



Past - Present - Future



FINALISATION REPORT

REGIONAL ACTION PLANS T2, T3, T4

Assessment of Action Plans on industrial
culture Sisak-Moslavina County

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T2.6.2, T3.5.2, T4.6.2



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1. Abstract

Industrial culture of the Sisak-Moslavina County has the potential to create modern image of the region. The County is preserving traditional values, and by combining "old" and "new", it is possible to create preconditions for the development of a new industrial culture that will meet the cultural needs of all generations, especially young people.

The industrial culture of Sisak-Moslavina County could be defined as an interesting new combination of quality tourism products, while preserving and fostering the regional identity and the authenticity of its partial elements and dispelling the prejudice about the uselessness of old industrial zones.

In this context, this pilot action promotes the industrial culture potentials in Sisak-Moslavina County, focussing to bring its values closer to public and to younger generations in the purpose to motivate them to be actively engage in creating activities that will valorise potentials of rich industrial culture of the region.

Through cultural activities it is possible to give industrial location a new feature and create a "new image". The County's industrial culture has enormous potential for improvement and development. It is important to implement marketing activities which will contribute to develop stronger attractiveness and uniqueness of industrial culture regional identity.

In this context, the area of Sisak-Moslavina County might gain a completely different, more positive character by becoming the centre of industrial culture in the continental Croatia.

2. Project InduCult2.0

The project "A New Industrial Culture in Central Europe"- InduCult2.0 concerns preservation of Industrial heritage and its usage (www.inducult.eu). 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 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).

Project lifetime is from June 2016 till May 2019, with total project value EUR 3.000.295,16, of which EUR 163,548.04 is the project budget of Sisak-Moslavina County as a project partner. Project is financed through European Regional Development Fund.

Within project Sisak-Moslavina County as project partner will carry out following activities:

- Create regional strategy and action plans for preservation/implementation of Industrial cultural heritage,

- Organize lectures for educational institution and institution in charge for protection of cultural heritage, strengthening the regional industrial identity and applying an innovative educational approaches,
- Create an online map of industrial culture,
- Organize transnational industrial culture exhibition and
- Establish an information centre of industrial culture and heritage.

Another activity that was implemented by Sisak-Moslavina County is the elaboration of the concept of conversion of industrial cultural space into creative centre of informal education. The Centre will represent a link between informal education using modern methods and industrial cultural heritage history. A mix of those two will be used for the first time in the region.

For better understanding of the further text in the beginning a few sentences about distinguishing definition of industrial culture and industrial history/industrial heritage. Even if the whole project is concerning industrial culture in Croatian language that is not common way of expression, so in the text it is often use a phrase such as industrial heritage or industrial history. It implies on something that is the term of stagnation, disappearance, residues... that is tied up more with history - a time when it was at the peak of development. In the last few years, the importance of industrial heritage has begun to be emphasized and that term has more frequently begun to be used in public in a forward looking way. The importance of industrial culture has significance in the revitalization of industrial heritage facilities, which creates the added value of space for the purpose of developing cultural and creative industries.

3. Introduction & Objective

Industrial culture of the Sisak-Moslavina County (Croatia) makes an important, necessary component of cultural activity and development of the region. The perception of the County as old-industrial region is often still negatively connoted and at the same time, the region has a vast potential to use industrial heritage for promoting a positive regional image and as unique selling point related to pioneering spirit, traditions and innovation capability.

Industrial culture of the region can be used for new economic development, sustainable employment at the regional level as well as for touristic, cultural or museum purposes. Industrial sites can become extraordinary living space or working place for the creative industries given their affinity to the old- industrial spirit.

The cities of Sisak, Kutina and Petrinja represent the focal point of encouraging development industrial culture of Sisak-Moslavina County because of its role in the past and its current role and potential for future progress. For this reason, action plans will be based on all three mentioned areas.

The action plans have been elaborated in line with County Development Strategy 2017. -2020. which is focus on the three main objectives: Economic growth and employment, Protection environment and preservation of natural and cultural heritage and infrastructure development and improvement quality of life.

Priorities of County Development Strategy 2017. -2020 which are important for the development of the action plans are further: Development of innovative, electronic and export oriented industries with associated measures: Encouraging electronic and other industries based on higher added value and incentives industries based on innovation and modern technologies. It's also important priority Development of Tourism with measures linking tourist development participants and enriching the tourist offer and fostering the development of selective forms of tourism. The strategic priority of the development of educational infrastructure based on high technology, development of human

resources and active labor market is directly related to economic growth and employment. The importance of sustainable use of natural resources and cultural heritage is recognized by the measure of fattening and the sustainable use of cultural heritage.

