INDUSTRIAL CULTURE AND REGIONAL IDENTITY

Recommendations for practical intervention

InduCult2.0; Research Input Paper T2

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TABLE OF CONTENTS

0. Summary

The aim of this paper on 'Industrial Culture and Regional Identity' is to address the role of Industrial Culture shaping outside perception and internal identity of industrial places, thereby creating soft location factors for attracting people and business, including tourism.

Within the InduCult2.0 project, which forms the background of this document, Industrial Culture is understood as a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, skills, as well as contemporary and active industrial production units. These assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes and nostalgic perceptions of a 'golden past'. In this way project partners understand Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities. Being a place-based concept - as tied to specific place-bound tangible and intangible remains of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future.

This document discusses briefly along case-studies and examples three strands of actions in connection to the topic of Industrial Culture and regional Identity: One set of actions focuses on promoting cultural resources of industry; a second highlights cultural events in connection to industrial past and present involving the general public; with a third set of measures related to industrial tourism.

In total the paper shows the variety of possible utilisation of Industrial Culture already existing across Europe, here especially in connection to regional identity. To valorise the full potential of these assets the discussion highlights the importance of broad stakeholder networks and long-term planning.

1. Introduction

This document is the first deliverable of the workgroup 'Industrial Culture and Regional Identity' (T2) within the InduCult2.0 project. It is one of four thematic workgroups within the project and addresses the role of Industrial Culture shaping outside perception and internal identity of industrial places, thereby creating soft location factors for attracting people and business, including tourism.

This input paper provides an academic input to the planned activities of project partners (PP) involved in the workgroup over the project run-time until summer 2019. It will set the frame of the partner's measures creating at first a joint understanding of the topic and providing an overview of some good practice example from across Central Europe on the topic of Industrial Culture and regional identity. It also investigates outside knowledge on Industrial Culture available in already existing European networks. To establish a joint understanding between PPs is an important step within the workgroup, thus this document will serve as a reference point to all partners for their own activities.

The document is structured in 6 chapters: After the introduction, the text puts forward some general remarks on the role of Industrial Culture in relation to identity, giving some ideas on positive effects which can be achieved by pursuing this field of action, thereby setting the frame of this document. The following section then discusses some good practice examples from Central Europe in order to illustrate some approaches to the topic chosen by other regions. Chapter 4 will highlight some 'lessons learned' from the examples, while chapter 5 will draw some general conclusions. The final chapter will provide some additional information on the project InduCult2.0 itself.

By its character this paper is closely interconnected to the workgroup output "Regional Action Plans" (T2.2+T2.6), in which each involved partner breaks down the results of this paper into its own, regional plan highlighting particular interests and activities for its region. The scientific support partner University of Graz (PP4), as well as the workgroup leader the City of Leoben (PP3) both will ensure the necessary information exchange between the partners regarding the preparation of the two documents.

This input paper stands also in connection to the similar papers on 'Industrial Culture and Labour Force' (workgroup T3) and 'Industrial Culture meets Creative Industries and Pioneers' (workgroup T4), as well as the more theoretical 'Framework paper on Industrial Culture', which will reflect on the term and character and will also include academic references. All four papers were prepared in their structure and outset as a joint collaboration by the University of Graz (AUT, PP4) and the Institute for Regional Geography in Leipzig (GER, PP2).

The results are based on communication and information exchange between project partners, data research, as well as inputs received in the academic workshop in Graz and the project kick-off workshop in Leoben (Austria) in October 2016 (T1.1.1 + T1.2.1). Additionally, the workgroup leader contacted various European networks[1] actively working on the topic of this paper inviting them to share knowledge and contribute to the workgroups outputs at the next steps of the project (i.e. follow-up workshops and conferences), in order to incorporate existing knowledge on the topic.

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[1] Such networks as Cultural Europe, Europa Nostra, European Route of Industrial Heritage and the European Festival Association

2. Framing the topic of 'Industrial Culture and Regional Identity'

2.1 Industrial Culture and regional identity

Industrial regions are generally not known for specific cultural offers and outstanding attractiveness. They are on the contrary often being stereotyped from the outside as 'rustbelts'- places of 'hardness', urban decay and pollution. In the internal perception of the local population in many of such places, these images are often being re-affirmed through the negative (often traumatic) outcomes of structural change, which turned affluent places of production and wealth creation into communities often marred by high unemployment, loss of functions and social disintegration. The loss of production units and work places - which marked these communities strongly and were important (positive) sources of regional identity -, often led to the loss of a major point of reference for the inhabitants. Thereby structural change, especially in places with mono-structured industries, affects local identities often in a very negative way, creating a nostalgic longing for a 'golden past' that seems to be lost forever and where a new future is unthinkable.

Nevertheless, in such regions a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, skills, knowledge, as well as contemporary industrial production units exist. These assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes and nostalgic reference to a 'golden past'. In this way project partners in this workgroup understand Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities, therefore an important base for any socio-economic development, not only for tourism alone. Being a place-based concept - as tied to specific place-bound tangible and intangible remains of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future. Being a dynamic, socio-cultural concept, Industrial Culture is capable of evolving along a transforming economic environment.

