Output factsheet: Strategies and action plans

<table>
<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE31 InduCult2.0</th>
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<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>
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<tr>
<td>Responsible partner (PP name and number)</td>
<td>Krajské sdružení MAS Karlovarského kraje, z. s., PP5</td>
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<td>Project website</td>
<td><a href="http://www.inducult.eu">www.inducult.eu</a></td>
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<tr>
<td>Delivery date</td>
<td>11/2018</td>
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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.

Supporting this approach, PP5 founded a focus group which met twice to support the promotion of a vivid industrial culture as well as supervise regional InduCult2.0 activities. Thus, the Regional Strategy is based on the intensive cooperation of representatives of regional economy, administration, culture, education and tourism. After developing a regional argumentation paper and three regional action plans the focus group elaborated the regional strategy paper, pointing beyond project time. Based on an analysis of already existing regional initiatives the strategy underlines the importance of a living industrial culture in present and future strategies on regional development in the Karlovy Vary region, i.e. the Local and Regional Plans for Education, LEADER strategies, or strategies on economic development. The strategy defines clear goals how a living industrial culture can be further used on regional level and how collaboration between schools, enterprises, museums, municipalities, regional representatives, creatives, etc. will continue after project lifetime. The strategy sets up a road map with milestones for the following three years as well as strategic fields of action including the cooperation of KSMASKK with the LAG Sokolovsko on strategic levels, bilateral meetings and discussion groups among stakeholders as well as concrete project ideas.

To avoid leaving responsibilities unclear, the strategy paper foresees the role of the Industrial Culture coordinator, which will be implemented at KSMASKK and will maintain the network.
### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

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<tr>
<th>Region</th>
<th>Code</th>
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<tbody>
<tr>
<td>Karlovarský kraj</td>
<td>CZ041</td>
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<tr>
<td>Ústecký kraj</td>
<td>CZ042</td>
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### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

This strategy describes ten specific goals and their implementation in specific fields of action. These fields of action are tourism development, education and knowledge of the youth on regional industries and creativity and innovation in industry. KSMASKK will spread the awareness of how to use Industrial Culture and creative thinking for the development of the region. Discussions connected to industry will continue among regional entities (schools, enterprises, museums, municipalities, region representatives, creatives, etc.).

The strategy aims at integrating the concept of Industrial Culture into local and regional development strategies as LEADER. Therefore, discussions with representatives of the Karlovy Vary region and the LAG Sokolovsko are foreseen.

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

The strategy comprises concrete dates for actions as well as milestones for the next three years. The IC coordinator will overlook this schedule and coordinate the regional network. The planned discussion groups will ensure that the discussions of the focus group will go on. The same applies for bilateral meetings between stakeholders.

In 2019 and 2020, it is planned to include the topic of Industrial Culture into the new priorities for the next LEADER Strategy as well as in the Strategy for Development of Competitiveness in the Karlovy Vary Region.

The IC Coordinator will also keep contact with the other regional IC coordinators organizing transnational exchange on best practices and new project ideas.

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

During the focus group meeting held on October 4th, 2018 the stakeholders discussed the strategy and identified further key needs in the region. These are:

- the cooperation in the field of industry support, creativity and technical education
- informal meetings of the stakeholders at least once a year
- the creation of more innovative and diversified tourism products

These points have been addressed in the strategy and will be followed further on. Highly appreciated was the cooperation of schools and industrial enterprises. Both teachers and pupils liked the
experience with job interviews, excursions in the companies, discussions and lectures with employees of factories as well as workshops. Most schools and enterprises decided to maintain their newly established cooperation and develop similar partnerships with new entities and companies. Also other activities like the Industrial September were well received by the public and should be followed.

The transnational value consists on the one hand in the exchange with partners about appropriate contents of the strategy which took place in the half-yearly partner meetings $4$ (Opole) +$5$ (Sisak). On the other hand, this regional strategy is also a basis for the transnational strategy developed by the scientific partners in the project for the Central European coordinators’ network of Industrial Culture. Finally, structure, contents and approach are available through a summary for re-application in other regions.

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:  