



Past - Present - Future



# THE DAYS OF INDUSTRIAL CULTURE IN THE DISTRICT OF ZWICKAU

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Implementation report

Version 1  
11 2018

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T2.4.2



RP 5



PP1, District of Zwickau



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## 0. Abstract

Rural industrial areas are fighting a bad image as dusty and old-fashioned. Shaping the regions' image and the regional identity could help to transform the somehow negative image of these regions. Industrial culture and industrial tourism are chances for old-industrial regions to promote their heritage as well as the living industry. The District of Zwickau uses the potential of regional industrial culture to foster tourism and regional identity by conducting the regional industry-related cultural event "Days of Industrial Culture in the District of Zwickau", which took place from 21. September till the 29. September 2018. The document summarizes the results of the implementation of the "Days of Industrial Culture" in the District of Zwickau by the Tourism Association Zwickau.

## 1. Project Context

InduCult2.0 defines the idea of living industrial culture in central Europe ([www.inducult.eu](http://www.inducult.eu)). It aims to reveal, strengthen and utilize the unique cultural character of industrial regions. This project does not only deal with the preservation and utilization of cultural heritage, but it brings together past, present, future and creative assets in an innovative work package. Thus, museums, schools, companies and creative communities work together to create a successful cooperation. This is the key for living industrial culture as a vivid concept that reflects current transformations of industrial economy and shapes cultural perceptions of the regions.

Work Package T2 compiles a range of awareness-raising activities, e.g. industrial tourism combining heritage and present. All T2 activities are laid out to connect industrial heritage and current/upcoming cultural resources. The partners actively engage a wide range of stakeholders (chambers of commerce, companies, museums, universities, etc.). Thus, InduCult2.0 can build on results of the forerunning CE project SHIFT-X - which focused on the heritage aspect only - and integrate them on a higher level.

In T2.4.2 PP1 supported the regional industry-related cultural event "Days of Industrial Culture in the District of Zwickau", which took place from 21. September till 29. September 2018, to promote pilots in T2/T4 towards their regional public. The event was linked through the transnational touring feature C3.1 and C3.2.

## 2. Introduction

In 2010 the city of Chemnitz started with the annual event "Days of Industrial Culture Chemnitz". The concept of the event grew over the years and today the "Days of Industrial Culture" is a well-known event, including various offers for different target groups. The "Days of Industrial Culture" start on a Friday morning with the "morning shift". Companies as well as educational institutions invite pupils to visit the companies and learn about industrial production, regional company history or career paths and job offers. Another offer is the "night shift" where companies open their doors to the public. Interested people register for the events online and most of the events are fully booked in advance. The companies develop different kinds of events: some of them show the production sites, others also supply food, arrange discussion rounds or other cultural highlights that accompany the tour in the factory. The "Days of Industrial Culture Chemnitz" are also known for the RAW-festival that takes place at a different location every year. The RAW-festival is located at old-industrial sites to raise awareness for the regional industrial heritage. Creatives, associations or

musicians can present themselves at this event. The RAW-festival is a family event in the daytime and at night it attracts the youngsters for partying.

In 2017 the District of Zwickau and the District of the Ore Mountains joined the event for the first time, however only for the “night shift”. The District of Zwickau supported 9 companies to organize their own events and become part of the “night shift”. If a company wants to participate it pays a fee to the CWE (Business Support Organization of the City of Chemnitz). The CWE on the other hand provides the digital infrastructure for registration and is also responsible for marketing activities.

In 2018, the Tourism Association Zwickau was responsible for the cooperation with the CWE to expand the “Days of Industrial Culture” to the whole District of Zwickau. The companies that already joined the event in 2017 were satisfied with the results and some of them were open to also offer events at the “morning shift”.

After such good feedback the Tourism Association Zwickau was willing to further promote the “Days of Industrial Culture”. In the frame of InduCult2.0 (T2.5.3 Touristic Cooperation) Christian Volk, a student of the University of Chemnitz, had already developed recommendations of how establish the “Days of Industrial Culture” in the District of Zwickau.

Because the City of Chemnitz, the District of Zwickau and the Rochlitz valley are planned to become one single touristic destination the organization of the “Days of Industrial Culture” took place under close cooperation of the participating partners and a joined marketing concept.

