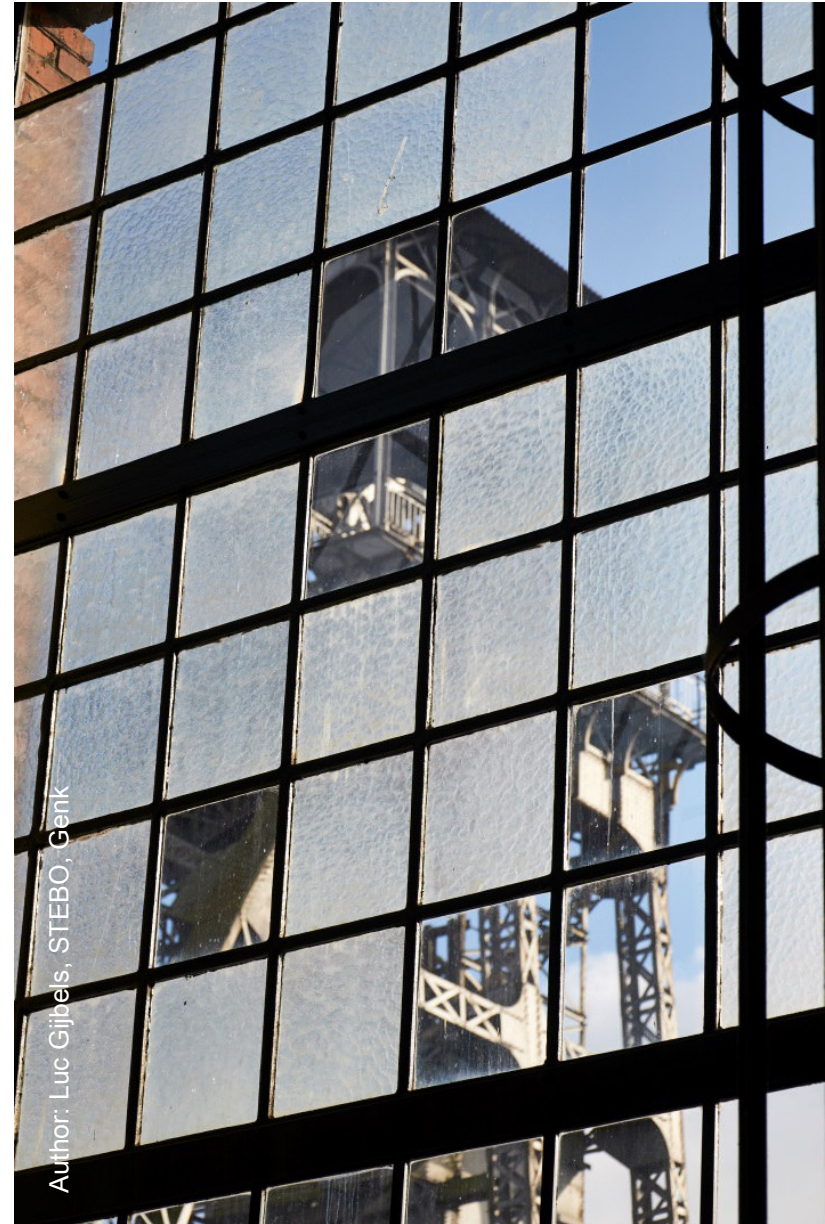


InduCult2.0:

