

CULTURAL AND CREATIVE INDUSTRIES AS CHANGE AGENTS IN TRANSFORMING INDUSTRIAL SOCIETIES

Summary report on regional test cases

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InduCCI References and Contact



T3.2.1



Reporting Period 2



PP3, CREARE



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1. ABSTRACT

The EU project InduCCI¹ investigates Cultural and Creative Industries as a social change agent in transforming industrial societies. This summary report presents 11 regional test cases ideas described by the partnership concerning the two following test cases:

- > *Mediating industrial transformation to the society through CCI* (e.g. explaining industry 4.0)
- > *Empowering industrial society through CCI* (e.g. raising pioneer spirit, entrepreneurship)

2. INTRODUCTION

The Central Europe project InduCCI focuses in its 3rd practical work package on the role of Cultural and Creative Industries (CCI) for helping industrial communities in Central European regions to become more open to innovation, change and entrepreneurship. With its hybrid forms of collaboration and unconventional methods, CCI is to be tested as an agent for social transformation.

In a first sub-strand, InduCCI partners bring in CCI for mediating between (transforming) industry and society. Partners experiment with different communication formats ranging from event features over public discourses to exhibitions.

In a second sub-strand, regional test cases are focused on empowering industrial communities through CCI, especially with a focus on entrepreneurship and self-dependence. This is reached by testing novel education schemes, opening up the CCI scene to the public, public pioneering workshops and other community-oriented work.

As key part of the work package, the InduCCI partners have committed themselves to develop and test certain cases in their regions as well as to support each other in this process.

3. OBJECTIVES

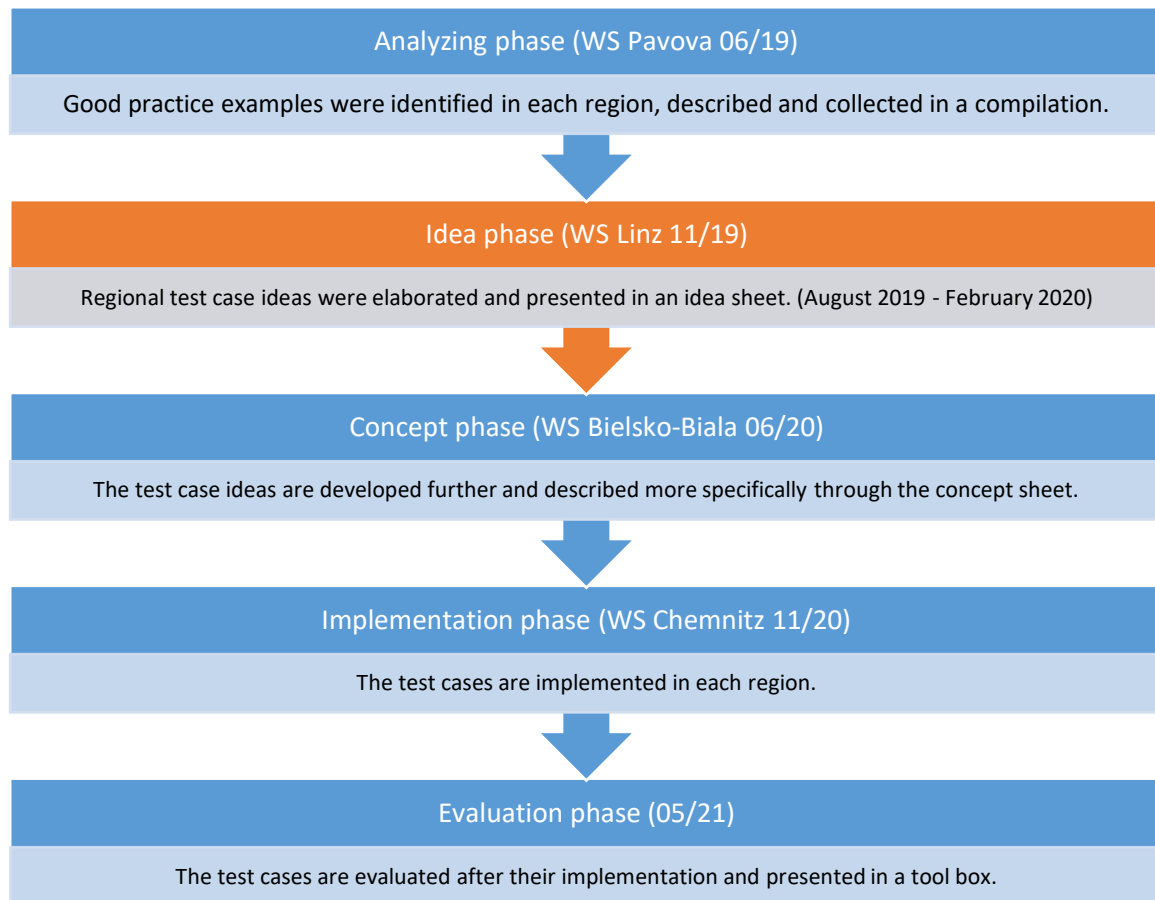
This summary report compiles all foreseen regional test case ideas in the status-quo of their first development step (idea phase).

