

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Project index number and acronym	CE1315 InduCCI
Output number and title	O.T3.2 Transnational pilot action “Empowering industrial society through CCI”
Investment number and title (if applicable)	D.T3.4.6 “CCI in communities” minor investment by PP7
Responsible partner (PP name and number)	CREATE, PP3
Project website	www.inducci.eu
Delivery date	03/2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

Long-standing industries are undergoing a major transformation. For the societies living there, this poses not only economic, environmental, educational questions about the future, but creates also worries concerning prosperity and change.

Industrial regions have developed a distinct culture that entails both assets (skills, traditions, values) and obstacles (hierarchies, dependencies, fixed mindset). For responding to the transformation, it is important to work with these assets, to widen the view and to pro-actively shape the future with solutions that go beyond those of the past.

This pilot action focused on empowering industrial communities through CCI, especially with a focus on entrepreneurship and self-dependance, by testing novel education schemes, opening CCI scene to the public, public pioneering workshops and community-oriented work.

Six test cases were conducted within this pilot action:

- “New Pioneers”: A podcast series with founders of CCI to inspire others with business ideas in order to revitalize an entrepreneurial spirit in Chemnitz.
- “Open CCI”: A public online event with Q&A possibility to present CCI as local employers of Linz.
- “Cross-over curriculum”: Three educational escape games for pupils on the topic of financial literacy to empower the next generation of Karlovy Vary.
- “Youngsters’ FabLab”: Introducing creativity and entrepreneurship to young people within a course at the FabLab of Bielsko-Biala.
- “CCI for multipliers”: business theater performances for industrial companies of Padova to tell their company stories with CCI methods
- “CCI in communities”: a walking tour through the former industrial district Zwartberg elaborated by youth and a new meeting point called Kulturcafé Jesenice that offers diverse creative program for the communities of the town.

These regional test cases were transnationally levelled up through a joint collection of existing practices at the beginning, several peering activities in the ideation phase and a joint evaluation of their impact after the implementation. The pilot results were then collected for a transnational audience in a toolbox and findings integrated into the regional policy papers.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The NUTS 2 regions directly involved in the pilot action were:

- DED41, Chemnitz
- AT312, Linz-Wels
- ITH36, Padova
- CZ041, Karlovarský kraj
- PL225, Bielski
- SI022, Gorenjska
- BE221, Arr. Hasselt

Investment costs (EUR), if applicable

14.092,65 EUR (ICT equipment + furniture and small inventory)

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

We tested various ways of engaging communities by offering inspiring stories about how to start businesses, raising awareness for local job opportunities in CCI, finding new ways of educating pupils in complex topics, by offering various means of expressions and creative ways to spend free time, by involving youth in storytelling.

This pilot action has revealed a great potential in CCI for industrial communities. CCI offer diverse means and spaces of expression. They radiate contemporality, forward-thinking and entrepreneurial spirit. This contributes to a general open-mindedness in society, to a new drive in business and especially appeals to the younger generation.

Offering “access options”, CCI encourage and empower people to become active in shaping their environment instead of being passive by-standers of transformation and change. CCI offers local job opportunities outside metropolises and thus has the potential to counter brain drain. To sum it up, CCI serve as a role model for how to live and work with uncertainty - which is a very important skill - while putting the human into the core of innovation with the human design approaches they are using.

Sustainability of the pilot action results and transferability to other territories and stakeholders

All test cases of this pilot action carry a sustainable component:

- “New Pioneers” was realized as a series of podcasts that will be published regularly. 20 episodes per year are planned.
- CCI was again presented as employer within the vocational orientation in 2022 and this shall be done in the upcoming years.
- The Youngsters’ FabLab is now a ready training scheme that can be repeated and/or offered elsewhere.
- The school that worked on the educational escape games wishes to continue this work.
- The business performances are planned to be shown again and other companies have requested this method for themselves.
- The walking tour in Zwartberg keeps being available online and is offered to tourists and locals.
- The Kulturcafé just started its program and will continue to offer creative courses in cooperation with the museum where it is located.

Apart from that, all partners included the test cases as examples of reference in their policy papers (comp. InduCCI output O.T1.1) - allowing for strategic uptake and related sustainability.

On a more general level, the pilot action left involved people with a positive spin, a feeling of inclusion and creation instead of mere consumption or of being left behind in the face of the profound transformation and an understanding for the value of creativity. This, again, strengthened the position of CCI as an integral player for the future.

With the pilot action, selected approaches to the overall idea of paying attention to the local communities, involving them with creative methods and motivating them to become active have been tested. These ideas that stand behind the separate test cases can easily be transferred to other regions, though maybe in a different form, depending on what local CCI can offer and which communities in a region one would like to focus at.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regulatory requirements: Partners ensured compliance with procurement regulations.

Sustainable development: By raising cohesion in non-agglomeration areas with strong industrial background, the pilot approach contributed to a balanced and poly-centric, thus sustainable territorial development in Central Europe.

Equal opportunities and non-discrimination: Partners ensured that all activities were implemented in line with valid equal opportunity policies and did not generate discrimination of any kind.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The project deliverables of relevance for O.T3.2 are the following (all test case documentations are available on www.inducci.eu see “Output Documents”)

- D.T3.4.1 “New Pioneers”: Revitalizing entrepreneurial spirit in society
- D.T3.4.2 “Open CCI”: Shaping regional identity through public events
- D.T3.4.3 “Cross-over Curriculum”: Empowering the next generation
- D.T3.4.4 “Youngster FabLab”: Introducing creativity and entrepreneurship to the young
- D.T3.4.5 “CCI for multipliers”: Acquainting industrial / social multipliers with CCI methods
- D.T3.4.6 “CCI in communities”: Testing CCI approaches for addressing local needs (incl. minor investment by PP7)
- D.T1.6.2 “[Toolbox](https://toolbox.inducci.eu/) on methods fostering CCI in industrial regions” <https://toolbox.inducci.eu/>
- D.T3.1.2 “[Transnational compilation of existing good practices](#)”