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<tr>
<th><strong>Project index number and acronym</strong></th>
<th>CE31_InduCult2.0</th>
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<tr>
<td><strong>Lead partner</strong></td>
<td>District of Zwickau</td>
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<tr>
<td><strong>Output number and title</strong></td>
<td>O.T3.2 Pilot actions “Educational exhibitions promoting Industrial Culture” implemented (DT3.3.3; T3.3.5)</td>
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<td><strong>Investment number and title</strong></td>
<td>DT3.3.5 Investment Related To Pilot Implementation “Mobile Educational Exhibition”</td>
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<td><strong>Responsible partner (PP name and number)</strong></td>
<td>Opolskie Centre for Economy Development (OCRG), PP9</td>
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<td><strong>Project website</strong></td>
<td><a href="http://www.inducult.eu">www.inducult.eu</a></td>
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<td><strong>Delivery date</strong></td>
<td>03/2019</td>
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Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character
The pilot action of the activity 3.3 of the Central Europe Project InduCult2.0 was conducted in cooperation with companies, heritage institutions and universities and supported school initiatives promoting the cultural and historic dimension of industrial work. PP9 developed an interactive educational mobile 3D exhibition based on a concept prepared with the involvement of regional experts from educational and heritage institutions, practitioners from associations and companies, and teachers. The implementation of the “interactive wall” was related to industry issues in the Opolskie region. The implementation costs of the exhibition were 10.343 Euro. In the region there are several regional companies that do not realise how they can attract labour force and the youth by utilizing cultural means of industry. The main challenge was to raise the interest of pupils and youth in industrial culture and job-career opportunities related to industry. For the youth and children the educational aspect is very relevant as they get to know culture specifically in Poland mainly from schools, libraries, cultural centres, universities and museums. Key issues for the investment were to secure the necessary equipment for interactive, mobile and educational features. The designed exhibition walls using outlook on recognizable sites related to industrial region of Opolskie was necessary for the thematic visual and emotional background for further ongoing within the exhibition site and workshop area. The exhibition wall was prepared in a mobile system that is equivalent and compatible to a system already owned by PP9 that enabled to set the whole exhibition wall in planned size of min. 28m². The thematic furniture (working desk, chairs, display table) and IT equipment (scanner, printer, monitor) was necessary for functioning and for the mockup of Opolskie region lime and industry sites with playable 3D models. The pupils gained knowledge about the regional industry through seeing, touching and designing models. The designers prepared different scenarios for workshops sessions for 2 age groups. Scenarios have been focused on the field of lime and cement industries in Opolskie, and used information from companies, heritage institutions, academics and local authors. The exhibition and workshops were led by young but professional and experienced designers, who took care of pupils whilst visiting the exhibition and participating in the workshops sessions. In that way, the exhibition raised interest of youth in industrial culture and work options in industrial sector. The cooperation with schools has been confirmed to be a good early step for promoting the cultural/historic dimension of industrial work and attractive job-career opportunities in that sector. For the pilot activities in collaboration with schools, educational and heritage institutions, universities and local companies, the awareness of the youth about past, present and future jobs in the industry has been raised and shared with younger pupils in Opolskie region.

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

Opolskie, PL52 (NUTS2)

Investment costs (EUR), if applicable
The specially designed exhibition walls based on recognisable factories and general topic industrial culture-related sites (e.g. cement plant, limekilns, post-industrial geopark). The exhibition was furnished with exhibition furniture: designing desk, exhibition desks and chairs. The cost of specially designed walls and furniture was 45 510 PLN /10 343 EUR. There were developed multimedia presentations on industrial past, presence and future of Opolskie in cooperation with local stakeholders played on LED screen, interactive models of one selected option of recognisable industrial sites in Opolskie region in cooperation with companies, and a 3D visualization of remaining options of recognisable industrial sites in Opolskie in cooperation with companies played on LED screen. The cost of the therefore ordered IT equipment (LED screen, 3D printer, 3D scanner, educational 3D software) was 21 634 PLN /4 917 EUR.

