Output Fact Sheet

Pilot actions (including investment, if applicable)

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<thead>
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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 Implementation 1 “Industry goes Public”: Innovative outdoor installation (DT2.3.2)</td>
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<td>Investment number and title (if applicable)</td>
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<td>Responsible partner (PP name and number)</td>
<td>District Zwickau, PP1</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

“Industry goes public” is an innovative touring outdoor installation assembled in an event truck that focuses on the industrial culture on a very new perspective. Industrial culture is one of the core topics of regional tourism activities in the region of Zwickau. Hence, the installation presents regional industrial culture in a fresh, appealing and interesting way. This is also necessary for promoting regional products of industrial culture, e.g. exhibitions or events.

The message of the installation goes beyond the classic understanding of industrial culture: Industrial culture in the district of Zwickau means more than industrial heritage and museums. Moreover it includes current industry, research, innovation, architecture, street art, music, design and other social dynamics.

The installation uses high-tech solutions, e.g. virtual reality goggles to attract young people and connect the regional industrial history with innovative high-tech inventions of the presence. Moreover the installation is interactive to show that art is an experience. Another message of the installation is that art is not tangible all the time but sometimes it pops up at unexpected places with a surprising message.

The activity serves as an innovative pilot tested for the first time in the District of Zwickau and beyond.
NUTS region(s) concerned by the pilot action (relevant NUTS level)

District of Zwickau (DED45)

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)

Overall aim was to raise awareness of the potential of Industrial Culture in the region. This is also interconnected to the fact that Saxony announced that 2020 will be the Saxon year of industrial culture and that the Saxon exhibition for industrial culture will be located in Zwickau. Thus it became necessary to connect the installation with other regional activities to promote the district of Zwickau as the “place to be in 2020”. That decision was followed by a whole new concept of regional tourism activities. Industrial culture became the core topic of regional touristic advertisement, thus this pilot is a major first outcome of these activities – show-casing for the first time the new understanding of Industrial Culture in the region.

Another important impact was the linking of different actors from different sectors (business, culture, administration) via the topic of Industrial Culture, placing the topic not only for the general public, but also for important stakeholders, even across administrative boundaries.

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

From late 2018 to 2020 the installation will be used to promote the District of Zwickau and within the region, it will raise awareness towards regional industrial museums and producing factories. The installation as a whole does not only bring industry to the public but also promotes the Saxon Year of Industrial Culture and the Saxon Exhibition of Industrial Culture in 2020.

The touring outdoor installation “Industry goes public” presents an innovative and sustainable concept that is implemented in the frame of InduCult2.0, but that can also be applied in other contexts and territories for the purpose of promoting various kind of topic, even beyond industrial culture.

While the installation was developed in the frame of InduCult2.0, but it will also be used after the end of the project as a marketing product for regional industrial culture. The pilot will support these activities beyond the project run-time.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
The travelling exhibition is a successful example of how different actors can be linked. The travelling exhibition brings together actors from tourism, business and culture. The innovative presentation of the contents opens up new target groups and becomes a metaphor for the region's innovation potential. Other actors can also learn from this: this new way of presentation adds another dimension to our "region of inventors" - that of the future. Because the VR models were created in our region. We have learned that VR glasses and digital “art” have great potential when it comes to appealing and artistic presentation, which should also convey concrete content.

The transnational partnership was important to gather know-how and good practice from outside the region for new ideas and technologies. The exchange via academic inputs and workgroup meetings proved vital in this regard.

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-discriminination

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 2.3.2.

Summary pilot implementation report, incl. pictures available via www.inducult.eu

(author: Tourismusregion Zwickau e.V.)