



Past - Present - Future



COMPANIES PROMOTING INDUSTRIAL CULTURE TO THEIR WORK FORCE

Thematic - Implementation

Version 1



D.3.4.2



Reporting Period nr.5



PP3,6



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0. Abstract

In the framework of InduCult 2.0 thematic workpackage 3 the City of Leoben and Padova Chamber of Commerce tested the joint concept to help companies to promote Industrial Culture and its features to the workers.

According to the concept paper D.T.3.4.1. prepared by the partners in Austria and Italy this goal has been reached testing actions according two action paths:

a) helping companies to raise awareness among workers of the Regional Industrial Culture, with a strong cooperation with Industrial Museums and Industrial Heritage actors, organizing a communication flow to get information and spread it to the workers, via their companies, or independent ways of communication (like a social network, or a dedicated newsletter).

b) helping companies to raise awareness among workers of Cultural aspects of their work in the Industry and its ties to Industrial Culture, through a higher commitment of the involved companies and their participation to Industrial Culture related events.

The results have been positive, for the engagement of the companies and the acceptance by the workers

1. Project Context

InduCult2.0 project, 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 implementation report would like to summarise main action undertaken according to the Concept delivered jointly by PP3 and PP6. The approach proposed by the concept has to be considered 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 have been combined into one powerful package. This shall have been 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 drafted action plans for deploying Industrial Culture on labour issues and company commitment.

These drafts were based on inter-regional peer review and research input. They were finalized and supplemented to the regional strategy after results of practice tests were 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.3.4.2 foresees that Project Partners Chamber of Commerce of Padova and Leoben help companies to conceive a framework to promote Industrial Culture to their workforce. The present report (D.3.4.2) summarises the main action undertaken and main results obtained.

2. Introduction

The developed concept (D.T3.4.1) and the following implementation report (D.T3.4.2), are based on the following main consideration:

- a) 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.
- b) **Corporate social responsibility (CSR)**, as defined in the European Union's Green Paper "Promoting a European framework for Corporate Social Responsibility ([COM\(2001\) 366](#)), is essentially a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. At a time when the European Union endeavours to identify its common values by adopting a Charter of Fundamental Rights, an increasing number of European companies recognise their social responsibility more and more clearly and consider it as part of their identity. This responsibility is expressed towards employees and more generally towards all the stakeholders affected by business and which in turn can influence its success.

Actions to be undertaken are strictly connected with these above described concepts.

3. Objective

In the framework of InduCult 2.0 thematic workpackage 3 the City of Leoben and Padova Chamber of Commerce, according to a joint concept developed (D.T3.4.1) aimed at addressing companies who want to involve a particular stakeholders' target group, namely the employees, to raise their awareness of the value of the Industrial Culture, and how they are a living part of this specific Culture of the Region they are living in.

According to the concept developed, the major issue seemed to be the way to motivate and organise companies to promote Industrial Culture awareness and features among their employees.

The focus group organized by the Partners has shown that in many cases there wasn't a clear link between the concept of Industrial Work and Industrial Culture.

4. Applied Approach

In the regions Padova and "Styrian Iron Route" focus groups on industrial culture were established in autumn 2016 and described in the Concept Paper. One of the

topics they have been working on is how to promote Industrial Culture to the work force of regional industrial companies and how to create Industrial Culture by themselves.

PP3 and PP6 agreed on highlighting the role of Corporate social responsibility as a way to promote Industrial Culture to companies' work force.

According to this main concept the following paths were implemented in the Concept note (D.T3.4.1):

a) help companies to raise awareness among workers of the Regional Industrial Culture, with a strong cooperation with Industrial Museums and Industrial Heritage actors, organizing a communication flow to get information and spread it to the workers, via their companies, or independent ways of communication (like a social network, or a dedicated newsletter).

b) help companies to raise awareness among workers of Cultural aspects of their work in the Industry and its ties to Industrial Culture, with a higher commitment of the involved companies and their participation to Industrial Culture related events.

According to this paths, the partners realized the following actions:

- **4.1. Interventions in Padova and Veneto Region**

- Creation of a newsletter to be spread among workers (idea borrowed by Leoben)

- Discussion within the focus group;
- Promotion of the action among CSR oriented companies/managers via direct meetings and partnership with company associations (Confindustria) and Regional CSR networks;
- Creation and issuing of the newsletter and listing:
 - IC - related events (e.g. industrial culture festival);
 - Offers of heritage institutions such as museums;
 - Touristic offers dealing with IC;
 - Offers of how workers can actively participate in IC;

- Organization of workshops and training aiming at workers involved in the participation to Industrial Culture Festivals

- Discussion within the focus group;
- Promotion of the action among companies participating to Industrial Culture Festival;

- Tutoring to companies organizing specific training seminars focussing workers and employees who did never took part in communication events or in the relations with visitors in their factory. The aim of these training courses is to identify among workers, some “ambassadors of the regional Industrial Culture” and raise awareness on the features of Industrial Culture in the Region...and their part in it.