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

Culture is an important developmental asset for (old) industrial regions, as it is for Opolskie region too. Benefits for the region can be gained not only by shaping the regions’ image and regional identity, but also by new approaches deploying Industrial Culture for securing labour force and strengthening the regional ties of companies. Until now, they get to know culture in Poland mainly from schools, libraries, cultural centres, universities and museums. For the youth and children the educational aspect is very relevant. The implemented exhibition has fulfilled its main aspects built-in within its definition: interactive, educational, mobile and cooperative - at first the interactivity and educational aspect of the exhibition for pupils to play, learn and participate in its enhancement through workshops. The workshops have also truly helped pupils to imagine industrial processes and play industrial functions despite the wide age range from 7 to 18. The tested two scenarios for 7-12 and 13-18 year-old pupils were focused on defining the problem, designing solution and ending up being product related to industry by the use of 3d visualisations, software and printer. The scenarios were based on the regional industry context. The pilot action statistics has shown that the exhibition is very efficient in increasing awareness about industry and industrial jobs and effective in learning 3d designing skills pupils aged from 7 to 18 year old pupils. The achievements of the “industrial teams” of pupils will be promoted through symbolic awards for playing their assigned job role and the enhancement of exposition based on their common work outcomes. OCRG (PP9) following tips from regional stakeholders produced for the exhibition a special recognizable name for the pilot action to underline its relation to Industrial Culture of Opolskie and facilitate to use the exhibition within minimum next 6 years by different regional institutions and companies according to two-tier mechanism.

**Sustainability of the pilot action results and transferability to other territories and stakeholders.**
The implementation of the mobile, interactive and educational 3D exhibition "INDUSTRIALNE OPOLSKIE" provides the necessary spirit for the further development of the industrial and educational aspect as a field of experimentation. Institutions, companies and individuals involved during the conceptualisation, planning and implementation phases have communicated the InduCult2.0 idea to their inner and outer environment in their own language. This is a key value for disseminating the concept and further development based on implemented exposition. OCRG is and will remain the owner of the investment. PP9 has also prepared guidelines with scenarios, lessons learnt and assumptions for: building up thematic presentations for other industries, follow-up exhibitions for the same pupils in the future. OCRG has planned a two-tier mechanism for the further use of the exhibition either funded by public authorities, or sponsored by companies. The special mechanism is planned to be tested by enabling NGOs to service future presentations of the exhibition by industrial companies in the upcoming two years. The interested companies in addition to the regular agreement of conforming branding, quality, enforcing guidelines and scenarios can participate in the further development of the exhibition by adding its thematic contents, models and scenarios in collaboration with OCRG.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The clearer vision for the continuation of the idea has appeared during the planning and implementation phase. The first available option was to pass the task of continuing exhibition to regional educational institution as an intermediary organising presentation at schools. By having lessons learnt and choosing the regional coordinator by OCRG it has been decided that it has to set up a mechanism of continuation under supervision by the regional coordinator by OCRG. The concept of the exhibition has been faithfully implemented - all main assumptions have been achieved. The implementation of the concept related to the specific theme of industry but targeting wide range of pupils and schools of Opolskie region is easily applicable for other industries and regions. It used lessons learnt from comparable good practices for Industry4.0 jobs promotion. The implementation can provide much inspiration for other regions working on the same topic, especially in the context of the education, cooperation with companies, heritage institutions, universities and companies related to industry sector. The implementation of this concept has involved not only 3 schools, 2 companies, regional museum and academics from the technical university but also local authors of independent publications about industrial heritage. The exhibition has been tested in three locations three day in a row from 22 to 24 January 2019. It has also tested abilities to move quickly from one to another location distanced more than 60 km from each other. The exhibition resulted in total with: 468 pupils as viewers 36 pupils trained during workshops.

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-descrimination
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 achievement overview T3 (T3.6.1), the implementation of school initiatives (T3.3.3) and PP9’s related investment report (T3.3.5.). Pilot implementation report, incl. pictures, is available via www.inducult.eu