**The Innovative Approach
to Industrial Culture**

Freiberg, 7/6/18

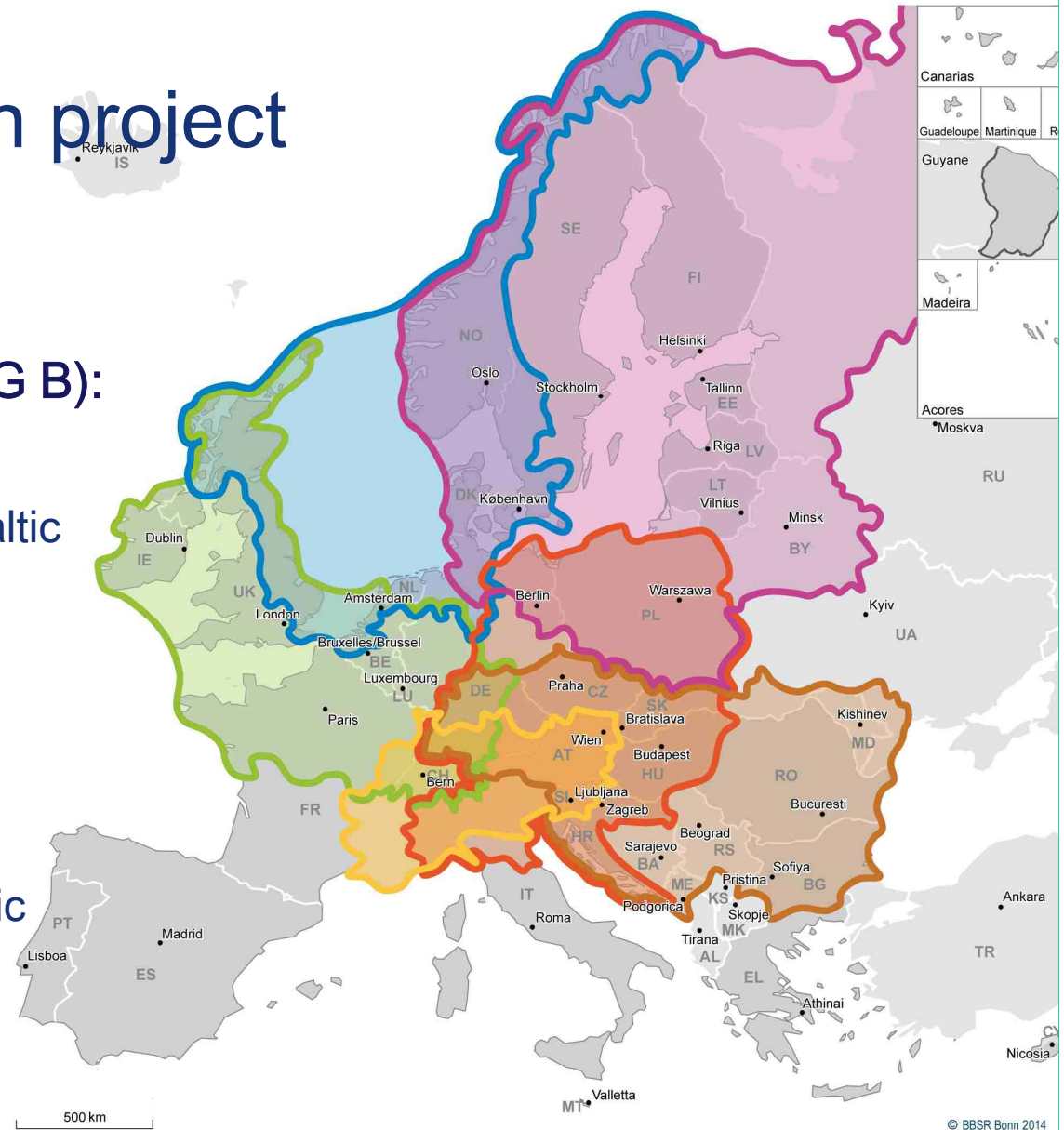


Author: Luc Gijbels, STEBO, Genk

InduCult2.0 – a Central European project

Central Europe (INTERREG B):

- Covering area between Baltic and Adriatic seas
- Project duration: 3 years
- Project budget: 3 Mio €
- Partnership: 10 partners
> thereof 6 partners with a strong mining or metallurgic background



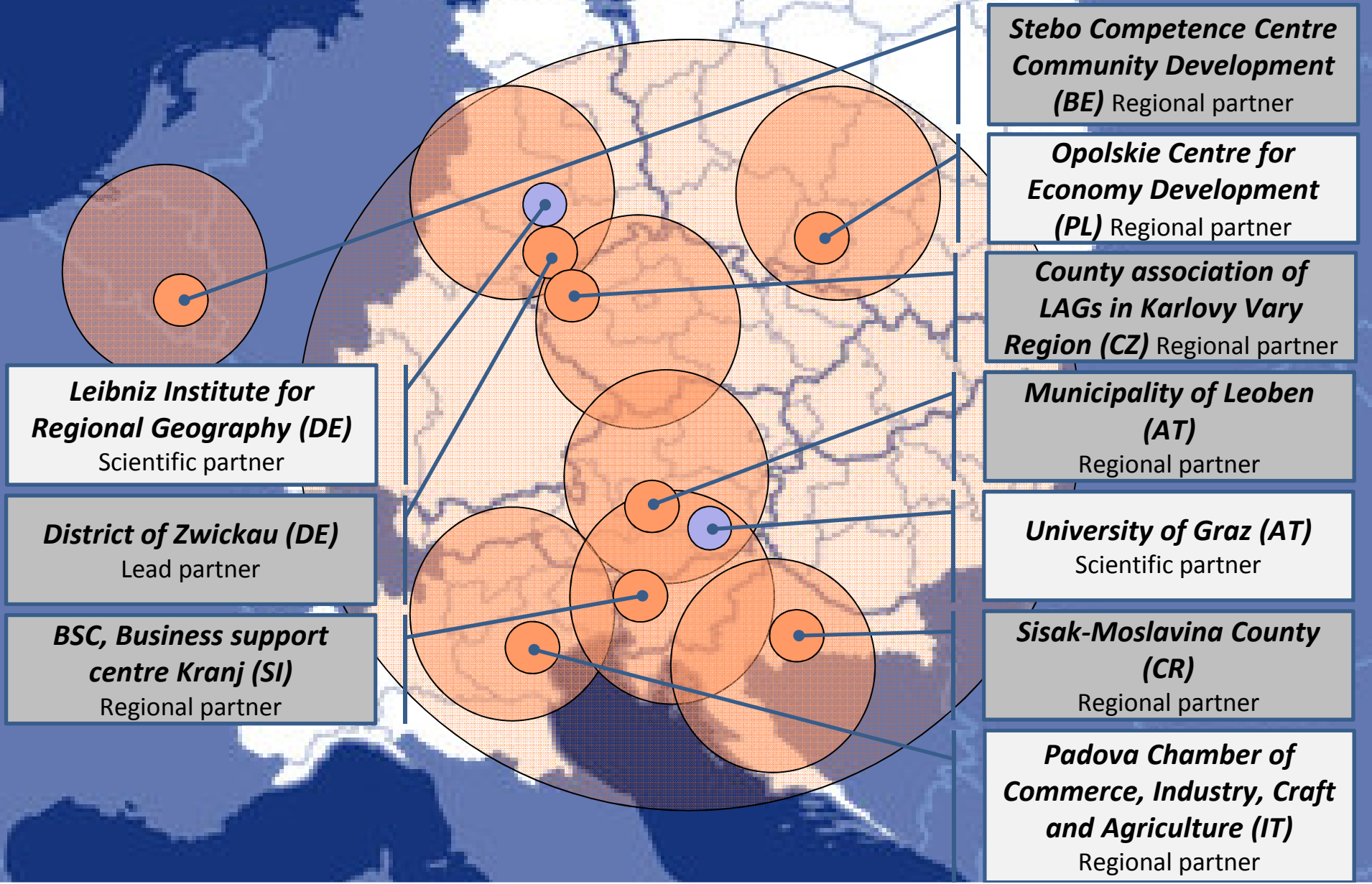
Transnationale Kooperationsräume mit deutscher Beteiligung
2014 - 2020 (INTERREG V B)