Within the InduCult2.0 project - and specifically in this workgroup - partners want to utilise Industrial Culture to look for new ways to increase appreciation of these assets within the regions as well as to raise outside awareness. The aim is to acknowledge Industrial Culture as an important and unique regional feature, promoting the regions themselves and their industrial sector as an important, persistent economic base. For that purpose and embedded in overall strategic approaches, the approach is three-fold: First, the cultural impact of heritage and current industries is presented to the (local) public to strengthen the industrial base of these places. Secondly, industry-related cultural events are initiated, to increase attractiveness of the regions and their industrial sector, also the knowledge economy. Thirdly, industrial tourism is promoted, as one economic resource in connection to the two other approaches. The overall aim is to create a positive internal and external perception which represents a soft location factor for attracting people and business (including tourism) to (old) industrialised regions.

2.2 Actions of workgroup T2

This work package foresees three strands of action which are embedded in regional, long-term strategies (see Fig. 1). One set of actions will focus on promoting cultural resources of industry (T2.3.x). Actions here mainly focus on showcasing the regions' industrial past and present through exhibitions, cultural landmarks and visitor information schemes. A second set of activities will utilise

cultural events in the partner regions to connect industrial past and present closer to the general public (T2.4.x). As an important reference point serve existing industry-related festivals across Central Europe. These events will be also interlinked with the InduCult2.0's eye-catching transnational feature (C.3.2). In a last set of measures the focus will be on industrial tourism (T2.5.x). Here, a better interlink between existing tourism activities, museums and the industrial past and present companies is explored, either through new accommodation concepts or the creation of regional thematic maps. An important aspect within these action clusters is the differentiation between the main target groups – some of the actions are mainly addressing local inhabitants, while others are more focused on a broader outreach, like visitors and tourists. The following chapter 3 will describe for all these three types some examples beyond the project context.

Throughout the work package, research partner PP4 will support the work package leader PP3 and involved PPs with input, moderation, reflection and evaluation. All work package activities are laid out to connect industrial heritage and current/upcoming cultural resources. In order to achieve this aim, project partners will actively engage a wide range of stakeholders (chambers of commerce, companies, museums, universities, etc.).

Central output of this work package will be regional action plans for raising awareness of industrial identity for each participating region. The plans are to have a long-term perspective and will be based on inter-regional peer review and academic advice (T1.5.1). Additionally, the regions will carry out a variety of pilot measures showcasing industry and its cultural offers through exhibitions, installations, maps and other features. One major academic output from this work package will by mapping cultural offers in connection to Industrial Culture across Central Europe, promoting thereby industrial tourism across the cooperation area.

Fig. 1: Structure of workgroup T2
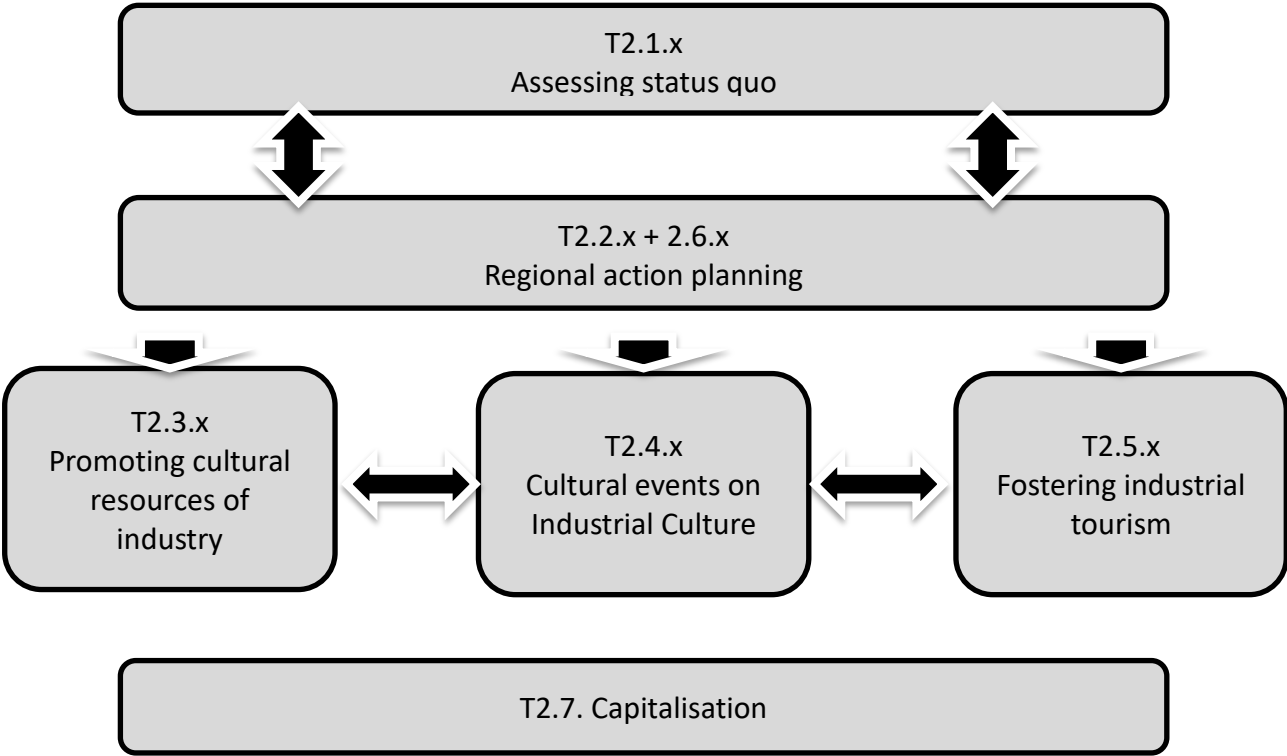
3. Innovative approaches and good practice

