**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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</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>
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<tr>
<td>Responsible partner (PP name and number)</td>
<td>Municipality of Leoben, PP3</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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<td>Delivery date</td>
<td>02/2019</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, PP3 founded the regional focus group “Industrial Culture along the Styrian Iron Route (Steirische Eisenstrasse)” to support the establishment of the new concept of industrial culture as well as supervise regional InduCult2.0 activities. The members of the focus group were representatives of regional economy, regional development, administration, culture, education and tourism. Together they developed a regional argumentation paper emphasizing the importance of the specific regional industrial culture. The next milestone was reached with the development of three regional action plans. Then, the focus group elaborated the Regional strategy, pointing beyond project time. In the strategy, each field of action is briefly characterized. The aims of the regional strategy paper are to make aware, illuminate and anchor living industrial culture as an essential element in the identity profile of the rural district and its towns and communities, to explain the different ways in which industrial culture can come to life, and to give strategic recommendations for action for a contemporary industrial culture roadmap for the next years. The strategy paper primarily addresses the political, cultural and economic decision-makers of the region “Styrian Iron Route (Steirische Eisenstrasse)”. To avoid leaving responsibilities unclear and to create the highest possible level of commitment in the future promotion of Industrial Culture, the strategy paper recommends to...
nominate the association Styrian Iron Route as coordinating institution for industrial culture for the time beyond the project duration.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)
Steiermark, AT22

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

This strategy is the result of intensive cooperation between a wide range of actors. With its recommendations, the strategy primarily addresses the political, cultural and economic decision-makers of the region 'Styrian Iron Route'. There are 4 essential fields of action for a living industrial culture defined: It is considered as everyday culture, as corporate culture, as a culture of innovation, and as image of the region and it is characterized by its cross-sectoral character: It relates the fields of culture, economy, tourism, education, creative industries and civil society to each other. The strategy recommends the establishment of a regional core team consisting of the anchors of the developed stakeholder network and continuing the work of the focus group 'Living Industrial Culture along Styrian Iron Route'. Each participating institution should assume responsibility for ensuring that Industrial Culture is perceived in its field of work and carry out/support appropriate actions in the future and continuing the transnational cooperation. The strategy was presented to the regional policy-making bodies for approval and disseminated to target groups.

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 milestones for the next years. In order to create the highest possible level of commitment, the paper recommends the establishment of a core team based on the experiences of the InduCult2.0 project. The team should preferably consist of the network anchors: Association Styrian Iron Route, Museum Association Styrian Iron Route, Tourism associations Erzberg Land & Leoben and selected members of the focus group representing economy, municipalities, the mining university of Leoben, schools and civil society incl. traditional clubs and cultural institutions. These key actors have signaled their fundamental willingness to work together as a core team and to shape the actor forum. The core team continues the work of the focus group ‘Living Industrial Culture along the Styrian Iron Route’ and will primarily work e.g. on the following tasks: regular exchange between the actors in the region, joint development of industrial culture projects, networking with funding institutions. The structure, the content and the whole approach of the Regional strategy are available through the summary for re-application in other regions.

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

According to the participants of the focus group, the developed strategy fulfills the intended objectives completely – the stakeholder’s feedback was very positively regarding its existence. The applied interactive process of preparation has as well been repeatedly positively commented on by the regional actors. By it, a strong commitment has been created in the actor arena for the topic, which will ensure its continued pursuit in the future.

The transnational value consists on the one hand in the exchange with partners about appropriate contents of the strategy, which took place in several half-yearly project partner meetings. On the other hand, this regional strategy is also a basis for the transnational strategy developed by the scientific partners in the project that is the foundation for the created Central European coordinators’ network of Industrial Culture. Finally, the regional actors of the core team will continue the transnational cooperation related to topics of Industrial Culture.

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 - PP3’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 - PP3’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 T2-4 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