 Alpenraum	 Mitteleuropa
 Donauraum	 Nordseeraum
 Ostseeraum	 Nordwesteuropa

Datenbasis: Laufende Raumbewachung Europa,
Eurostat REGIO
Geometrische Grundlage: GfK GeoMarketing, Regionen N
Bearbeitung: T. Panwinkler

8 Regions as Pioneers for Industrial Culture

2 Accompanying Scientific Institutions



INTERREG B Project Vita District of Zwickau



The district has been running for almost 10 years projects in INTERREG B Central Europe as Lead Partner:

- 2009-12: **ReSource**
(Utilising post-mining potentials)
- 2012-14: **SHIFT-X**
(Valorising industrial heritage)
- 2016-19: **InduCult2.0**
(Living industrial culture)



INTERREG B because ...



LANDKREIS ZWICKAU

LANDRATSAMT

- ... it is an **experimental cosmos**
- ... it enables people to „**look beyond their own noses**“ (learning, comparing, copying, co-creating, ...)
- ... it brings **public/political attention** to certain topics,
- ... it **inspires and motivates**,
- ... it can create **new actor constellations**,
- ... it pushes **innovative regional development** (studies, concepts, strategies, action plans, etc.),
- ... it prepares **investments**.



Author: Luc Gijbels, STEBO, Genk



Author: Carsten Debes, Zwickau

InduCult2.0 successes so far

- > Winning the competition: over 600 applications in first call, only 35 funded
- > Convincing the regions' actors on our approach to Industrial Culture through focus groups and argumentation papers
- > Discussing our approach with European stakeholders in a workshop inside the European Parliament



InduCult2.0 relevance



Industrial Culture is relevant for (Central) Europe!



Industrial Culture is meanwhile perceived as a key topic for industrial / mining regions!



Example Saxony:

- > Current Saxon coalition treaty
- > Year or Saxon Industrial Culture and Saxon exhibition 2020
- > Support of federal and Saxon ministries to InduCult2.0



In Germany, also Ruhr, Rhein-Main, Berlin, Thuringia, Saxony-Anhalt, Lusatia (Brandenburg), Sauerland, Nuremberg, etc. use Industrial Culture for campaigning / region branding.