As laid out in the previous chapter, the connection between Industrial Culture and regional identity is tackled in the project context of InduCult2.0 in a specific way, mainly along three thematic (sub-) divisions: cultural resources of industry, cultural events and fostering tourism. In the following the text will highlight examples from across Europe for each of these themes, underscoring the character of each of the topics and illustrating their potentials (sections 3.1.-3.3.). Additionally, it discusses in an extra section other possible fields of action through selected examples within the topic´s scope 'Industrial Culture and Regional Identity', but beyond the three thematic sub divisions chosen in the project (3.4.). Methodological this is based on extensive data research, exchange of knowledge between PPs, as well as the incorporation of expertise from other European networks active in this field.

The examples in this document have been chosen because of their innovative or demonstrative character that stands in line with the general theme of this paper - not by their economic or financial success. The referred projects in this chapter 3 are therefore not to be read as evaluated "best practices", that could/should be transferred to other contexts easily, but rather as a collection of ideas which show what kind of initiatives are practicable and imaginable around the issue of 'Industrial Culture and Regional Identity'.

3.1 Industry goes public

One set of actions within InduCult2.0 and its workgroup T2 focuses on promoting cultural resources of industry through a sub-section of activities labelled `Industry goes Public´ (T2.3.x). In these actions partners mainly focus on showcasing their region's industrial past, present (and future) through exhibitions, cultural landmarks and visitor information schemes. Activities range from the erection of landmarks or installations depicting the regional link to industry (PP1, PP7); to exhibitions and other formats underlining the region's contemporary connection to industry by showcasing products, companies and production techniques, often involving companies, heritage institutions and other stakeholders (PP3, PP5, PP6, PP8). The activities have their strong focus on public accessibility and outreach. Both concept development as well as implementation measures are foreseen.

In the European context, we can find some examples mirroring this line of activities. In the past decades, a variety of efforts aimed at opening industrial sites to the public, creating attention – either to the history of the production or the product and company itself. In these cases, industries, production sites and products are being displayed and shown to the public in a varying mix of culture, entertainment and reference to their historic background. We can find various formats across Central Europe, such as the well-known example of the Zsolnay Porcelain works in Pecs (HUN) that has been re-vamped as a cultural hub around the iconic factory site and the porcelain product (Zsolnay Cultural Quarter, www.zsolnaynegyed.hu). For innovative examples celebrating a whole production technique, as well as the products itself, many European car manufacturers offer sophisticated examples, i.e. the VW Autostadt complex in Wolfsburg (GER, www.autostadt.de). Other offers might include a range of regional factory-shops or industrial museums, displaying products, techniques from past, present (and future), as for example showcased in the 'Made in Padova'-offer from Italy (www.madeinpadova.it). Other towns have merged industrial location policies with Industrial Culture and city marketing (www.kulturstadt-wittenberg.de). To underline the character of these activities, we will introduce two examples from this thematic field in more detail.

3.1.1 Example 1: Stahlwelten Linz – World of Steel Linz

Stahlwelten ("Worlds of Steel") Linz is a multimedia exhibition on steel production in the VOEST factory in Linz (AUT). It combines a multimedia exhibition with a guided factory tour, which offers a unique interplay between interactive experience and knowledge transfer. It is specially the tours which are adjusted to the individual needs and imaginations of every visitors group. The long-standing experience in steel production and innovative approaches within the factory are the base for a successful opening to the public. The concept's aim is to bring the topic of modern steel production closer to a broader public and change old images of "dusty" industries. Thereby the topic of Industrial Culture is promoted, without mentioning it explicitly. Moreover, the high-tech company links the industrial history to nowadays highly modernised production by showing the evolution of steel-production. The spheres - exhibition rooms - themselves are innovative, as for example the central exhibition room is a former crucible. All spheres represent different aspects of past and present steel-production in a very modern design and interior. Due to this innovative approach of opening and representing the company to the public, Stahlwelten Linz were honoured with several prices since 2009 (e.g. 2011 Interiors Award 2011 in New York, European Change Communications Award 2010).

