idea - tele-mailing campaign, regional workshops and meetings for regional stakeholders incl. Survey for schools - from July 2016 to September 2017,
- Promotion of concept - tele-mailing campaign, follow-up regional workshops and meetings for regional stakeholders, short InduCult2.0 movie promoting exhibition on Facebook based on feedback to earlier InduCult2.0 movies,
- Promotion of implementation - during InduCult2.0 "Industry and Shipping Days" and dissemination event, short InduCult2.0 movies promoting exhibition result on Facebook based on feedback to earlier InduCult2.0 movies.

6. Evaluation/transnational added value

The concept is sufficiently specific for planning and implementation phases. Its assumptions have been verified and confirmed by experienced external exhibition and workshop practitioners. The concept, which was developed for a specific idea and purpose in the schools of Opolskie region, is easily applicable for other regions. The concept study also gives insight in comparable good practises for Industry4.0 jobs promotion. They can provide much inspiration for the other InduCult2.0 partners working on the same topic, especially in the context of the education, cooperation with companies, heritage institutions, universities and companies related to industry sector.

7. Outlook and sustainability

The concept shows the mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE" related to the industry issues in the Opolskie region. Its realisation can provide the necessary spirit for the further development of the industrial and educational aspect as a field of experimentation. Institutions and companies involved during conceptualisation, planning and implementation phases will be communicating the InduCult2.0 idea to their inner and outer environment in their own language. This is also key value for disseminating the concept and further development based on implemented exposition.

After the estimation of the budget for realisation, the next step will be to raise the necessary funds for continuation the idea. There is already an educational institution which would like to continue the idea of the mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE", however it will be validated during the pilot implementation.



Past - Present - Future



8. Annexes

Timeline of public procurement for concept implementation

Activity nr (AF)	Activity name as in AF	Type of award	Short description of the subject of procurement	Publication date	Closing date	Contracting date	Delivery date
T3.3.3	Implementation of school initiatives based on pilot investments: educational exhibitions	Open call for tenders	<ul style="list-style-type: none"> Full exhibition design project based on concept, Investment for selected option of concept based on design project and concept Implementation of exhibition based on design project and concept inc. logistic services and leading workshops 	25/01/2017	10/03/2017	25/03/2017	20/05/2017
T3.3.5	Investment related to pilot implementation of "mobile educational exhibition"						

Draft description of subject of procurement (in Annex 1)