### Summary description of the strategy/action plan (developed and/or implemented)

InduCult2.0 stands for an innovative approach, which goes beyond preservation and representation of the industrial past in museums. Innovatively, the project enhances an active design of industrial culture in 8 European regions through its concept of “living industrial culture” which forges a bridge between past, present and future. Intangible resources, values and traditions are considered as valuable as physical monuments and artefacts.

This concept is further outlined in the transnational strategy under the title “New Industrial Culture in Central Europe”. It provides a common vision on Industrial Culture in CE and sets objectives with a beyond-project perspective. This document addresses a wide range of actors both on regional and transnational levels who partly are not aware of their cultural role and neither of cooperation opportunities with other cultural actors. It serves as a founding statute for the transnational network of IC coordinators. As such, it makes organizational proposals incl. the network’s embedding in the existing policy and NGO landscape. Additionally, it outlines main work programme features for the network.

The transnational strategy is based on both transnational documents such as the framework paper (D.T1.1.2) and the transnational argumentation brochure (D.C.2.4) as well as regional documents as the regional argumentation papers (D.T1.3.1) and strategies (O.T1.1 / D.T1.5.1). As such, it shows the entanglement of the strategic considerations on regional level with those on transnational level, especially in the frame of the CE network of IC coordinators.
Opolskie, PL52
Chemnitz, DED5
Kontinentalna Hrvatska, HR04
Limburg, BE22
Zahodna Slovenija, SI04
Steiermark, AT22

**Expected impact and benefits of the strategy/action plan for the concerned territories and target groups**

The strategy is based on two workshops on the regional as well as the transnational strategic approaches moderated by PP2 during the partner meetings in Genk and in Sisak. These sessions helped to refine the strategic concepts of all partners and to transfer it into one joint strategic document. PP2 and PP4 elaborated a draft of the strategy, which was broadly discussed with all partners not only during the partner meeting in Sisak but also via email/zoom conferences.

As the strategy serves at the same time as founding statute of the CE network of IC coordinators all coordinators signed it during the final conference committing themselves to the guidelines and visions outlined in it. As such, it is the basis of the future work of the network.

Besides some theoretic foundations of the concept of Industrial Culture, the strategy entails a detailed work programme proposal for the CE network including a road map of the next steps beyond the project lifetime and recommendations for actions, which may help to embed the network within the regions. The partners themselves could shape this work programme as the scientific partners provided a questionnaire for them to harvest their ideas and visions.

The document also connects to further organisations, networks and projects related to Industrial Culture whose contacts may be beneficial for the CE network in future. Together with the transnational argumentation brochure it can also be used to promote the concept of Industrial Culture in public administrations, NGOs, economy, etc.

**Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders**

During the elaboration of the strategy, all partners discussed their common understanding of Industrial Culture and its strategic value with an impact on the strategic thinking both on regional as well as transnational levels. The strategy provides the CE network of IC coordinators with the guidelines and road map for the next years, which ensures its future use by the partners. It is an offer to other organisations and networks to connect to the CE network (such as ERIH with which the coordinator of InduCult 2.0 signed a memorandum of understanding) and can also serve as a model for related networks and projects.

The transnational argumentation brochure and the transnational strategy are complementary documents, which can be used not only by the project partners but also by other regions or localities who want to promote the concept of Industrial Culture for economic, touristic or cultural purposes.

**Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation**
The project has shown that the approach of Appreciative Inquiry is especially suitable for strategic discussions. Focusing first on the regional strategies and discussing these together (i.e. in the T1 session in Genk) was especially helpful to draw the draft for the transnational strategy. It also helped to embed the strategic documents in the “acropolis” model which showed the transnational strategy being the roof of the regional pillars. The project partners proved to have a rather realistic view on their future collaboration focusing on informal exchange, virtual meetings and just few personal meetings based on the transnational strategy and the work programme for the CE network of IC coordinators.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

See also the interconnected deliverables and outputs:
- Framework paper (D.T1.1.2) - the framework paper served as starting point to frame the concept of Industrial Culture serving as basis for the transnational argumentative paper and as such, finally, for the transnational strategy
- Transnational argumentative paper (D.T.1.3.3) and Transnational argumentation brochure (D.C.2.4)
- Regional strategies (O.T1.1 / D.T1.5.1)
  - Both the transnational argumentative paper and the regional strategies are the direct basis of the transnational strategy.

The transnational strategy (TS) as well as the related transnational argumentation brochure (TAB) are available as e-books on the project website:
- TS: https://tsb.inducult.eu
New Industrial Culture in Central Europe

Strategic and Programming Guidelines for the Network of Coordinators