Output factsheet: Strategies and action plans

<table>
<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE31 InduCult2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead partner</td>
<td>District of Zwickau</td>
</tr>
<tr>
<td>Output number and title</td>
<td>O.T1.1 Regional strategies on New Industrial Culture developed and presented for adoption</td>
</tr>
<tr>
<td>Responsible partner (PP name and number)</td>
<td>BSC Kranj, Regional development agency of Gorenjska, PP7</td>
</tr>
<tr>
<td>Project website</td>
<td><a href="http://www.inducult.eu">www.inducult.eu</a></td>
</tr>
<tr>
<td>Delivery date</td>
<td>02/2019</td>
</tr>
</tbody>
</table>

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 regional industrial culture through its concept of “living industrial culture” which forges a bridge between past, presence and future.

This concept addresses a wide range of actors who partly are not aware of their cultural role and neither of cooperation opportunities with other cultural actors. Moreover, intangible resources, values and traditions are considered as valuable as physical monuments and artefacts.

This strategy builds on the lessons learned and results of the InduCult2.0 project, which tried to find optimal ways for the revival and development of a new industrial culture in the Gorenjska region. It aims to link the efforts and activities of stakeholders to a coherent and sustainable approach to the development of a new industrial culture in Gorenjska.

Based on the analysis of the status-quo, the Strategy defines the mission, vision and main strategic goals, while defining and promoting the value of the new industrial culture in Gorenjska as an opportunity for regional development and its promotion as a unique identification element and characteristics of regional identity as a fundamental strategic goal.

The strategic plan comprises the two main pillars of action, namely:

- Establishment of regional governance model for new industrial culture, which will ensure the efficient management and implementation of joint projects in the region, joint promotion of new industrial culture among the local population and favourable environment for development and marketing of creative products. The development agency BSC d.o.o. Kranj will take over the role of the regional manager and coordinator for the development of the new industrial culture in Gorenjska. It has knowledge and experience in managing projects related to industrial culture.
3 strategic fields of action:
- strengthening regional identity through the development of a new industrial culture,
- promoting the employment of young people in the industry and strengthening competencies for working in industrial enterprises, and
- promoting the cooperation of creative individuals with industrial companies and the revival of traditional industrial knowledge and skills.

The Strategy defines concrete projects and activities that will be carried out over a period of five years until 2023 in close cooperation with stakeholders in the region, namely: Gorenjska museums, technical schools, industrial companies, local communities, and local tourist organizations. The projects and activities are defined in detail in 3 action plans, which are attached to the Strategy.

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

The Strategy on “New Industrial Culture” in Gorenjska region represents the first step towards a systematic and harmonized approach to the development of a new industrial culture in the region.

The main purpose is to create a common vision and strategic goals for the development of a new industrial culture by all interested partners in the region, thus providing a basis for a coordinated approach to planning and implementing projects and activities that will yield the best possible result and ensure optimum utilization of limited human, financial and other resources.

Therefore, the main benefit of the strategy is to link the stakeholders of the public and private sector and non-governmental organizations (NGOs) for a coordinated and sustainable approach to the development of a new industrial culture in the Gorenjska region. The work of the focus group will be therefore continued.

The Strategy of the “New Industrial Culture” in Gorenjska will also serve as the basis for a more visible inclusion of this topic in the main development strategy papers at the national, regional and local level, such as the Smart Specialization Strategy, the Operational Programme for Regional Development, the Regional Development Program for Gorenjska, local development programs, etc.
Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

To ensure the effective management and implementation of joint activities a governance model for the implementation of the strategic goals will be implemented. It is based on the cooperation and the active role of stakeholders in the region, open to the interested public, and takes into account the principle of sustainability. A key role has the regional manager and coordinator who will be based at the Development Agency BSC d.o.o. Kranj. He/she will take over the overall management of the development of new industrial culture in the region, coordination of joint projects and activities, as well as monitoring the achievements and results. The strategy identifies also key stakeholders and strategic partners which will be members in the Permanent Forum for the Development of a New Industrial Culture in the Gorenjska region. The main role of the Forum will be to design, coordinate and validate jointly agreed projects and activities of developing new industrial culture. For a better monitoring, the strategy defines milestones which are planned to be implemented until 2023, presumed that financing opportunities will be available.

The strategy’s implementation will contribute not only to the preservation of the rich industrial heritage of the region but also to the generation of new business opportunities in industry and tourism, as well as to the well-being of the people.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The key stakeholders, who have participated in the pilot projects and activities within the InduCult2.0 project, are highly motivated to continue activities and projects to develop a new industrial culture. All pilot projects and activities have proven to be suitable ways to develop a new industrial culture in the region. They can be used in other cities that did not participate in the InduCult2.0 project.

The main lessons learned from the set-up of the strategy are that strong cooperation of all involved stakeholders and listening to the needs of the local community is very important. Further on the example of the creative centre showed, that openness for all who want to participate, offering them support by developing their creative solutions and building trust among them, are fundamental conditions for the successful development of a creative hub.

The elimination of identified obstacles and barriers (i.e. missing regional coordination body, missing business model for launching innovative and creative products to the market, lack of funding possibilities, integration of industrial culture in the national and regional strategies and policies) would contribute to faster and more successful development of new industrial culture in the future. Raising awareness among the local population about the difference between industrial heritage and industrial culture, and on the opportunities of linking industrial heritage with culture for improving the well-being of the local population, has proved to be the most important task for the future.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex
The stakeholders developed together a regional argumentation paper (T1.3.1) that emphasizes the importance of the specific regional industrial culture. The next milestone was reached with three regional action plans that presented concrete projects in the field of regional identity (T2.6.2), economic development (T3.5.2) and innovation through industrial culture (T4.6.2).

The present regional strategy (T1.5.1) is based on discussions in the focus groups and the regional argumentation paper and supplemented by the aforementioned T2-4 action plans. It has been presented to regional policy-making bodies for approval and disseminated to target groups.

Regional Argumentation papers and Regional Strategies are available on the InduCult 2.0 website.

Regional Argumentation Brochures:
https://www.interreg-central.eu/Content.Node/InduCult2.0/RegionalArgumentationBrochures.zip

Regional Strategies: https://www.interreg-central.eu/Content.Node/InduCult2.0/RegionalStrategies.zip