**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>Opolskie Centre for Economy Development, PP9</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>12/2018</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, PP9 founded a regional focus group of important regional actors and stakeholders of different backgrounds that was convinced that the concept of industrial culture could play an important role for the development of the Opolskie region. The aim of the regional strategy for implementing living industrial culture is to transfer visions based on regional arguments and approaches into strategic objectives, action priorities and themes of actions. The strategy is based on the concept of and arguments from the Regional Argumentation Paper presented to public within the Regional Argumentation Brochure, and on the three Regional Action Plans developed by the focus group. The planning of regional actions had a strong impact of defining strategic priorities (P) and types of activities (TA) of the regional strategy that has been finalised after the incorporation of lessons learnt related to the main regional actions. The strategy is structured into a three-step hierarchy of one common strategy objective (O), action priorities (Px) and themes of actions (TAx). Each field of action is briefly characterized and strategic recommendations are formulated. The strategy include key arguments for a living industrial culture, defines goals how this concept could be further used on regional level and how the regional stakeholders worked together in pilot planning and implementation. It sets also up a road map with milestones for the following years.
### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Opolskie, PL52

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

According to the developed strategy, the historical and contemporary context of industrial culture as well as the process of the defining regional smart specialisations in the industry of the Opolskie region led to point out six core benefits on how Industrial Culture will benefit regional development. Thanks to Living Industrial Culture the region will take care of the foundation of its identity, raise awareness of youth about industry and smart specialisations, enrich its cultural and tourism offer, establish space for dialogue between creatives and industry, strengthen pull factors, and ensure a better use of endogenous resources. The Regional Coordinator for Industrial Culture will provide support for concepts, planning and evaluation within the continuous improvement process in the region. He will also provide guidelines to chosen partners for organizing regional flag events related to industrial culture, and will seek for best practices and review regional actions within national, European and transnational networks (e.g. Central European Network for Industrial Culture, S3 Platform, ERIH, THE Halle, etc.).

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### 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. Regional Review Meetings and a regularly update of the Regional Action Plans are important tools for the established Regional Coordinator for Industrial Culture to ensure that the planned regional actions are relevant to the scope of strategic priorities and S.M.A.R.T. (Specific, Measurable, Achievable, Realistic, Time-bound) requirements. Regional review meetings and meetings with European networks will support the improvement process of key regional activities, especially the regional flag events and industrial tourism offers that will strengthen the transnational value of the living industrial culture of the Opole region. The strategy is a basis for recommendations for the Regional Innovation Strategy (RIS) for Opolskie Voivodeship for 2020 and the Development Strategy of Opolskie Voivodeship for 2020. Another recommendation will be presented during the consultation process of the regional development strategy and the RIS for the period 2021-2027.
Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The concept of Industrial Culture convinced many regional actors and leaders of different backgrounds in the Opole region participating in the focus groups. Within this regional network there was conceptualised, planned, implemented and evaluated the project milestone actions. The strategy based on the lessons learnt from these actions. Using modern technologies from the creative media industry gave most outstanding results in conducting the actions. The stakeholders assessed that the appreciative approach has been necessary for a sustainable culture of collaboration. The evaluation of the quality of actions by the regional network was important. The involved regional actors underlined that their main interest is the continuous improvement process of actions related to industrial culture. Using industrial culture will help solving key problems in the regions like answering to brain drain and slow decline of creative industry, fostering social inclusion and quadruple helix collaboration, and fostering linkages between culture and industry for development and defining smart specialisations. The milestones for strategy implementation refer to strong regional and transnational cooperation.

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 - PP9’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 - PP9’s regional strategy (T1.5.1)

The present regional strategy 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.
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