



Past - Present - Future



# INDUCULT2.0 GOES ACADEMIC

Mainstreaming Project Idea in Teaching and Research

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Academic Capitalisation Workshop

05 2019

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Action: C2.5. - additional Workshop, capitalisation action



15.05.2019



PP4, University of Graz



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## 0. Objective & Expected Outcome

As an additional item PP4 has implemented further academic activities in connection to the scientific publication paper (C2.5), which are seen as relevant for sustaining attention to the topic. For this purpose PP4 has organised a workshop with academic partners for planning joint curriculum and research activities on the 15.05.2019

- Aim of the capitalisation workshop was to embed Industrial Culture (IC) in teaching and research of interested universities and research institutions
- 10 - 20 participants
- 2nd week of May, 15.05.

## 1. Event content

### (1) Programme

Date 11.04		
Time	Content	Info
09:30 - 10:00	Registration + Coffee	<i>Coffee</i>
10:00 - 10:30	Welcome + Project input	<i>Wolfgang Fischer + Jörn Harfst</i>
10:30 - 11:00	Discussion on “Industrial Culture in Research and Teaching” <ul style="list-style-type: none"> <li>• Topics</li> <li>• Funding</li> <li>• Publications</li> </ul>	<i>Moderator Danko Simić</i>
11:00 - 11:15	Short break	<i>Coffee, cake</i>
11:15 - 11:45	Input presentation: How to make joint university course? Discussion	<i>Uni Graz - Office of International Relations (BIB) (Mrs. Orhanovic)</i>
11:45 - 13:00	Workshop Elaborating modes of cooperation, joint interests/topics	<i>Round table</i>
13:00 - 13:15	Harvesting event outcomes and farewell	<i>Wolfgang Fischer</i>
13:15 - 14:00	Lunch	<i>Unicafe Campus Graz catering</i>

### (2) Location

Room 11.07, Heinrichstraße 36, 8010 Graz (Autria)

## 2. Participants invited

The call for participation was widely published first via mail and then also via the project's researchgate site (<https://www.researchgate.net/project/InduCult20-Industrial-Heritage-Cultural-Resources-of-Current-Industries-and-Creative-Pioneers/update/5ccb387b3843b01b9b9dc1d9>), serving as the academic newsflash for the project. Invited were persons from:

Organisation/ Institution
Uni Maribor (SLO)
Uni Ljubljana (SLO)
Uni Graz (AUT)  Department RFDZ Geographie RCE Graz-Styria Zentrum für PädagogInnenbildung
PHST Graz (AUT)
IfL (GER)
Uni Klagenfurt Geographie (AUT)
Uni Wien Geographie (AUT)
Uni Pecs (HUN)
Slovenian Academy of Science - Institute of Geography (SLO)

In total 12 participants from 4 institutions participated in the workshop. Additional about 12 master students from the Department of Geography at the University Graz joined the project input presentation. List of participants staying the whole event is provided in Annex 1.

## 3. Results

### (3) Bloc 1 - Input and first round of discussions

After a welcoming and an input presentation about academic project results by the host institution (see Annex 2), a first discussion addressed shortcoming of the research agenda within InduCult2.0 and the gaps in the academic approach towards Industrial Culture. As general short-comings and further research directions were named:

- Thematic issue 'Identity': How to link better companies, education and Corporate Social Responsibility?
- Thematic issue 'Creative sector': How to link industries and creative sector?

- General: Weak empirical base outside the project context. How to foster the empirical base of research?
- General: Sustainability of local networks beyond project run-time?
- How to achieve EU policy mainstreaming, i.e. via strategy paper/network?

The following discussion between participants centred mainly on the two thematic aspects and the improvement of research agendas in the connection the INTERREG project in general, when these are focused on participative research (e.g. working task-based with regional actors).

#### (4) Bloc 2 - Future cooperation and research interests

The second bloc of the day was started with an input by the University Graz's Office for International Relations. The presentation centred on cooperation possibilities between the universities. In focus were programmes as ERASMUS+, CEEPUS and the University of Graz Mobility Grant (incoming + outgoing).

The elements hold some interesting possibilities, especially to cooperate - even on short-term notice and short term stays -with the Slovenian research PPs, as there are strategic research cooperations between University Graz and the Universities in Slovenia. Participants discussed these possibilities especially in regard to offering a joint lecture series on the topic of Industrial Culture within the next semesters - integrated in the Strategic Cooperation programme between University Graz and the University in Ljubljana, which could also incorporate the other partner institutions present in the workshop.