Purpose of this summary report is to generate a well-structured overview of all planned test cases of the partnership on the topic “CCI as social change agent in a society undergoing industrial transformation”.

¹ InduCCI (“Industrial Regions <> Culture Creativity Industries”) is a Central European project funded by the European Union. For more information: <https://www.interreg-central.eu>

4. APPLIED APPROACH

The test case idea phase is part of a greater approach which will eventually lead to implemented test cases:



The regional test cases are transnationally leveled up through:

- **joint collection of existing practices at the beginning:**
Each project partner described two existing measures of their region which are good examples when it comes to CCI as social change agent in a society undergoing industrial transformation process.
- **crosswise peering activities in the idea phase:**
Each test case idea was feedbacked within the partner project network, adopted and optimized for the practical set up.
- **joint evaluation of their effect after implementation:**
All test cases will be evaluated after they took place. Crucial success factors as well as lessons learned will be identified for potential follow-up or transfer measures.
- **making pilot results publicly available:**
Eventually, the pilot results are worked up for a transnational audience in a toolbox.

4.1. Overview of test case ideas for mediating industrial transformation towards the society through CCI

Title	Project partner	Region	Short text of test case
CCI Night Shift	PP1	Chemnitz - Germany	As a test-wise add-on, PP1 invites CCI for presenting transformation processes in regional industrial branches at an industrial culture festival in Chemnitz and surroundings using their specific presentation approaches.
Arts meet technology	PP2 + PP3	Saxony - Germany Linz - Austria	PP2+3 jointly organize cross-over workshops for artistic and technological innovators as both works experimentally and exploratory. Results are exhibited in both regions for intensifying public discourse about the future of industry / industrial societies.
Future Creative Industries	PP6	Padova - Italy	PP6 presents examples of CCI work for industry in an exhibition, focusing on young/schools. Combined with presenting CCI educational institutions and future industrial work options for creatives.

4.2. Overview of test case ideas for empowering industrial society through CCI

Title	Project partner	Region	Short text of test case
New Pioneers	PP1	Chemnitz - Germany	PP1 offers hands-on workshops for industrial culture festival visitors. Workshops take up industry-related topics and are run by CCI. Objective is to sensitize participants for past and present entrepreneurial spirit.
Open CCI	PP3	Linz - Austria	PP3 tests extension of existing “open CCI studios” format from a CCI get-together to a public event. CCI open up their work zones to the public. Through promoting the regional CCI landscape, the shift from heavy to creative industry is marked.
Cross-over Curriculum	PP4	Karlovy Vary region - Czech Republic	PP4 tests new educational formats within curricula where students of creative and technological branches share project-oriented lessons. Mixed teacher teams accompany series of workshops. Possibly resulting in public presentation.
Younger FabLab	PP5	Bielska-Biala - Poland	PP5 tests workshops series for students, pupils challenging their creativity and raising their self-dependence as preconditions for future entrepreneurship. Supported by regional FabLab. Tested as an offer outside curricula.
CCI for multipliers	PP6	Padova - Italy	PP6 conveys CCI working methods (e.g. design thinking, business model canvas, performances ...) to multipliers working with public as well as industry. CCI experts accompany the participants in a series of workshops.
CCI in communities	PP7 + PP8	Kranj - Slovenia Genk - Belgium	PPs7+8 test CCI methods in communities for approaching a social challenge of their living environment (e.g. upcycling, public place design), developing feasible products/solutions. Methodological findings shared with community developers and planers.

