



Past - Present - Future

RESULTS WORKPACKAGE T4 - 'INDUSTRIAL CULTURE FOSTERING CREATIVE APPROACHES'

Achievement Overview

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PP4



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0. Summary

The aim of this document is to reflect on the results of the work package 'Industrial Culture fostering Creative Approaches', which is focused on the connection between (old) industrialised regions and creative people. The work package looked at ways to interlink creative people with already existing industries, with the aim to address current needs of industries in order to foster a sustainable regional development.

Against this background this InduCult2.0 workgroup strived to foster creative economies and innovative spirit in such challenging - old-industrial, non-metropolitan - environments. It aims at reconnecting needs of industries with the historic pioneering culture for which these regions once were known. In this context, the workgroup focuses on utilizing the often attractive assets of old-industrial sites for establishing creative and cultural centres, as well as on measures fostering innovation, entrepreneurship and local value chains in an industry-based setting. In this way project partners understand Industrial Culture as a reliable and authentic common ground for sustainable development in industrial regions. 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 the results of the pilot actions from the InduCult2.0 project in this work package along selected examples, highlighting approaches and results.

In total the paper shows the variety of possible utilisation of Industrial Culture already existing across Europe, here especially in connection to the interlink between industry and creative sector. To valorise the full potential of these assets the discussion highlights the importance of broad stakeholder networks, especially in regard to the industrial sector itself.

1. Introduction

This is the last deliverable paper in the workgroup T4 'Industrial Culture fostering creativity and pioneer spirit' of the InduCult2.0 project. This workgroup is one of four thematic workgroups within the project and addresses the role of Industrial Culture in connection to creative industries and pioneering spirit in industrial places, trying to interlink creative industries - as important growth sector in a knowledge economy – to industrial production in small and medium-sized towns.

This achievement overview paper provides an academic reflection on the activities of project partners (PP) involved in the workgroup T4 over the project run-time until winter 2018. On this basis the paper highlights different results and experiences from practical activities dealing with the topic of 'Industrial Culture fostering Creative Approaches'. It also highlights outside knowledge on Industrial Culture, a. o. available in existing EU networks.

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, offering some general remarks on positive effects which can be achieved by pursuing this field of action, thereby setting the frame for the results discussed in this document. The following section then discusses some generalised results from the activities of the PPs. Chapter 4 will highlight some 'lessons learned' from the actions, 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" (T4.6.2) and the regional + transnational strategy papers (T1.5.1+T1.5.2), in which each involved partner breaks down the results of the InduCult2.0 activities into regional plans for the future development of this topic beyond the project context. The University Graz (PP4) acts as workgroup leader and is responsible for this document. It has ensured the necessary information regarding the preparation of this document via ensuring the exchange between the regional partners involved in this workgroup.

This achievement overview stands in connection to the similar papers on 'Industrial Culture and Identity (workgroup T2) and 'Industrial Culture and Labour force' (workgroup T3), as well as to the overall synopsis (T1.6.1.) and the more academically framed scientific publication (C2.5), both to be published in 2019. All papers are prepared in their structure and outset as a joint collaboration by the University of Graz (AUT, PP4) and the Leibniz-Institute for Regional Geography in Leipzig (GER, PP2).

The results are based on communication and information exchange between project partners within the thematic work group, previous research conducted within the project research, input from external conference participations, as well as inputs received in the academic workshop in Graz. Additionally, the workgroup leader contacted various European networks¹ actively working on the topic of this paper inviting them to share knowledge and contribute to the workgroups outputs.

¹ Such networks as TransEuropeHalls (TEH), Coworking Assembly (CWA), European Creative Business Network (ECBN) and others

2. Framing the topic of 'Fostering Creative Approaches through Industrial Culture'

2.1 Industrial Culture meets creatives and pioneers

Central Europe is home to several strongholds of producing industries, even in regions dominated by small and medium-sized towns. However, latest shifts in industrial production modes (e.g. towards Industry 4.0) demand an increased availability of enhanced creative and innovative potentials for maintaining both economic and regional competitiveness. These trends favour agglomeration regions, as peripheral regions are rather ill-equipped for these new trends. These places often lack important requirements of the knowledge society, such as higher education units or the existence of a 'creative class'.