The Novel Understanding

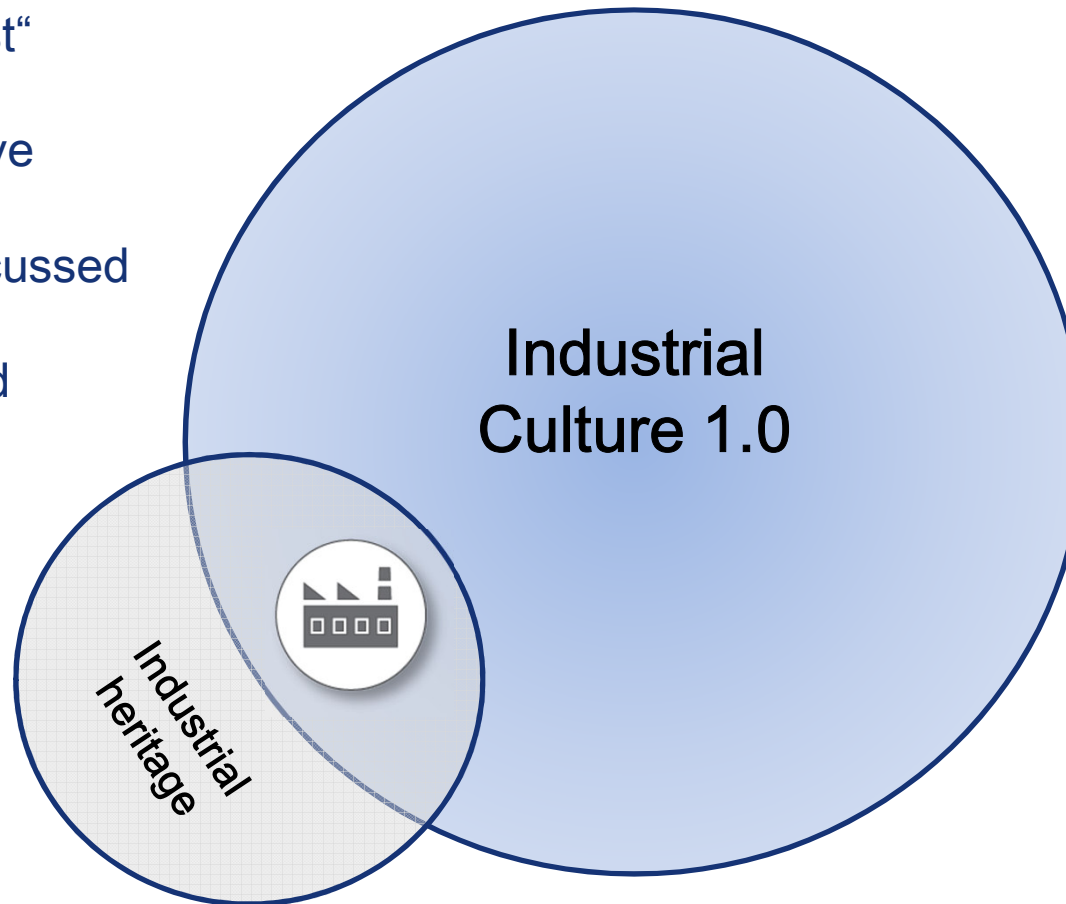
Industrial Culture 1.0

„Golden past“

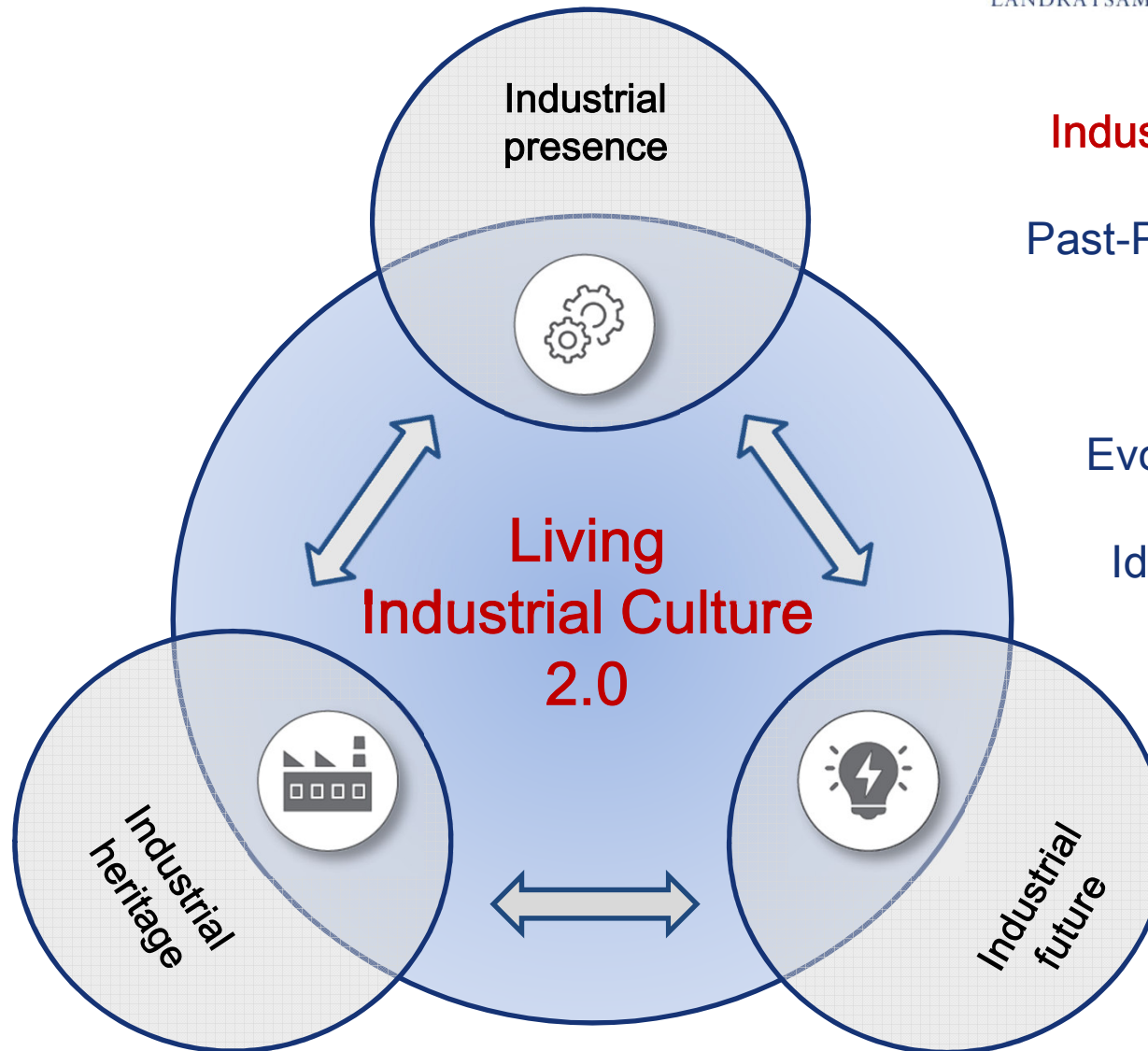
Retrospective

Heritage-focussed

Identity fixed



The Novel Understanding



Industrial Culture 2.0

Past-Presence-Future

Dynamic

Evolution-focussed

Identity adaptable

Industrial Culture 1.0 >>> 2.0

Industrial Culture 1.0

„Golden past“

Retrospective

Heritage-focussed