Spheres of the Stahlwelten, picture by voestalpine Stahlwelt GmbH
(http://www.voestalpine.com/stahlwelt/Fuehrungen/Fuer-Gruppen-ab-15-Personen/Ausflugskombis-fuer-Gruppen/Kombi-2-Mostviertler-Backerlebnis; 02.2017)
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Weblink:
www.voestalpine.com/stahlwelt/en
For a virtual tour visit: http://www.voestalpine.com/stahlwelt/en/World-of-Discovery/Virtual-Tour2

3.1.2 Example 2: Lange Nacht der Industrie – Long Nights of Industry

The 'Long Night of Industry' is an event format applied in various German towns and regions promoting industrial work places and companies. The concept follows similar formats ('Long Night of Science') by opening various companies for one night to visitors, providing guided tours and information on production techniques, work places and job opportunities. The concept is sometimes enlarged by cultural offers. More than 550 companies and 64.000 visitors participated in 2016. It was implemented due to a big lack of understanding of industry by the locals and the role of industrial production for our society. The format usually includes a big kick-off-meeting in the regions and continues with information stands, guided tours, events, presentations, flyers, discussions, workshops in companies and production sites. The event normally also receives a high-level of media attention in the regions. The long night of industry creates a range of positive effects: By opening to the public the companies can change their often still negative image and promote the company to future employees. Visitors gain new awareness for regional industries and have a possibility to gain new knowledge about industrial production and its role for the development of these areas.
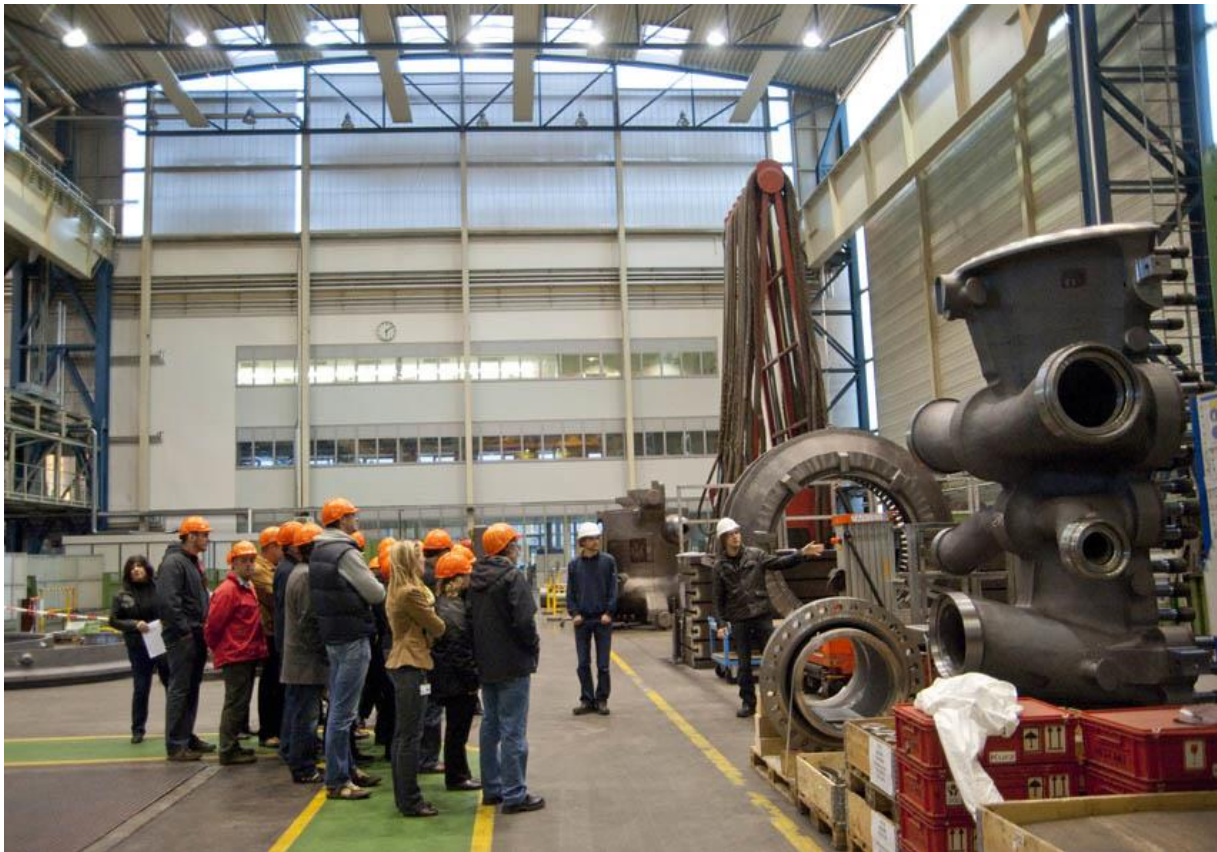
Visitors in the production hall of a project partner during the LNDI, picture by IHK Essen, Tanja Pickartz (https://www.langenachtderindustrie.de/standorte/rhein-ruhr/rueckschau/2011/fotosvideos/siemens-ag-muelheim.html; 02.2017)

Weblink:

www.langenachtderindustrie.de

3.2 Cultural events on Industrial Culture

A second set of activities utilises cultural events connecting industrial past and present closer to the general public, raising awareness among inhabitants and visitors alike. These actions take place in the sub-section 'Cultural events and Industrial Culture' (T2.4.x). Here the involved PPs focus on establishing new (or upgrading existing) cultural events with a clear connection to Industrial Culture. Focus is on the involvement of the broader public to engage in the topic of Industrial Culture through arts and entertainment. The regional events will be linked in the project run-time through a transnational, interactive feature that will be developed within InduCult2.0.