This document summarizes the results of the implementation of the “Days of Industrial Culture” in the District of Zwickau by the Tourism Association Zwickau from 21. September till 29. September 2018.

### 3. Objective

The existing concept of the “Days of Industrial Culture Chemnitz” served mostly to present participating companies enhancing their image and acquiring new apprentices and qualified employees. The RAW-Festival addresses a very young target group that is confronted with the unpopular term “industrial culture” in a fresh, innovative and “cool” way. The purpose is to freshen up this central subject of the region.

Whereas the City of Chemnitz already achieved first successes in promoting the image of the subject of industrial culture, there is still work to be done in the District of Zwickau. Despite being an economically prosperous district with renown and established companies, who are the main employer of the region, the inhabitants of the District of Zwickau have not yet identified themselves as being part of industrial culture. Also, the history, the mentality and the architecture of the district are fundamentally influenced by the industrial evolution. Not just in the past but also in the present.

Therefore, the implementation of the “Days of Industrial Culture“ in the District of Zwickau from 21. September till 29. September 2018 aimed at:

1. To establish the subject of industrial culture as central theme for the region of Chemnitz/Zwickau
2. Outward- and inward-marketing
3. Recruiting qualified Employees
4. Promoting InduCult2.0 public event and pilot activities of the District of Zwickau

(For further details see 2. *Objective* in the concept for the “Days of Industrial Culture“ in the District of Zwickau” in CE31\_InduCult2-0\_D\_T2-4-1\_PP1\_Days of Industrial Culture\_31052018.pdf)

## 4. Actions and Events

The “Days of Industrial Culture” can only be established successfully when there is a well functioning network of museums, companies, touristic institutions, Business Support Organizations of the districts and local communities, advocacy groups of companies and touristic marketers.

Together, each partner using their connections, the following target groups were addressed: schools, end-consumer, travel agencies, youngsters and adults, apprentices and graduates, commuters and potential returners.

The following events of the “Days of Industrial Culture Zwickau” were implemented in September 2018:

### **21. September 2018 - “morning shift”**

Pupils and students could inspect production sites, research laboratories, innovation workshops. They also got information on options for apprenticeships and study programs. The participating institution was the “Westsächsische Hochschule Zwickau - University of Applied Sciences Zwickau”.

### **21. September 2018 - “night shift”**

The companies of the region opened their doors to public tours (reservations via booking system) and at the same time used the opportunity to present themselves in connection with an Open Day. Participating companies were:

- Thyssenkrupp System Engineering GmbH
- Linamar
- H&T ProduktionsTechnologie GmbH
- WESTFALIA Presstechnik GmbH & Co.KG
- Siebenwurst Werkzeugbau GmbH
- Aesica Pharmaceuticals GmbH
- Continental Automotive GmbH
- Friweika eG
- USK Karl Utz Sondermaschinen GmbH
- Geberit Lichtenstein GmbH
- Werkzeugmaschinenfabrik Glauchau GmbH
- Industrieofenbau Aue GmbH
- Roth GmbH
- WAREMA Sonnenschutztechnik GmbH

## 22. September 2018 - “Day of a Leap in Time”

This day was mostly suited for museums and touristic key players with their broad range of offers with some special offers for this day. Participating museums and touristic key players were:

- Museum „Hammerschmiede“
- Star-Radio Rochlitz
- Priest Houses Zwickau
- ART COLLECTIONS ZWICKAU Max-Pechstein-Museum
- Castle Augustusburg - Motorcycle Museum
- German Agricultural Museum Blankenhain Castle
- August Horch Museum Zwickau
- Museum for Textiles and Motorsport Hohenstein-Ernstthal
- Esche-Museum
- Castle Wolkenburg
- Mining Museum Oelsnitz / Ore Mountains
- Cloth Factory Pfau Brothers Crimmitschau
- Bridge Mountain Railway Zwickau
- House of Discoverers Reinsdorf
- Trial tour through the old town of Zwickau
- Guided tour of the Hohenstein-Ernstthal industrial culture site
- Guided industrial culture tour „Glauchau and water“
- A tour through the Sahnpark with the city gardener of Crimmitschau

## 22. September 2018 - Promoting InduCult2.0 pilot activity T2.3.2 (outdoor installation “Industry goes Public”)

The show truck containing the touring outdoor installation “Industry goes Public” stopped at the Cloth Mill Crimmitschau. The event was promoted by the Tourism Association Zwickau in a flyer for the “Night Shift” (see 8. Annexes) and on the website of the Tourism Association Zwickau (<https://www.zeitsprungland.de/?id=2978>).