##### (1) Topics

This was followed by a moderated discussion on possible topics, funding opportunities and publications. In regard to the topics and fields of interest, a prioritisation was visible (1 participant max. three votes for different topics). The results have been clustered (list is arranged by decreasing votes):

- **Understanding the economic development of manufacturing regions in CEE (in relation to IC)**
  - Development of the manufacturing sector in Central Europe's peripheries
  - Processes of Re- and De-Industrialisation/Innovation culture
  - FDI and reindustrialisation in Central Europe space
  - Connecting Industrial Culture and SMEs - as redevelopment driver
  - Importance of Industrial Culture for enterprises
  - Industrial Culture and the needs + challenges of Industry 4.0
- **Culture, tourism, education and perceptions**
  - Cultural tourism and Industrial Culture
  - Tourism management instruments in general
  - Worker culture
  - Workers knowledge and skills

- Collective memories Industrial narratives
- Promotion of sustainable education through Industrial Culture
- Perception of Industrial Culture by general public
- **Governing (old) industrialised regions (and the role of IC)**
  - Local value chains to enable actions
  - Leadership in industrial towns
  - Governing Industrial Culture assets
- **General impact of INTERREG actions**
  - Sustainability/Impact of IC projects in regions (Evaluation)
- **Political aspects of industrial transformations**
  - Industrial Culture and Populism
- **Theoretical approaches in relation to IC**
  - Typologies of Industrial Culture in different settings
  - Intrinsic notions of Industrial Culture (new empirical base)
- **Mining focus**
  - Mining renewal in Europe
  - Sustainable mining
- **Macro-regions focus on challenges of industrial regions**
  - Industrial brownfields and degraded areas in a macro-regional context (e.g. EUSALP, Danube)

## (2) Funding

Additionally to the possible research interests, different funding options were discussed. The results are displayed in the following table:

INTERREG		
INTERREG Cross-border programmes	SLO-AUT, SLO-ITA, AUT-ITA, AUT-HUN, SLO-HUN	Programmes running till 2020
INTERREG macro-regional programmes	Alpine Space, Central Europe, Danube	Alpine Space still one call to open, Central Europe strategic call open, Danube maybe one call to open
Research grants		
H2020	Pillar 3, Societal challenges, e.g. "Europe in a changing world"	Revolving calls on different topics
Bilateral Research Programme SLO-AUT	FWF or ARRS as lead agencies, basic research grants	Annual revolving open calls
COST Actions	EU research network grants	<a href="https://www.cost.eu/who-we-are/about-cost/">https://www.cost.eu/who-we-are/about-cost/</a>
JPI programme	Research grants from Urban Europe	<a href="https://jpi-urbaneurope.eu/">https://jpi-urbaneurope.eu/</a>
Regional Studies Association grants	Individual and network grants	<a href="https://www.regionalstudies.org/funding/research-network-grant-scheme/">https://www.regionalstudies.org/funding/research-network-grant-scheme/</a>
EU-India	Cooperation grants	<a href="http://equipproject.eu/">http://equipproject.eu/</a>
...	...	...

## (3) Publications

As a final topic, possible ways of publishing about Industrial Culture were discussed; here the following journals or publications were mentioned:

- Fennia (<https://fennia.journal.fi/>)
- Town Planning Review (<https://online.liverpooluniversitypress.co.uk/loi/tpr>)
- Mitteilungen der Österreichischen Geographischen Gesellschaft ([https://www.austriaca.at/moegg\\_collection](https://www.austriaca.at/moegg_collection))
- Monograph on Industrial Culture (Springer etc...)
- Environment and Planning A, C, D (<https://www.eandponline.org/>)
- Journal of Political Ecology (<https://journals.uair.arizona.edu/index.php/JPE>)
- ACTA Geographica Slovenica (<https://ojs.zrc-sazu.si/ags>)

Two items were highlighted as of special interest to the group, due to personal connections to the publications:

- Urban Science Journal (<https://www.mdpi.com/journal/urbansci>) with a special call out on post-industrial towns – contact David Bole
- Springer Series on 'Local and Urban Governance' (<https://www.springer.com/series/16129>) – contact Jörn Harfst

## 4.Outlook

The workshop formed an important step in mainstreaming the topic of Industrial Culture in academia. It discussed gaps in the research agenda so far and identified new topics for further collaboration in the field between the involved institutions. Some concrete joint project applications and publications are already under way, hopefully manifesting gained knowledge and keeping the momentum. Additionally, the joint curriculum activities seem to be clearer to realise, thanks to the input by the university administration. Here especially the participating Universities are asked to sketch out concrete next steps within the coming month.