5. SET 1 OF TEST CASE IDEAS: CCI MEDIATING INDUSTRIAL TRANSFORMATION TOWARDS SOCIETY

5.1. CCI NIGHT SHIFT (CHEMNITZ, GERMANY)



Picture 1: CCI night shift credit Industrial Heritage Days

Title of test case idea:	CCI Nightshift
Project partner:	PP 1
Deliverable no.:	T3.3.1

In the "late shift" format, which has been an integral part of the Industrial Heritage Days since 2010, it is mainly industrial companies that open their doors during ongoing production and allow groups of visitors to visit on appointment. Since the beginning, the "late shift" has grown to more than 80 companies and has also opened up the city limits towards the region.

So far, the format has focused on industrial companies, companies of the CCI were not present. Also, the enterprise presentations were arranged so far largely without creative input of the CCI. Even traditional companies of the region consider the format "Spätschicht" (late shift) as a measure to attract skilled workers in order to present themselves as attractive and cosmopolitan employers.

In this context, the Schönherrfabrik is an exception as an area in the city of Chemnitz, as a location with both industrial production and CCI. We organized the RAW Festival there in 2017 and saw how the upgrading and interaction of industry and CCI has an attractive and activating effect on an audience. The popularity of the format was great, and the participating companies saw that new target groups could be reached in this way.

That's why we're now planning to extend it to a night shift, the CCI Nightshift. This means that we are planning to expand the company pool to CCI companies as well as to integrate CCI players and their creative offers and design possibilities for the company presentations for the late shift. The extension in time as nightshift means an integration of club offers and formats directly into the industrial enterprises in the planning. In this way we see a potential activation of new audience groups, above all as a rejuvenation of the audience, in order to address not only technology affine but also classic creative party audiences and to bring them into relation with the industrial production of the region as well as with the new offers of the CCI.

ANALYSIS

Supportive stakeholders:	Partner companies, above all the initiative for skilled workers "Chemnitz zieht an / Chemnitz attracts", partner structure from existing projects with the regional CCI, Regional Economic Development Corporations, Association Touristic Region Zwickau
Target group:	CCI companies and their communities, including a cross-section of the audience of art and club events as well as dance events. +5 companies CCI as well as 5 CCI night offers, thus in about 1,000 visitors more
Location:	At least 5 different CCI and Industrial companies
Timeframe:	End of September 2020 (and following years), one night
Frequency:	Regular, annually
Preceding background:	Yes, extension of the format SPÄTSCHICHT, est. in 2010
Methodological approaches:	Nonspecific, experiences and best practice knowledge
Critical factors:	Acceptance of the new CCI offers by the established partners / industrial enterprises, different target groups in the communicative address
Success factors:	Matching of the CCI offers with the companies or location qualities, convincing artistic lineups, which themselves are already strong in communication.
Partner support:	Set up or get recommended curators / location scouts
Strategic embedding:	Encounter area between old and new economy (reflecting actions also described in WP T2), anchoring industrial culture more firmly in society and making it visible (reference to the new cultural strategy of the Chemnitz region), thereby enabling integration into tourism marketing concepts
Costs:	Approx. 35.000 EUR Other funding: company sponsors

5.2. ARTS MEET TECHNOLOGY (SAXONY, GERMANY & LINZ, AUSTRIA)



Picture 2: LNF credit STARTS exhibition © Sergio Albert

Title of test case idea:	“Arts meet technology”
Project partner:	PP2 + PP3
Ref. to deliverable no.:	T3.3.2

PP2 & PP3 jointly develop this test case in following ways:

(1) joint idea development

Starting with the Linz partnership meeting in Nov 2019, PP2+3 and LP entered an intensive exchange leading to the joint approaches laid down here.

