



Past - Present - Future



REGIONAL ACTION PLAN

T4. Fostering creativity and innovation in the environment of industry and its remains

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Abstract

“Creativities meet industry” is a topic, which promises many chances of future regional development. The actions are focused on utilizing the attractive assets of old-industrial sites for establishing creative and cultural centres as well as on measures fostering innovation, entrepreneurship and local value chains in an industry-based setting. We defined six development fields, where we can reach a small step toward reviving of industrial sites in the Argumentation paper. There are two of them, which are related to the cultural measures for fostering creativity and innovation in the environment of industry and its remains: **1. Connection of creatives and innovation in industrial production and 2. Industrial culture as opportunity for revival of traditional knowledge and skills.** To have in mind the positive effects of reconnecting current needs with historic pioneering culture in the region, a local action plan has been worked out. The document emphasises InduCult2.0 project activities realized in this project and thematic and project ideas of industrial culture in Gorenjska region after the project duration. BSC Kranj is selected as regional coordinator of the topic and will cooperate with responsible stakeholders of each project idea.

1. Project Context

The Central Europe Project InduCult2.0 addresses Central European regions mono-focused on industrial production. Through the 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 (www.inducult.eu). 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 the 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 here defined activities in T4 is to encourage stakeholders of industrial areas to cooperate on the concrete actions and to build favourable conditions for potential investors, as well as to cooperate with them at reactivation of these areas. Overall aim is to foster cooperation between creatives and industry to foster innovativeness.

2. Introduction & objectives

The process of reviving and new use of industrial sites is ongoing with today's globalization and new possibilities for involving them into the modern way of life. Living in Gorenjska today is still very connected with the industrial past. Industry was creating and guiding not just economic, but also social quality of life and common human values. In the transition era of new technologies and market changes, many factories closed their production, but there are some companies that managed to upgrade and power tradition with new knowledge and innovation, being the leaders of Gorenjska's economy. Regional stakeholders are not always aware of the strengths and potentials of their existing industrial culture. Besides some of small industrial plant renovations and initiatives from museums that save industrial heritage, we cannot talk about real development of industrial culture.

Based on six defined priority fields in argumentation paper made by the key regional stakeholders (companies, local authorities, museums, schools, and local tourist boards), actions for T4 - Fostering creativity and innovation in the environment of industry and its remains are:

1. Connection of creatives and innovation in industrial production
2. Industrial culture as opportunity for revival of traditional knowledge and skills.

All WP activities are laid out to connect industrial areas with current cultural resources. Creative industry is one of the key elements of company's innovativeness, but it has to be related to the new activities of contemporary craft or industry.

The main purpose of the action plan is to lay out stepping stones for the future development of Industrial culture in Gorenjska region. These steps are:

- Develop and upgrade activities of the creative centre, here especially:
 - o to place it in a local context and its specifics
 - o to establish and upgrade the development of new products and business opportunities
 - o to design and implement various educational programs for professionals and visitors
- Link different creatives for product development
- Implement initiatives or challenges as good practice in collaboration of industry with creatives to raise the innovativeness

3. Applied Approach

The process of selecting the actions related to the topic T4 -“Fostering creativity and innovation in the environment of industry and its remains” already started within the first focus group meeting, where key stakeholders defined two main fields they wanted to focus on:

- Content of creative centre and other co-working spaces, presenting opportunities to connect wishes of industrial production with innovative knowledge and skills of creatives
- Presentation and revival of traditional skills and knowledge

Stakeholders were working on some ideas about activities and advantages that we have to exploit in industrial culture. They created seven scripts of needed future actions to raise awareness of public about new opportunities in regional development.

A draft of an action plan was prepared with short and long-term activities based on the scripts and project ideas of some main stakeholders of focus group. The draft actions were represented to the focus group workshop for developing Strategy of New industrial culture in Gorenjska region in November 2018. Main stakeholders selected mostly project ideas that could be implemented in the future and are related with the content of established creative centre Kreativnice. These projects already have finances within LAG projects. All involved stakeholders of the focus group agreed on the other initiative projects, but no one want to engage into the topic as responsible institution. Nevertheless, BSC Kranj as coordinator of industrial culture will work on further development of the agreed initiative projects.