Overall the topic of Industrial Culture holds the potential for further academic research and collaboration. This workshop was a first step in this direction.



## 5.InduCult2.0 project Background

Against this background the INTERREG project “InduCult2.0” (CE31) brings together regions with a distinct industrial past and present, situated outside major agglomeration areas in Central Europe. In recent years, all of them have undergone deep transformation processes due to automation, adaptation to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the project partners’ territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing Industrial Culture to their full development potential.

InduCult2.0, wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Together with local stakeholders, partners rediscover and develop the positive elements of industrial communities. Specifically, project partners intend 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.

The Institute of Geography and Regional Science at the University of Graz, Austria, and the Leibniz Institute for Regional Geography in Leipzig, Germany, are academic partners and will support and reflect these activities and conduct an academic research along the project. Further partners are municipalities, district administrations and private institutions from 8 Central European countries.

In the frame of major societal and economic changes, Europe’s industrial societies have transformed into networked information societies that are increasingly based on knowledge-intensive services and creative industries. However, these developments are affecting territories in very different and uneven ways. Small and medium-sized towns in rural environments often continue to have a small industrial base, but they do not succeed in attracting the knowledge economy in the same way as large cities.

At the same time, political attention to industrial production is increasing in the aftermath of the financial crisis. In a recent communication to the EU Parliament, the EU Commission “considers that a strong industrial base will be of key importance for Europe’s economic recovery and competitiveness.” In a similar vein, national and regional governments set up strategies for reindustrialisation through the development of “Industry 4.0” and the valorisation of industrial labour.

The InduCult2.0 project is implemented by the Central Europe INTERREG B programme and co-funded by ERDF. The project run-time is from summer 2016 to summer 2019. For more information and regular project updates and results, please visit

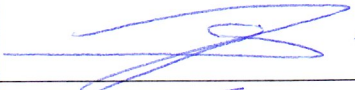

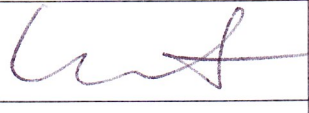
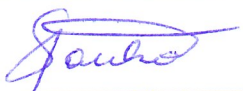
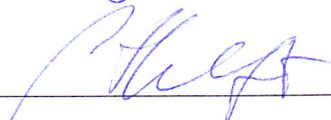

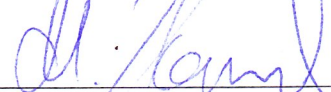

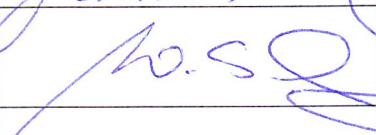
[www.inducult.eu](http://www.inducult.eu)

[www.facebook.com/InduCult20-Living-Industrial-Culture-987296494713990/](https://www.facebook.com/InduCult20-Living-Industrial-Culture-987296494713990/)



## Annex

- (1) List of participants

**INDUCULT2.0 – ACADEMIC CAPITALISATION WORKSHOP – 15.05.2019**

	NAME	INSTITUTION, COUNTRY	SIGNATURE
1	DAVID BOLE	ZRC SAZU	Bole David
2	JANI KOZINA	ZRC SAZU	
3	TOMAŽ PIPAN	UNIVERSITY OF LJUBLJANA	
4	NAJA PARET	UNIVERSITY OF LJUBLJANA	
5	WOLFGANG FISCHER	UNI GRAZ	W. F.
6	DANILO SIMIĆ	UNI GRAZ	
7	MEDIHA OHRANOVIĆ	UNI GRAZ	M. O.
8	JAKO FARTSI	UNI GRAZ	
9	Anna Siebenbrunner	Uni Graz	
10	Matthias Kowarsch	PH Steiermark	
11	JUDITH PIZZERA	Uni Graz	
12	WOLFGANG SUTZER	UNI GRAZ	
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(2) Input presentation

