



Past - Present - Future



PREPARATION OF SCHOOL INITIATIVES PROMOTING INDUSTRIAL CULTURE

Thematic - Concept

Version 2
09 2017



Deliverable nr. 3.3.1



Reporting Period nr. 3



PP nr. 6, Camera di Commercio Padova



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0. Abstract

In the framework of InduCult 2.0 thematic work package 3 Padova Chamber of Commerce aims at conceiving a concept to promote the attractive cultural/historic dimension of industrial work, jointly with industrial museums, companies, schools.

The goal of Padova Chamber of Commerce is to promote a new type of action, involving the schools and the pupils into “Open Factory Festival”, valued as the most important festival in North-East Italy focussing on Industrial Culture.

Padova Chamber of Commerce proposed therefore to the organizers of the Industrial Festival to work together on an Initiative dedicated to students and schools involving the companies participating in the Festival “Open Factory”.

It is a new initiative, whose name will be “Open Factory Schools”: on the Friday before the Festival the companies are invited to open their doors to the schools (secondary schools). The schools can choose and visit a company and participate in the activities proposed by the company on its premises. The first edition is planned in November 2017, but the organizers of the Festival, the companies and the schools have already agreed to keep the initiative also for the next years.

1. Project Context

[InduCult2.0 project \(www.inducult.eu\)](http://www.inducult.eu), financed by the Interreg Central Europe cooperation programme, establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative by itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industry are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools and creative communities. In this way, Industrial Culture becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and shaping the cultural sphere of the affected communities.

The Thematic Work Package T3 “Deploying Industrial Culture for securing labour force and strengthening the regional ties of companies”, moves from the verification that Traditional industries have created a distinct work culture made up of certain skills, loyalties, habits,

attitudes. However, recent industrial and social transformations require their adaption. Also, partly because of historic connotations, industrial work and environment are today often perceived as little attractive: one of the reasons why industrial regions suffer from brain-drain, even though jobs are available. Industrial companies, on the other hand, often have not yet discovered the chances of binding /attracting work force by taking on regional responsibility. Innovative culture-based approaches can help reinforcing regional commitment of both employers and employees.

The concept of Industrial Culture is tested in this WP in its contextual capability to secure labour force and bind companies: On the one hand, focus is placed on raising interest of youth in industry by embedding cultural issues and work options in a regional story of industrial evolution. On the other hand, work force and companies are directly addressed. Throughout the WP, research partners support with input, reflection, evaluation.

As main WP output, regions draft action plans for deploying Industrial Culture on labour issues and company commitment.

These drafts are based on inter-regional peer review and research input. They are finalized and supplemented to the regional strategy after results of practice tests are available and shared, a. o.:

- increasing capacities of schools as main multipliers towards the young generation with a focus on linking industrial work options with cultural aspects and based on interaction with museums, companies;
- approaching companies to bind work force through culture-related measures, boosting their corporate social responsibility;
- dismantling cultural prejudices on employers' and employees' sides as one main obstacle in matching job demands and offers.

Based on peering, action T. 3.3.1. foresees that Project Partners prepare innovative school initiatives promoting the attractive cultural/historic dimension of industrial work, jointly with industrial museums, companies, schools.

2. Introduction

Within the InduCult2.0 project, **Industrial Culture** is understood as a **variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets**, such as specific mind-sets, and skills, as well as referring to the reservoir of cultural meaning and practices actors construct in contemporary and active industrial production units.

Even if Padova Chamber of Commerce has been a pioneer in the realization of projects linking (industrial) companies and schools (our “Marco Polo” project was awarded as best practice by the European Union more than 15 years ago) and it is still performing many

activities in this domain, mainly aiming at orienteering of the youth in the further study or working path, or aiming at the realization of training and work experiences, in Veneto Region there is no record of school related initiatives linked to the Industrial Culture concept.

3. Objective

In the framework of InduCult 2.0 thematic work package 3 Padova Chamber of Commerce aims at conceiving a concept to promote the attractive cultural/historic dimension of industrial work, jointly with industrial museums, companies, schools.

The goal of Padova Chamber of Commerce is to promote a new type of action, involving the schools and the pupils into “Open Factory Festival”, valued as the most important festival in North-East Italy focussing on Industrial Culture.

The focus group has shown that in many cases there isn’t a clear link among the concepts of Industrial Work and Industrial Culture, and that particularly the youth is not aware of the cultural value of Industry and how that industry is part of our Cultural Heritage.

4. Applied Approach

4.1. Background

In the region of Padova focus groups on industrial culture were established in autumn 2016. One of the topics they have been working on is how to promote Industrial Culture to the schools and the youth. The input of the focus groups has been the base for the Regional Argumentation Paper and for the concept paper. Padova Chamber of Commerce and the focus group analyzed then the international experiences brought in by InduCult 2.0 partner regions, and the input from the scientists.

