



PARTNERSHIP

InduCult2.0 is initiated by 8 long-standing industrial regions represented by:

- District of Zwickau (Germany);
- Municipality of Leoben (Austria);
- County association of Local Action Groups of Karlovy Vary Region (Czech Republic);
- Padova Chamber of Commerce, Industry, Craft and Agriculture (Italy);
- BSC, Business support centre, Kranj (Slovenia)
- Sisak-Moslavina County (Croatia);
- Opolskie Centre for Economy Development (Poland);
- Stebo Competence Centre Community Development (Belgium).

The partner regions team up with 2 academic institutions reflecting on the concept of Industrial Culture and supporting the project activities:

- Leibniz Institute for Regional Geography Leipzig (Germany);
- University of Graz, Department of Geography and Regional Science (Austria).



DISCOVER MORE ABOUT INDUCULT2.0

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FACTS & FIGURES



3.000.295,16 ———— Project budget in EUR



2.448.851,62 ———— ERDF funding in EUR



06.2016 - 05.2019 ———— Project duration

This project is supported by the INTERREG CENTRAL EUROPE programme funded under the European Regional Development Fund.

Interreg
CENTRAL EUROPE



European Union
European Regional
Development Fund

InduCult2.0



Industrial heritage, cultural resources
of current industries and creative
pioneers - utilizing Industrial Culture
in Central Europe



OUR IDEA

InduCult2.0 addresses Central European regions mono-focused on industrial production. The partnership sets out to discover the full industry-based culture of these regions for positioning them as appealing places for work, life, and recreation.

InduCult2.0 goes beyond heritage preservation and utilization: Past, present and future cultural assets related to industry are combined and jointly utilized as one powerful force. This way, *Industrial Culture* becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and actively shaping the cultural sphere of the affected communities.

Such enlivened *Industrial Culture* ...

- comes in as a sound and adaptable fundament of identity for the regions' inhabitants;
- serves as a soft location factor, i.e. attracts investors, workers as well as visitors from outside.



PRIORITIES & OUTPUTS

The InduCult2.0 partnership engages in 4 thematic fields:

- establishing and promoting the concept of Industrial Culture in Central Europe's industrial regions;
- priming Industrial Culture as a unique feature of regional identity;
- deploying Industrial Culture for securing labour force and strengthening the ties of companies;
- fostering pioneer spirit, creativity and innovation in the environment of industry and its remains.

The partners intend to produce:

- 8 regional strategies on Living Industrial Culture supplemented by action plans;
- 1 Central European strategy;
- 15 pilot actions;
- 1 Central European network of coordinators;
- 1 transnational mapping tool on industrial tourism.

The strategic and scientific outputs are to provide a first comprehensive overview of the potential of Industrial Culture in Central Europe. Pilot actions test the concept in practice and serve as examples for exchange.



METHODOLOGY

The partners form a transnational *Learning Network*: Based on peering, exchange and co-creation, they set up concepts, pilot actions and strategies.

In the regions, partners establish *Focus Groups for Living Industrial Culture* bringing together stakeholders from relevant sectors (museums, companies, schools, creative communities).

On its transnational and regional levels, InduCult2.0 relies on *Appreciative Inquiry*, a successful change-facilitating approach. With this method, the partnership starts from 'what is already working' and 'sharing experiences' when (re-)discovering, developing and promoting the positive cultural elements of industrial communities.

