



Past - Present - Future



REGIONAL ACTION PLAN

T3. DEPLOYING INDUSTRIAL CULTURE FOR SECURING LABOUR FORCE AND STRENGTHENING THE REGIONAL TIES OF COMPANIES”

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Abstract

Innovative ways of interpreting industrial culture, beyond restricting it to cultural heritage, can be linked with regional development and opportunities of today's industry for future generations (new jobs, innovation, competent workforce). Based on six priority fields in the Argumentation Paper which were defined by key regional stakeholders actions are split to: 1. Employment of competent and professional employees and 2. Promotion of industrial culture and encouragement of youth to work in industry. There are two bigger school centres in Gorenjska area, which cooperate with a consortium of companies and are crucial for the implementation of activities in this work package. Pupils who study technical professions have a chance to try out practical work in their potential future industry. Companies actively cooperate in training, educating and motivating pupils and thus actually co-create their own future workforce.

This action plan has been drawn up with the aim to raise the youngs' interest for technical professions and to strengthen the employment of competent labour forces in industrial companies. The document lists already implemented activities and long-term activities mainly related to the job fair – Career day and school initiatives such as Carousel of Professions, Industrial Culture Heritage Exhibition, and organization of a study tour to an industrial company and a museum. Some other ideas were also selected, which will be part of implementation upon Inducult2.0 project completion.

1. Project Context

The Central Europe Project InduCult2.0 addresses Central European regions mono-focused on industrial production. In this joint project, typical regions utilise the tangible and intangible cultural assets of their industrial past, present and future in a synergetic way for positioning their regions as attractive places for working, living and recreation. Together with local stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends 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.

Involved are eight representative regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. Two scientific partners from Germany and Austria support them.

Each of the regions has prepared an “argumentation paper” on their specific industrial culture and its benefits. This provides the basic frame for developing and implementing actions in the field of Industrial Culture and therefore for promotion of a Central-European (respectively European) Industrial Culture.

Actions are to be developed by regions in three fields:

- Cultural measures for fostering regional identity (T2)
- Cultural initiatives influencing industrial labour market and company commitment (T3)

- Cultural measures promoting creativity and pioneer spirit (T4).

The main purpose of the defined activities in T3 is to encourage stakeholders of industrial areas to cooperate on the concrete actions. To build favourable conditions for sustainable development, to satisfy needs for new workplaces and make opportunities of industry for future generation.

2. Introduction & objectives

The process of reviving industrial sites is going along with today's globalization as well as possibilities for involvement into the modern way of life. Living in Gorenjska today is still very connected with the industrial past. Industry was shaping and guiding not just the economic sphere, but also the social quality of life and common human values. During the transition into the era of new technologies and market changes many factories closed their production but there are some companies that managed to enlarge their market share and range of power by using new knowledge and innovation, and who are still leaders of Gorenjska economics. Regional stakeholders are not always aware of the strengths and potentials of their existing industry. In an innovative way of interpreting industrial culture and beyond restricting it to cultural heritage, it can be linked with recent development and used as opportunities for today's industry to attract future generations (new jobs, innovation, competent workforce).

Based on 6 priority fields which have been defined in the argumentation paper by the key regional stakeholders (companies, local authorities, museums, schools, local tourist boards), actions for T3 -Labour force and companies are split to: 1. Employment of competent and professional employees and 2. Promotion of industrial culture and encouragement of youth to work in industry.

3. Applied Approach

The process of selecting the actions related to the topic T3 -“Cultural initiatives influencing industrial labour market and company commitment” already started with the implementation of promotional initiatives at schools for better cooperation between museums, companies and schools as well as with preparing the structure of the job fair. We worked with technical secondary school centres (Kranj and Škofja Loka), which already have cooperation with industrial companies regarding some project assignments and promotional events for pupils. We defined two focuses together with different stakeholders (schools, museums, companies and employment centre):

- To encourage young people for technical occupation and
- Improving labour force market by organizing cultural events

Some actions were selected for implementation during the project lifetime, most of them in the year of 2018 and long-term activities were based on discussion of stakeholders within focus group workshop in November 2018 and on the evaluation of resources, stakeholders business programmes, expertise and talents of the region. Moreover, we discussed our concept also with some companies while designing and producing the brochure on their innovativeness. We defined some activities, which will be implemented

after the project InduCult2.0 will be finished but they require long-term planning and coordination. BSC Kranj as regional development agency will try to get other possible funding and will play the coordination role in the process of implementation.

We pre-selected the following action points for InduCult2.0 Topic 3 - "Cultural initiatives influencing industrial labour market and company commitment".

