**Output factsheet: Strategies and action plans**

**Project index number and acronym**
CE31 InduCult2.0

**Lead partner**
District of Zwickau

**Output number and title**
O.T1.1 Regional strategies on New Industrial Culture developed and presented for adoption

**Responsible partner (PP name and number)**
Stebo Competence Centre Community Development, PP10

**Project website**
www.inducult.eu

**Delivery date**
12/2018

**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, present 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. During the project a focus group was installed, connecting sectors and stakeholders which in general - due to different agendas and policy programmes - are not in close contact. Stebo is the main actor in designing and pursuing the strategic targets, yet doing so together with the focus group and the stakeholder network, and touching numerous relevant sectors (e.g. education, labour-market, entrepreneurship, heritage, housing, tourism). The focus group has defined the basic premises for the project implementation and setting out the first strategy lines and future challenges. The strategy paper outlines the future strategies for implementing Living Industrial Culture in the province of Limburg. It describes the current building stones present in the region, how they were further developed during the InduCult2.0 project and how they can support in the ongoing industrial transition processes - both in the fields of society and economy. The strategy aims at communicating and realizing the idea that a progressive Industrial Culture, shaped by the communities who have lived it and are still living it, comes in as a key transformative power in this transition. It sets also up a road map with milestones until 2030 and developed five strategic targets: a) Deploying Industrial Culture as an innovative catalyst within entrepreneurship, b) Investing in Industrial Culture as a matchmaker between Industry 4.0 companies and job-seekers, c) Introducing Industrial Culture as a building stone
in society and living environments, d) Presenting Industrial Culture as a premise for locally supported sustainable energy projects, e) Introducing Industrial Culture as a connectivity factor in thematic (international) networks.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Limburg, BE22

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

The current industrial landscape in the province of Limburg is populated and shaped by inhabitants with still a strong connection to the manufacturing industries. The competences, mentality and culture of these blue-collar workers (and their children) can contribute a lot to the industrial transition. But the benefits and opportunities of the region’s rich Industrial Culture are not yet maximized today. The added value of Industrial Culture for the regional development are indisputable, but not yet fully recognized and implemented by the relevant actors. Stebo will further integrate Industrial Culture into its corporate identity, will set the theme of Industrial Culture in each of the structures (General Annual Meeting, stakeholder network, and policy makers) and shape it as an opportunity according to the fluctuating (policy) priorities set in regional development. PP10 will communicate on the topic of Industrial Culture to policy makers and respond to them by introducing new relevant members in the General Annual Meeting, and in the stakeholder network, which will be further developed during the upcoming years, and representing many relevant sectors, local and regional policymakers.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders
The tasks of the installed focus group will be transferred to Stebo’s Board of Directors, and the strategic outlines discussed by the General Annual Meeting. The strategy will not be executed by a policy making body or a region, but by the organization itself. In that task Stebo reaches out to a broad stakeholder network which will be further developed during the upcoming years. In each of the structures (General Annual Meeting, stakeholder network, and policy makers) Stebo will set the theme of Industrial Culture and shape it as an opportunity according to the fluctuating (policy) priorities set in regional development. As proven by the focus groups, Industrial Culture has many dimensions and is relevant in multiple sectors (heritage, education, community development, housing, labour market, landscape and nature). There are still many open opportunities, which could be cashed once cooperation between these sectors is maximized. Coordination will be enhanced on an international level through membership of the established Central European Network for Industrial Culture. Stebo will introduce the topic on diverse network agendas, which has led to a regional development approach touching upon and connecting all relevant sectors.

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

Working on actions to enhance the relationship between creatives/employees and industry, Stebo has reinforced its relationship with existing stakeholders and was able to broaden its network with new companies and support organizations active in the industrial sector. PP10 took the necessary steps to prepare its organization on closer and more frequent contacts with manufacturing companies. Having found out that this requires a more employer-oriented approach, a number of Stebo employees have received training on these aspects. Peering with other project partners has proven very valuable regarding tools for matching creative entrepreneurs with companies (e.g. Pantopicon Antwerp, Creative Camp methodology elaborated by the POLITECNICO OF MILANO). A delegation from the Zwickau region (Germany) also visited The Box for inspirational purposes. Actions have been communicated on all (policy) levels ranging from local events and guidance-learning trajectories, towards presenting the project at the European Parliament in Brussels (March 2018). Stebo will present Industrial Culture as a best practice example in European methodological networks (e.g. Appreciative Inquiry).

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

See also the interconnected deliverables and outputs:
- Regarding the general role of industrial culture in the region - PP10’s Regional argumentation paper (T1.3.1)
- Regarding detailed Regional action plans that present concrete projects in the field of regional identity (T2.6.2) economic development (T3.5.2) and innovation through industrial culture (T4.6.2) (summarized in one output factsheet)

- Regarding the strategic usage of Industrial Culture for further development - PP10’s regional strategy (T1.5.1)

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

The Regional Argumentation papers and Regional Strategies and all project outputs are available via www.inducult.eu

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