(2) joint concept development

PP3 proposes to organize a concept workshop for PP2+3 in late spring 2020 with focus on utilizing cross-over experiences gathered in the environment of PP3, e.g. within the HORIZON initiative S+T+ARTS.

(3) joint implementation

PP2 organizes cross-over workshops for artistic and technological innovators in Saxony in summer/autumn 2020. These workshops will be led by (Upper) Austrian and German lecturers. Upper Austrian and Saxon students of Arts and Technology are going to be invited. PP3 supports PP2 workshops.

PP2 and PP3 organize one exhibition each in Saxony and Upper Austria, both taking place in winter 2020 / spring 2021. There, workshop results will be presented; S+T+ARTS exhibits might additionally be included. Based on these exhibitions, PP2 and PP3 intensify public discourse through appropriate formats (vernissage, public debate offers, ...), if applicable enhanced with crosswise support (e.g. through exchange of speakers, ...).

(4) joint evaluation

SPECIFIC IDEA OUTLINE PP2 - SACCI

The city of Chemnitz on the one hand has a long tradition of German engineering and with a pragmatic approach. On the other hand, aesthetic education and consciousness is missing. In this field we find a high potential for innovation and the starting point of our action. With this action we would like to establish a working perspective for people who are either already working in creative sectors and in CCI or who graduated at an art college/school. Therefore, three artists will be invited to develop and lead a workshop for a summer academy as lecturers. The respective artist can be either professor or an assistant professor from an art college. The workshop is supposed to be developed in collaboration with technology and research institutions such as B.ENAS Fraunhofer institute, Saxon Textile Research Institute (STFI) and others.

In the first step the lecturers get to know the partner, the material and sujet as well as the city of Chemnitz in a workshop lasting several days. After this workshop the lecturers formulate a problem within a chosen topic for which they are elaborating - together with their partners - a workshop concept for the summer academy. Thus, three different workshops are brought on the way. After that the results of the workshops are shown in a presentation phase to the public.

With this action we close the gap between unapproachability of technical and research institutes and an aesthetic training, so that postgraduates and students can connect and work with those institutes.

Chemnitz has a lot of free space for experimenting and working creatively plus a high concentration of technology companies and research facilities. We would like to provide an incentive for postgraduate creatives to develop a work perspective which is located in Chemnitz and to connect with technological and research institutes here.

In the following years the project is supposed to vary thematically and to grow. We want to build up the number of lecturers and students/postgraduates. For all the workshops we promote a diversity of artistic sectors, so that heterogeneity is ensured.

Following that, we would like to contribute to a long-term problem/discussion, which is supposed to lead to a permanent academic offer in Chemnitz. With the courses and the summer academy we develop a prototype for a post-gradual education that is applicable also for other cities.