Identity fixed

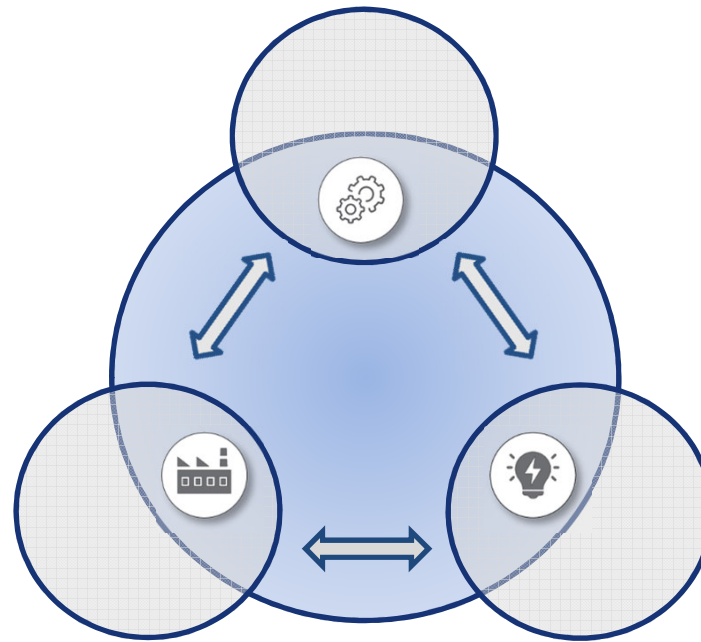
Industrial Culture 2.0

Past-Presence-Future

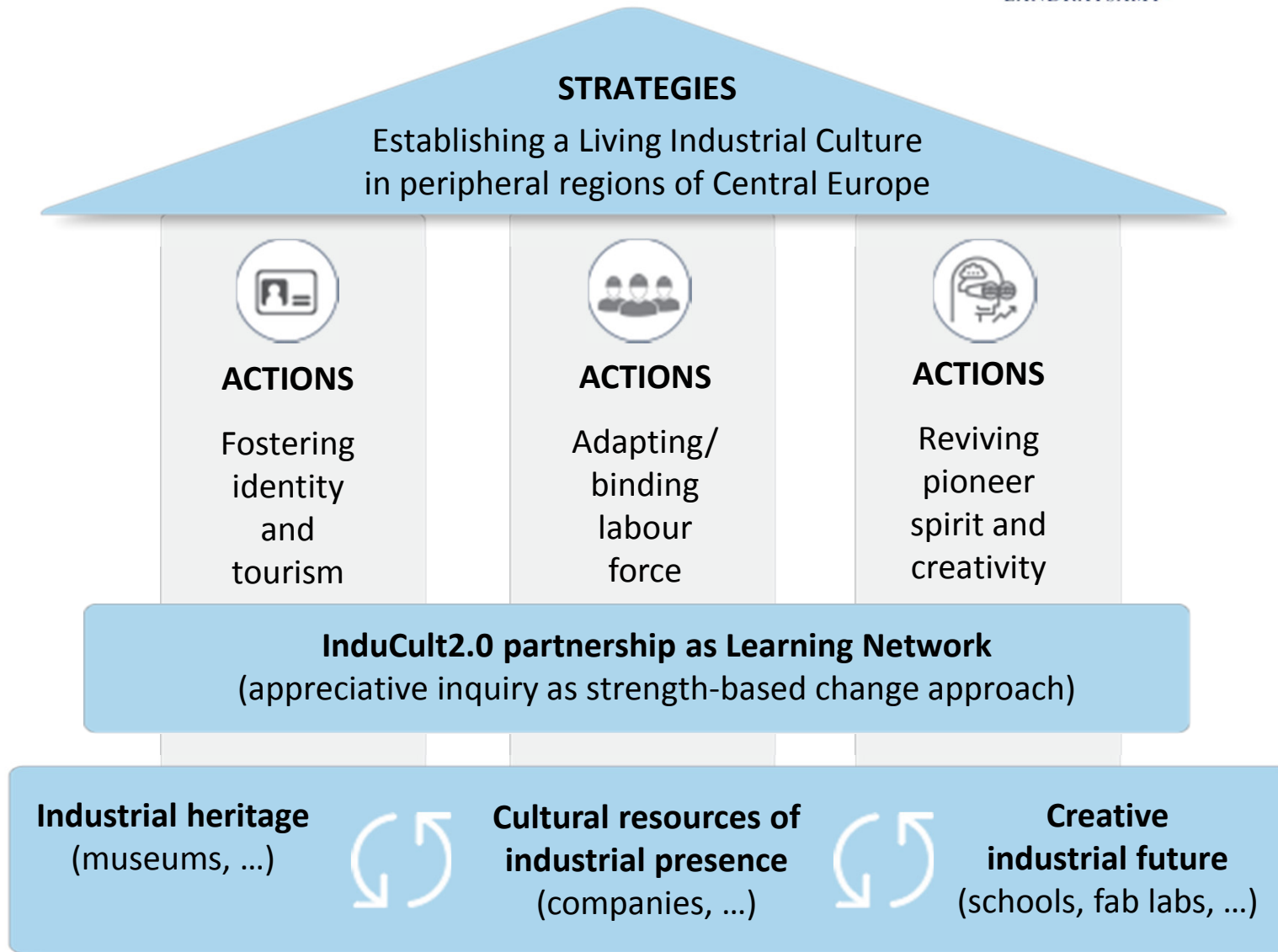
Dynamic

Evolution-focussed

Identity adaptable



Exploring Dimensions



**Regional focus groups „Living Industrial Culture“,
Argumentation Papers, Strategy Papers, Central European network**

**Fostering identity
and tourism**

*Installations
`Industry goes public`*