The research input paper ***“INDUSTRIAL CULTURE, LABOUR FORCE AND COMPANIES - Academic recommendations for practical intervention on how to deploy Industrial Culture for securing labour force and strengthening the regional ties of companies”***, published within InduCult 2.0 states: “Against the background of global structural changes and transition processes, the requirements of a knowledge-based economy and a (post-) industrial society respectively, the current demographic trends and the prospective labour supply are big issues especially for (old-) industrial peripheral regions outside agglomeration. Knowledge-based economy leads to an increased demand in well-skilled work force. Otherwise, the interregional competition for workforce has been increasing and many

regions suffer from brain drain, lacking in-migration and demographic decline, even in cases, where jobs are available.

In this context, **recruiting young talents and highly qualified labour for industrial jobs has become increasingly difficult**. Because of the industry's image of dirtiness and pollution, the youth is more interested in jobs in other economic sectors. In order to prevent skills shortage in the future there is a necessity in recruiting young talents also for industrial jobs and of promoting the innovative opportunities of "Industry 4.0" under the condition of a globalized, highly networked economy.

A strong potential can be seen in the proactive utilisation of industrial culture as an asset for future development. However, industrial culture has to be reinvented and reinterpreted – getting rid of negative images often prevailing in industrial regions. Cleantech, innovative and intelligent systems based on revolutionary communication technologies have provided the ground for such a reinterpretation.

4.2 Open Factory Industrial Culture Festival

"Open Factory" is the most important event in North East Italy regarding industrial and manufacturing culture: an initiative that has come to the third edition, which aims to open up to the public about hundred companies in the Venetian Region territory, to tell the story of the companies, reveal the "secrets" behind design, products, success and show the manufacturing skills behind the industrial products...in one concept, what means "living industrial culture".

Every year, some categories of companies - mechanical and robotics, design, food & wine, services, infrastructures - and special sections - open buildsites and open labs - are identified.

The companies lead to the creation of many thematic routes for visiting and "discovery" of the territory and entrepreneurial environment in North East Italy.

Open Factory thus becomes a way to promote industrial culture and industrial tourism.

Companies participating in "Open Factory festival" are generally aiming at their promotion to the general public, to increase their reputation, or to show their CSR level. They are not keen on considering their participation as a mean to attract the youth and get in touch with future applicants/future workers. The fact that the festival is taking place on Sunday is a huge limit to the organized participation of schools, and also the events in the companies are structured more to meet the interests of tourists interested in the industrial culture than to meet interests and need of children and students, even if there are relevant exception (e.g. in the cosmetic industry BIOSLINE a specific lab for children is planned, where the young visitors will be accompanied to discover and experiment how to create cosmetics and make some scientific trials).

4.3. The intervention path

Padova Chamber of Commerce is working with the organizers of "Open Factory" to conceive and test a special edition: "Open Factory-School".

This path requires a commitment of the involved companies, which must organize the opening of the company to the schools and teachers. A best practice studied through the peering activities has been the “Schau Rein!” initiative in Saxony/Germany (week of open companies).

The road map will be:

- Conceive the initiative and its content (by September 2017). It will take place on Friday 24. November 2017;
- Promote it to schools and companies (by October 2017);
- Organize the “matching” between Schools and Companies
- Define the procedures and select the workers which will take part to the process;
- Set up a specific workshop, highlighting the industrial culture related aspects and present them the transnational experiences, particularly those referring to InduCult 2.0 partner regions for the participating company staff, as well as a training aiming at easing the communication with the youth;
- Prepare material for the students and the teachers;
- assist companies and schools in their participation;
- get a feedback/evaluation

5. Results

The first edition of “Open Factory-School” is planned on Friday, 24. November 2017.

The expected results will be the participation of at least 10 companies and 10 schools (with groups of students and teachers) in the proposed “Open Factory-School” event, and through it an increased awareness of the concept of industrial culture, of the companies working and living in our region, the establishing of new ties which could lead to new collaboration projects (like training and work experience) between schools and companies.

Padova Chamber of Commerce, through InduCult2.0 project will fund the startup costs (concept of the event, organization, promotion to companies and schools, matching, creation of the calendar, evaluation of the events and of the “participants’ satisfaction”, follow-up measures, with the amount of € 5.000 - staff costs and external experts).

6. Evaluation/transnational added value

The results will be evaluated and shared with the partners of InduCult 2.0 project. All T3 interested stakeholders are invited to take part in the event.

Pictures of the event will be published on InduCult2.0 facebook page. The results will be presented and discussed during the peering activities with the participants of T3 workgroup.

7. Outlook and sustainability

In the forthcoming months the conceptual approach will be tested. If it will be a success, we plan to replicate the event funding it with Chamber's and companies' funds.

The costs for the replication are relatively low (matching schools/companies - promotion): the companies care for the activities to be proposed with their internal staff, the schools care for the transportation and tutoring of the students.

We'll provide photos and materials about the events in the communication channels foreseen by InduCult 2.0 project and by Open Factory Festival. Each company will be invited to publish news on its website (although there could be privacy related issues regarding the publication of materials with children and students, and the publication of the materials will take into account these issues).