(author: Tourismusregion Zwickau e.V.)

### 22.-23. September 2018 - Joining the RAW-Festival in Chemnitz

This focused on the touristic key players offering events where families with children could do various kinds of activities that were related to industrial culture, e.g. printing t-shirts, Jacquard-weaving etc. The tourism agency was a part of this festival. With the virtual reality goggles they took the visitors in three important museums. The tourism agency also did promotion there.

### 29.09.2018 - Promoting InduCult2.0 pilot activity T4.4.2 (“New spirit in old-industrial sites”: creative hub) and public event C3.2 (Travelling "caravan" - Industrial Culture on the move through Central Europe)

The local initiative Kunstplantage e.V. in Zwickau, situated on the site of a former factory for mattresses and bolsters, hosted the traveling InduCult2.0-caravan and a forging workshop took place. The event was promoted by the Tourism Association Zwickau in a flyer for the “Night Shift” (see 8. Annexes) ) and on the website of the Tourism Association Zwickau (<https://www.zeitsprunland.de/?id=2978>).

The initiative Kunstplantage e.V. is part of deliverable T4.4.2 where PP1 supports existing local initiatives in setting up a new hub for regional creative community in an old-industrial site. Therefore the event also promotes the work of PP1 in T4.





(author: Gina Zimmermann)

## 5. Results

### 5.1 Results

The implementation of the “Days of Industrial Culture“ in the District of Zwickau was successful in many ways:

- The joint organization of the event with the city of Chemnitz became more stable.
- The joint event “Days of Industrial Culture“ in Chemnitz and in the District of Zwickau will be continued.
- At the „night shift“ the number of participating companies had doubled compared to last year. Accordingly, the number of visitors might have doubled as well (750 visitors, no number available for 2017).
- The forging workshop of the traveling InduCult2.0-caravan went very well. All the 12 participants were very interested in the subject and worked with a lot of enthusiasm (see the workshop documentation on the InduCult2.0 Facebook Account and on <https://www.interreg-central.eu/Content.Node/InduCult2.0.html>). The blacksmith Gert Bruyninx enjoyed his stay during which he could exchange himself with two local blacksmiths, Christian Wehner and Sven Pflieger.