ANALYSIS

Supportive stakeholders:	<ul style="list-style-type: none"> - Creative Chemnitz (Kreatives Chemnitz) - ENAS Fraunhofer Institute - Saxon Textile Research Institute (STFI) - Other technical and research institutes in and around Chemnitz
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	<ul style="list-style-type: none"> - Local artists from Chemnitz
Target group:	<ul style="list-style-type: none"> - Postgraduate artists (international + regional) - Artists from Chemnitz - Technical Institutes - Research Institutes - Inhabitants of Chemnitz - Educational institutions - Tourists (several days duration) - Creatives - Experts (Urban Planner, architects) <p>With this pilot we would like to reach around 50 -200 people who will be part of the implementation of the project. There will be a greater scope of people reached by the promotion of the action through social media and print media.</p>
Location:	The test case is going to take place in the city of Chemnitz in a lecture room.
Timeframe:	<p>June 2020: conception of workshops for summer academy July/August 2020: Acquirement of participants September 2020: Implementation of summer academy October 2020: presentation of results of summer academy How long will it last? The action will last until October 2020.</p>
Frequency:	Temporary offer with prospect of getting permanently
Preceding background:	The test case does not build onto a preceding measure.
Methodological approaches:	We integrate parts of “Appreciative Inquiry”
Critical factors:	<ul style="list-style-type: none"> - Low interest in sujet of cross-sectoral work - Administrative barriers (lease, insurances for room) - Trust in starting project/academy not so strong as it would be with an established academy
Success factors:	<ul style="list-style-type: none"> - Free or vacant spaces in Chemnitz for experimental or temporary use. - Support by local CCI organization: Creative Chemnitz - Assured budget (InduCCI) - Additional budget by City of Chemnitz - Idea of post gradual academy as result of gap analysis in Chemnitz, thus test case idea as unique feature
Partner support:	<ul style="list-style-type: none"> - Partners could help us connecting project team with further protagonists from technological institutes in Chemnitz - Partners could help us with preparing workshop structure
Strategic embedding:	This test case is part of “Kulturstrategie bis 2030” in the city of Chemnitz (cultural strategy from 2018-2030) that has been adopted by municipal councilor of Chemnitz on 30th of January 2019. The strategy embraces six thematic parts. ‘Industrial culture’ and ‘CCI as a driving force’ are two important parts of the strategy. http://www.chemnitz2025.de/prozess-2/kulturstrategie-bis-2030
Costs:	16.200 € (InduCCI budget)

	<p>Apart from InduCCI budget, do you intend to use also other funds for implementing the test case idea? PP2 intends to apply for local funding from the City of Chemnitz in order to implement the action.</p>
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SPECIFIC IDEA OUTLINE PP3 - CREARE

Tearing down the barriers between artistic innovation and technological innovation opens up a new experimental space. This cross-over between arts and technology can be highly inspiring for industrial regions which are trained in looking for technological solutions only - a kind of lock-in created through the region’s path dependency.

With the test case we try to test such a cross-over space and to present its value to the public. Arts and technology use different methodologies when inventing and creating new though different approaches. PP3 intends to focus its resources on the exhibition / public discourse as the final aim of this test case. Instead of running an own cross-over workshop, PP3 intends to

- cooperate with the S+T+ARTS programme as a well-established cross-over format in Linz and
- support PP2 in its workshops, e.g. through a concept workshop with PP2 regarding experiences in Linz with formats for “Art meets Technology”.

Apart from avoiding inner-regional cannibalization, this is also seen as an appropriate way to use most efficiently the comparably small PP3 budget foreseen for this activity.

S+T+ARTS (Science, Technology & the Arts) is an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme and run a.o. by Ars Electronica. Purpose is to support collaborations between artists, scientists, engineers and researchers to develop more creative, inclusive, and sustainable technology. Art is ascribed the role of a catalyst, ensuring that scientific and technological know-how reaches the general public and initiates innovative processes. Accordingly, S+T+ARTS focuses, on the one hand, on artistic works that influence or change our view of technology and, on the other hand, on forward-looking cooperation between industry or technology and art and culture.

The exhibition will take place in Linz. There, the results of the workshops in Saxony and artefacts of the S+T+ARTS programme will be exhibited.

To reach as many people as possible and stimulate a public discourse, we will communicate our exhibition broadly over different channels and strategic partners. The location of the exhibition should be well-known, easy to reach by public transport and near the city center.

