## OUTPUT FACT SHEET

### Pilot actions (including investment, if applicable)

<table>
<thead>
<tr>
<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>OT2.4 Pilot applications of industry-related experimental accommodation facilities (incl. investment) (2.5.2.)</td>
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<tr>
<td>Investment number and title</td>
<td>-</td>
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<tr>
<td>Responsible partner (PP name and number)</td>
<td>Stadtgemeinde Leoben, PP3</td>
</tr>
<tr>
<td>Project website</td>
<td><a href="http://www.inducult.eu">www.inducult.eu</a></td>
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<td>Delivery date</td>
<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**

The shrinking of old industrialized and mining cities is one of the common problems many of such towns have to deal with. The pilot action “industry-related experimental accommodation” deals with the shrinking mining town of Eisenerz/Austria and demonstrates a way of a revitalizing process for similar affected regions. Applied was the concept “Industrial Camping”, which was developed by a designer. A novel concept of accommodation based on a vacant miners ‘housing quarter allows open-minded visitors to live in a self-sufficient community and thereby revitalize the local infrastructure. Two model apartments were refurbished on the base of “up-cycling” and tested by visitors of Eisenerz in summer 2018. The apartments were provided free of charge and will be made available free of charge as well in the forthcoming years. The concept of “industrial camping” in vacant industry-related buildings is especially interesting in the time of festivals and events in Eisenerz, when all other hotels, apartments and rooms are fully booked and additional accommodation space can be provided.

**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)

In the city of Eisenerz, a huge former miners’ housings complex (“Münichtal”) with 550 abandoned flats is vacant as miners lost their jobs due to the economic crisis in the 1980s and more efficient mining technologies at the Erzberg mining site. The apartment complex has been bought recently by a touristic development company, which partly wants to rebuild it by creating holiday apartments. The vision for the remaining part is to find an unusual low-cost accommodation solution for tourists.

The pilot “Industrial Camping” is especially meant for people in the age from 20 to 30, who prefer low budget vacations and uncommon settings. The concept of Industrial Camping (see also deliverable 2.5.1) offers a refreshing approach for the local economy as well as for sustainable tourism. It provides the background for a new, experimental low-tech offer in the field of tourism. Based on the concept, a pilot project was implemented test-wise to demonstrate the general possibilities of a low-investment refurbishing by equipping two model apartments with transformed by-products, waste materials, useless, or unwanted products into new materials or products of better quality or for better environmental value (“up-cycling”) and to learn from users about future improvement.

Test activity was tested on 3 different weekends in 2018 (May, July, August), connected to events taking place in Eisenerz. In total 28 people used the apartments during the test period. An evaluation took place, based on interviews with the users.

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

The test-run has been carried out successfully, and suggestions for improvement will help to make the offer even more attractive. The trial thereby proved that there is the demand for such an additional offer during the festival season, therefore the apartments will be provided free of charge in the forthcoming years - mainly during events, when the city of Eisenerz is fully booked.

The concept of Industrial Camping was developed for a specific site in the mining town of Eisenerz/Austria. The activity is easily applicable for other old-industrial regions looking for a new and unusual use for their industrial remains.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
The concept and the implementation “Industrial Camping” proved to be a cost-extensive solution for using old-industrial vacant spaces either temporarily or on the longer run and can be therefore also applied in other regions. The test also generated additional interest, as it was presented during the “Styrian Architecture Summer” in August 2018, welcoming a guided tour and a following discussion.

Within the InduCult partner network, the results (including the best practice analysis) provide valuable input especially for PP7 (Kranj), who is working on the realization of a similar concept. During the concept and implementation phase a knowledge-exchange between the PPs has taken place. In addition, the concept of Industrial Camping also shows chances and possibilities for the other InduCult partners working in a similar environment.

**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 the concept ‘experimental accommodation’ (T2.5.1) and PP7’s implementation on the same topic (T2.5.2.).

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

In Kooperation mit „InduCult 2.0“ und dem Erzberg Alpin Ressort.

Im Jahr 2013 wurde die Entscheidung getroffen, leerstehende Wohnungen für die BesucherInnen des Rostfests anzubieten. Mittlerweile gibt es eine eigene Fassadene. Im Zuge des EU-Projekts „InduCult 2.0“ wurde daher der Frage nachgegangen, in welcher ein neues Tourismusangebot geschaffen werden kann. Von Mario Rampfisch wurden zwei „Musterwohnungen“ eingerichtet, die im Rahmen der Führung besichtigt und besprochen werden. Mario Rampfisch präsentiert außerdem sein neues Buch „Eine Arche bauen“.

17.08., 14 Uhr
Anmeldung erforderlich
Ab 15 Personen

Tour / Führung