• 4.2. Interventions in the region Styrian Iron Route

○ Promotion/information to workers involving Industrial Companies

- **Promotion/information transfer means in the first step to find the right channels to distribute information.**

In companies such as Voest-Alpine, Erzberg and Gösser brewery, the main actors are the CEOs and their communication departments, and in addition the workers’ council (staff association) and the apprentices’ instructors.

They have to be convinced (e.g. through the argumentation paper - output T1.3.1) to become multipliers and distribute relevant information.

- **Definition of Industrial Culture topics to be promoted.**

These will be mainly:

- IC - related events (e.g. industrial culture festival - output T2.4.3)
- Offers of heritage institutions such as museums
- Touristic offers dealing with IC (e.g. “Adventure tours at Erzberg”; “mining railway tours”, see also concept T2.5.3)
- Offers of how workers can actively participate in IC (e.g. in heritage associations etc.)
- **Definition of promotion channels:**
 - Use of internal company information system (e.g. internal mailing to all employees)
 - Use of other internal resources: Blackboard, company magazine, or newsletter etc.
 - Use of company events (e.g. regular employees meeting) for communication
 - Target group “youth”: The instructors of the apprentices can be important “mouth-to-mouth” communicators, and they could also organize the young work force within the apprentices’ programme to actively participate in IC.

5. Results

- 5.1 Implementation in the Region Styrian Iron Route - City of Leoben

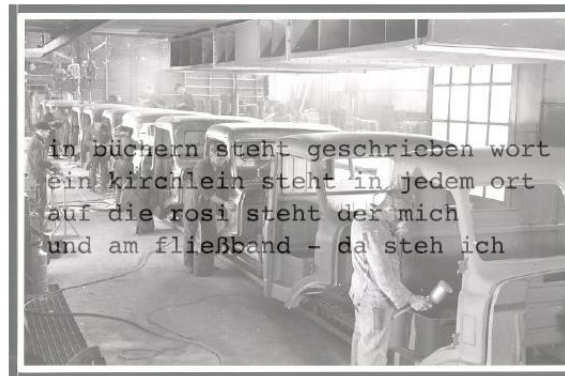
According to the above listed intervention path, the following actions have been undertaken by the municipality of Leoben and the Styrian Iron Route:

- a) Companies have been involved in focus group meetings/design thinking workshops to discuss the topic of making aware workers of industrial culture.
- b) Regional industrial players such as the Voestalpine and the Erzberg agreed to distribute information material (folders such as the leaflet of the museum association) and programme flyers to their workforce. Specific brochures and flyers distributed were the following ones:



RÜCKBLICK – AUSBLICK

Literatur der Arbeitswelt



„literatur der arbeitswelt – steirische werkstatt“, gegründet 1978 von Freizeitliteraten aus verschiedenen Bereichen der Arbeitswelt – die Mitglieder berichteten über ihre Tätigkeit, lasen Texte und tauschten sich aus, wie etwa mit dem Leiter des Instituts für deutsche und ausländische Arbeiterliteratur in Dortmund. Vor allem in Deutschland gab es eine starke Bewegung von Arbeitskreisen und Werkstätten, in denen man – an die Ursprünge der 20er und 30er Jahre anknüpfend – wieder authentische Arbeiterliteratur produzierte und herausgab, nachdem diese während der Zeit des Nationalsozialismus unterdrückt und erst ab den 60er Jahren wieder entdeckt und aktiviert wurde.

Lesung Literatur der Arbeitswelt – eine kritisch/humorige Zeitreise.

Gespräch mit Erwin Holzer, viele Jahre Vorsitzender der "Steirischen Werkstatt Literatur der Arbeitswelt".

Interreg
CENTRAL EUROPE

InduCult2.0

8700871287938794
INDUSTRIE kultur

REGION LEOBEN

STYRICAL - alles nimmt ein gutes Ende für den, der warten kann.

Theater, Komödie, Uraufführung
31.10., 19:00 Uhr, Stadttheater
Text: Werner Schwaiger & **FRANZOBEL**

Im Handlungszentrum steht das nahende „Ehemaligen-Treffen“ einer fiktiven Leobner Firma, eine bevorstehende Verlobung, die es zu verhindern gilt, sowie ein verschwundener, mysteriöser Brief, der scheinbar einst das Ende der Firma verursacht hat.

Die Texte wurden dabei von Werner Schwaiger erstellt und teilweise direkt mit den Laienschauspielern aus Leoben und Umgebung er- und danach von Franzobel überarbeitet. Zusätzlich wurden vom vielfach ausgezeichneten Autor die Zwischensequenzen verfasst.

Es spielen: Christa Nemecz, Margit Raaber, Dagmar Fröhwein, Margaretha Gerold, Stefan Riegler, Flo Stocker, Rosamunde Bogensberger, Veronika Olschnecker, Kevin Krennhuber

EINTRITT FREI. Kartenreservierung:
kunsthalle@leoben.at oder 03842/ 4062 - 408.
Karten können an der Kassa des MuseumsCenters abgeholt werden.