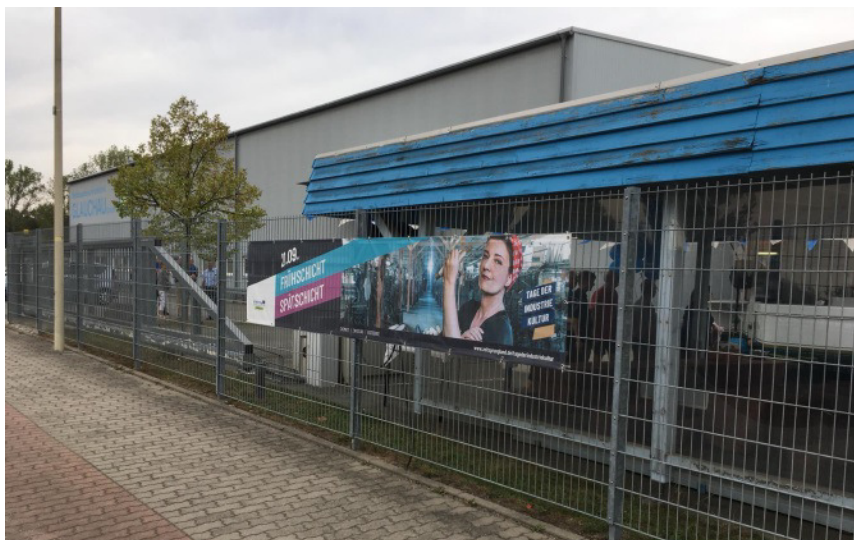
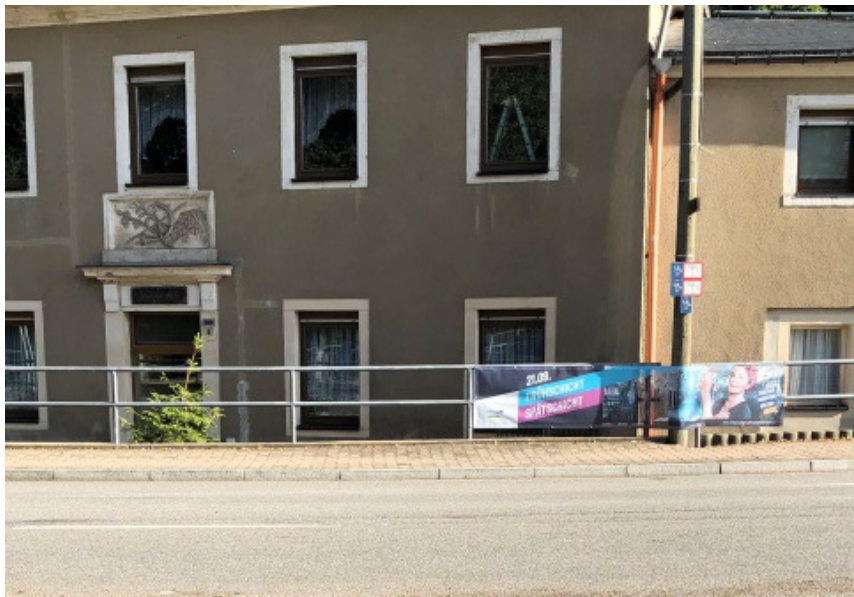
## 5.2 Applied Marketing Strategies

### Booking System

A booking system was installed and served both the marketing and the organization. All registrations were realized via this system and 690 people were registered for the guided tours for the district of Zwickau alone.

### Banner

Large banners promoting the morning shift and the night shift were produced and handed out to the participating companies and institutions (see 8. Annex). They were also hung at public places with a lot of traffic.



(author: Tourismusregion Zwickau e.V.)

### Transregional CityCard campaign

For 3 weeks, 41,000 citycards per week were distributed at 820 different locations (restaurants) in the major cities of Saxony (Dresden / Leipzig / Chemnitz / Zwickau) and Thuringia (Erfurt / Weimar / Jena / Gera / Gotha). The message on the back of the cards was used to promote the event "Days

of Industrial Culture in the Chemnitz Zwickau Region". The cards were equipped with 5 different motifs and can be used as postcards despite the advertising message. Feedback from the big cities showed that our cards reached the people, and that they were noticed.

### Flyer Campaign

Flyers were printed for the "Day of a Leap in Time" and the "night shift" (see 8. Annex). They were distributed to all tourist informations, schools, companies and public institutions in the region.

### Press Work

Several press releases were sent out and all official journals were served with them:

Stadtkurier Glauchau 19.09.2018 (see 8. Annex, PP1\_English Summary\_T2.3.2\_annex\_Stadtkurier Glauchau19092018.pdf)

Stadtkurier Glauchau II 19.09.2018

Blick 20.09.2018

Amtsblatt Hohenstein-Ernstthal 19.09.2018

Amtsblatt Landkreis Zwickau 19.09.2018

Several advertisements were placed:

Blick 20.09.2018 (see 8. Annex, PP1\_English Summary\_T2.3.2\_annex\_Blick20092018.pdf)

Freie Presse 20.09.2018

Wochenendspiegel 20.09.2018

A press conference was held, which was attended by MDR, TV Westsachsen, Radio Zwickau, Freie Presse and Wochenendspiegel. A dpa journalist provided for German-wide contributions:

<https://www.youtube.com/watch?v=SPeAWTUYfs0>

[https://www.focus.de/regional/sachsen/kultur-tage-der-industriekultur-produktion-zum-anfassen\\_id\\_9543890.html](https://www.focus.de/regional/sachsen/kultur-tage-der-industriekultur-produktion-zum-anfassen_id_9543890.html)

<https://www.welt.de/regionales/sachsen/article181443424/Tage-der-Industriekultur-Produktion-zum-Anfassen.html>

### TV spot

A TV spot was created during the press conference with TV Westsachsen (see Youtube link above). The TV spot ran several days over the TV channel in and around Zwickau.

