RESULTS WORKPACKAGE T2-'INDUSTRIAL CULTURE AND REGIONAL IDENTITY'

Achievement Overview

<div align="right">

Version 1
5 2019

</div>

Deliverable nr. 2.7.1.

Reporting Period 6

PP4

Jörn Harfst
joern.harfst@uni-graz.at

TABLE OF CONTENTS

0. Summary

The aim of this document is to reflect on results from the work package 'Industrial Culture and Regional Identity'. The work package addresses the role of Industrial Culture shaping outside perception and internal identity of industrial places, thereby creating soft location factors for attracting people and business, including tourism.

Within the InduCult2.0 project, which forms the background of this document, 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, skills, as well as contemporary and active industrial production units. These assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes and nostalgic perceptions of a 'golden past'. In this way project partners understand Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities. Being a place-based concept - as tied to specific place-bound tangible and intangible remains of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future.

This document discusses briefly the results of the pilot actions from the InduCult2.0 project in this work package along selected examples, highlighting approaches and results.

In total the paper shows the variety of possible utilisation of Industrial Culture already existing across Europe, here especially in connection to regional identity. To valorise the full potential of these assets the discussion highlights the importance of broad stakeholder networks and long-term planning.

1. Introduction

This document is the final deliverable of the workgroup 'Industrial Culture and Regional Identity' (T2) within the InduCult2.0 project. It is one of four thematic workgroups within the project and addresses the role of Industrial Culture shaping outside perception and internal identity of industrial places, thereby creating soft location factors for attracting people and business, including tourism.

The document provides a reflection on the activities by project partners (PP) involved in the workgroup over the project run-time until winter 2018. On this basis the paper highlights different results and experiences from practical activities dealing with the topic of Industrial Culture and regional identity. It also highlights outside knowledge on Industrial Culture, a. o. available in existing EU networks.

The document is structured in 6 chapters: After the introduction, the text puts forward some general remarks on the role of Industrial Culture in relation to identity, offering some general remarks on positive effects which can be achieved by pursuing this field of action, thereby setting the frame for the results discussed in this document. The following section then discusses some generalised results from the activities of the PPs. Chapter 4 will highlight some 'lessons learned' from the actions, while chapter 5 will draw some general conclusions. The final chapter will provide some additional information on the project InduCult2.0 itself.

By its character this paper is closely interconnected to the work package output "Regional Action Plans" (T2.6.2) and the regional + transnational strategy papers (T1.5.1+T1.5.2), in which each involved partner breaks down the results of the InduCult2.0 activities into regional plans for the future development of this topic beyond the project context. The scientific support partner University of Graz (PP4), as well as the workgroup leader City of Leoben (PP3) both have ensured the necessary information exchange between the partners regarding the preparation of these final documents.

This achievement overview stands also in connection to the similar papers on 'Industrial Culture and Labour Force' (workgroup T3) and 'Industrial Culture meets Creative Industries and Pioneers' (workgroup T4) and the more academically framed scientific publication (C2.5), all published in 2019. All three papers were prepared in their structure and outset as a joint collaboration by the University of Graz (AUT, PP4) and the Institute for Regional Geography in Leipzig (GER, PP2).

The results are based on communication and information exchange between project partners within the thematic work group, previous research conducted within the project, input from external conference participations, as well as inputs received in the academic workshop in Graz. Additionally, the workgroup leader contacted various European networks[1] actively working on the topic of this paper inviting them to share knowledge and contribute to the workgroups outputs.

---

[1] Such networks as Cultural Europe, Europa Nostra, European Route of Industrial Heritage and the European Festival Association

2. Framing the topic 'Industrial Culture and Regional Identity'

2.1 Industrial Culture and regional identity

Industrial regions are generally not known for specific cultural offers and outstanding attractiveness. They are on the contrary often being stereotyped from the outside as 'rustbelt'- places of 'hardness', urban decay and pollution. In the internal perception of the local population in many of such places, these images are often being re-affirmed through the negative (often traumatic) outcomes of structural change, which turned affluent places of production and wealth creation into communities often marred by high unemployment, loss of functions and social disintegration. The loss of production units and work places - which marked these communities strongly and were important (positive) sources of regional identity - often led to the loss of a major point of reference for the inhabitants. Thereby structural change, especially in places with mono-structured industries, affects local identities often in a very negative way, creating a nostalgic longing for a 'golden past' that seems to be lost forever and where a new future is difficult to create.