As an important reference point for these activities serve existing cultural festivals across Central Europe that already make an explicit reference to Industrial Culture, either in form of industrial heritage in cooperation with existing industries or by discussing potentials of old industrial spaces. In contrast to formats named under 3.1., where companies were in focus, here the main emphasis is on culture. In the European context there are a range of events that meet these criteria, such as the 'Extraschicht' in the German Ruhr area (www.extraschicht.de), the IBuG festival in Eastern Germany (www.ibug-art.de) or the Rostfest in Styria, Austria (www.rostfest.at). These events can vary in size and character, but mostly started as small one-off events that grew bigger by time. One of the biggest and best known examples from Central Europe is the 'Industriada' festival in Poland, which will be introduced below, followed by a smaller German example.

3.2.1 Example 3: Industriada

Industriada is an event along the Industrial Monuments Route of the Silesian Province (and since 2016 also in the Małopolska Province) of Poland. The festival is held once a year in June, mainly in the industrial sites (coal and silver mines, factories, breweries, pumping towers and industrial rail companies) located within the region. Theme of the event is an exceptional day when "technology attracts people" and where industrial spaces are filled with diverse events including some 400 different spectacles, artistic performances, exhibitions, happenings, shows, competitions and creative workshops in 27 participating cities. It also aims to promote the industrial heritage and culture in the region and specially addresses locals. Moreover, it creates awareness for the potential of Industrial Culture for regional development. Industriada is not always directly linked to former or future industries but also opens its doors for art, music and different performances which are held in the former production halls and administration buildings. With these actions, it reintegrates abandoned former industrial spaces in the life cycle of the region. Industriada is the biggest festival in this part of Europe, which promotes Industrial Culture and had more than 90.000 visitors in 2016. 90% of all activities during the Industriada are free of charge for the visitors. The event is co-funded by the provincial government, local stakeholders and sponsors.

Light installations during the Industriada, picture by
(http://www.industriada.pl/Program/Galeria/510630/Obiekt/5817; 02.2017)

Weblink:

www.industriada.pl

3.2.2 Example 4: Tage der Industriekultur Chemnitz – Days of Industrial Culture Chemnitz

The Days of Industrial Culture are a three day festival in Chemnitz, Germany. The festival will take place in the city for the 8th time in 2017. The programme mixes cultural events and education offers with information on industrial companies from the region. The event's programme is build along three main components:

- An „Frühschicht" ('early shift') targeting young people by inviting them to the city's research and education institutions, as well as selected companies;

- a „Spätschicht" ('late shift'), which offers an insight into a range of Chemnitz-based companies, which offer information events or guided tours through their facities;

- a big cultural festival in a reconverted industrial heritage site.

The format mixes various components of already discussed case-studies here in the document. In contrast to the Industriada event the offers here have a stronger focus on promoting industrial employment and apprenticeships.

Tage der Industriekultur Chemnitz 'Frühschicht' (picture by http://chemnitz-tourismus.de/fileadmin/_processed_/csm_Neu__ULF3060_f74da96f15.jpg; 07.02.2017)

Weblink:
http://chemnitz-tourismus.de/de/veranstaltungen-erleben/tage-der-industriekultur/

3.3 Fostering industrial tourism

In a last set of measures within this workgroup of the InduCult2.0 project action deal with aspects of industrial tourism (T2.5.x). These measures are aimed to enhance the experience of visitors in the participating regions via experimental and unique tourism offers, as well as an improved presentation of existing offers. General aim is a better linkage between existing tourism activities and the industrial past and present. While acknowledging that industrial tourism cannot be a main economic driver of regional development in most cases, PPs nevertheless realise it as an important niche market, which therefore needs careful consideration of target groups and their specific needs. While two PPs focus on experimental accommodation offers (PP3+PP7) utilising the ragged charm of disused industrial buildings. A second sub-theme deals with the touristic connection between industrial museums and companies (as well as universities) (PP1, PP3, PP&, PP7). Another set of PPs (PP1, PP6, PP7, PP8, PP9) will focus on mapping and displaying regional tourist offers in connection to Industrial Culture.

Especially in small- and medium-sized towns of industrial background, accommodation offers can be rare and generally do not offer a 'feel' of the industrial past and present of the places. Nevertheless, industrial architecture stands in cultural high-regard, so it is not surprising to find 'industrial hotels' as a high-end niche on the hotel market (see for examples from Sweden www.furillen.com). While most of these offers are located in agglomerations, also examples from medium-sized towns can be

found (e.g. from Austria www.pixelhotel.at or the Netherlands www.differenthotels.com/en/hotels/carbon-hotel).

For the connection between companies and museums in the field of industrial tourism there are only a few examples so far. While industrial companies now sometimes feature as stand-alone tourism offers (i.e. www.turismotorino.org/prodotti/IT/R23/A268/P1/made_in_torino._tour_the_excellent; www.bergbautourismus.de; www.abenteuer-erzberg.at), the connection to museum remains rather underexploited. One example where museums and companies are at least marketed on the same platform can be found below.

As for the mapping of industrial tourism offers, there is by now a wide and well established range of different routes and tours on various levels (e.g. for Europe see www.erih.net, on regional level www.route-industriekultur.ruhr and on city scale www.visitbydgoszcz.pl/en/explore/teh20_trail). Most of these examples address mostly industrial heritage sites and museums connected to the industrial past. On the other end of the spectrum, there are mappings of visitor's offers on existing industries or crafts mainly for promotion purposes (www.madeinpadova.it or www.meisterstrasse.at). Offers that combine and promote the regional industrial past, present and future to visitors are rarely to be found. One example form Germany will be briefly highlighted below.