4. Applied Approach

Sisak-Moslavina County has identified, in the framework of the action plans T2.6.2 “Culture measures for fostering regional identity”, T3.5.2 “Culture initiatives of industrial labour market”, T4.6.2 “Culture measures for promoting creativity and pioneer spirit” and in cooperation with the regional focus group, activities directly affecting the way of managing an industrial culture with a view to revitalizing valuable industrial resources for cultural purposes, industrial labour market and for promoting creativity of industrial culture.

With the start of InduCult2.0 the Sisak-Moslavina County founded a regional focus group to support the establishment of the new concept of industrial culture as well to participate in InduCult2.0 activities. The members of the focus group are representatives of regional economy, administration, culture, education and tourism.

Regarding the pilot action in implementation phase Sisak-Moslavina County has conducted external expertise for the elaboration of action plans. The tender procedure was conducted in February 2019 and Regional Development Agency Sisak-Moslavina County SIMORA was chosen as an executant.

Regional Development Agency Sisak-Moslavina County SIMORA has used method of analyzing the available information sources focusing on the interview methods with the key members of the focus group; Tourist Board of the Sisak-Moslavina County, Tourist Board of the City of Sisak, Tourist Board of the Town of Petrinja, Sisak City Museum, Moslavina Museum Kutina and Interpretation Center of the Banovina Heritage.

The interviews and online consultations with key stakeholders have been conducted with the aim of getting to know and discuss the goals and contents of the action plans.

Regional Development Agency Sisak-Moslavina County SIMORA has developed three regional action plans that present concrete projects in the field of regional identity (T2.2.2) economic development (T3.2.2) and innovation through industrial culture(T4.2.2). This document summarizes the process of developing the actions plans as well the content of the action plans itself.

5. Results

The action plans: T2.6.2 “Culture measures for fostering regional identity”, T3.5.2 “Culture initiatives of industrial labour market” and T4.6.2 “Culture measures for promoting creativity and pioneer spirit of industrial culture” have been prepared in line with the information gained from partners of the InduCult2.0 project at workshops and meetings, as well as from good practices presented in the work package T2 „Priming Industrial Culture as a unique feature of regional identity“, T3 “Deploying Industrial Culture for securing labour force and strengthening the regional ties of companies” and T4 “Fostering creativity and innovation in the environment of industry and its remains”.

1. Action plan “Cultural measures for fostering regional identity”

The County has enormous potentials for using industrial heritage and create positive regional brand related to the history, tradition and innovation capacity of industrial culture.

For that reason, in the focus of this action plan are activities that will lead to the development of industrial culture and fostering regional identity within these frameworks. Promotion of industrial heritage and development of industrial culture in Sisak - Moslavina County can become an element for attracting visitors, and for that it is important to provide a unique and special, cultural and tourist offer.

The main development projects include the following project groups:

1. Projects that represent the potential of using industrial heritage as a potential for the development

- *Analysis and mapping of the industrial culture sites*
Document of the mapping the location of industrial culture sites will contain the list of all industrial sites and analysis for restoration of the neglected industrial sites.

Implementation period: 2020

Owner: Town Museum Sisak, Sisak-Moslavina County

- *Protection and revitalization of abandoned industrial culture facilities*
It will be carried out measures of protection and revitalization of industrial facilities and networking of competent institutions in the purpose with a view to reducing the risk of destruction of the industrial facilities.

Implementation period: 2023 Owner: Sisak-Moslavina County

2. Projects related to the marketing activities in order to promote regional identity

- *Branding visual identity*
Branding visual identity will promote the region recognizable by industrial sites and the potential for the development of industrial culture.

Implementation period: 2020

Owner: Sisak-Moslavina County, Development Agency Sisak-Moslavina County SIMORA

- *Organisation of the fairsNetworking of the fairs on national and transnational level in the purpose to establish partnership for developing project ideas on industrial culture of the region.*

Implementation period: Permanent - 2023

Owner: Sisak-Moslavina County

- *Documentary film*
The documentary film will promote the development of industrial culture of the region presenting traditional values with modern part of the industrial culture.

Implementation period: 2023

Owner: Town Museum Sisak, Museum Moslavina Kutina

3. Projects related to the improvement of tourist offer of Sisak Moslavina County

- *Days of the Industrial Heritage of Town Sisak*
The aim of the event is to present historical and cultural resources that marked the history of the city of Sisak from second half of the 19th century until today. The event includes the local

community, as well as the visitors through workshops, industrial facilities tours, exhibitions and lectures. The event offers a rich program suitable for every age with the intention of pointing out the potentials of industrial heritage and encouraging its preservation, presentation and exploitation.