Thereby these trends create new challenges to industrial regions across Europe, marking a new phase in the long on-going processes of structural change already experienced by these regions. While these regions were once drivers of change and had a highly innovative milieu, they are now seldom perceived as being attractive locations for creative people and innovation. On the contrary, such regions now are often being seen as 'rust-belt' places, marred by images of unemployment, environmental degradation and narrow-mindedness ('lock-in') - in short, as places where innovation and out-of-the-box-thinking is hardly existent and - even worse - not welcomed, neither in institutions nor in companies.

These internal perceptions and external images prevail even though such regions often have a range of assets and resources available that could foster creative industries and pioneering spirit. These regions have a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets and skills, as well as – often highly competitive - contemporary industrial production units still being active and which often do foster highly creative thinking and innovation. Disadvantages of being located outside agglomerations are counterweighted by other location factors (e.g. cheaper rents, better networking opportunities due to smaller stakeholder groups, access to authentic knowledge and skills etc.).

Against this background this InduCult2.0 workgroup has implemented a range of activities to foster creative economies and innovative spirit in such challenging - old-industrial, non-metropolitan - environments. Aim was to reconnect the current needs of industries with the historic pioneering culture for which these regions once were known. In this context, the workgroup has focused on utilizing the often attractive assets of old-industrial sites for establishing creative and cultural centres as well as measures fostering innovation, entrepreneurship and local value chains in an industry-based setting. In this way project partners in this work package understand Industrial Culture as a place-based concept - as tied to specific place-bound tangible and intangible remains of industrial production. It is thereby 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 can evolve along with a transforming economic environment.

The work package has tried to improve cultural and creative environments in order to raise regional and industrial competitiveness, leveraging employment and providing new grounds for entrepreneurship and innovation. In the frame of this workgroup InduCult2.0 has deployed Industrial Culture as a pull-factor for work force and companies by unlocking currently not utilized endogenous potentials. It has tested approaches for generating inspiring milieus in industrial regions: Creative hubs were put in place, utilising the affinity of the creative scene to old-industrial (heritage) sites. Additionally, local value chains were reinforced by bringing together creative workers and industry.

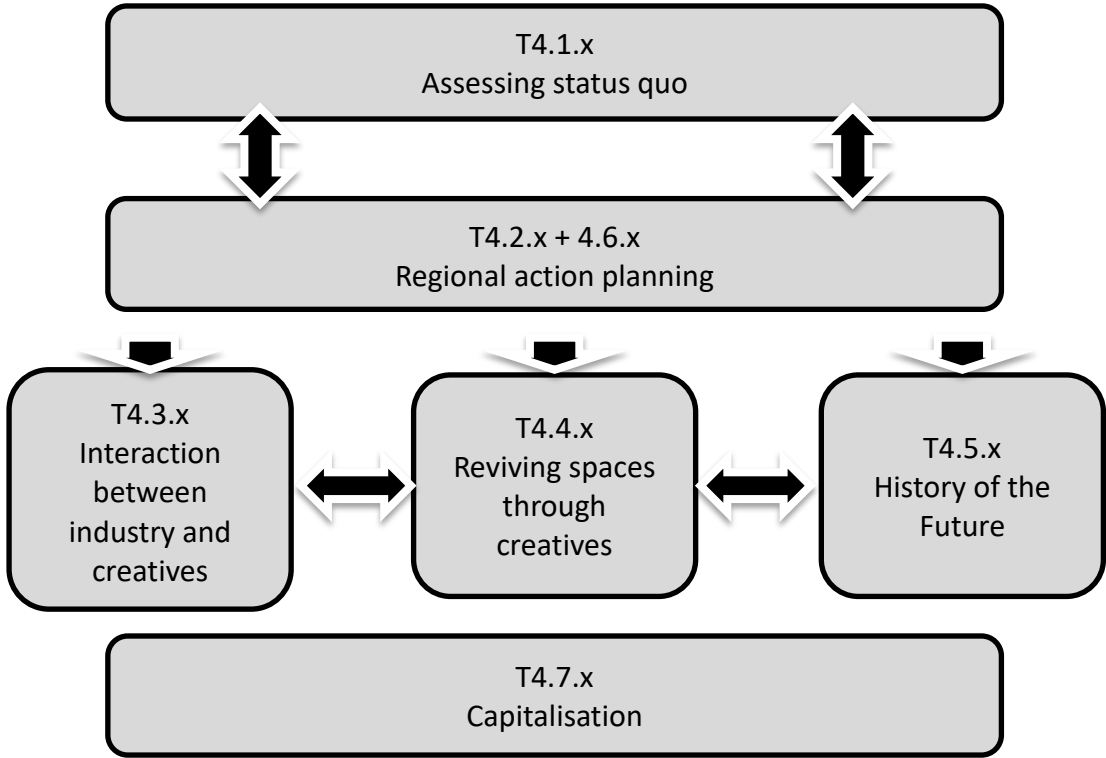
Thus, InduCult2.0 has supported the regions in re-discovering their innovative power, pioneer culture and entrepreneurial spirit for which they were known already in early industrialization.