4. Results

4.1 Activities within the InduCult2.0 project

4.1.1 Preparation and implementation of job fair "Career day"

Two school centres in the Gorenjska region cooperate with a consortium of companies to educate their (the companies') future personnel. Pupils who study technical professions have the possibility for practical education on concrete examples in their potential future companies. Companies actively cooperate at trainings and education of their future workforce and so co-create their own workforce and competent employees.

The job fair named "Career day" was aimed at raising interest for technical professions and professional qualifications. This was also a way to show young people (pupils, students) and companies that today's life in Gorenjska is still strongly connected with the industrial past.

The Career Day was an event both for companies to represent themselves and look for suitable employees as well as pupils, students and unemployed people who want to find the right job. Visitors had the chance to present themselves to potential employers/companies at the Employment Cafe, which consisted in one-to-one meetings similar to the speed dating concept. The meetings were organized according to a company's visitor list (set in advance) and every participant had 7 minutes to pitch him/herself as best as possible. At the end of each interval, the visitor moved on to the next company to which he/she wanted to introduce him/herself. Two motivational lectures on how to encourage innovations in a company and how to become successful were also organized.

An exhibition on traditional and new innovative industrial companies was already set up during the Carousel of Professions in October, and was also presented during the Career Day. Visitors could also watch a short film about representative industrial companies in the region and read a corresponding brochure, also designed within the InduCult2.0 project.

Preparatory activities began with the start of the new school year in September 2018.

Costs within InduCult2.0: Implementation - 5.795 EUR

Responsible institution: School centre Kranj in cooperation with PP7- BSC Kranj

Time of event: 29 November 2018, 11:00 - 13:00

Event evaluation: Follow-up on actual interest of employment or practical training of pupils and other participants in industrial companies.



4.1.2 School initiatives promoting industrial culture

Modern industry and its innovative approach offers numerous opportunities for the young generation to develop skills and knowledge that could enrich the existing industry. We have several individual initiatives and school projects that encourage pupils to participate in the process of developing ideas for products or to learn about the production in a traditional way but with an innovative approach. We want to bring closer the methods of work, necessary knowledge and skills, opportunities for future employment and practical lessons at concrete companies. This is why we organized two initiatives at a school within the InduCult2.0 project:

- The Carousel of Professions

The event took place on 18 October 2018, at the School Centre Kranj (SC Kranj). 26 secondary schools from Gorenjska presented professions they educate for. Students introduced professions in many different interesting ways to some 1300 primary school children so that the latter could get better information on which skills and responsibilities a certain profession contains. This way the pupils decide more easily on which school or profession to choose. This year's topic of the event was industrial culture, which is why secondary school students presented their professions in the spirit of tradition – past for the future. Each student presented something old from his profession (product, production process...) and how the occupation is carried out today. At the same time, one could visit workshops with practical demonstration of some professions. The event was evaluated with a questionnaire for all visitors.



- Exhibition of our Industrial Culture Heritage

The exhibition was placed in the main lobby of SC Kranj for over a month, as it was promoted at the Carousel of Professions as well as the Career Day on 29 November 2018. It displayed the development of industry in Gorenjska with emphasis on the roots of contemporary companies. In co-operation with museums in Gorenjska, we presented the

history of industrialization of the main towns in the region: Kranj, Škofja Loka, Tržič, Jesenice.



Costs within InduCult2.0: Concept preparation - 1.464 EUR, Implementation - 5.795 EUR (85 % ERDF)

Responsible institution: School Centre Kranj in cooperation with BSC Kranj

Implementation and evaluation: Premises of the School Centre Kranj, 18 October 2018

4.1.3 Brochure on innovation of representative industrial companies and promotional film

BSC Kranj made a brochure showing local affiliation of selected enterprises alongside with their innovativeness and current/future activities. Their regional and cultural activity and relevance was also highlighted.

Brochure was designed as a past-present-future timeline. It presented 11 industrial companies from 6 industries: wood, textile, iron, rubber, polymer, electricity and shoe making/leather. Each industry is represented by two companies: the first company is a traditional one with emphasis on how they managed to adapt to new trends and market needs, while the other one is a new company with a modern approach. We also prepared a short film about all presented companies to promote the brochure. Brochure and film were introduced at the job fair – Career Day at the School Centre Kranj, on 29 November 2018.



Costs within InduCult2.0: Implementation - 5.950 EUR

Responsible institution: BSC Kranj

Production date: November 2018

Subsequently, SC Kranj will carry out a study tour for pupils and visit a selected company and the Museum of Gorenjska, where they will get to see a detailed production process and a comparison of industrial heritage, respectively. SC Kranj will organize the study tour within the programme for the school year 2018/2019.

After the study tour, students will write about how they see the history of industry in Gorenjska. If possible, they will also include experiences of people (relatives) who used to work in such companies, add pictures and their opinion on their own role and chances of effecting the development of industrial companies in Gorenjska. Teachers will collect these impressions and determine the influence and value of such study visits for pupils.

