**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>Padova Chamber of Commerce, Industry, Craft and Agriculture, PP6</td>
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<tr>
<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>05/2019</td>
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</tbody>
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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 the Padova Chamber of Commerce has established a regional focus group with local stakeholders in the Veneto region, which dealt with the task to define the strategies to conceive and then implement the actions foreseen in the InduCult2.0 project. The focus group contributed to the identification of the main paths for the development of regional argumentation papers, regional action plans and elaborated together with local stakeholders the regional strategy. The strategy defines clear goals how a living industrial culture can promote the regional development in Veneto region after project runtime. The focus group’s activities supported setting up a roadmap for the realisation of the planned actions regarding industrial culture after project lifetime. The common vision of the proposed roadmap starts from the idea that only a holistic and cross contamination approach will have the capacity to release the innovative potential of the living industrial culture. The key challenge for the future is represented by the ‘new generations’ and new skills required by a very flexible and fluid definition of the market (Industry 4.0). The established Regional Multistakeholder Forum will be in charge to care for the realisation of the developed roadmap based on the regional strategy.
**NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)**

Veneto Region, ITH 3

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

The “Veneto model” of industrialization highlights the importance of the exchange of ideas and competences between different sectors to generate new common benefits for achieving “innovative” knowledge. In the Veneto Region, the industrial heritage represents a very interesting peculiarity also in terms of tourism attraction. This objective is achieved involving not only the industrial companies, but also the key actors of tourism value chain in Veneto Region. The common vision of the roadmap proposed in the strategy contains four key features: At regional level, there is a great potential to match creativity to industrial production. Another challenge will be the promotion of the local industrial cultural resources to foster regional identity and industrial tourism. Linking living productive industries to cultural and creative industries but also to the rich cultural heritage represented by regional historical origins and paths, become essential to create a clear regional identity well connected to the regional peculiarities. To link large industries to SMEs moreover might be a new proposed approach because SMEs have rather no marketing strategies to attract skilled staff in rural areas and are often enable to start up innovation processes.

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

The policy makers in particular represented by the Regional Government will be the first regional body called to approve the proposed roadmap. The present document will become an integral part of the agreement for common defined strategies mutually agreed by all parties (public and private decision makers). The establishment of a Regional multistakeholder forum is an important outcome of the joint work done by the regional focus group. The forum will be in charge to care for the realization of the roadmap and the proposed actions, and the sustainability of the services and actions successfully tested in the framework of InduCult2.0 project. Representatives of Confindustria, the regional association of Industrial companies, and of the regional government, already confirmed the intention to cooperate for the sustainability of the proposed actions, after the project’s end. The regional strategy outlined and its features contains several propositions, which could be realized also in other European regions.

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**Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation**
The input from the scientific partners of InduCult2.0 project, as well as the peering with the regional partners, have been valuable to help the local partners and its stakeholders developing the concept for a regional living industrial culture. As defined by the developed argumentation papers and laid-out in the strategy, Industrial Culture is considered in different ways: pioneering spirit; networking strategies and clustering; continuous innovation, and recognition of the value of creativity; awareness on the value of industrial heritage; new jobs opportunities; transfer of knowledge by story-telling. The developed roadmap regarding short and medium terms actions or long-term visions is coherent with the existing regional legal and strategic framework. Within the Regional Operative Programme for ERDF funds 2014-2020, the Region is already promoting interdisciplinary projects by financing initiatives proposed by formally set up Enterprise network. The strategic value of cooperation and the contacts created within the project can be provided successfully if the partner regions will keep the commitment, e.g. keeping the updating of the developed transnational industrial tourism website (www.industrial-tourism.eu). Other ideas, like the creation of an Association of “Company Towns”, could be useful within a transnational Central European strategy framework.

**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 - PP6’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 - PP6’s regional strategy (T1.5.1)

The present regional strategy is based on discussions in the focus group and on 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