*Cultural events (Days
of Industrial Culture)*

*Touristic
cooperations of
companies and
museums*

Touristic maps



**Adapting/ binding
labour force**

*Educational initiatives
linking companies +
museums + schools*

*Idea paper on binding
graduates to the region*

CSR related initiatives



**Reviving pioneer spirit
and creativity**

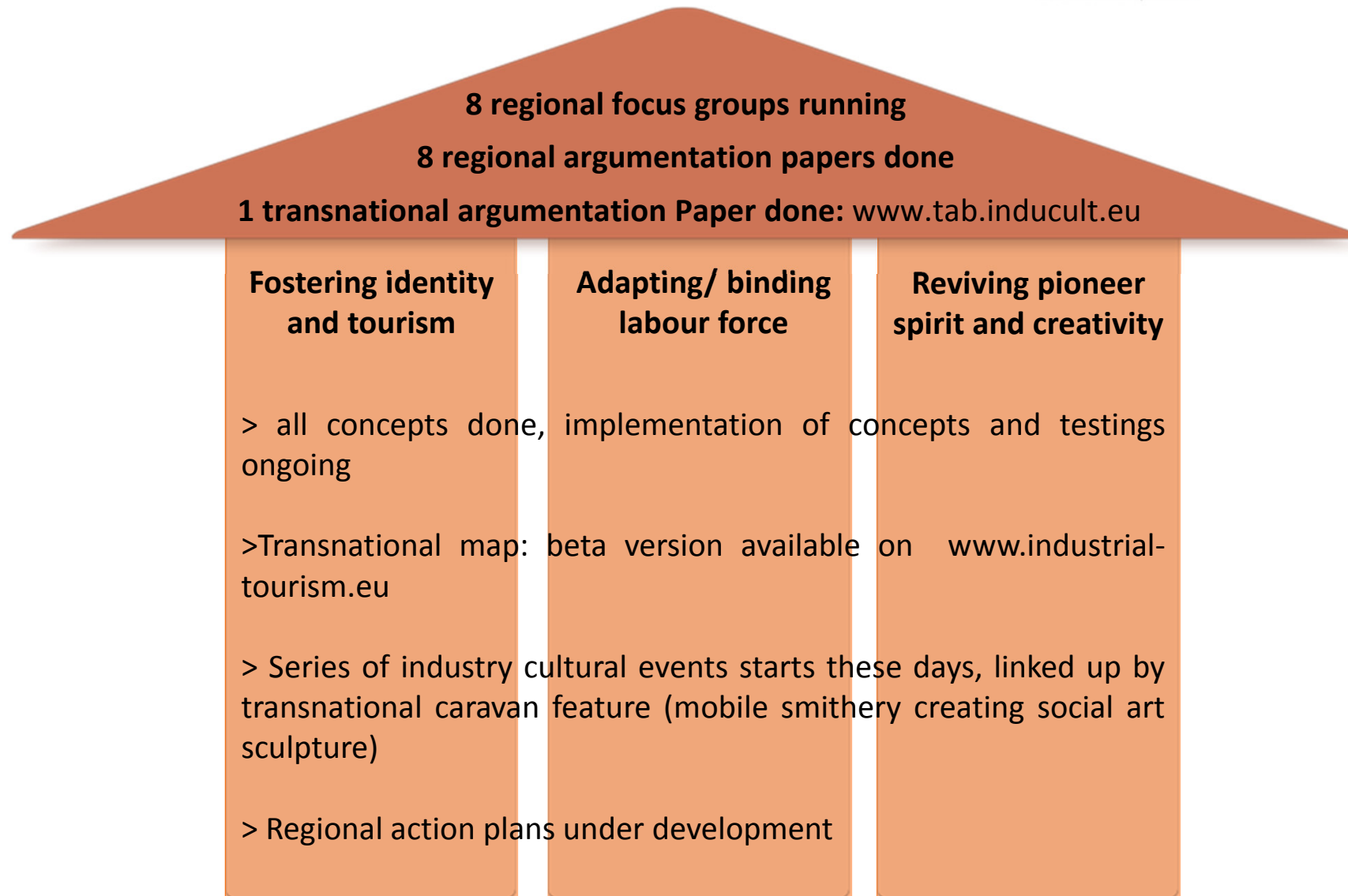
*Improving exterior
appearance of
industrial quarters*

