## OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)  

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<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE31_InduCult2.0</th>
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<td>Lead partner</td>
<td>District Zwickau</td>
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<tr>
<td>Output number and title</td>
<td>OT2.1 Impl. 4 “Industry goes Public”: Industrial road-show - presenting region’s industry 1.0 - 4.0 (DT2.3.7. + T2.3.12)</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>Camera di Commercio Industria Artigianato e Agricoltura Padova, PP6</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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<td>11/18</td>
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### Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

In this action the Padova Chamber of Commerce conceived and implemented an action to raise awareness of the Regional Industrial Culture features and values. To do this, according to the results of the discussion in the Regional Focus Group, Padova Chamber of Commerce tested the power of “Social Artistry” related to Industrial Culture, realizing an installation at two editions of Arte Padova International Exhibition Padova to display, in an innovative and “artistic” way, the core value and features of Industrial Culture in Veneto Region, from Industry 1.0 to Industry 4.0. In the same context an international social art competition has been realized, “Art and Industrial Culture”.

The installation has been an innovative presentation of Industrial Culture, combining different items (industrial products, items witnessing daily life in the industries, like overalls, pictures and sculptures related to different styles of contemporary arts related to industrial culture, prototypes, posters, etc.).

The installation is a modular display; therefore it can be used and modified also for other locations. The concept and the setting-up have been an important phase to foster discussion and sharing of ideas about the features of the regional industrial culture and how to promote it to the general public (taking into account past, present and trends of the industrial environment in the region). The choice of Arte Padova made possible the visibility of our installation and project to thousands of people, since Arte Padova has been visited by more than 20,000 visitors each year.
NUTS region(s) concerned by the pilot action (relevant NUTS level)

ITH3 Veneto

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Investment costs (EUR), if applicable

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

The Padova Chamber of Commerce aimed at implementing a smart presentation “Industry goes public” with an innovative presentation of industry, aiming at raise awareness in the general public of the Industrial Culture concept, and of its relevance in Veneto Region past, present and future.

Another objective was to highlight the peculiar features of Veneto and North-East Italy Industrial model and how it has been significant in the definition of today’s Venetian culture, stressing the cultural aspects of Industry and the assets of the industrial past and present brought to the region, highlighting in the same time the positive aspects and the trends for a further development of the region, keeping its industrial character.

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

The installation is property of the Chamber of Commerce, and will be used in the different events. In January it will be moved to Piazzola sul Brenta, former jute factory, within the innovation centre realized with action T.4.4.3. Padova Chamber of Commerce agreed with the Municipality of Piazzola to transform it in a permanent installation, to be presented to tourists and visitors. Since the Regional and Provincial governments are discussing the possibility to open a museum of the Industrial Culture, we will check the possibility to get the installation to become one of the featured works in the planned museum.

The transnational added value consists in the proposal of a new way to foster the interpretation and expression of industrial culture and its positive features. The competition notice has been drafted in Italian and English language and shared with the partnership. The action serves as a rather inexpensive way to raise awareness to the topic of industrial culture to a broader audience.

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Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
The international competition and the related public events (presentation, prize giving ceremony) have been very important to create awareness about InduCult2.0 project and its features.

The art masterpieces are actually candidate to be displayed also in other art related shows. Meanwhile, the installation has been appreciated by many visitors of the international Exhibition Arte Padova. An evaluation of the pilot action’s results and capacity to convey the message has been realized combining different actions.

The transnational exchange via the project’s workgroup proved helpful, as there was an exchange on other public awareness measures by other partners. Additionally the thematic input paper to T2 contained a lot of inspiring examples from all across Europe, which helped a lot in the initial stages of the preparation.

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 T2.3.7.

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

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