4. Results

All listed actions are considered as needed for development of new industrial culture in the region. First, we present results of the InduCult2.0 project activities, which brought up a great start of developing industrial culture in the region. Secondly, we listed projects that will be realized beyond the project duration. They based on discussion and evaluation of resources, stakeholders business programmes, expertise and talents of the region. With merging different ideas and plans, these are some of the activities, we want to implement, but which 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.

4.1 Actions within InduCult2.0 project

4.1.1. New creative centre and show room - Kreativnice in Škofja Loka

Kreativnice

KREATIVNI CENTER - CREATIVE HUB

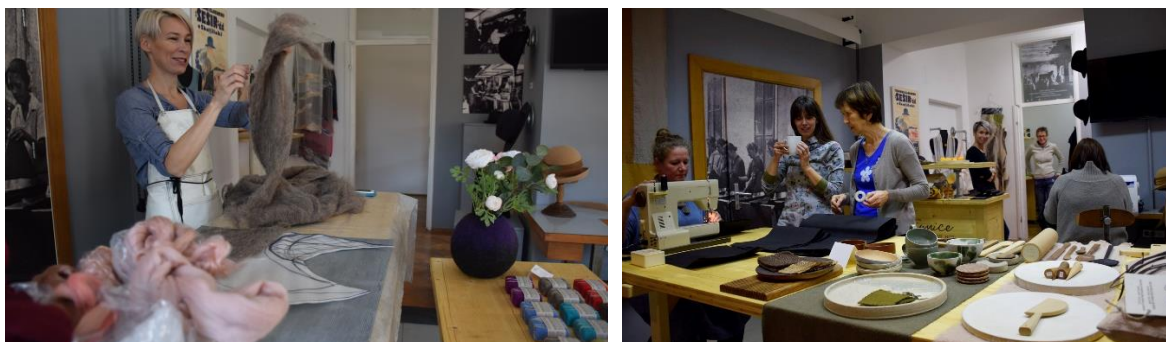
Creative centre with show room of textile industry, named Kreativnice was established in Škofja Loka near former hat factory Šešir. With innovative presentation of industrial and textile heritage in our region, we created a showroom and co-working space - a context for contemporary creativity of today's textile designers and their connection with existing industry and all the opportunities that are ahead. Development of the industry in Škofja Loka must be understood in the context of strong presence of quilts tradition and individual craft masters workshops. Based on that, we used two main concepts: traditional master's workshop and contemporary creative hub and join them in the establishing creative centre. Main guidelines for centre's content are connection and creativity, education, connecting creativity and industry and connection with tourism and opportunity for development. Understanding, trust and support of all the stakeholders are key principles for developing sustainable links within the centre.

Location: Spodnji trg 40, Škofja Loka; On the left side is the square with old city tree, on the right building with ground floor facilities for the creative centre, which connects with the building of the Hat Factory Šešir Škofja Loka.

Total costs within InduCult2.0: Concept 1.986 EUR (November 2017), Equipment (March 2018 - May 2018) - 11.669 EUR, Experimental phase (June-September 2018) - 11.000

Responsible institution: BSC Kranj together with Development agency Sora - Art and Craft centre and Municipality Škofja Loka





4.1.2. Creative challenge: Endless tread, endless possibility

The project idea of creative challenge is related to the work of creatives, who are part of the creative centre - Kreativnice in Škofja Loka and cooperation with the Gorenjska predilnica - spinning mill as an example of the “CREATIVE CHALLENGE OF INDUSTRY AND FOR INDUSTRY”. There is a lack of innovative final products in the company, therefore with this creative challenge, a very wide range of products and concrete integrated solutions can be created for the use of high quality textiles produced in the Gorenjska predilnica-spinning mill. The action reinforces and supports local knowledge and production.

