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## 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
	04.2019 - 12.2021	Project duration

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### Publishers:

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

## InduCCI

Culture  
Creativity  
Industries



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



## 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 non-conform 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.



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## 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 co-creation, 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.



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