Nevertheless, in such regions a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, skills, knowledge, as well as contemporary industrial production units exist. These assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes and nostalgic reference to a 'golden past'. In this way project partners in this workgroup have understood Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities, therefore an important base for any socio-economic development, not only for tourism alone. Being a place-based concept - as tied to specific place-bound tangible and intangible remains of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future. Being a dynamic, socio-cultural concept, Industrial Culture is capable of evolving along a transforming economic environment.

Within the InduCult2.0 project - and specifically in this workgroup - partners wanted to utilise Industrial Culture in order to look for new ways to increase appreciation of these assets within the regions as well as to raise outside awareness. The aim was to acknowledge Industrial Culture as an important and unique regional feature, promoting the regions themselves and their industrial sector as an important, persistent economic base. For that purpose and embedded in overall strategic approaches, the approach was three-fold: First, the cultural impact of heritage and current industries was presented to the (local) public to strengthen the industrial base of these places. Secondly, industry-related cultural events were initiated, to increase attractiveness of the regions and their industrial sector, also the knowledge economy. Thirdly, industrial tourism was promoted, as one economic resource in connection to the two other approaches. The overall aim was to create a positive internal and external perception which represents a soft location factor for attracting people and business (including tourism) to (old) industrialised regions.

2.2 Actions of workgroup T2

This work package did foresee three strands of action which were embedded in regional, long-term strategies (see Fig. 1). One set of actions focused on promoting cultural resources of industry (T2.3.x). Actions here mainly aimed at showcasing the regions' industrial past and present through exhibitions, cultural landmarks and visitor information schemes. A second set of activities did utilise cultural events in the partner regions to connect industrial past and present closer to the general

public (T2.4.x). As an important reference point did serve existing industry-related festivals across Central Europe. These events were also interlinked with the InduCult2.0's eye-catching transnational feature (C.3.2). In a last set of measures the focus has been on industrial tourism (T2.5.x). Here, a better interlink between existing tourism activities, museums and the industrial past and present companies was explored, either through new accommodation concepts or the creation of regional and transnational thematic maps or new joint tourist products. An important aspect within these action clusters was the differentiation between the main target groups – some of the actions did mainly address local inhabitants, while others did more focus on a broader outreach, like visitors and tourists.

Additionally, the regions carried out a variety of pilot measures showcasing industry and its cultural offers through exhibitions, installations, maps and other features. An additional major academic output from this work package was the mapping of cultural offers in connection to Industrial Culture across Central Europe, promoting thereby industrial tourism across the cooperation area.

Throughout the work package, research partner PP4 has supported the work package leader PP3 and involved PPs with input, moderation, reflection and evaluation. All work package activities were laid out to connect industrial heritage and current/upcoming cultural resources. In order to achieve this aim, project partners have actively engage a wide range of regional stakeholders (chambers of commerce, companies, museums, universities, etc.).