2.2 Actions of workgroup T4

This work package had three strands of activities which were embedded in regional, long-term strategies (see Fig. 1). One set of actions has focused on the connection between the creative sector and industry: ‘Interaction between Industry and Creatives’ (T4.3.x). The actions here were two-fold: One set of sub-actions focused on ‘bridging the gap’ between industry and creative via formats like living labs, innovator camps and workshops, improving the interplay between the sectors in the regions. Another set of activities addressed the material substance foreseeing the upgrading and face-lifting of industrial buildings via art. A second set of activities did also focus on the material substance, but more in a functional way. Actions in the section ‘Reviving Space through Creatives’ (T4.4.x) aimed at the establishment of working and exhibition spaces for the creative sector in old industrial settings. Manifested results were showrooms, pop-up stores, co-working spaces and innovation labs. In a last set of activities, PPs have put emphasis on concepts targeting innovation culture over time (History of the Future, T4.5.x). Here regions have analysed regional innovation culture over time as a regional asset and derive measures for enhancing innovation capability and pioneering spirit in the future. In the following chapter, some examples beyond the project context will be highlighted for all three types of actions and an outlook to further possible activities will be discussed.

Throughout the project run-time, the work group leader, University of Graz (PP4), has supported involved PPs with input, moderation, reflection and evaluation. All work package activities were laid out to connect industrial presence and past with contemporary creative resources. In order to achieve this, project partners have actively engaged a wide range of stakeholders (chambers of commerce, companies, universities, creative networks, etc.) in their regions.

Fig. 1: Structure of workgroup T4



3. Lessons learned

All actions and pilots documented in the following sections of this chapter are also available with an extensive English summary via the project webpage (www.inducult.eu).

3.1 Transnational Work Group and Regional Action Plans (activities T4.2 + T4.6)

The activities in this work group were shaped around half-yearly meetings of a transnational expert group, which exchanged and discussed progress of the different actions of the partners involved. Both the conceptual, as well as the implementation stages of the single actions were thereby reviewed by the partners and knowledge was shared on joint challenges. This 'peering' approach between partners formed the integral cornerstone of the work group's work over the project run-time.

As an overarching output, 7 regional action plans were prepared in this work package, focussing and reflecting on results of regional pilot actions and setting out additional actions beyond the project run-time. Albeit highlighting different actions for further development in the single regions, the documents all underline the importance of the established actor's network within the regions and their contribution for capitalising project results and shaping new activities. Thereby most of the regions have the intention to continue their focus groups work after the project end and thereby following up the initiatives laid out in the action plans. Project partner involved in this action were PP1, PP3, PP5-PP10.

As the regional action plans are a corner stone of the regional strategies (T1.5.1.), the results from the documents will also –in some regions – be transferred into the regional policy agendas, i.e. regional development strategies, LEADER programmes etc.

