**OUTPUT FACT SHEET**

Pilot actions (including investment, if applicable)

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<th>Project index number and acronym</th>
<th>CE31_InduCult2.0</th>
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<tr>
<td>Lead partner</td>
<td>District Zwickau</td>
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<tr>
<td>Output number and title</td>
<td>OT2.1</td>
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<td></td>
<td>Implementation 2 “Industry goes Public”: Industrial culture centre (DT2.3.3.)</td>
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<tr>
<td>Investment number and title (if applicable)</td>
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<td>Responsible partner (PP name and number)</td>
<td>Stadtgemeinde 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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**Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character**

Inhabitants of industrial regions are not always aware of the strengths and potentials of their existing industrial culture. Therefore knowledge about industrial culture and its means should be presented in an attractive and innovative way. To reach this aim a concept has been prepared for the mining and metallurgic region Styrian Iron Route to meet this demand by staging the region by means of an app, which represents a virtual visitor center. It leads visitors in situ to industrial heritage sites (industrial culture dimension “past”) as well as to living industry sites (industrial culture dimension “present”). Being the region’s industrial culture center the starting point is the museum center Leoben, where also VR googles allow to dip into the regional industrial culture.

The app offers an industrial-culture-related journey across the Styrian Iron Route and can be downloaded at the Apple App or the Google Play Store. Users go on a scavenger hunt and visit different industrial cultural sites in Leoben, Eisenerz and along the Styrian Iron Route. By scanning a QR-Code the visitors receive interesting information about the site. Once the user has visited all places, he/she receives a travel guide book of the Styrian Iron Route.

**NUTS region(s) concerned by the pilot action (relevant NUTS level)**
Eastern Upper Styria, AT223

Investment costs (EUR), if applicable

-

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The pilot raises awareness for the topic of Industrial Culture among two important target groups:

1.) The app has been tested by different regional stakeholders (internal employees, politicians and focus group members) before the release. We received positive feedback and some additional ideas from the test persons (e.g. “push notifications” to promote industrial cultural events, touristic offers or related information to industrial culture). Some test persons from the project focus group want to receive further information about the development of the app as they are thinking about the production of similar apps.

2.) With an app, a big (mainly visiting) audience can be reached, it is easy to handle and can be easily filled with new information. By adding the push notification users can additionally be informed about other industrial cultural events and offers. Actually it seems to be more practicable and exciting to distribute information via the internet or on smart phones than in visitor centres.

The content of the app can constantly be broadened and filled with new developments or with ideas from stakeholder involvement. In this way locals should become more aware of industrial culture in their region and slowly but steadily industrial culture will develop a unique identity in the region.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The app was developed, tested and running in the project run-time and will serve as a tool for informing visitors and locals alike about the Industrial Culture of the region beyond the project. The content will be upgraded in future after a one year trial period. The app will be promoted at a press conference in 2019, on the website of the city of Leoben and with small info cards. This is seen as crucial, as to build continuous interest in the topic of Industrial Culture in the region.

The app was developed for a specific industrial culture route (Styrian Iron Route) around Leoben/Austria. Nevertheless, the tool can be easily filled with different local and regional information and therefore can be used in any region. The concept can give other regions an idea of how industrial culture can be presented with highly technological tools.
### Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Originally a different concept for an interactive way to present industrial culture was planned. The idea was to present industrial culture to different target groups by using a container as a hotspot for interactions. The container was supposed to act as a mobile visitor center. It turned out that a container solution can’t be realized due to the high costs (far beyond the InduCult budget), and therefore – as stated in the concept – technological gadgets were developed alternatively in form of an app, which represents a virtual visitor center.

Within the partnership, PP8 (Sisak, Croatia) worked on a similar idea and information was exchanged via the working group 2 of InduCult.

### Contribution to/ compliance with:
- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

All regulatory requirements both national and European were matched, environmental effects have been taken into consideration and the pilot follows all relevant equal opportunities and non-discrimination guidelines.

### References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex

Linked to delivery report T2.3.3.

Summary pilot implementation report, incl. pictures available via [www.inducult.eu](http://www.inducult.eu)