

## **PARTNERSHIP**

# Unleashing creativity

InduCCI brings together 8 long-standing industrial regions in Central Europe, represented by:

Economic Development Corporation Chemnitz (Administrative district Chemnitz, Germany)

Regional Association for Cultural and Creative Industries Saxony (Germany)

Creative Region Linz & Upper Austria (Austria)

Microregion Sokolov-East (Northwestern Bohemia, Czech Republic)

Regional Development Agency Bielsko-Biala (Southern Silesia, Poland)

Padova Chamber of Commerce, Industry, Crafts and Agriculture (Veneto, Italy)

Business support centre, Kranj (Gorenjska, Slovenia)

STEBO Competence Centre for Community Development (province of Limburg, Belgium)



# **DISCOVER MORE**

# Think further

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# **FACTS & FIGURES**



2.027.542,49 ——

Project budget in EUR



1.649.557,11 -

ERDF funding in EUR



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Project duration

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#### Publishers:

- Economic Development Corporation Chemnitz (CEO Sören Uhle)
- Stebo vzw (CEO Erwin De bruyn)



InduCCI



Cultural and Creative Industries in Traditional Industrial Regions as Drivers for Transformation in Economy and Society

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# **OUR IDEA**

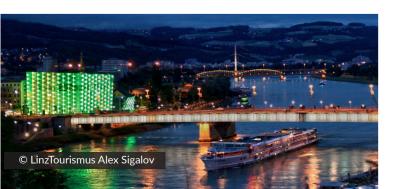
#### # Bringing colours to industrial regions

InduCCI fosters Cultural and Creative Industries (CCI) as a key transformative force for economy and society in non-metropolitan industrial regions.

Influencing strategic frames: CCI policies are especially challenging in industrial regions due to the novelty of the branch itself with its nonconform characteristics, and due to the strong and transforming industrial setting. InduCCI develops new, or improves existing policies with the support of relevant stakeholder networks.

Linking new and old economies: Industrial regions are not yet seen as thriving and attractive places for CCI. InduCCI promotes CCI as an own economic branch and as an external partner for innovation in industry.

Empowering industrial communities: Over time, long-standing industrial regions have developed a distinct culture containing both assets and obstacles for the upcoming industrial transformation. InduCCI involves CCI in helping people to become more open to innovation, change and entrepreneurship.





## **PRIORITIES & OUTPUTS**

# CCI is the answer

#### InduCCI aims at:

- attracting CCI to industrial regions;
- opening up public administrations towards the specific needs of CCI;
- linking up traditional industries with CCI;
- generating additional offers in cultural life and higher social adaptability to transformation for industrial communities.

#### The partners intend to produce:

- 7 regional CCI policy papers;
- 1 Central European policy recommendation for CCI in industrial regions;
- 7 training schemes for increasing capacity of public administration staff dealing with CCI;
- 1 toolbox on methods fostering CCI in industrial regions;
- 4 pilot action sets comprising a total of 23 test cases.

Strategic outputs will function as a policy incubator for CCI in industrial regions. The toolbox will offer practice guidance, while pilot actions serve as reference examples for other non-metropolitan industrial regions.



## **METHODOLOGY**

# Creating value together

The partners form a transnational Learning Network: Based on peering, exchange and cocreation, they set up trainings, pilot actions and policy recommendations.

In the regions, partners organize Focus Groups bringing together stakeholders from relevant sectors (creative communities, administrations, companies, universities, schools).

On its transnational and regional levels, InduCCI 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 and creative elements of industrial communities.