An important emphasis is on the cooperation of the designer and graphic designer with the goal of creating a product with an integral story. Linking the industry and different designer profiles in this way can be an initiator and a good starting point for the design of brands of the company in the future.

CREATIVE CHALLENGE TIMELINE:

1. October 2018: Opening of the creative challenge and an invitation from the creative community to participate.
2. November 2018: the formation of a group of participants and the first contact with the company (a visit to the factory, getting to know with production, production technology and presentation of the vision, advantages and disadvantages of the company to the participants).
3. December 2018: The beginning of creative work of designers (designer and graphic designer) and product development in accordance with the vision of the company. A joint creative weekend in the intermediate stage of the creative process and sharing experiences, presenting the process and results (we also record video and photos of the creative process that is later included in pop-up final exhibition).
4. January 2019: Completion of creative work and public presentation of designs and their stories (in a creative centre and the cooperation with the coworking space Lokomotiva Škofja Loka). Creating traveling pop-up exhibition of creative solutions and agreement on hosting it in the region (as an example of good practice) and pop-up location / installations. Presentation of the implemented positive practice to other companies and crafts men in the region as a motivation to continue this

positive practice.

Our goal is to prepare and spread the same idea of cooperation initiatives between other creatives and industries.

Costs within InduCult2.0: 1.464€ preparation phase and 7.930€ implementation

Responsible institution: Development agency Sora - Art and Craft centre in Škofja Loka with cooperation of BSC Kranj and creative centre Kreativnice

4.1.3. “History of the Future”: Innovation and pioneer culture of industrial regions

Analyse of innovation culture over time, as a regional asset from early industrialisation until today, pointing out the main milestones, which were crucial for the industrial development in the region. Presentation of traditional knowledge and skills use within today's industry and overview of occupations for the future generations. The main goal of the document is to define basis for enhancing innovation capability and pioneer spirit in future.

Implementation: January 2018

Total costs within InduCult2.0: 1.000 EUR

Responsible institution: BSC Kranj

4.2 Actions planned beyond the InduCult2.0 project

4.2.1. “Mad about Creativity”: Creation of creative spaces network to develop innovative tourist product

The action is related to the creative centre Kreativnice, a pilot project realized within InduCult2.0 project. We will upgrade the content programme of Kreativnice and work more on the cooperation with other co-working spaces and creative boutiques, which exist in the centre of Škofja Loka town. The main activities are:

- Creation of common graphic design, preparation of new tourist product design,
- Implementation of professional research and documentation of traditional craft (hat making) knowledge, and personal stories of former factory Šešir and contemporary creatives,
- Upgrade of Craft centre and creative centre Kreativnice content;
- Promotional and marketing activities of creativity network, digitalization and publishing of collected documentation about hat tradition.

Responsible partners: Development agency Sora, Loka Museum from Škofja Loka

Involved partners: Creatives, companies, schools, Municipality of Škofja Loka, Local tourist board Škofja Loka

Duration: January 2019 - March 2020

Co-financement: Leader programme (CLLD), 80% of ESRR funds

Total budget: 94.728,60 EUR

4.2.2. Art and craft - heritage and modernity

The project will try to enhance importance to use traditional knowledge within the current industry. The objective is to boost activities related to preserve old skills and knowhow for future generation. The main activities are:

- Connection of industry and traditional shoemaking
- New tourist product of heritage tourism
- Purchase of equipment: ICT equipment, Equipment for interpretation of shoe making
- Preservation of shoemaking heritage and knowledge
- Collaboration of heritage tourism stakeholders in the region
- Marketing plan for promotion of shoemaking identity of Žiri town

Responsible partners: Development agency Sora, LAG Loško Pogorje, Alpina factory, Aleš Kacin - private designer and architect, Municipality of Žiri

Duration of the project: April 2019 - October 2020

Total amount of budget: 124.439, 68 EUR, Leader programme (CLLD), 85% EKSRR funds