ANALYSIS

Supportive stakeholders:	<ul style="list-style-type: none"> - PP2 - S+T+ARTS initiative
Target group:	<ul style="list-style-type: none"> - Creatives in Linz - Artists - Scientists - Innovators

	<ul style="list-style-type: none"> - Overall Society in Linz - Kids, Teens and Young Professionals - Open-minded people of all age groups - Politics of Linz - Students of the different Universities
Location:	<p>The concept workshop between PP2 und PP3 will take place virtually.</p> <p>The exhibition will take place in Linz.</p>
Timeframe:	<p>The concept workshop will take place until summer 2020.</p> <p>The exhibition will take place in winter 2020 / spring 2021.</p>
Frequency:	<p>The measure incl. cooperation with PP2 and S+T+ARTS should be continued, if the pilot testing proves fruitful for all participants.</p>
Preceding background:	<p>Yes, the test case is based on the S+T+ARTS measure which already implements long-time workshops with artists, scientists and technologies.</p>
Methodological approaches:	<p>Suitable formats for crossing arts and technology will be discussed with PP2 in a concept workshop.</p> <p>Further methodological approaches, especially regarding initiation of public discourse, will be worked on in the concept phase.</p>
Critical factors:	<ul style="list-style-type: none"> • Lack of interested people of the exhibition • Unrepresentative exhibition artefacts • Unattractive location - it's hard to get to the exhibition • Lack of communication - people don't know about it • Lack of strategic partners & cooperation partners • Lack of visitors of the exhibition • Lack of resources (time, space, money, ...)
Success factors:	<ul style="list-style-type: none"> • Reliable strategic partners • Good organization • Attractive location of the exhibition • Established communication strategy • Broad communication via different channels • Open-minded people who want to come to the exhibition • Access to many different people and target groups • Enough time for implementing the test case
Partner support:	<p>Partner support mainly by PP2 and lead partner:</p> <ul style="list-style-type: none"> • Mutual feedback and+ intensive exchange through all stages of test case • Inclusion of lecturers and artists from Austria to Saxon workshops • Crosswise providing artefacts for exhibition and supporting public discourses • Joint evaluation

Strategic embedding:	The measure fits in the creative industry strategy Austria of 2016.
Costs:	PP3 has 8.300,- EUR for this test case PP2 has 16.200,- EUR for this test case.

5.3. FUTURE CREATIVE INDUSTRIES (PADOVA, ITALY)



Picture 3: Future creative industries credit Skye Studios

Title of test case idea:	Future Creative Industries: Supporting vocational choices of pupils
Project partner:	PP6
Ref. to deliverable no.:	T3.3.3

The test case originates from the acknowledgement of two potentially converging trends: on one side the digital transformations of industry and on the other the increased interest of artist for digital technologies. Against such background, the reflection is extended to the educational domain to verify whether schools are currently taking into consideration the above-mentioned changes. The underlying idea is that the next generation of creative professionals will be better equipped to meet the challenges and opportunities of the labour market if novel connections between culture and industry are incorporated in the educational process.

The test case is needed because it focuses on a crucial, but often overlooked, dimension of creative industries: the one of education and vocational choices of high school students. While universities have adapted quite rapidly to the emergence of the new sector, vocational schools, once at the forefront of innovation in this area, now appear uncoupled from the rapid transformations that are taking place. The test case is aimed at bridging that gap by offering to pupils a direct, hands-on experience of the new professional opportunities that exist for those who embark in a cultural and creative curriculum.

In order to avoid the rhetorical genericity of reference to the whole of the CCIs and considering time and financial constraints, the test case will adopt a more concrete approach by focusing on a specific category of future creative industries: those that operate at the interface between artistic and technological languages and more precisely in the expanding domain of “digital art”. Digital art is chosen because it is a concept and practice that can

create a solid bridge between creative expression and industrial transformation thus anticipating some of the characteristics of the cultural and creative industries of the future. Techno-Artists will interact with pupils for the design of an innovative exhibition format to be put on display during an education fair to enhance the promotion of the educational offer of secondary schools with creative and artistic orientation. Pupils will thus not only be the passive recipients of an exhibition of cultural and creative products, but they will also reflect on how culture and creativity impact on the very idea of the exhibition, which will not only be a result, but a creative process.

