**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.

PP 8 defined its strategy after a series of participatory consultations and workshops with as many relevant stakeholders as possible from the region (focus groups) in order to have final results and recommendations in agreement with all who could have a positive impact on its implementation.

The document starts with a recognized set of circumstances at the level of the Sisak-Moslavina County related to industrial culture including presentations of its potentials. By further analysis, it checks the specific situations and challenges of successful implementation of the proposed priorities. In this context, explicit values have been highlighted, existing activities recognized and priority actions emphasized that the County should target to exploit its potentials of industrial culture. Specific stress has been put on six key actions which are the basis of successful regional development to create a unique place appealing to visitors and investors (see below).

Finally, the document mentions key moments of the Action Plans (for the period 2019-2021) and proposes an evaluation methodology including levels of sustainability.
NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Kontinentalna Hrvatska, HR04

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

The regional strategy has been elaborated in line with the County Development Strategy 2017-2020 and will therefore have a long-lasting effect on the development of the region. It has been confirmed by key stakeholders and focus groups which expressed the clear intention to include recommendations from the Strategy into (any) other strategic documents and considerations when relevant and contribute to its suggested actions thus enabling the Strategy to reach its goal.

The following priorities have been defined:
1. Scattered centre of industrial culture of the County
2. Implementation of regional industrial culture route
3. Initiation of a (nationally relevant) institution based on values of industrial culture
4. Development of entrepreneurship anchored in an industrial culture
5. Educational development and experience exchanges related to industrial culture

By promoting the strategy, Sisak-Moslavina County will strengthen the regional cultural identity and apply an innovative approach to promote the revitalization of industrial culture and sensitize the public on cultural industrial heritage.

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

The strategy has integrated the action plans for the period of 2020 - 2023 and was created by the key members of the focus group: Sisak City Museum, Regional Development Agency Sisak-Moslavina County SIMORA, Interpretation Center of the Banovina Heritage. It will be regularly evaluated by the County.

Activities will continue in cross linking cooperation with public, business and civil sector institutions in the form of joint initiatives, programs and projects for the development of the regional identity of industrial culture. The County will provide support for initiatives, development and innovation of creativity in the regional cultural resources.

For the purpose of further concrete projects defined in the strategy, the financial resources have been secured by County budget in 2019.

Sisak-Moslavina County will through its own resources and EU funds endeavour to implement the activities listed in the strategy in order to provide examples of good industrial culture practices to other regions.
Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Due to the positive experiences with the elaboration of the regional strategy, Sisak-Moslavina Count has the intention to start a series of changes directly affecting the way of managing industrial culture. The strategy highlights also possible risks towards its sustainability that have been identified during the elaboration process:

- **social sustainability** = insufficient communication about strategic priorities and what they want to achieve towards the local / regional community, which consequently does not create desirable cohesion and pride

- **economic sustainability** = insufficient or unsuccessful distribution of adequate programs of encouragements for small and medium-sized entrepreneurs; limited financial resources for realization of eco-museum/scattered centre, regional interpretation route of industrial culture and Experience Centre for Science and Industry

- **environmental sustainability** = potential risk of unintentional attraction of non-ethical investments

- **cultural sustainability** = similar to the first (social sustainability) the main risk is possible non-recognition of local/regional community and its identification with set priorities if they are not communicated well, and transparently

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.