4.2 Actions beyond InduCult2.0

4.2.1 The Carousel of Professions

Carousel of Professions is a traditional event for primary school children that takes place at different secondary schools every autumn. As mentioned above, its main purpose is that secondary school students introduce professions they are educating for to primary school children and make it easier for them to decide on a profession. For the first time the event emphasised in 2018 the importance of industrial culture and was very well accepted. School Centre Kranj decided to continue with this concept when organizing future Carousel of Professions events.

Estimated value of organizing the event: 7.000 EUR

Implementation date: autumn 2019

Responsible institution: School Centre Kranj with other secondary schools and museums of Gorenjska

4.2.2 Job fair - Career day

Career day is an annual event organized by SC Kranj and other partners. Career day is an event both for companies to introduce themselves and look for suitable employees as well as pupils, students and unemployed people who want to find the right job. The so-called Employment Cafe provides visitors a chance to present themselves to potential employers/companies in form of a speed dating - one-to-one meetings with a potential employer/company. The meetings are organized according to a company's visitor list (set in advance) and every participant has a time limit to pitch him/herself as best as possible. The event also offers some motivational lectures and consulting that help visitors learn how to best present themselves to companies.

Estimated value of the event: 5.000 EUR

Implementation date: autumn 2019

Responsible institution: School Centre Kranj with museums, companies, counsellors and

trainers for recruitment, Employment Service of Slovenia, The Chamber of Craft and Small Business Kranj

4.2.3 Other initiatives to promote industrial culture

Secondary schools and companies work together also on some other smaller events and projects. It was agreed that BSC Kranj, as regional coordinator for development of industrial culture, and SC Kranj develop additional content related to industry and culture and include it in these two events:

- Technical day – Pupils from primary schools are invited to participate at the presentation of technical professions. They are split in groups and practically test their skills and knowledge necessary for a particular job, such as working on a computer, 3D printing, connecting the bulb, handling a hammer, chisel...
- Robot day – Secondary school open house

BSC Kranj and the Chamber of Commerce and Industry - unit Kranj will join forces at organizing Open House Days at various companies; these are organized every autumn. These events will be used to promote the concept of industrial culture further.

5. Evaluation and transnational added value

The activities implemented within the InduCult2.0 project have been described in the first part of this action plan. Cooperation and interest of involved stakeholders at implementing activities was outstanding and at the last meeting the focus group expressed great interest in continuing with some activities and incentives that proved to be successful. We decided to re-include the industrial culture theme into two events very well visited by the young, i.e. Carousel of Professions and Career Day. We will take into consideration this year's evaluation of these events and improve and upgrade activities for the next year. Positive effects of implemented activities within the InduCult2.0 project are visible mainly in:

- Stronger links between companies, museums and schools
- Increasing capacities of schools as main multipliers of the young generation with emphasis on including and promoting industrial work
- Improved matchmaking of employment needs and offers

As one of the project partners at the InduCult 2.0 project, we are part of an international group of organizations, who deal with the topic of industrial culture. Thus, we have the advantage of international connections, exchange of good practices and assistance at developing new ideas. We are able to draw from numerous ideas presented during partner meetings and work groups within this work package. We have gone through many practices, mostly those implemented by partners in Germany, Belgium, and Italy, from which we applied the idea on speed dating between companies and those seeking employment, developed by PP10-Stebo from Belgium, and was successfully tested at the job fair of 2018.

We will share the results of implemented activities at the last meeting of the InduCult2.0 project in April 2019. We are open for any innovative suggestions and additional elements that we can include within implementation of planned long-term activities.

6. Conclusion and sustainability

A lot of initiatives indicated in the action plan can be realized with merging activities of some stakeholders that already work on the topic of Industrial Culture and developing new potentials in that sense. One of the most common arguments as an excuse that we have not done much on this topic so far is that we have limited budget or not enough financial support from national level to do something valuable and effective.

It is crucial to include local communities, encourage and guide potential investors, active cooperation of municipalities and different associations. Next step is to present all activities identified in this document to the focus group of stakeholders. The effort will be concentrated on more intensive and concretely content oriented bonding of existing industrial companies, which can help to reach concrete goals towards industrial culture development. The first step on that topic has been done in 2018 when we brought together museums, companies and schools in the frame of initiatives to promote industrial culture to young people and to better cooperate on the field of industrial tourism. Additionally, we will invite industrial companies to make project assignments for creatives to improve their products or services.

Most of the short-term activities are already implemented within InduCult2.0 project. We will continue with Career day and Carousel of Professions and develop them further beyond the project lifetime. Other long-term activities are purposed as project ideas, that still have to be developed in details and BSC Kranj as regional coordinator will try to find new sources to fund their implementation.