



Past - Present - Future

T4.3.1 CONCEPT “CREATIVES MEET INDUSTRY 1.0 - 4.0: INNOVATION- AND PIONEER WORKSHOP INDUSTRIAL REGION ANHALT

Summary of Concept Outline

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1. Project Context

Since June 2016, the district of Zwickau has been leading the EU project InduCult2.0: "Industrial heritage, cultural resources of the industry and creative pioneers - lively industrial culture away far from the metropolises in Central Europe".

While the term "industrial culture" has predominantly been used for the preservation of monuments and buildings in recent decades, nowadays there are innovative approaches that include contemporary cultural and creative resources. In this new understanding, industrial culture is a dynamic concept that changes with the transformation of the industrial economy and society.

This culture approach is particularly suitable for regions that are still heavily focused on industrial production today.

InduCult2.0 brings together such regions from Germany, the Czech Republic, Poland, Austria, Slovenia, Croatia and Italy.

The InduCult2.0 partners use the qualities of their industrial past, present and future to position their regions in competition as attractive places to work, live and rest.

Specifically the partnership intends:

- to publicise and establish the concept of a "vivid industrial culture" in Central Europe
- to strengthen the specific culture in industrial regions and to use it as a location factor
- to revive the pioneering spirit in industrial regions

Actions are to be developed by the regions in three fields: Actions on...

- ... cultural measures for fostering regional identity (T2)
- ... cultural initiatives influencing industrial labour market and company commitment (T3)
- ... cultural measures promoting creativity and pioneer spirit (T4).

The district of Zwickau cooperates with the Business Development agency Anhalt-Bitterfeld | Dessau | Wittenberg mbH (ABDW) in the implementation of individual actions, here T4.3.1+2: Concepts and tested measures „Creatives meet Industry“.

2. Objective of action

The industry of the future is less dependent on earlier key industrial factors as mass work force and physical resources. Instead, innovation in its many forms becomes more and more relevant. In that light, a new strong innovation potential is conceived in bringing together cultural and creative industries and technical/industrial minds. So far, this potential has not been tapped, neither in ABDW realm nor in the district of Zwickau.

ABDW proposes to use an existing well-known and culturally appealing place in the region as venue for bringing regional and nationwide creative actors, companies, start-ups into dialogue.

The main objective is a communication event in the form of a workshop, Living Lab in the region of Anhalt to be conceived and implemented, which brings together industrial companies as representatives of 'Industry 1.0 - 4.0', creators and, as the case may be StartUps.

Additionally and as an opening if applicable, the regional industry-based economy, i.e. companies and social partners, will be confronted with the question of the innovation culture in the region (history, present, future).

In the workshop an attitude of the economy to the innovation culture and to concrete action steps will be developed. The origin is the industrial culture approach in the EU project InduCult2.0.

The target groups include start-ups as well as start-up centers of Anhalt University of Applied Sciences, Martin Luther University and neighboring universities - and above all the industrial companies of the region. Here companies or teams of companies (trainee teams, departments, working groups) can pre-select themselves. It is important that for the Living Lab, several workgroup units (start-ups, universities, companies, institutions) can be brought together for one day (possibly including preparation and follow-up), which will jointly test problem solutions and innovation cultures.

The target is to improve the interaction between creative communities and producing industries. The goal of the event is to network existing approaches, more closely such as at the University of Applied Sciences Anhalt or the Campus Wittenberg, as well as cooperations in Dessau-Roßlau and Bitterfeld-Wolfen (Cluster Chemistry, Life Sciences, Design etc.). This shall be achieved through a workshop in order to strengthen possible value chains and to enrich the industry through creative means.

Furthermore, measures are to be derived that contribute to the promotion of an innovation milieu in the region of Anhalt focusing on the cooperation of creatives.

3. Applied approach

The workshop with a pilot character is based on three steps.

The first step consists of a selection and preparation phase. Interested companies will be identified in cooperation with external partners (Chamber of Industry and Commerce, university of Anhalt, Chamber of Crafts and business development agency) and briefed in preparatory meetings.

The second step, the actual InnovatorCamp, will be an intensive daily workshop.

The third step includes a final presentation in an appropriate framework such as the founding days, IndustrialTech fair or similar events. It will also be about presenting content and partners from the InduCult2.0 project within the scope of this trade fair and strengthening the culture of industry as an innovation culture in this international space.

The main aim is to test out new trends derived from innovation history of the regional industries. Thus re-position them as a continuation of the innovation culture - not separately between universities, companies, etc. but in the companies themselves, out of the companies, in Cooperation with partners.

Period of performance: 01.11.2017 - 31.09.2018

Timeline:

- ➔ 09/2017 Formulation of the final task
- ➔ 10/2017 Competitive tendering and comparison of offers
- ➔ 1/2018 Adjustment on the concept
- ➔ 2/2018 Invitation of companies and partners
- ➔ 3-5/2018 Preparatory workshops in the companies with specification of topics
- ➔ 06/2018 Communication Event
- ➔ 06/2018 Evaluation of the workshop

- ➔ 09/2018 participation in a European industrial entrepreneurship and tech conference „Machine No 1“

Connections to other similar thematic formats in the region and beyond are desired. See for example: Argumentation paper of the administrative district of Zwickau about industrial culture 2.0, contents and goals.

4. Outlook and sustainability

The event serves the further development of framework conditions conducive to innovation and the development of measures allowing innovations in the industrial region to be stimulated in the future and strengthening the ability to innovate. To this end, the planned event initiates a trend-setting interaction between the producing industry and the creative scene that is to continue after the workshop.

The cooperation initiated by the workshop should be deepened and continued within the framework of existing instruments. Here, different and already existing formats are conceivable, such as the ZIM network, the support in start-up centers of the universities, or even local IHK working groups. Innovation cultures always need occasions and formats. Therefore, the best results should also be brought onto the European level of InduCult cooperation.

In the framework of InduCult2.0, the content-related access of the regional companies to a nationwide start-up culture should be prepared and made possible. A suitable occasion could be the planned technology fair machine no.1 in September 2018 in Ferropolis. The selected companies in the region can participate as exhibitors at the partner stand InduCult2.0 on the planned technology fair machine no.1, or be presented in an equivalent context such as founding days, Entrepreneurship activities of the Anhalt University of Applied Sciences or the Martin Luther University.