Fig. 1: Structure of workgroup T2

T2.1.x
Assessing status quo

T2.2.x + 2.6.x
Regional action planning

T2.3.x
Promoting cultural resources of industry

T2.4.x
Cultural events on Industrial Culture

T2.5.x
Fostering industrial tourism

T2.7. Capitalisation
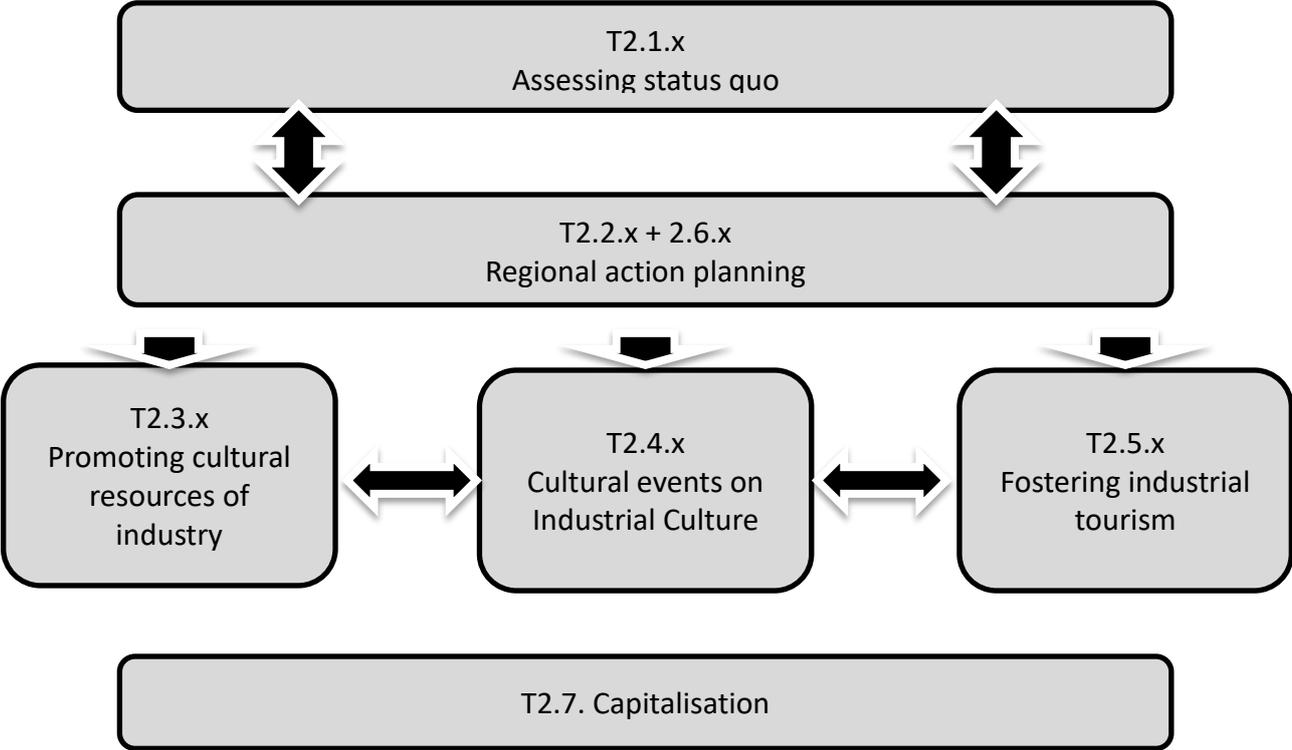
3. Lessons learned

All actions and pilots documented in the following sections of this chapter are also available with an extensive English summary via the project webpage (www.inducult.eu).

3.1 Transnational Work Group and Regional Action Plans (activities T2.2 + T2.6)

The activities in this work group were shaped around half-yearly meetings of a transnational expert group, which exchanged and discussed progress of the different actions of the partners involved. Both the conceptual, as well as the implementation stages of the single actions were thereby reviewed by the partners and knowledge was shared on joint challenges. This 'peering' approach between partners formed the integral cornerstone of the work group's work over the project run-time.

As an overarching output, 7 regional action plans were prepared in this work package, focussing and reflecting on results of regional pilot actions and setting out additional actions beyond the project run-time. Partners involved where PP1, PP3, PP5-PP9. Albeit highlighting different actions for further development in the single regions, the documents all underline the importance of the established actor's network within the regions and their contribution for capitalising project results and shaping new activities. Thereby most of the regions have the intention to continue their focus groups work after the project end and thereby following up the initiatives laid out in the action plans.

As the regional action plans are a corner stone of the regional strategies (T1.5.1.), the results from the documents will also –in some regions – be transferred into the regional policy agendas, i.e. regional development strategies, LEADER programmes etc.

3.2 Pilots on promoting cultural resources 'Industry goes public'- present + past (activity T2.3)

In this activity field in total 6 different promotion strategies were implemented, all relating to the show-casing the cultural value of Industrial Culture. The chosen approaches contain 'landmark' installations, exhibitions and other features, often using latest technological features (i.e. VR goggles). Aim was to enhance the experience of residents and visitors via new experimental and unique information offers on local industries, as well as an improved presentation of already existing ones. Generally, the existing touristic offer should be more interlinked with the industrial past and present and thereby draw attention to the region's Industrial Culture. These actions should thereby raise awareness to Industrial Culture as a regional asset and positively contribute to the (re-) branding of project regions both for the local population as well as for visitors.