3.3.1 Example 5: Route der Industriekultur Rhein-Main – Route of Industrial Heritage Rhein-Main

The route of Industrial Heritage Rhein-Main is focusing on awareness building for the distinct and recent industrial production in the Rhein-Main region. The spatial arrangement of industrial sites is linked to the rivers and therefore both – rivers and industries - symbolize one of the most important factors for this regions development. Thematically the route is dealing with the economic, social, technical, architectonic and urban development in the past, presence and future, mapping heritage sites and present industries. The route helps to understand the industrial production and its interdependence in the region: it additionally offers a platform for creative communication about the region's future. It aims to foster the region's development by improving the soft location factors and is becoming more and more important for the marketing in tourism. The route is an interlinking medium, bringing the industrial sites together – in a material (buildings, production sites) but also immaterial sense: With a corporate design and information system (flyers, information boards) a regional identity is created based on Industrial Culture. Different events and actions are organized regularly to foster the positive development of the route.
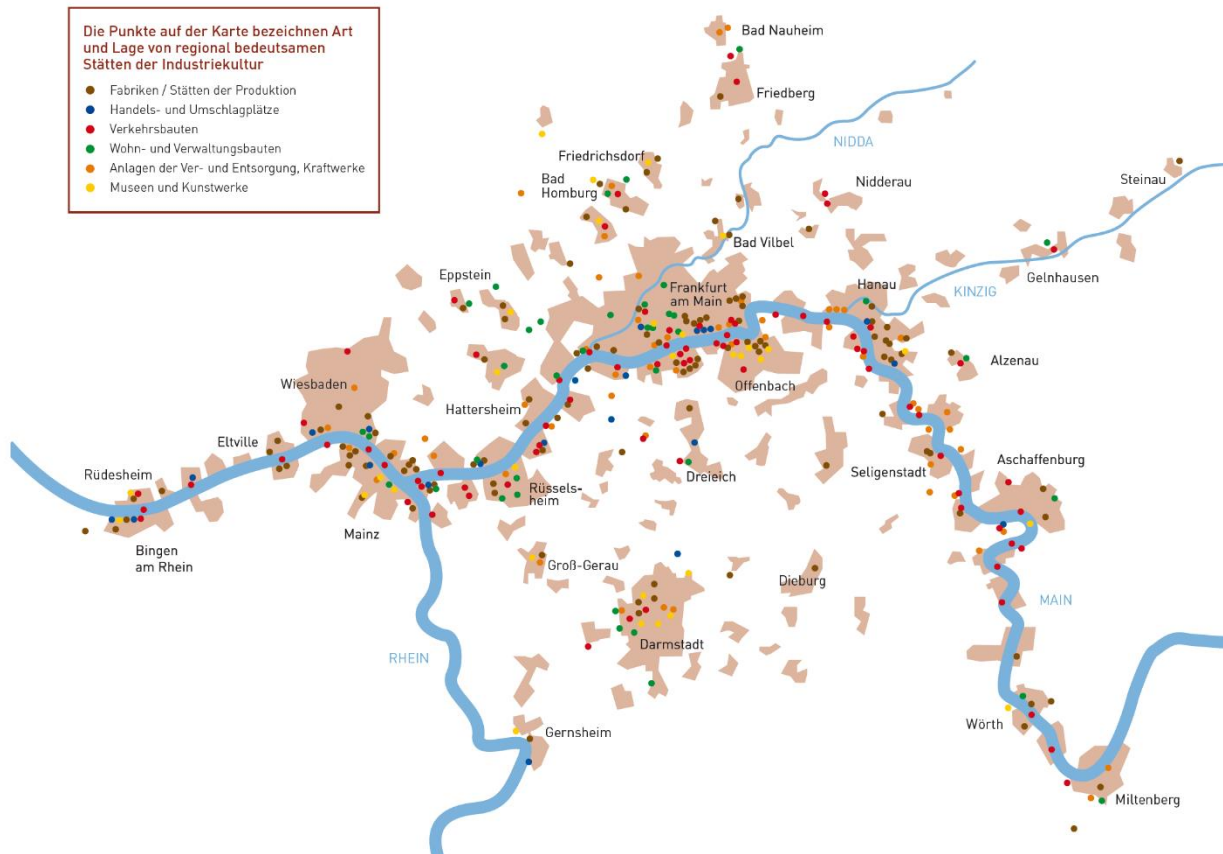
Route der Industriekultur Rhein-Main, map by KulturRegion FrankfurtRheinMain gGmbH

Weblink:

www.krfrm.de/projekte/route-der-industriekultur/konzeption/

Interactive map on the webpage: http://www.krfrm.de/projekte/route-der-industriekultur/interaktive-karte/

3.4. Further examples

The actions put forward in the workgroup T2 of the InduCult2.0 project shed only a spotlight on possible activities that are relevant to the topic of 'Industrial Culture and Regional Identity'. While this document concentrates on the topics chosen by the InduCult2.0 partnership, it should also be highlighted that other thematic activities are possible and are being applied in regions across Europe. These actions were not chosen for the project, but might be used by partners in the future for activities outside the project frame.