3.2 Improving interaction between producing industry and creative communities (activities T4.3)

One set of actions in this work package has focused on the connection between the creative sector and industry. One set of sub-actions focused on 'bridging the gap' between industry and creative via formats like living labs, innovator camps and workshops. Aim was to improve the interplay between the sectors within the regions. Therefore partners tested different measure on how to 'match' industries and creative – if possible - also on a long-term basis. These actions turned out to be one of the most challenging elements in the entire project, as to establish interplay between to different working spheres proved in many cases difficult. In total 5 such actions were implemented in the project regions. The events were:

- PP1 – Creatives meet Industry – Workshop for the region Anhalt-Bitterfeld | Dessau | Wittenberg (GER)
- PP5 – Creativity meet Industry – Workshop of designers (CZ)
- PP6 – Living Lab in Piazzola die Brenta (ITA)
- PP7 – Creatives meet industry – Creative challenge (SLO)
- PP10 – Creative Living Lab (BEL) (see example below)

Example 1: Creative Living Lab in Genk (BEL)

The Belgian partners of STEBO (PP10) set up a 'Living lab' that should boost entrepreneurial initiatives based on the regional industrial DNA and foster cooperation between industry and creatives. During the program, participants underwent a trajectory of inspiration by local artists, learning within a special trainee program and showcasing during a meet and greet between creative entrepreneurs, producing companies and other local stakeholders. The living lab was linked to different already existing initiatives – e.g. 'The Box' a plug-and-play pop-up store across Belgium; fashion incubators that provided modern technologies and knowledge and the trainee program 'Starterslabo' for unemployed people with a valuable business idea. Outcome was the establishment of numerous cooperations between local creatives and companies. Both creative entrepreneurs and industries showed interest in a follow up to strengthen ties between those two sectors.

Picture 1: Design presentation in Genk 'Box store' (Picture STEBO)



Another set of actions in this activity addressed the material substance of industrial buildings, by upgrading and face-lifting of industrial buildings via art.

In total 2 such actions were implemented in the project regions. The additionally action planned by PP9 (a project output) was cancelled. The realised improvements were:

- PP1 – Face-lift Martin-Hoop- Shaft tower in Zwickau (GER)
- PP3 – Face-lift Porubsky quarter in Leoben (AUT)

Example 2: Face-lift Zwickau (GER)

The District of Zwickau (PP1) realised an art-installation (graffiti) on a former mining shaft tower in Zwickau. The installation became a widely recognized landmark in the area, displaying the industrial past of the wider region. The investment was realized after a design competition and with the support of a local company being present on the site of the mural. Due to the success of the funded action a follow-up installation on the other side of the tower is already being planned.

Picture 2: Art installation on the shaft tower (Picture Thomas Dietze)



3.3 Pilots reviving old-industrial places through creative communities (pilots T4.4)

The actions in this activity have aimed at enhancing the cultural and creative environments of the project partner regions, in order to raise regional and industrial competitiveness, leveraging employment and providing new grounds for entrepreneurship and innovation. Partners tested the establishment of creative hubs, utilising the affinity of the creative scene to (old-) industrial sites. Main aim was to support the regions in re-discovering their innovative power, pioneer culture and entrepreneurial spirit for which they were known already in early industrialisation. This was done by fostering interaction, reviving spaces and exploring innovative spirit through time. Different forms and approaches were tested, focussing on different target groups such as young people, unemployed, creative scene, start-ups etc.

PP1 – Initiatives coaching in the district of Zwickau (GER)

The district of Zwickau (PP1) realised three coachings of cultural initiatives in small and medium-sized towns that had the objective to start a revitalization process of three old industrial areas. The coachings consisted of workshops and the development of three roadmaps. To develop old industrial areas on a low-threshold basis needs specific measures, especially the specific needs of cultural and creative industries have to be taken into account, therefore a tailor-made approach was chosen for each specific initiative. The summary documentation gives an overview on how the initiatives were coached, what results could be identified and how sustainable progress could be reached when it comes to long-term establishment of a cultural and creative hub.

