# 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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<td>Lead partner</td>
<td>District Zwickau</td>
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<tr>
<td>Output number and title</td>
<td>OT2.1 Implementation 5 “Industry goes Public”: Landmarks for staking off the industrial region (DT2.3.8)</td>
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<tr>
<td>Investment number and title (if applicable)</td>
<td>DT2.3.9. Investment related to pilot implementation 5 “Landmarks”</td>
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<td>Responsible partner (PP name and number)</td>
<td>BSC, Poslovno podporni center d.o.o., Kranj, PP7</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

The project result is a landmark to the shoe making tradition in Tržič. Rather than monumental installation it is a system spreading across the city and culminating in a “key point” landmark. The ‘key point’ is landmark is explaining the whole system to the visitor. It has iron bearing construction incorporating wooden seating elements. It features iron made shoe imprints and explanatory information. Iron-made shoe imprints in the city are kind of sign-posts bringing important industrial heritage points to attention - “in situ”, where actual shoe making tradition was made in the past. The shoe imprints are from different periods: past and present. Initially two networks are formed for now, both being explained at “key point”. One type of shoe imprints mark shoe making workshops trough out Tržič, including the present day company. Second network forms “Industrial pathway”, shoe imprints marking half an hour long walkway though industrial points in Tržič.

## NUTS region(s) concerned by the pilot action (relevant NUTS level)

Gorenjska (SI022)
Investment costs (EUR), if applicable

14,731,50EUR

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

As it was realized as a system of shoe prints, which lead the visitors to the most interesting and important cultural and tourist sights, it points out:

- The importance of shoe tradition (key spot, shoe prints around the town marking shoe workshops)
- Industrial identification of town Tržič
- Creation of new thematic/tourist path
- Connection of industry and culture (events, museums...)
- Cooperation between different stakeholders (museums, tourist board, schools, companies)
- Promotion of current manufacturers and industrial companies (Brodi, Pro Alp...)

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

BSC Kranj is the owner of the landmark and will take care of the maintenance and durability, in close cooperation with regional actors, such as the Tržič museum, tourist board Tržič and educational schools, who will all prepare some further activities connected to the landmark and the shoe industry in Tržič.

Based on the study for the Tržič landmark, we are planning to implement further industrial landmarks within city Tržič and in other cities in the region in a long run (e.g. related to wood, shoe, textile, metal industries). Especially now after the pilot example was set up in Tržič within INDUCULT 2.0, there is a lot of interest in other communities to implement further landmarks in the region.

The positive effects, which can be easily transferred to the other industrial areas, are:

- Strengthening local identity linked to industrial culture
- Revived industrial traditional in a demonstrative way with possibilities for further expansion
- Quality and new tourist offer - innovative cultural tourism

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
The pilot project can also be seen as a good example for the others from the point of cooperation with the local community. It is crucial to build a strong connection with all involved stakeholders, which are dealing with the industrial topic, as much as listening to the community and their needs. The local people feel the landmark as a generator of their experience in industry or only a memory to their priceless tradition.

Industrial culture with combination of tourism is a chance for our industrial region to promote heritage as well as living industry. Benefits can be gained through tourism as well as by shaping the region’s image and of regional identity. The partnership exchange of good practices, implemented actions and plans inspired us to use some chances for transforming image and identity of our region, promoting industrial heritage and displaying modern industry. The landmark is based on the idea of industrial tourist route, which was a good practice of PP3. We plan to upgrade the pilot in the future with use of digital media, as it was shared within partnership workshops, esp. presented by PP1 and PP8.

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 the delivery + investment report T2.3.8.+T2.3.9.

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