PP1 – Touring Outdoor Exhibition in the district Zwickau (GER)

PP1 created an innovative touring outdoor installation assembled in an event truck. The installation presents regional industrial culture in a fresh, appealing and interesting way. This is also necessary for promoting regional products of industrial culture, e.g. exhibitions or events. The message of the installation goes beyond the classic understanding of industrial culture: Industrial culture in the district of Zwickau means more than industrial heritage and museums. Moreover it includes current industry, research, innovation, architecture, street art, music, design and other social dynamics.

The installation uses high-tech solutions, e.g. virtual reality goggles to attract young people and connect the regional industrial history with innovative high-tech inventions of the presence.

Picture 1: Event truck (Picture Krauß Event Zwickau)

PP3 – Virtual Industrial Culture tour at the Steirische Eisenstrasse (AUT)

The City of Leoben (PP3) prepared an app as a virtual visitor center for displaying the mining and metallurgic region Styrian Iron Route. It leads visitors in situ to industrial heritage sites (industrial culture dimension "past") as well as to living industry sites (industrial culture dimension "present"). Being the region´s industrial culture center the starting point is the museum center Leoben, where also VR googles allow dipping into the regional industrial culture. The app offers an industrial-culture-related journey across the Styrian Iron Route and can be downloaded at the Apple App or the Google Play Store. Users go on a scavenger hunt and visit different industrial cultural sites in Leoben, Eisenerz and along the Styrian Iron Route. By scanning a QR-Code the visitors receive interesting information about the site. Once the user has visited all places, he/she receives a travel guide book of the Styrian Iron Route.

Picture 2: App design (Picture Steirische Eisenstrasse)

PP5 – Mobile Exhibition in Karlovarský kraj (CZ)

Krajské sdružení MAS Karlovarského kraje (PP5) PP5 prepared a study and a pilot verification for the creation of a Mobile Exhibition. The contents of the pilot was to arrange the Mobile Exhibition called „Industry goes to the public", showing the history and products of innovative regional companies.

Main aim was also to deepen the awareness of local people of their industry, its tradition and the connection to the place where they come from. The exhibition helped deepen the sense of belonging, telling the citizens that their region is worth something that something interesting and unique is happening in their home land.

Picture 3: Mobile exhibition (Picture ABRI s.r.o.)

PP6 – Social Artistry in Veneto region (ITA)

In this action the Camera di Commercio Industria Artigianato e Agricultura Padova (PP6) conceived and implemented an action of "Social Artistry" related to Industrial Culture, realizing an installation at two editions of Arte Padova at the International Exhibition Padova. The exhibition displayed, in an innovative and "artistic" way, the core value and features of Industrial Culture in Veneto Region, from Industry 1.0 to Industry 4.0. In the same context an international social art competition has been realized, "Art and Industrial Culture". The installation has been an innovative presentation of Industrial Culture, combining different items (industrial products, items witnessing daily life in the industries, like overalls, pictures and sculptures related to different styles of contemporary arts related to industrial culture, prototypes, posters, etc.).

Picture 4: Stand at the Arte Padova (Picture by Camera di Commercio Padova)

PP7 - Landmark in Tržič (SLO)

The project partner from Gorenjska region (PP7) developed a landmark connected to the shoe making tradition in the towns of Tržič. Rather than a monumental installation, it is a well thought system, spreading across the city and culminating in a "key point" landmark. The 'key point' is explaining the whole system to the visitor. It features iron-made shoe imprints and explanatory information. The shoe imprints in the city are a kind of a signpost, bringing important industrial heritage points to attention. Locations are connected by a one-hour circle path around the town, well explained in a map with short funny stories for each location.