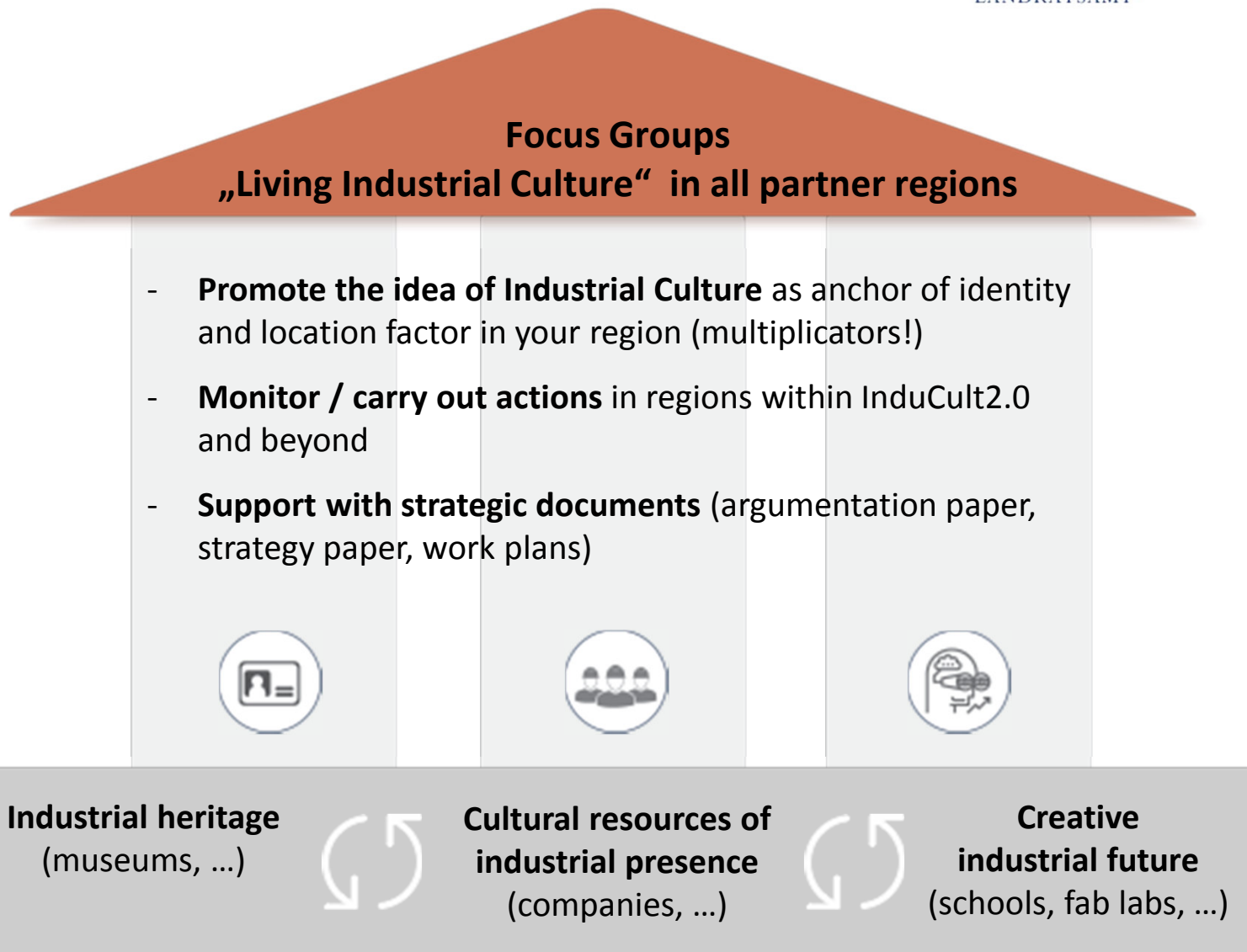
*Setting up creative
centres in an old-
industrial sites*