PP6 – Establishing a social innovation lab in Piazzola di Brenta (ITA)

An 'Innovation Lab' was installed by the Italian partners, the Camera di Commercio Industria Artigianato e Agricoltura Padova (PP6). Located in a former Jute factory in Piazzola sul Brenta, a center for creative and social innovation was established. Thereby especially SMEs, start-ups and local companies interested in innovation should be supported and new models of cooperation between industrial sector and creatives boosted. The durability of this action is assured by an agreement signed with the municipality that is also owner of the factory. The staff of the lab is trained in entrepreneurship, product and process innovation and technology transfer. Hence, the Innovation lab develops in an incubator for innovation, cross-fertilization and technology and knowledge transfer.

Picture 3: Site of the social innovation centre (Picture Camera die Commercio Padova)



PP7 – Establishing a co-working space with exhibition space in Skofja Loka (SLO)

BSC Kranj (PP7) established a creative centre named Kreativnice in an old industrial site of Škofja Loka as a co-working and exhibition space for textile designers and preparation of opportunities for concrete connections with industries. With innovative presentation of industrial and textile heritage in the region, it created a space with the context for contemporary creativity of today's textile designers and their connection with existing industry and all the opportunities that come with it.

The master's workshop combines a "showroom" and sales gallery and a "workshop" at the back. The creative centre Kreativnice combines co-working, co-creation and development with social responsibility of the involved community. Understanding, trust and support of all the stakeholders are key principles for developing sustainable links within the centre.

Picture 4: Kreativnice crew (Picture BSC Kranj)



PP8 –Establishing a centre of informal education in Sisak (CRO)

In this context this pilot action, the town of Sisak (PP8) focuses their efforts on the revitalisation of an old river boat, thus preserving the Industrial Culture and preventing the deterioration of other important parts of the Town Sisak. As result of the action, the technical documentation for the reconstruction of old ship “Biokovo” in a creative centre of informal education. Next to this planning set, PP8 also implemented 2 workshops for 20 stakeholders (teachers, students and members of the Gymnasium debate club) with the preparation for the content of Centre. The centre will be the first such instalment in Sisak, combining Industrial Culture and learning.

Picture 5: The ship Bivoko (Picture Town of Sisak)



PP10 –Improving pop-up store concept in Genk (BEL)

STEBO (PP10) developed and tested a new pop-up store format. The main result of the initiative is that it now boosted entrepreneurial initiatives which are rooted in the region’s industrial culture. A new line of InduCult2.0 products has been designed, combining traditional and modern (industrial) techniques. The results of this pilot action have been achieved within the timeframe of the InduCult2.0 project. Special to the approach was that creative entrepreneurship is relatively unknown or considered too risky by the local population, which was and often still is brought up with a typical blue-collar worker mind-set. In the test, a pop-up location which already has strong links with the industrial past (both spatially and thematically) was used as a try-out place for creative entrepreneurs and initiatives who are inspired by both the authenticity and the current needs and developments of the producing industry. It acted as a gathering location where past, present and future meet and are turned into a dialogue by a creative community.

Picture 6: The Box with entrepreneurs (Picture STEBO)



3.4 Concepts on ‘History of the Future’ (actions T4.5)

In a last set of activities, some PPs have put emphasis on concepts targeting innovation culture over time. Here regions have analysed regional innovation culture over time as a regional asset and derive measures for enhancing innovation capability and pioneering spirit in the future. The results are three different regional concepts, which will be interlinked to existing regional strategies. Involved PPs were:

- PP1 –“HISTORY OF THE FUTURE”: A conceptual proposal for re-boosting innovation and pioneer culture in the industrial region of SOUTHERN SAXONY ANHALT (GER)
- PP6 - “HISTORY OF THE FUTURE”: A conceptual proposal for re-boosting innovation and pioneer culture in the industrial region of VENETO (ITA)
- PP7 – “HISTORY FOR THE FUTURE”: A conceptual proposal for re-boosting innovation and pioneer culture in the industrial region of GORENJSKA REGION (SLO)

Example 3: Veneto Concept (ITA)

The Camera di Commercio Padova (PP6) considers in their conceptual approach the history of industry in the region, telling a story of genius thinkers, inventors and founders, who often traced non-conformist paths. These pioneering achievements and innovations influence the region's way of thinking and still influence our modern technologies today.