Picture 5: Landmark Tržič (Picture by BSC Kranj)

3.3 Actions on industry-related cultural event (activity T2.4)

One of the actions in several partner regions was the organisation and implementation of festivals promoting Industrial Culture. Despite regional differences and special features, the industrial festivals aimed to find and tell industrial narratives, thereby using creative approaches for a reinterpretation of the local industrial identity via raising awareness for the project's topic in the and generate local momentum. In total 6 such events were implemented in the project regions, often in connection to the transnational InduCult2.0 caravan tour. The events were:

- PP1 – 'Days of Industrial Culture' in the District Zwickau (GER)
- PP3 – Industrial Culture-related festival at Leoben and the Steirische Eisenstrasse (AUT)
- PP5 - Cultural Events 'Industrial September in Sokolov region' (CZ)
- PP7 – 'Two-town festival' and the 'Cobbler's Sunday' in Tržič (SLO)
- PP8 – 'Sisak Metalfest' in Sisak (CRO)
- PP9 - 'Industry and Shipping Days' in Opole (POL) (see example below)

Example 1: Industry-related festival in Opole (POL)

In Summer 2018 the 'Industry and Shipping Days' were organized in Gogolin and Krapkowice, Poland (PP9). As old industrial places are characteristically located close to natural or artificial streams, the river Odra played a significant narrative role in this festival as the linking element between several

relevant topics, such as industry and shipping. The traditional industries in this area are mainly connected to limestone – the white gold of the area – and shoe production. During the 'Open Days in Companies' residents and especially children were invited to get to know local industries by visiting the factories and learn not only about the current production but also about the history of the places and the innovations for the future. The aim was to enable participants to experience the potentials and possibilities of working in the industrial sector that is not available on a daily base. The pilot action has been inspiring to regional stakeholders and the festival should grow to a regional level in 2019.

Picture 6: Polish event combining the transnational feature (Picture by OCRG)

3.4 Pilots on experimental accommodation facilities (activity 2.5)

Besides touristic highlights, accommodation offers play a significant role in the tourism sector. Especially in small- and medium-sized towns of industrial background, accommodation can be rare and generally do not convey a feeling or experience of the industrial past and present of the places. Nevertheless, industrial architecture stands in cultural high-regard, so it is not surprising to find 'industrial hotels' as a high-end niche on the hotel market. While most of these offers are located in agglomerations, also examples from medium-sized towns can be found, e.g. Pixelhotel in Austria. Such accommodations produce a certain atmosphere and contribute to the experience of Industrial Culture.

PP3 and PP7 - Experimental accommodation offers

Two project partners utilised the ragged charm of disused industrial buildings for creative accommodation of tourists. The Slovene partners (PP7) organized a low-cost, simple and flexible design 'industrial camping' in an abandoned cotton spinning and weaving mill on one floor of the building, during one of their industrial cultural events. The project partners see a big potential in industrial camping especially due to its modular and flexible character. However, a financing mode must be found for the revitalisation of the whole complex.

In the Styrian example (PP3), abandoned miner housing quarters are opened to tourists and used for 'industrial camping' during a cultural event. The apartments were provided with 'upcycled' furniture

and basic installations. The offer proved to be viable and will be continued in the next year along bigger regional events, when local accommodation is not sufficient for the visitor numbers.

Picture 7: Experimental accommodation offer in Tržič (SLO)

3.5. Actions on tourist actions combining industrial history and presence (activity 2.5)

Another set of actions looked at ways to improve tourist cooperation between industrial museums and companies (as well as universities), in order to upgrade existing offers or create new ones. Aim was to better integrate the regional industrial past with the industrial present and future. Envisaged actions centered at cross-promotion, joint tour offers and integrated touristic products. The actions tested were:

- PP1 – Touristic cooperation between the textile and racing museum in Hohenstein-Ernstthal and regional textile companies (GER) (see example below)
- PP3 – Development of touristic tour offers and cross-promotion activities in the Steirische Eisenstrasse (AUT)
- PP6 – Mapping of industrial culture tourism offers in the Veneto region (ITA) and creation of thematic itineraries
- PP7 - Design of a tourism product involving universities, regional companies and museums

**Example 2: Special exhibition on textile and racing (GER)**

PP1, in collaboration with the local museum and different regional textile companies, realized a new exhibition project "Technology in Textiles", which aims to highlight the achievements of today's Saxon textile industry, which is strongly characterised by products in the technical textiles and functional clothing segment. These products and developments are still rather unknown to the population. The topic can not only be reduced to the clothing of racing drivers and technical personnel, but is also reflected in the technical areas such as vehicles, tyres and protective helmets or in the road construction of the race track.