*Cross-linking creatives
and industry*

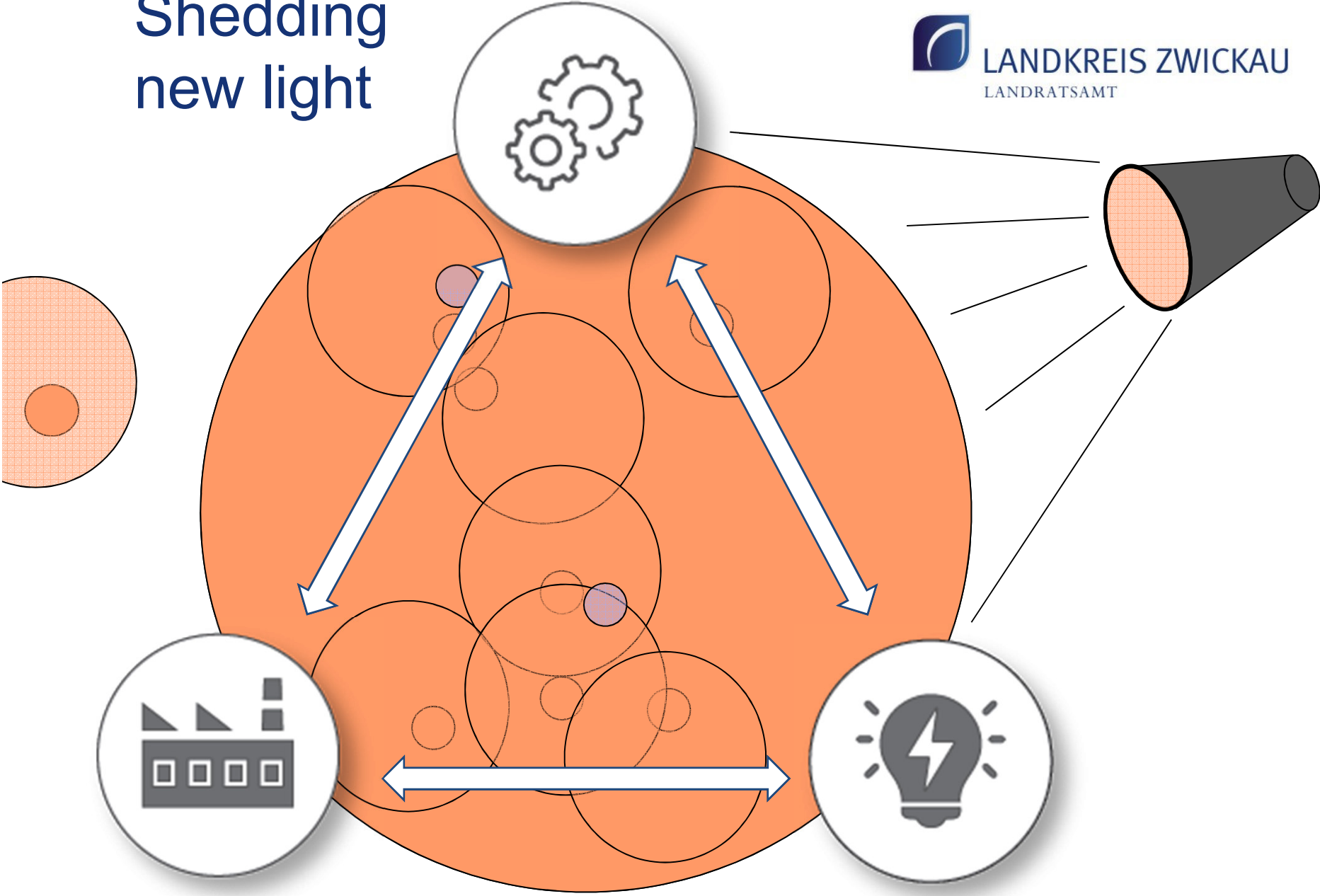


First results





Shedding new light



Thank you for your attention!

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This presentation is not for publishing!



Author: MSB, Zwickau