In addition the workforce was invited not only to visit but to actively take part in the industry cultural festival and tell their own story about industrial culture.

• 5.2 Implementation in Veneto Region

After discussion within the focus group and peering with Leoben, in agreement with DMO Padova (destination management organization), connected with the creation of a Regional Network of Companies for the Industrial Culture a dedicated newsletter addressed to workers on the industrial culture heritage has been planned.

The first issue has been realized in November 2018, in parallel with the organization of the Open Factory Festival 2018 (25/11/2018). It has been sent to 1800 addresses, companies, Business Associations, Workers associations, welfare related groups, Museums, tourist agencies and information services. Confindustria and several CSR oriented companies spread it then among industrial workers. The newsletter will be sent every 6 months, listing:

- IC - related events (e.g. industrial culture festival)
- Offers of heritage institutions such as museums
- Touristic offers dealing with IC
- Offers of how workers can actively participate in IC

Padova Industrial - Newsletter n° 1, novembre 2018  Posta in arrivo x

Padova Convention & Visitors Bureau tramite@fastsend.musvc.com
a me ▾

gio 15 nov, 17:28 (13 giorni fa)



About the second path, in preparation of the 2017 edition, and even more for 2018, several internal meetings have been organized in the participating companies. Participating members of the regional Focus Group stressed the importance of the involvement of the workers, and the awareness of the Industrial Culture issue during the Festival.

The way to involve the workers has been different in the companies.

Some decided to publish an internal call, in other factories there was a less official procedure, in 13 companies taking part in Open Factory Schools there were internal meetings and openness to the active participation of workers in the foreseen activities.



openfactory

opening di turismo
industriale e
manifatturiero

Open Factory

"Open Factory" è il più importante opening di cultura industriale e manifatturiera: un'iniziativa, giunta alla quarta edizione, che punta ad aprire al grande pubblico un centinaio di imprese, per raccontarne la storia, svelarne i segreti e costruire una vetrina per presentare le capacità manifatturiere italiane.

La quarta edizione si svolgerà domenica 25 novembre 2018.

Diventare Open Factory

Per le imprese partecipare è facile: tutte le aziende aprono le proprie porte domenica 25 novembre, dalle 15 alle 19. Si possono definire turni di visita e un tetto massimo di persone per turno, a seconda delle disponibilità fisiche e organizzative dell'azienda stessa.

Per scoprire come partecipare, [cliccare qui](#).

Per informazioni

Contattate la segreteria organizzativa del Festival, dal lunedì al venerdì, dalle 9 alle 18: info [at] goodnet.it, tel. 0498761884

Programma

Il programma della manifestazione sarà disponibile nelle prossime settimane.

6. Outlook and Sustainability

The feedback about the newsletter in Padua has been very good, both by companies (which considered the forwarding to workers as CSR-related action) and other actors, like Confindustria business association or touristical companies of the Region. About the second action - workers as ambassadors of Industrial Culture - the implementation has shown some cultural biases. In some companies there has been some "resistance" by the management to involve the workers, preferring middle management or marketing departments to deal with tourists or students. In general the results were good, many workers appreciated the new role as "ambassadors", becoming more aware of the cultural content of their job, appreciating the interest of the public for the production process.

Consorzio DMO Padova will be in charge to produce and share the following issues of the newsletter. There will be 2 issues each year, (every 6 months). The costs will be covered by the public shareholders (Padova Chamber of Commerce, Municipality and Province of Padova) within the yearly ordinary contributions to the appointed public company.

In short-term the effect has been more awareness of the industrial identity of our region, and of the rich offert linked to Industrial Culture.

This activity is also linked to the creation of the Industrial Tourism Product Club, with a direct involvement of interested companies.

In the long term this awareness will hopefully bring a better image of industrial work, the creation of new opportunities linked to industrial tourism (e.g. creation of visitors centres, new company museums, active involvement of welfare related workers associations). About the involvement in Open Factory Festival, most companies will organize similar workshops also in the next edition, covering the related costs.

In Leoben and the Styrian Iron Route it was possible to raise the attention of the industrial work force for industrial culture, and this mainly by means of the industrial culture festival. Companies supported marketing of industrial culture activities by displaying leaflets etc. for general industrial culture actions as well as for the festival. This was a “low-key”-involvement, but a first step to raise interest and integrate companies.

Awareness raising needs time and a strong envolvment of local and regional stakeholders, therefore it is recommended to build a strong network that promotes and communicates industrial culture.

7. Transnational added value

The cooperation of the InduCult partners with local companies for the promotion of Industrial Culture and Corporate Social Responsibility led to a general conceptional approach which is easily applicable for similar Central European regions, especially because of the low-cost approach.

The direct involvement of companies and their managers is anyway crucial for the positive impact of the tested measures.

The approach could be further developed, at international level, involving cross-country structures like ERIH, and producing e.g. a social network or a newsletter highlighting the different events and offers related to Industrial Culture in Central Europe.