Picture 8: Exhibition in the textile museum (GER)

3.6. Regional maps and transnational mapping tool (activity 2.5)

One tool used to promote Industrial Culture in the tourism sector, were regional maps on new industrial tourism. As for the mapping of industrial tourism offers, there is by now a wide and well-established range of different routes and tours on various levels; e.g. for the European level see ERIH map, on regional level the website of 'Route Industriekultur' and on city scale 'Visit Bydgoszcz'. Most of these examples address industrial heritage sites and museums connected to the industrial past only. On the other end of the spectrum, there are mappings of visitor's offers on existing industries or crafts mainly for promotion purposes ('Made in Padova' or 'Erlebniswelt Wirtschaft'). Offers that combine and promote the regional industrial past, present and future to visitors are rarely to be found. Therefore, the InduCult2.0 maps include old industrial sites, living industries and related events and thereby encourage tourists for alternative experiences offside the touristic mainstream offers. Moreover, the maps should also encourage stakeholders of the region to upgrade their offer by including and focusing more on Industrial Culture. The maps follow the same goals, but have different implementations when it comes to their design, content etc. Some of the maps are online, others printed versions. The regional maps were produced by PP1, PP 6-9.

Picture 9: Regional, inter-active map from Zwickau (GER)(via https://ar.zeitsprungland.de/)
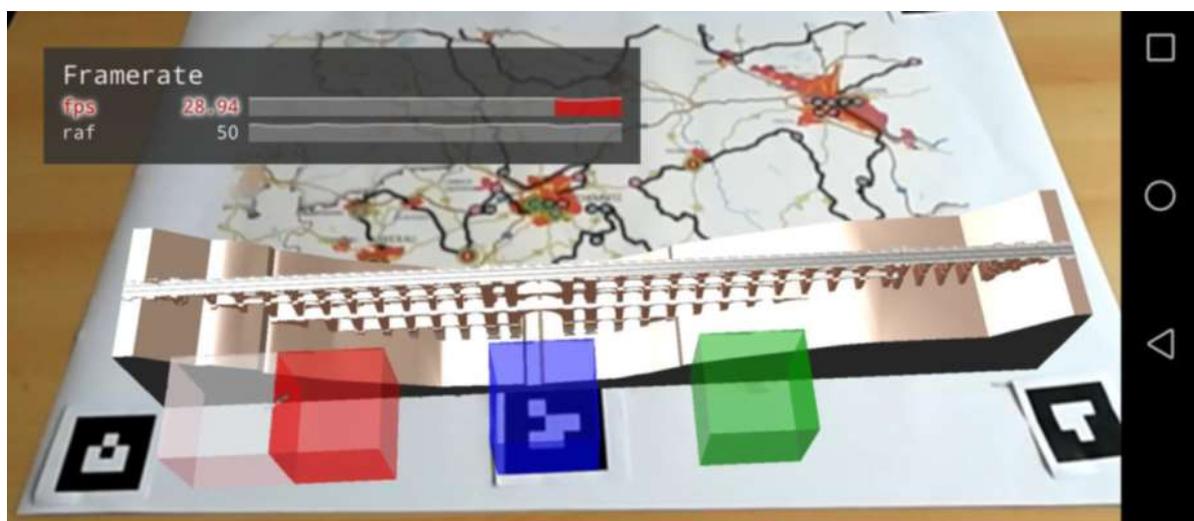
Additionally, during the project a transnational mapping tool was developed, which focuses on touristic offers regarding industrial tourism in Central Europe. The website includes an overview on offers related to this topic by an integrated database of sites and events. Sites and events can be selected by categories, interests and/or project regions. Furthermore, the mapping tool provides profiles of the involved partner regions and information concerning the concept of Industrial Culture. The tool is available in all regional languages to facilitate access by the local communities. Up to now, the tool has been managed by one of the scientific partners (PP2), but was transferred to another partner to ensure its further usage after the project lifetime.