Implementation period: 2020- permanent

Owner: Tourist Board of the Sisak-Moslavina County, Tourist Board of the City of Sisak, Tourist Board of the Town of Petrinja, Sisak City Museum, Moslavina Museum Kutina and Interpretation Center of the Banovina Heritage.

- *Nordic and cycling routes*

As part of the event "Days of Industrial Heritage", which has been traditionally the seventh year held in Sisak, group visits are conducted under the guidance of the Town Museum Sisak and the Tourist Board of the City of Sisak. It is necessary to extend the scope of the activity through the region and include Nordic and cycling routes with tourist educational character.

Implementation period: 2020- permanent

Owner: Town Museum Sisak, Tourist Board Sisak, Petrinja, Kutina, Interpretation Heritage Center Banovina

- *Temporary, partner and prefabricated traveling exhibitions*

In the purpose of interpretation, information and education it will be organize, thematic, partner and prefabricated traveling exhibitions on industrial heritage and industrial culture in the cooperation with cultural and historical institutions, as well as craftsmanship, technical and other schools and companies that base their production on the industrial culture of this area.

Implementation period: till 2023

Owner: Tourist Board Sisak-Moslavina County in cooperation with Town Museums Sisak, Petrinja, Kutina

2. Action plan "Culture initiatives of the industrial labor market"

In the purpose of improvement of the industrial labour market the following groups of development projects are proposed:

1. Projects related to strengthening the capacities of the local population on development industrial culture in Sisak-Moslavina County

- *Education*

It is proposed to hold compulsory education in schools on the topic of old crafts and deficiating professions linking industrial culture and tradition.

Suggested education are intended for students who are at the end of their primary education how they would be motivated for further education through vocational schools and maintenance traditional heritage.

Implementation period: 2020 - permanent

Owner: Vocational school of Sisak-Moslavina County

- *Study trip*

The aim of the study trip is to show students of primary and secondary schools the positive side of the profession they are planning to educate or study and the opportunities open to them in order to motivate them for further work in vocational occupations and old crafts and to stop the decline of students enrolling for vocational professions.

Owner: Vocational schools, Sisak-Moslavina County

- *Exchange of experience*

Co-operation of focus groups and relevant stakeholders from different countries on the subject of industrial culture. The goal is to develop through cooperation and exchange of experiences common ideas and projects in the industrial labor market.

Implementation period: 2020 - permanent Owner: Sisak-Moslavina County

- *Expert meetings*

Participation in expert meetings, or organization of meetings with the aim of modernizing the vocational curriculum in accordance with the existing ones curriculum.

Implementation period: 2020 - permanent

Owner: Vocational schools, Sisak-Moslavina County

2. Projects related to the improvement of the industrial labor market

- *Creating a manual for the development and implementation of employment policy in industry Sisak-Moslavina County*

Elaboration of the manual I with the aim of modernizing curricula, stimulating development systems and additional education for secondary vocational teachers.

Implementation period: 2020

Owner: Tourist Board of the Sisak-Moslavina County, Tourist Board of the City of Sisak, Tourist Board of the Town of Petrinja, Sisak City Museum, Moslavina Museum Kutina and Interpretation Center of the Banovina Heritage, Croatian Employment Service, Vocational schools

- *Career days*

With the goal of further development of the industrial labor market, it is planned to organise the event Career days which will be held continuously focusing on craftsman and production interests.

Implementation period: 2020 - permanent Owner: Sisak-Moslavina County

3. Action plan “Cultural measures for promoting creativity and pioneer spirit of industrial culture”

In the Sisak-Moslavina County the development of the creative industry is at the very beginning. The County has the intention to propose and endeavor to implement the measures aimed at encouraging innovation and creative development.

The main development projects include following project group;

1. Projects that promote modern, creative industrial culture

Today, when the traditional industry is gradually replaced by some other sectoral forms open up the possibility of building new, more modern industrial culture that is creative and entertaining.

- *Look through the virtual door*

The proposal refers to the installation of a gateway - the gateway to the past, at the entrance to a particular industrial building, building, workplace, etc. The aim is to present a section of history in a creative way, using modern technologies associated with industrial heritage. The installation of these installations is foreseen to spot will follow the tourist route designed by the tourist boards. The goal is to enrich the tourist facilities and to provide visitors with a better insight and experience on the former the state of that part of the industrial heritage to better visualize the information obtained from tourist guides.

Implementation period: 2021

Owner: Tourist Board of Sisak-Moslavina County in cooperation with Town Museum Sisak

- *Industrial Culture through Virtual Reality Spectacles*

One of the activities proposed is the production of VR glasses with views of the industrial site of Sisak-Moslavina County. VR glasses will serve to those visitors who are not in the ability to physically visit the mentioned sites and see the portal. Difference between portal and the glasses are that the glasses are portable and have the ability to display multiple locations out of menu. VR glasses would be permanently owned by touristic communities or museums with a goal of enriching the content for visitors.