The innovative work with the pupils will be the core of an exhibition Padova Chamber of Commerce will organize during Expo Scuola, the most important professional show in Padova dedicated to career options and vocational training, visited every year by more than 10.000 students and parents.

The foreseen exhibition will present:

- > results of digital art workshop with pupils;
- > examples of CCI work for industry;
- > institutions that offer CCI-related vocational education
- > a proposal of future industrial work options for CCI

The test case will affect industrial society in at least two ways. On the one side it will offer an additional, creative, way to interpret the mechanisms of exhibition with an aesthetic use of the digital language and devices. Along a second dimension, the test case will equip a future generation of creative professionals with an early view of what’s emerging for them in the job market beyond the more traditional occupations foreseen for students of secondary school in the area of art and creativity.

ANALYSIS

<p>Supportive stakeholders:</p>	<p>The test case requires the partnership with a specific type of secondary schools: those offering thematic education in the area of art and creativity. Collaborations could be extended to Regional Educational Authorities in order for the test case to be translated into a format that could be replicated in other territories and schools. In the business domains, the stakeholders are art collectives and start-ups that have their core business in the design and realization of digital art installations in industrial contexts. Other supportive stakeholders are the organizers of Exposcuola, trade fair for vocational training and education, and PadovaFiere, the manager of the Exposition Center of Padova. CCI working with digital art are also important to interact with the students. Italian Design School powered by Galileo Visionary District will be also involved for the setting up of the exhibition</p>
<p>Target group:</p>	<p>The test case would like to reach a core target group of students of those secondary schools that offer thematic education in the area of art and creativity. More generally, a wider target group is constituted of younger students who visit the education fair to make up their minds regarding their educational choices. The test case would reach at least 30 students in the first group and more than a thousand of the second.</p>

Location:	The idea going to take place in the city of Padua, the workshop will be organized in partnership and in the premises of one of the secondary schools that offer thematic education in the area of art and creativity. The exhibition will be held in Padova Exhibition Center (Fiera di Padova).
Timeframe:	The test case idea will be implemented autumn 2020 with exhibition being foreseen in mid-November 2020 during the School Professional Show Exposcuola 2020
Frequency:	The test case idea is intended to create a regular opportunity for students of art and creativity to get acquainted with the transformations of industrial culture in their territory and incorporate the additional information to improve their vocational choices. The exhibition will be then displayed in other like for instance school open days. Futhermore the innovative scheme could be reproduced over time in other schools involving other categories of CCI professionals.
Preceding background:	Exhibition strategies at education fair are pretty standardized often due to the lack of available funds by individual educational institutions. Padova Chamber of Commerce has been participating in Exposcuola for many years, focussing mainly on the competences required by the companies and training on the job offers. Regarding digital art, the only background case we could identify is the pavilion of the Veneto Region ad the “job&orienta” education fair in 2017 that used virtual reality to invite a reflection on violence and terrorism.
Methodological approaches:	The approach used when developing the test case idea will be the one of art-based learning to promote creative thinking and problem solving skills, as well as to fosters innovative leadership competencies. Additionally, art-based learning can help students develop confidence and self-esteem, and build effective communication and interpersonal skills. Art-based models bring art activities to students in a regular classroom setting. An “artist-in-the classroom” works cooperatively with the students’ regular teacher to plan and implement art or arts-based lessons. Together with students, teachers, creatives the exhibition will then be conceived and realized.
Critical factors:	A crucial factor for failure could be the bureaucracy of the secondary school system requiring substantial anticipation, planning and a significant amount of paperwork to have the project implemented. Particular attention will have to be devoted to these aspects. Another critical factors could be the possibility to realize the exhibition due to external reasons (availability of the trade fair organizers)

