OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)  Version 2

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<th>Project index number and acronym</th>
<th>CE31_InduCult2.0</th>
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<td>Lead partner</td>
<td>District of Zwickau</td>
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<td>OT2.1 Implementation 3 “Industry goes Public”: Mobile Showcase - Relinking factories and locals (DT2.3.5.)</td>
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<td>DT2.3.6. Investment related to pilot implementation 3 “Mobile Showcase”</td>
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<td>Responsible partner (PP name and number)</td>
<td>Krajské sdružení MAS Karlovarského kraje, z.s., PP5</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

The general goal of InduCult2.0 project is the support of creativity and innovation in the industrial sphere and its heritage. The text described a part of the activity, whose aim is to spread information about interesting enterprises in the pilot region. This particular goal was fulfilled by the prepared study and pilot verification for the creation of a Mobile Exhibition.

The contents of the pilot was to arrange the Mobile Exhibition called „Industry goes to the public“, including its promotion and the contents of the showcases. The exhibition showed the history and products of innovative regional companies. The exhibition had to be moved according to the scheduled plan, where eventually the showcases would be placed in the hometowns of particular enterprises.

Main aim was also to deepen the awareness of local people of their industry, its tradition and the connection to the place where they come from. The exhibition helped deepen the sense of belonging, telling the citizens that their region is worth something that something interesting and unique is happening in their home land.

NUTS region(s) concerned by the pilot action (relevant NUTS level)
Karlovarský kraj (CZ041)

Investment costs (EUR), if applicable

11 235,88 EUR

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

The pilot activity was carried out to verify the concept of the Mobile Exhibition. All planned activities were fulfilled. Via the implementation of the exhibition awareness of industry and interesting regional production was spread. The exhibition was held in three locations and later it was placed at particular towns that are home to the enterprises. The pilot activity had strong effect on the monitored area. According to qualified estimations the exhibition was visited by approximately 1200 visitors within 5 months, including many children. The showcases gave information about local enterprises, their production processes and their history, which helped to open up the companies to the public.

It is obvious that the topic of industry is interesting to the local people. Among the most popular were the showcases of musical instruments, porcelain and car industry. The opening previews were always visited by the mayors of towns, directors of schools and the public.

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

KSMASKK is planning to the exhibition again for further industrial displays. It seeks to obtain new funds to arrange other exhibitions; if possible even with more showcases. Another planned location to display the showcases is the buildings and premises of the Regional Office of Karlovy Vary. Here the display could be an enlarged exhibition until 2023.

The outcomes are very interesting also for the partners of the project and beyond, as it was verified, that this exhibition is a good way of spreading information of regional industrial branches. The Mobile Exhibition is an example of good practice also for entities outside the partnership. These outcomes can be mainly inspiring for industrial regions which so far haven’t been able to use their industrial potential to attract visitors and to improve the image of their area.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
Overall the action was a success, as it also brought KSMASKK in direct touch with different companies of the region, promoting the value of Industrial Culture. There are ways to improve the activity of Mobile Exhibition. It could contain more interactive elements that the visitors could touch and try for themselves. It would be a good idea to get in touch with more museums, which could cooperate by providing some historical exhibits connected to the topic.

County Association of LAGs of Karlovy Vary region drew inspiration of good practice mainly from its project partners, namely its lead partner from Saxony, the nearest neighbor. German - Saxon partners arrange 8 days of Industrial Culture in Chemnitz annually, where local companies present and promote their activities as well as accompanying cultural events.

**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 requirement 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 deliverable 2.3.5 and the investment report T2.3.6.

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

Picture by ABRI, s.r.o.