Implementation period: 2021

Owner: Tourist Board of Sisak-Moslavina County in cooperation with Town Museum Sisak

- *Conversion of the ship "Biokovo" into the Creative Center of non formal education*

The intention of the County is to form Info center of Industrial Culture of the region which should become link between existing industrial infrastructure and creative practice in order to create new value of new ideas, new innovative practices in exploiting industrial heritage and existing industrial resources.

Implementation period: 2020

Owner: Sisak-Moslavina County

- *Sisak-Moslavina County as the centre of the gaming industry*

The Development Agency SIMORA has already launched the initiative "Sisak-Moslavina County as the gaming centre" and gathered around gaming experts from around the world with PISMO project. One of the measures of promoting creativity is proposed video games. Getting to know the history of the county from the aspect of industrial heritage would have educational and entertaining character for all generations.

Implementation period: 2023

Owner: The Development Agency of Sisak-Moslavina County SIMORA

- *City industrial art*

City industrial art will create modern image of industrial culture through painting city areas in Sisak, Petrinja and Kutina. The tendency of this activity is to at first glance at the sight of the mentioned cities they can sense how they were once large industrial centers that continue to nurture industrial culture. This activity also affects the expansion of tourist content.

Implementation period: 2023

Owner: The Development Agency of Sisak-Moslavina County SIMORA

- *Modernizing the interpretation of industrial culture*

The modernization of industrial culture interpretation will have educative character which will offer development of digital interactive forms such as virtual museum which can contribute to development of creative industry in Sisak-Moslavina County

Implementation period: 2023

Owner: Sisak-Moslavina County

- *Creative workshops*

Creative workshops will have the purpose to promote the creativity of industrial culture of the

region where the local focus groups will make suggestions of the contents of the program and they will be presented in the Days of the Industrial Heritage Sisak.

Implementation period: 2020 - permanent

Owner: Sisak-Moslavina County

The proposed activities of the action plans may be carried out as an integral part of a project or as a separate initiative by the relevant institutions, with a special interest in the area of Industrial Culture and Heritage in order to promote cultural regional identity, culture initiatives of industrial labour market and the creativity on industrial culture the region.

The action plans have been created for the period of 2020 - 2023, in collaboration with experts of the focus group of the project InduCult2.0; Sisak Moslavina County, Tourist Board of the Sisak City, Tourist Board of the Petrinja City, City Museum of Sisak, Moslavina Museum Kutina, Interpretation Center of Banovina Heritage,

As the result of the activities T 2.6.2, 3.5.2, 4.6.2 it has been printed 75 action plans related the visibility of the project and the programme.

The action plans will be presented to the public in April 2019.

6. Assessment and Transnational Added Value

Sisak-Moslavina County, in the framework of the finalisation of the action plans for promoting regional identity, industrial labour market and creative industrial spirit, has reached the objective related the implementation of proposed projects and activities in the action plans with the promotion of revitalization cultural resources of industrial culture and to raise awareness of the wider public on cultural industrial assets.

Due to the positive experiences of the elaboration the action plans which are the first documents on regional level related industrial culture, Sisak-Moslavina County has the intention in the future to stimulate a series of changes directly affecting the way of managing an industrial culture with a view to revitalizing valuable industrial culture for cultural purposes, industrial labour market and creative industry.

The results of the activity will be disseminated to other project partners through project work groups in the purpose of exchange know-how and example of good practice.

The partnership on the transnational level will continue after the implementation of the project through a series of initiatives for the promotion and development of industrial culture, as well as applying for projects to EU source of funding (e.g. network of coordinators).

7. Outlook and sustainability

Sisak-Moslavina County within promotion of the action plans will strengthen regional cultural identity and apply an innovative approach to promote revitalization of industrial culture and sensitize the public on cultural industrial heritage.

After the implementation of the project, activities will continue in cross linking cooperation with public, business and civil sector institutions in the form of joint initiatives, programs and projects for

In the purpose of the further development of action plans, the financial resources has been secured by County budget in 2019.

The County will support culture initiatives with the focus group related to develop proposed projects and the events within the action plans which will be disseminate to the public on regional and transnational level.

The intention of the County is to implement proposed projects of the action plans and to increase awareness of the value and the results with the purpose of quality of using industrial culture as a potential for the development of the region.

The Sisak-Moslavina County is responsible for the sustainability of the project results, after the implementation of the project, the County will through its own resources and EU funds, endeavour to implement the activity listed below in order to provide examples of good industrial culture practice to other regions.

8. Annexes

The version of the assessment of pilot action “Action Plans T2, T3, T4” in Croatian language is provided in annex.