4.2.3. Additional project ideas highlighted within focus group stakeholders

The actions listed below are more project ideas, which were agreed on the focus group workshop in November 2018 and can be realized within next two or three years. BSC Kranj as regional coordinator of industrial culture will work on the specification of activities, responsible partners and will try to find co-finances. The next focus group workshop will be organized to make concrete projects out of these proposals:

- **Creative challenge: Creatives meet industry**

INDIGO-DYEING PATERN ON THE MODERN SHOES

Collaboration between tradition of indigo dyeing, Alpina footwear factory and students of Faculty of design will bring great ideas of modern interpretation of using the blueprint patterns on leather (using the new technologies of laser engraving). The modern hiking shoes will be created in this project and can be used as tourist souvenirs. In the end of our project, we will organize an event - the fashion show during one of our industrial events and making fashion photos of the shoes on Triglav Mountain - the highest mountain in Slovenia. Moreover, the museums of Gorenjska area will organize travel exhibition on the thematic 'Unbelievable Mountains' with the results of creative challenge.

Responsible partner: BSC Kranj with focus group stakeholders (museums, local tourist boards, schools, Alpina factory)

Implementation of the project: 2020, 2021

Total amount of the budget: 15.000 EUR

- **Creation of a marketing model to boost craft products sales**

Many different events, exhibitions and pop-up initiatives across the region are organized to present and promote craft and creative products. Visitors are usually very excited about creativity and product ideas creators have but they do not earn enough compared to the work they do. Therefore, we would like to involve a professional marketing agency in marketing activities of creative and craft centres to prepare a marketing model how to reach better sales of unique products.

- **Pop-up shops and workshops for creators organized in a former factory**

The idea is to organize two or three pop-up shops with creative products inside former factories (Cotton and spinning mill BPT in Tržič, Šešir factory).

There we could also organize 2- or 3-day events with workshops for creators, where they would tackle a selected creative challenge. It could be organized as an additional programme within a traditional industrial event, such as Cobblers Sunday.

- **Creative centre in one of the empty buildings in BPT Tržič (Transfer of best practice from Škofja Loka)**

Revitalization process is undergoing in the wider area of a former textile factory BPT in Tržič. The complex consists of many empty spaces and one part is planned for realization of an industrial museum and some other new content. Based on our evaluation of the Kreativnice creative centre, very positive feedback from visitors and stakeholders contributed to the idea to transfer this practice of a creative centre to the complex of BPT in Tržič.

5. Evaluation/transnational added value

The lessons learnt through InduCult2.0 activities are related to the pilot project of new creative centre Kreativnice and to two creative challenges organized together with industrial companies. Some major steps for developing new offer based on industrial culture were done. Positive effects of the implemented activities showed:

- The importance of reviving traditional craftsmanship skills in innovative way
- Creating innovative products of high added value in the domestic economy
- New and proactive companies can stay in local area with building business bonds and find their own clients
- Quality and new tourist offer - industrial tourism

- Promoting industrial culture as future possibility for regional development, specially to the youth

Regarding the fact that we are all part of an international group of organizations, which deals with the topic in depth, we have the advantage of international connections, exchange of experience and development assistance. We learned a lot from LP, PP3, PP6, we involved some of good practices from other project partners' areas. Additionally, there are some individual/creative ideas developed on our regional situation but they can be realized also in other EU regions.

We shared the results of the InduCult2.0 project activities on fifth Partnership gathering in Sisak and personally in Slovenia and we are opened for any innovative suggestions and additional elements that we can include within implementation in the future.

6. Conclusion, outlook and sustainability

Most of the short-term activities are already implemented or in the process of implementation within InduCult2.0 project. First two long-term actions consist of actions, which are already confirmed by focus group members and will be implemented within next two years. 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 for funding implementation. All members of focus group agreed that we should continue work on the topic of industrial culture after the InduCult2.0 project will be finished and they confirmed BSC Kranj as a regional coordinator of defined actions. We will keep up with focus group workshops twice per year and work on the activities identified in this action plan.