Out of the many possible ways to connect Industrial Culture to regional identity, one could highlight actions utilising artistic, landmark icons that somehow express the regional connection to industry in a special way. These examples can be very different and varied, but one might think of the 'Angel of the North' in the North-East of England (www.wikipedia.org/wiki/Angel_of_the_North) or the F60 industrial relict in Eastern Germany (www.f60.de) as items which have an iconic significance to the respective region and its industrial past, both to inhabitants as well as visitors.

Additional activities often focus on campaign work for old industrial regions in order to re-envisage these places as regions to visit and live in. One of these instruments, applied especially often by peripheral regions, is the installation of ambassador schemes, addressing both inhabitants, as well as

outside audiences. One of these approaches sees prominent people from the region led their popularity to the place and network for the region through media appearances, testimonials and public appearances. Examples are for instance the Eastern German 'Erzgebirge-Botschafter' (www.wirtschaft-im-erzgebirge.de/de/Wir_ueber_uns/Botschaftermarketing__1028.html) or the Austrian Eisenstrassen-Botschafter (www.steirische-eisenstrasse.at/eisenstrassenbotschafterinnen).

3.4.1 Example 6: Waldviertel-Botschafter – Waldviertel Ambassador

The Waldviertel ambassador concept exists since 2009 and was elaborated as part of the regional strategy "Waldviertel 2015+". In the case of Waldviertel, the region's "ordinary" residents are explicitly addressed. There is no pre-selection of ambassadors, which means anybody can become a Waldviertel ambassador and, thereby, demonstrate his/her connection to the region. The main duty of the ambassador is to carry further the region's strengths and report on the quality of living in the Waldviertel region first-hand. In 2014, the project recorded a peak in ambassadors (~420) and participating municipalities (56), compared to merely 140 ambassadors in 2011. Each ambassador has different functions, depending on the various aims, such as participating in meetings, communicate with target groups and represent the region and their values.

This approach particularly focuses on addressing the ambassadors authentically and personally. The main objective is not the promotion of the business location but rather to position the region as an attractive place worth living in. At the same time, the ambassadors are one element of an entire package of measures ("municipal guides", platform for the regional job market, real estates and services). The measures aim at enhancing the attractiveness of a peripheral region in Lower Austria to newcomers. This model of "ambassadors" can be implemented in partner regions to foster the regional Industrial Culture by having InduCult-ambassadors.

Weblink:
http://www.wohnen-im-waldviertel.at/botschafter.html

4. Strategic lessons

The diverse cases discussed in this document - often situated across a wide range of geographical and institutional settings - make a general deduction of strategic lessons for application in other regions seemingly difficult. There is obviously no catch-all solution when dealing with the topic of Industrial Culture and regional identity. Nevertheless, by analysing the examples some general factors can be put forward that help, when dealing with the topic.

The examples have shown the variety of approaches possible towards the topic of Industrial Culture and regional identity. The topics range from event-creation to exhibitions and tourist routes. Working on such diverse approaches needs different sets of actors, which bring expertise from diverse sectors (e.g. knowledge on industrial traditions, heritage, marketing, organisation, finances etc.) into such projects. To connect these backgrounds, the creation of a broad stakeholder setting seems to be a necessary condition for developing actions in this thematic field. There is a need for a strategic approach to include actors from different sectors in order to meet the creative, organisational and financial needs such projects require. The creation of a regular stakeholder group on the topic allows to share information and to discuss possibilities. It thereby allows the development of new ideas and possible synergetic effects with other activities from other policy sectors such as tourism, heritage preservation, industries and education. In the field of regional identity, especially the connection to tourism, heritage stakeholders, schools, as well as companies could be important. The inclusion of inhabitants via civil sector, associations or societies (heritage- or industry-related) seems to be necessary. Within the InduCult2.0 project this stakeholder involvement is guaranteed via the initialisation of regional focus groups in the PP regions (T1.4.1.). They aim at ensuring to anchoring the topic among various regional stakeholders, creating new ideas and synergies, especially beyond the project run-time.

In this context, it is important to note that the discussed examples often have taken - in preparation and implementation - a long time to develop, involving different stakeholder and institutions. Many examples needed to mature over a longer time frame to come into existence. Therefore, a second point one can learn from the cases is the need for a long-term focus. An important step to ensure this can be the above mentioned activation of a stakeholder network. In addition, the codification of this involvement in strategic plans, ensuring the constant interest in the topic and – very important - opening additional funding sources. Enshrining the issues of Industrial Culture in Regional Development Plans, LEADER-Programmes or Smart Specialisation initiatives can be an important step to ensure long-lasting interest in the topic, as well as securing additional funding opportunities. Also, the involvement of other policy-levels (e.g. district, regional) can provide the necessary additional funding and support. Within the InduCult2.0 project a first step towards such a long-term focus are regional action plans in all PP regions (T2.2.2). Here the different regional pilot actions are jointly framed and set into a regional context. In the end the preparation of regional strategy paper (T1.5.1) in each region is intended to reflect on the results of the pilot actions and map out the next steps taking place outside the project frame. Part of these strategy papers could then be included in the above name programmes and plans in order to open up the possibilities of action in this thematic field by additional funding and political interest. This is the most challenging task of the whole approach.