Picture 10: Screenshot transnational mapping tool (via www.industrial-tourism.eu)
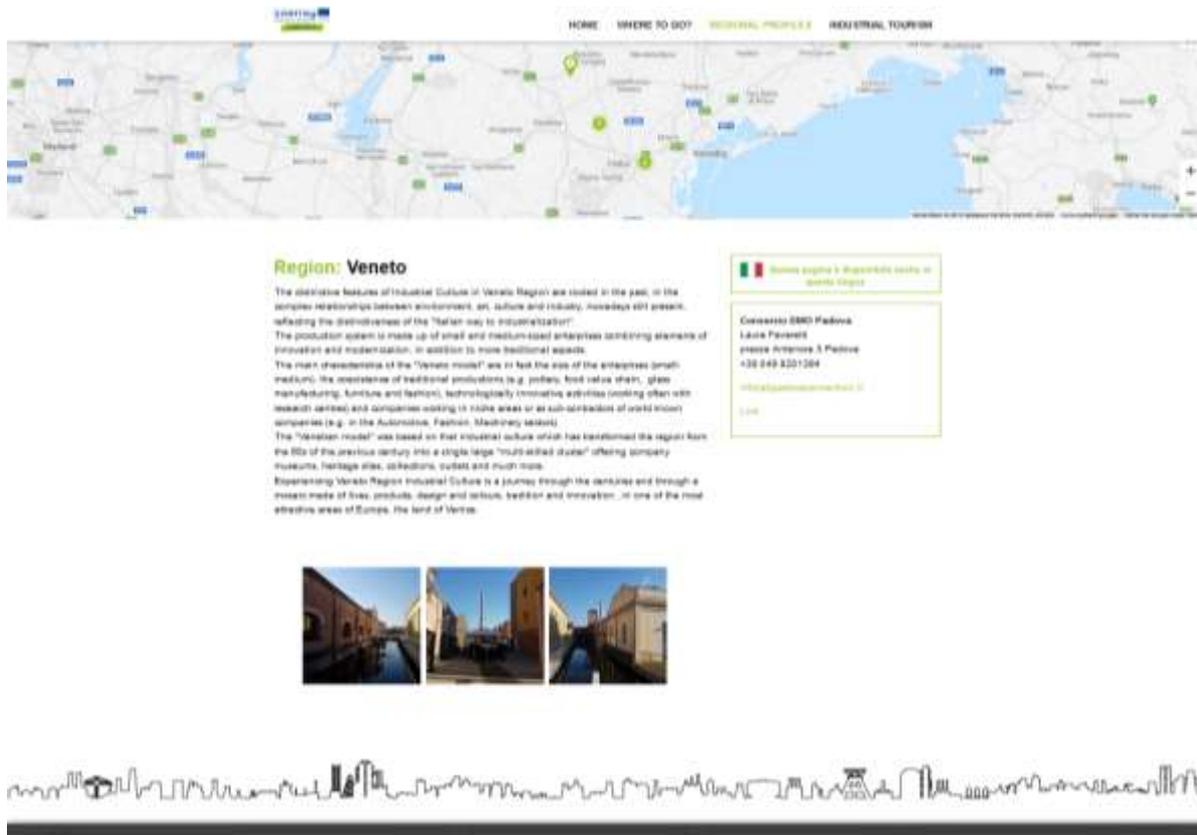
5. Strategic lessons

The diverse cases discussed in this document - often situated across a wide range of geographical and institutional settings – show the many ways of how to combine industrial culture and regional identity. The way how exactly to raise this topic best in regional context is down to framework conditions and actor's network on the ground. By analysing the examples some general factors can be put forward that help, when dealing with the topic.

The examples have shown the variety of approaches possible towards the topic of Industrial Culture and regional identity. The topics range from event-creation to exhibitions and tourist routes. Working on such diverse approaches needs different sets of actors, which bring expertise from diverse sectors (e.g. knowledge on industrial traditions, heritage, marketing, organisation, finances etc.) into such projects. To connect these backgrounds, the creation of a broad stakeholder setting seems to be a necessary condition for developing actions in this thematic field.

In the context of InduCult2.0, the creation of a regular stakeholder group on the topic has allowed to share information and to discuss possibilities. It thereby enabled the development of new ideas and possible synergetic effects with other activities from other policy sectors such as tourism, heritage preservation, industries and education. In the field of regional identity, especially the connection to tourism, heritage stakeholders, schools, as well as companies is important. The inclusion of inhabitants via civil sector, associations or societies (heritage- or industry-related) is necessary in order to achieve maximum outreach and also to shape interesting stories to tell.