The study highlights the pioneering achievements of the Veneto region, which led to the region's emergence as a world-class industrial region. For that purpose, relevant places, events and biographies that influenced the pioneering history were analyzed. Additionally it points out points out through which measures the pioneering spirit of the region could be revived and transferred into new schemes and new models much better meeting economic and technology needs and attracting interest of youths, experts, professionals, etc. It proposes establishment/promotion of existing/new creative places connected with Industry 4.0 and the Data Economy in general.

4. Strategic lessons

The diverse cases discussed in this document - often situated across a wide range of different geographic and institutional settings - make the 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 creative industries, but by analysing the examples some general factors can be put forward that help, when dealing with the topic.

The shown examples illustrate the variety of approaches possible towards the topic of Industrial Culture and creative industries. The activities range from innovation fostering events such as creative challenges to manifested infrastructures such as creative hubs in old industrial sites. Given these diverse approaches, the pre-conditions for such actions vary greatly from case to case, as well as the actors leading such initiatives. As pointed out for small- and medium sized towns, especially the lack of a numerous and strong groups of creative people or companies (provided for example by research institutions), makes some of the formats seemingly difficult to realise in such environments. Nevertheless, some examples show that it is possible; especially as old industrial places often provide the right (historical and authentic) background for innovation, hence also the focus on keeping or upgrading the original appearance of the places. Here especially the role of the first pioneers is important, making use of abandoned places, often first with non-commercial activities that grow with the time in other business areas and often provide the starting point of small- and medium-sized enterprises. Another important role is taken by companies themselves fostering innovation in their products and therefore sometimes pro-actively engaging in the discussed formats. Thereby engagement and leadership within the private sector and creative community seem to be a key element for some of the formats. This last point was the most difficult to achieve within the project. Overall initiatives to joint creatives and industry were led and sustained by the PPs, and it proved - in almost all cases – initially difficult to involve industries. Here there is obviously more conceptual worked needed in how to bridge this gap.

Having highlighted the importance of the private sector it is undeniable that the state can play a pivotal role, especially in the physical manifestations, such as co-working spaces and creative hubs, by investing funds necessary to first establish these schemes in old industrialised settings. One can learn from the examples that this requires a clear strategic aim, setting clear functions and aims for such places, best by including creative communities already in the planning stages, assessing needs and gaps in the regional economic sector. An important step therefore is the codification of these activities 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 additional funding opportunities to sustain the test cases from the project.

Within the InduCult2.0 project a first step towards such a long-term focus are the regional action plans in all PP regions (T4.2.2). 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 reflected on the results of the pilot actions and maps out the next steps taking place outside the project frame.

5. Conclusions

The examples in this document highlighted some of the manifold and diverse approaches, which address the issue of 'Fostering creative approaches through Industrial Culture'. All the actions focus on specific place-bound tangible and intangible remains of industrial production – trying to link these remains across the timeline of past, present and future. In this way, the cases discussed 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, creative people and pioneer spirit are both to be evoked in the regions and joined with already existing industries, with the aim to reconnect the current needs of industries with the historic pioneering culture for which these regions once were known. In this context, the project actions described in this document focus on utilizing the often-attractive assets of old-industrial sites for establishing creative and cultural centres, as well as on measures fostering innovation, entrepreneurship and local value chains in an industry-based setting. The single actions display the wide variety of measures and actions to foster cooperation between industries and creative industries, even in non-agglomeration regions – and some of the difficulties in realising these approaches.

While engagement and leadership within the private sector and creative community, as well as funding by the public sector (especially regarding physical infrastructures and strategic funding opportunities) can be identified as key elements for these formats, especially the involvement of industry is not always easy to achieve.

In total the paper shows the variety of possible utilisation of Industrial Culture already existing across Central Europe, here especially in connection creative industries and pioneering spirit.

6. 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 often continue to have a small 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 the INTERREG project "InduCult2.0" (CE31) brings 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/

www.researchgate.net/project/InduCult20-Industrial-Heritage-Cultural-Resources-of-Current-Industries-and-Creative-Pioneers