### Schools

On different vocational training days ("Join the Tour" / "Day of Education" / "Come on in") information was passed on about the event and over 1000 Flyer were distributed. Circular e-mails to schools informed about the event. Also, at a meeting of the Work Group Schools the event was presented and advertised by the tourism agency in a half hour lecture.

The companies of the event were very satisfied with the average age of the visitors. Many potential apprentices found their way into the companies.

## 5.3 Funded by InduCult2.0

For the realization of the days of industrial culture the following positions are subsidized by InduCult2.0 and the District of Zwickau:

- Tour stop of the travelling exhibition in Crimmitschau.
- The banners promoting the morning shift and the night shift.

## 6. Evaluation

The companies were very satisfied with the number of visitors at the event. In some cases, companies are considering offering guided tours not just exclusively on the days of the event. This shows us that the interest in industrial culture in the region of Zwickau is growing and very important.

The museums were also able to report good visitor numbers. The special tours on these days received a positive response.

Unfortunately, fewer visitors attended the “Day of a Leap in Time”. This is due to the lower offer. Currently, it is considered not to continue this event next year.

The results show that the objectives could be matched:

1. The event and the promotion of the event helped to establish the subject of industrial culture as central theme for the region of Chemnitz/Zwickau.
2. Outward- and inward-marketing were achieved.
3. Recruiting qualified Employees took place in that for instance companies reported they got in contact with potential new apprentices.
4. Promoting InduCult2.0 public event and pilot activities of the District of Zwickau was achieved.

For the event “Days of Industrial Culture” also transnational cooperation took place. Within the framework of InduCult2.0 there was the opportunity to get to know other “Days of Industrial Culture”. For example, this event is also available in the regions of the Polish (PP9) and Italian (PP6) project partners. At the partner meetings there were opportunities to gain ideas and inspiration, e.g. representatives of the Tourism Association Zwickau took part in the 3rd meeting in Opole / Poland. In addition, the scientific partners gave best practice examples at the beginning of the project, which served the exchange of ideas. Through InduCult2.0, and within InduCult2.0, many impulses for the event “Days of Industrial Culture” could be gained, e.g. regarding programme items and involved actors.

## 7. Outlook and sustainability

The event will be continued next year (except maybe the “Day of a Leap in Time”). In 2019 the tourism agency wants to further increase the number of participating companies and institutions in order to give the visitors an even more comprehensive insight into the industrial culture of the District of Zwickau. The way in which the event will be organised next year depends on the participating organisations. Several institutions have already expressed their interest for 2019.

Implementing the event “Days of Industrial Culture” made clear several aspects: The public has great interest in what happens behind closed company doors; the bookings for the “night shift” were sold out very quickly. Also, the companies become more aware of their role in the region, i.e. their social responsibility. Because more and more companies participate in the event every year. Furthermore, an event like this is ideal for bringing together actors who are usually not seated at the same table. For instance, for the event museums worked together with companies and school classes went into companies. So, the closer connection between industrial cultural actors, which is promoted by InduCult2.0, is gained through this event. Also, the annual event shows that cooperation in the region takes time (every year more actors join) and needs pioneers (who participate continuously every year).

## 8. Annexes incl. picture documentation

Banner promoting the morning shift and the night shift (file name: PP1\_English Summary\_T2.3.2\_annex\_banner morning shift, nightshift.pdf)

Flyer nightshift (file name: PP1\_English Summary\_T2.3.2\_annex\_flyer nightshift.pdf)

Flyer Day of a Leap in Time (file name: PP1\_English Summary\_T2.3.2\_annex\_flyer Day of a Leap in Time.pdf)

Press release Stadtkurier Glauchau 19.09.2018 (file name: PP1\_English Summary\_T2.3.2\_annex\_Stadtkurier Glauchau19092018.pdf)

Advertisement Blick 20.09.2018 (file name: PP1\_English Summary\_T2.3.2\_annex\_Blick20092018.pdf)