



## PARTNERSHIP

InduCult2.0 is initiated by 8 long-standing industrial regions represented by:

- District of Zwickau (Germany);
- Municipality of Leoben (Austria);
- County association of Local Action Groups of Karlovy Vary Region (Czech Republic);
- Padova Chamber of Commerce, Industry, Craft and Agriculture (Italy);
- BSC, Business support centre, Kranj (Slovenia)
- Sisak-Moslavina County (Croatia);
- Opolskie Centre for Economy Development (Poland);
- Stebo Competence Centre Community Development (Belgium).

The partner regions team up with 2 academic institutions reflecting on the concept of Industrial Culture and supporting the project activities:

- Leibniz Institute for Regional Geography Leipzig (Germany);
- University of Graz, Department of Geography and Regional Science (Austria).



## DISCOVER MORE ABOUT INDUCULT2.0

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## FACTS & FIGURES



3.000.295,16 — Project budget in EUR



2.448.851,62 — ERDF funding in EUR



06.2016 - 05.2019 — Project duration

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## InduCult2.0



Industrial heritage, cultural resources of current industries and creative pioneers - utilizing Industrial Culture in Central Europe



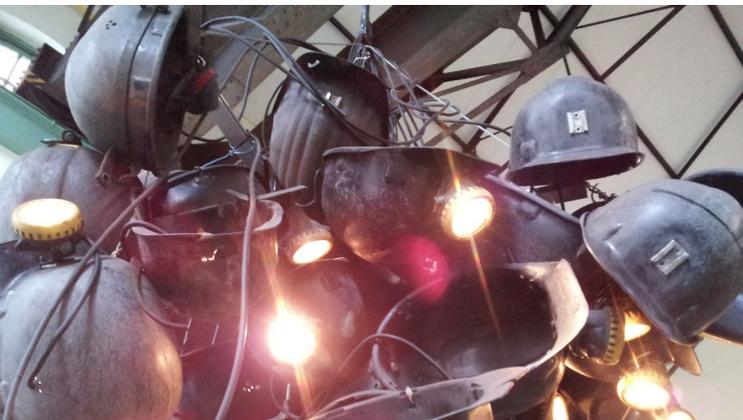
## OUR IDEA

InduCult2.0 addresses Central European regions mono-focused on industrial production. The partnership sets out to discover the full industry-based culture of these regions for positioning them as appealing places for work, life, and recreation.

InduCult2.0 goes beyond heritage preservation and utilization: Past, present and future cultural assets related to industry are combined and jointly utilized as one powerful force. This way, *Industrial Culture* becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and actively shaping the cultural sphere of the affected communities.

### Such enlivened *Industrial Culture* ...

- comes in as a sound and adaptable fundament of identity for the regions' inhabitants;
- serves as a soft location factor, i.e. attracts investors, workers as well as visitors from outside.



## PRIORITIES & OUTPUTS

The InduCult2.0 partnership engages in 4 thematic fields:

- establishing and promoting the concept of Industrial Culture in Central Europe's industrial regions;
- priming Industrial Culture as a unique feature of regional identity;
- deploying Industrial Culture for securing labour force and strengthening the ties of companies;
- fostering pioneer spirit, creativity and innovation in the environment of industry and its remains.

The partners intend to produce:

- 8 regional strategies on Living Industrial Culture supplemented by action plans;
- 1 Central European strategy;
- 15 pilot actions;
- 1 Central European network of coordinators;
- 1 transnational mapping tool on industrial tourism.

The strategic and scientific outputs are to provide a first comprehensive overview of the potential of Industrial Culture in Central Europe. Pilot actions test the concept in practice and serve as examples for exchange.



## METHODOLOGY

The partners form a transnational *Learning Network*: Based on peering, exchange and co-creation, they set up concepts, pilot actions and strategies.

In the regions, partners establish *Focus Groups for Living Industrial Culture* bringing together stakeholders from relevant sectors (museums, companies, schools, creative communities).

On its transnational and regional levels, InduCult2.0 relies on *Appreciative Inquiry*, a successful change-facilitating approach. With this method, the partnership starts from 'what is already working' and 'sharing experiences' when (re-)discovering, developing and promoting the positive cultural elements of industrial communities.