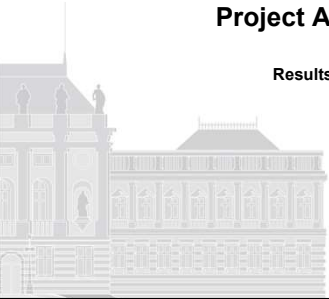
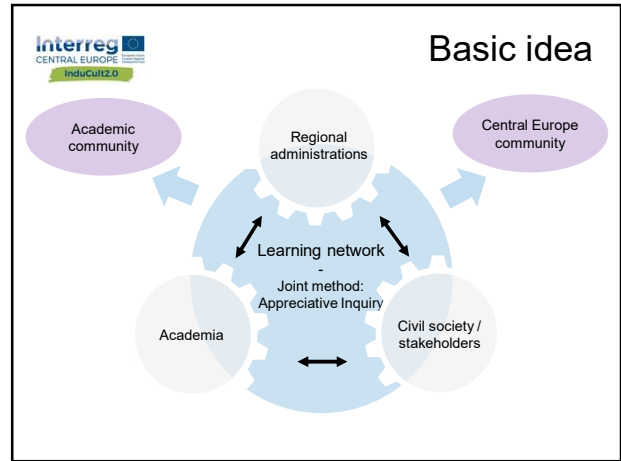
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## InduCult2.0 – Project Achievements

**Results and Outlook**

Academic Capitalisation WS  
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Graz (AUT), 15.05.2019

Jörn Harfst





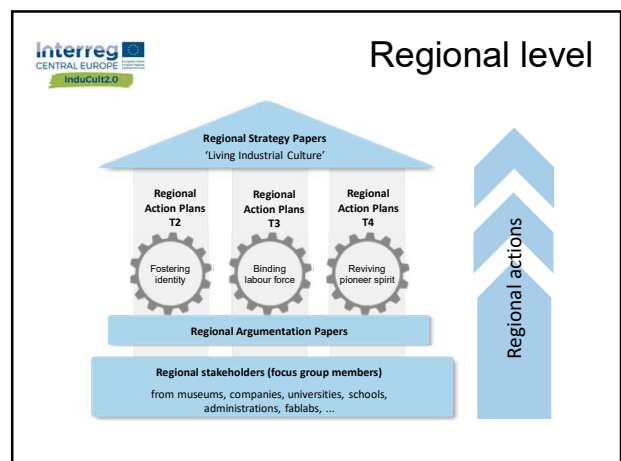


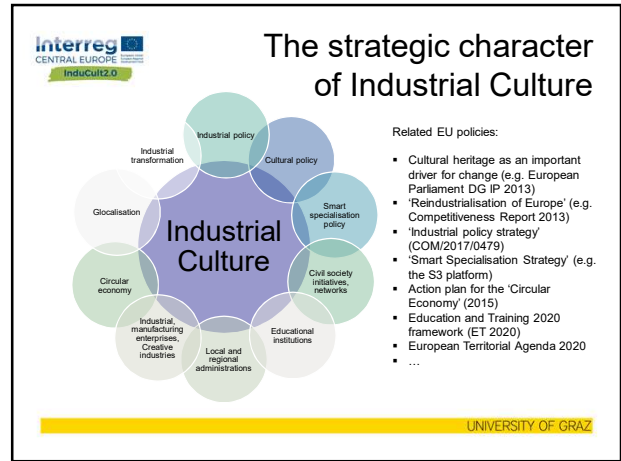
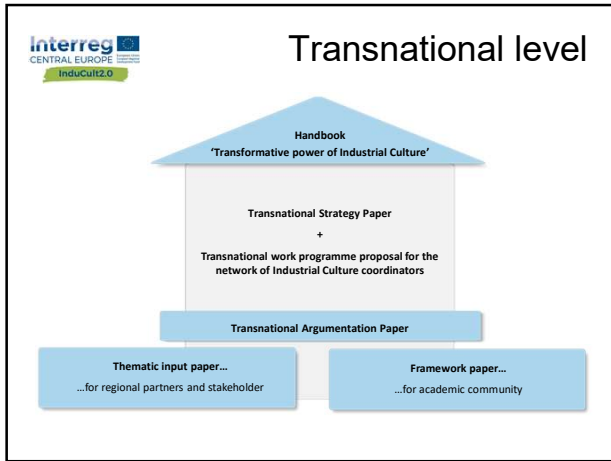
## Project aims

InduCult2.0 addresses regional challenges of (old) industrialised regions by aiming at:

- Reviving pioneer spirit and creativity
- Changing perception towards a positive image
- Strengthening and utilizing tangible and intangible cultural assets as a location factor
- Improving capacities for a sustainable use of cultural heritage and resources
- Empowering cultural/socio-geographic disadvantaged regions







**Defining Industrial Culture**

*Industrial Culture* is a transdisciplinary, societal concept that addresses a special, place-bound cultural setting, a concentration of specific expertise, attitudes, values and traditions link to industry.