5. Conclusion

The examples in this document highlighted some of the manifold and diverse approaches across Europe, which address the issue of 'Industrial Culture and Regional Identity'. All the examples focus on specific place-bound tangible and intangible remains and assets of industrial production – trying to link these remains across the timeline of past, present and future. In this way, the cases discussed here indeed utilise Industrial Culture - albeit in varying ways - as a reliable and authentic common ground for an internal reference point of industrial communities. Additionally, Industrial Culture is used as a unique regional feature to promote the regions themselves and their industrial sector as an important economic base. For that purpose, the cultural impact of heritage and current industries is presented to the public, industrial tourism promoted and industry-related cultural events carried out, clearly aiming at the creation of a positive internal and external perception which represents a soft location factor for attracting people and business (including tourism) to old industrialised regions.

Some examples highlighted here sometimes received generous funding using a window of opportunity, while others were started from scratch with almost no outside support and only carried on by the enthusiasm of a few people; some take place in urbanised regions, while others are situated in truly peripheral regions. Also, the economic impact of the single measures varies to a great extent, while their social impacts and their influence on regional identities and perceptions remain often unknown or undocumented. Nevertheless, we can see that a lot of the examples discussed here are already running for a long-time, some of the actions being successfully adopted by other regions across Europe.

As important factors of success, we can see the involvement of broad stakeholder group, strategic thinking as well as a long-term planning regarding the implementation of actions. Additionally, embedding such activities in a strategic (multi-level) document, increases funding opportunities and allows synergies with other sectors, such as tourism or industrial policy.

6. InduCult2.0 project background

In the frame of major societal and economic changes, Europe's industrial societies have transformed into networked information societies that are increasingly based on knowledge-intensive services and creative industries. However, these developments are affecting territories in very different and uneven ways. Small and medium-sized towns in rural environments were often able to keep an industrial base, but they do not succeed in attracting the knowledge economy in the same way as large cities.

At the same time, political attention to industrial production is increasing in the aftermath of the financial crisis. In a recent communication to the EU Parliament, the EU Commission *"considers that a strong industrial base will be of key importance for Europe's economic recovery and competitiveness."* In a similar vein, national and regional governments set up strategies for reindustrialisation through the development of "Industry 4.0" and the valorisation of industrial labour.

Against this background of these trends, the question remains how (old) industrialised regions outside agglomeration areas will be able to maintain and build on their cultural and industrial base for a future, sustainable development in their area. The focus of the INTERREG project "InduCult2.0" (CE31) is on place-specific, endogenous potentials that these regions already possess in connection to their industrial past, present and future. The project brings therefore together regions with a distinct industrial past and present, situated outside major agglomeration areas in Central Europe. In recent years, all of them have undergone deep transformation processes due to automation, adaptation to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the project partners' territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing industrial culture to their full development potential.

InduCult2.0, wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Together with local stakeholders, partners rediscover and develop the positive elements of industrial communities. Specifically, project partners intend to:

- Promote and establish the idea of Industrial Culture in Central Europe;
- Strengthen the distinct culture of industrial regions and utilise it as location factor;
- Empower industrial regions by re-activating their pioneer spirit.

The Institute of Geography and Regional Science at the University of Graz, Austria, and the Leibniz Institute for Regional Geography in Leipzig, Germany, are academic partners and will support and reflect these activities and conduct an academic research along the project. Further partners are municipalities, district administrations and private institutions from 8 Central European countries.

The InduCult2.0 project is implemented by the Central Europe INTERREG B programme and co-funded by ERDF. The project run-time is from summer 2016 to summer 2019. For more information and regular project updates and results, please visit

www.inducult.eu

www.facebook.com/InduCult20-Living-Industrial-Culture-987296494713990/

7. Annex

List of good practice examples

InduCult – Subtopic	Name	Place	Weblink
2.3	World of Steel Linz	Linz, Austria	www.voestalpine.com/stahlwelt/en
2.3	Long Nights of Industry	Germany	www.langenachtderindustrie.de
2.3.	Open Factory	Padova, Italy	www.open-factory.it
2.4.	Industriada	Silesian Province, Małopolska Province, Poland	www.industriada.pl
2.4.	Days of Industrial Culture Chemnitz	Chemnitz, Germany	http://chemnitz-tourismus.de/en/veranstaltungen-erleben/tage-der-industriekultur/
2.4.	6th Rostfest - "Rust festival"	Eisenerz, Austria	www.rostfest.at
2.5.	Made in Padova	Padova, Italy	www.madeinpadova.it
2.5.	The Route of Industrial Heritage Rhein-Main	Frankfurt/Main, Germany	www.krfrm.de/projekte/route-der-industriekultur/konzeption/
Additional example	Waldviertel-Botschafter	Waldviertel, Austria	http://www.wohnen-im-waldviertel.at/botschafter.html
Additional example	Industrial Monuments Route	Poland	www.zabytkitechniki.pl/
Additional example	Techmania Pilsen	Pilsen, Czech Republic	http://techmania.cz
Additional example	Magma Science Adventure	Rotherham, United Kingdom	https://www.visitmagna.co.uk/
Additional example	Angle of the North	Gateshead, United Kingdom	https://en.wikipedia.org/wiki/Angel_of_the_North