Overall, the project partners have evaluated festivals as a successful tool to raise awareness among residents and visitors for local Industrial Culture. Especially residents can be motivated to engage as multipliers and ambassadors for relevant topics. All examples show that it is useful to embed or link such events to already existing infrastructure, e.g. other happenings, associations or thematic routes and regions. New technologies – such as virtual reality – play a significant role in the innovative and inclusive inward and outward presentations of regions. The festivals organized within the InduCult2.0 project join the ranks of other similar festivals already renowned across Europe, e.g. the 'Rostfest' (Austria), a festival of social innovation in post-industrial and mining areas, the Days of Industrial Culture (Germany), 'Industriada' (Poland) or the 'ibug' festival (Germany). Such festivals do not only hold the chance to transform the inside perception of an area but can also positively contribute to a (re-) branding of (old-) industrial areas and the tourism sector. In order to highlight the existing features, the mapping and presentation of offer to the visitors (either digital or printed) is an important element of promotion.

Additionally, the pilots show the industrial tourism accommodations can be an innovative way to utilize abandoned industrial buildings and revive them at least for a short time. Additionally, they positively contribute to the experience of visitors. By bringing people into the buildings, new perspectives are created. Bringing these spaces back into the lifecycle is the main advantage, albeit challenges remain in the long-term sustainability of such offers, where more experiences need to be gathered.

In this context, it is important to note that the discussed examples often have taken - in preparation and implementation - a long time to develop, involving different stakeholder and institutions. Many examples needed to mature over a longer time frame to come into existence. Therefore, a second point one can learn from the cases is the need for a long-term focus. An important step to ensure this can be the above mentioned activation of a stakeholder network. In addition, the codification of this involvement in strategic plans, ensuring the constant interest in the topic and – very important - opening additional funding sources. Enshrining the issues of Industrial Culture in Regional Development Plans, LEADER-Programmes or Smart Specialisation initiatives can be an important step to ensure long-lasting interest in the topic, as well as securing additional funding opportunities. Also, the involvement of other policy-levels (e.g. district, regional) can provide the necessary additional funding and support. Within the InduCult2.0 project a first step towards such a long-term focus are regional action plans in all PP regions (T2.6.2), where different regional pilot actions are jointly framed and set into a regional context. In the end the preparation of regional strategy paper (T1.5.1) in each region helped to reflect on the results of the pilot actions and to map out the next steps taking place outside the project frame.

5. Conclusion

The examples in this document highlighted some of the diverse approaches chosen by the project partners, addressing the issue of 'Industrial Culture and Regional Identity'. All the examples focus on specific place-bound tangible and intangible remains and assets of industrial production – trying to link these remains across the timeline of past, present and future. In this way, the cases discussed here indeed utilise Industrial Culture - albeit in varying ways - as a reliable and authentic common ground for an internal reference point of industrial communities. Additionally, Industrial Culture is used as a unique regional feature to promote the regions themselves and their industrial sector as an important economic base. For that purpose, the cultural impact of heritage and current industries is presented to the public, industrial tourism promoted and industry-related cultural events carried out, clearly aiming at the creation of a positive internal and external perception which represents a soft location factor for attracting people and business (including tourism) to old industrialised regions.

At this stage it is too early to assess the true sustainability of the measures and pilots conducted in this work package. Nevertheless, it is obvious that many regions made good experiences and are planning to continue and upgrade some of the measures after the project end. This underlines the importance of the overall topic of industrial culture and identity, as well as the positive impact some of the measures had.

As for the sustainability of pilots and the development of new ideas around the topic, one cannot stress enough the regional actor's networks as a key factor of success. The involvement of a broad stakeholder group, strategic thinking as well as a long-term planning regarding the implementation of actions is a pre-condition for sustainability of the project results. Additionally, embedding such activities in a strategic (multi-level) document, increases funding opportunities and allows synergies with other sectors, such as tourism or industrial policy.

6. Project background

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 an 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.

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 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.

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

www.facebook.com/InduCult20-Living-Industrial-Culture-987296494713990/

www.researchgate.net/project/InduCult20-Industrial-Heritage-Cultural-Resources-of-Current-Industries-and-Creative-Pioneers