It is grounded in the specific institutionalised routines of industrial structures, their incorporated conventions, beliefs and production patterns, as well as the interlinked social factors beyond the factory itself.

It builds on tangible, material and intangible, non-material elements originating from the sphere of industrial production in the past, present and future.

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**Industrial Culture Fields of action**

**The Cultural Dimension of IC – Creation and Tradition**  
 Industrial Culture represents the procedural character of culture in a very specific manner. It is clearly rooted in regional history referring, on the one hand, to local traditions, skills and monuments that have become the witnesses of former industrial activities. On the other hand, with its dynamic and forward-looking character, it enables inclusive cultural progress shaped and created by the people today and in the future.

**The Social Dimension of IC – Identity and Cohesion**  
 Industrial Culture can be used as a communication platform to foster local and regional identity and enable, at the same time, public discourse about industrial transformation. It offers the opportunity to let locals participate in the development of their home towns and regions and depicts new opportunities to keep up with changing times and environments

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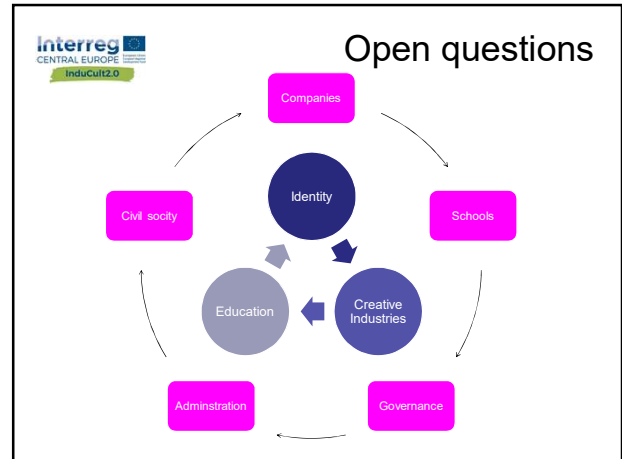
**Interreg CENTRAL EUROPE InduCult2.0**

## Industrial Culture Fields of action

**The Economic Dimension of IC - Reindustrialisation and Place-branding**  
 Industrial Culture brings forth structures and processes of industrial production towards creative mind-sets. This cross-over generates innovation and leads to a diversification of the economic basis. It affects both the corporate and innovation culture of single enterprises and the image of the whole region.

**The Environmental Dimension of IC – Sustainable and Healthy Life**  
 Old industrial regions often have a great tradition of high-quality industrial architecture and landscapes. At the same time, industries are often still considered as dirty and polluting. Nowadays, nature has claimed back vast spaces in old industrial areas. Innovative design and creative planning can help to diminish environmental pollution or land use.

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**Interreg CENTRAL EUROPE InduCult2.0**

## Academic achievements

Academic results derived from the project work:

- Highlighting European "good practice" utilisations related to Industrial Culture
- Bringing together different academic perspectives on the topic in a Special issue "Industrial Culture in Urban and Regional Development"
- Defining the term 'Industrial Culture' from a regional development perspective
- Reflecting on the overall strategic potential of Industrial Culture on the basis of project results in a handbook

**Interreg CENTRAL EUROPE InduCult2.0**

## Open questions

Aspects for further research projects

- The character of Industrial Culture
- Identity: Link to companies and education
- Creative sector: Link to industries
- Focus on regional sustainability of measures and action – local networks
- Fostering the empirical base of research
- EU policy mainstreaming via strategy paper/network



## Further Information

More information and related documents via:

[www.inducult.eu](http://www.inducult.eu)  
[www.researchgate.net/project/InduCulture-Industrial-Heritage-Cultural-Resources-of-Current-Industries-and-Creative-Pioneers](http://www.researchgate.net/project/InduCulture-Industrial-Heritage-Cultural-Resources-of-Current-Industries-and-Creative-Pioneers)

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