Success factors:	A crucial factors for the success will be the ability of the “artists in the classroom” to connect with regular way to teach artistic techniques and the ability to convey the message to the students visiting the exhibition.
Partner support:	Other partners could help this test case by proving examples of art-based learning implemented in the cities and regions as well as innovative exhibitions targeting students realized in their regions.
Strategic embedding:	The pilot idea reflects the strategic ambitions outlined in the 2017 policy document for the Smart Specialization Strategy of the Veneto Region that explicitly calls for a fine tuning the evolution of industrial cultural with the educational process in order to align the content of teaching in the classroom with the opportunities and threats of the labour market. The National programme for Professional Training of students (Alternanza Scuola Lavoro) and the strategy plan of the Chamber of Commerce are as well in line with the proposed action. The proposed action is also in line with the Regional Strategy outlined within Interreg CE project InduCult2.0
Costs:	11.000 euro including internal staff and external expertise

6. SET 2 OF TEST CASE IDEAS: CCI EMPOWERING INDUSTRIAL SOCIETIES

6.1. NEW PIONEERS (CHEMNITZ, GERMANY)



Picture 4: New Pioneers credit Pioneers

Title of test case idea:	NEW PIONEERS
Project partner:	PP1
Ref. to deliverable no.:	T3.4.1

The RAW Festival was first developed as an independent festival format in 2016 as a further development of the Days of Industrial Heritage. The aim was to open up the days of industrial heritage, which until then had been dominated by technical history, to a modern cultural festival for families with children, people interested in culture outside industrial heritage and companies as a place of presentation and inspiration.

In three editions, the main objective has been well implemented and accepted by new audiences (see example in T3 Good Practices).

On the other side of the story, however, there is also the fact that the number of start-ups across all sectors in the Chemnitz region is declining. The entrepreneurial spirit needed to courageously implement new ideas seems to have been somewhat weakened.

We believe that cultural festivals are a good place for visitors to be active beyond mere looking and consuming. We will use the festival formats around industrial culture to win CCI

companies with their creative presentation formats and their knowledge of new corporate culture and idea realization to integrate real practice workshops into the festival program. The offers are aimed both at people who react spontaneously to such offers and would add an active format to their visit, as well as at companies who want to let their employees participate in voluntary further training and/or qualifications in a new, non-weary or standardized format.

ANALYSIS

Supportive stakeholders:	Partner companies, above all the initiative for skilled workers "Chemnitz zieht an / Chemnitz attracts", partner structure from existing projects with the regional CCI, Regional Economic Development Corporations
Target group:	Skilled workers with qualification intentions, random festival visitors with the ability to adapt their schedule
Location:	New Locations are currently under supervision
Timeframe:	half-day offer included into a bigger festival frame (currently under supervision)
Frequency:	Regular offer, annually
Preceding background:	See good practice example in T3 "RAW Festival"
Methodological approaches:	Step by step iterative development
Critical factors:	CCI companies must be convinced that a cooperative approach and giving does not create additional competition but creates diversity and thus fundamentally strengthens the industry(s). Communication of further education offers in a leisure context requires convincing strategies and tools.
Success factors:	Communicating the added value of hands on workshops
Partner support:	Scouting relevant CCI companies and workshop offers
Strategic embedding:	Works well within the project frame of InduCCI as well as it is connected to the overall strategic framework of the cultural strategy of the region (already put into place) and the new economic strategy to be laid out in the 2040 strategic process.
Costs:	10.000,- EUR approx. / Additional funding from Days of Industrial Heritage basic budget and ticketing

6.2. OPEN CCI (LINZ, AUSTRIA)



Picture 5: OPEN STUDIOS Linz 2018 credit Creative Region

Title of test case idea:	“Open CCI”: Shaping regional identity through public events
Project partner:	PP3, CREARE
Ref. to deliverable no.:	T3.4.2

Linz and Upper Austria have a strong industrial backbone for which they are well-known. It seems important to push the creativity within the region and make the creative scene more prominent: This would help to develop the image, to keep qualified staff, to be attractive for inhabitants and tourists likewise.

The measure “Open CCI” focuses on the creative scene in Linz and Upper Austria and intends to connect it with the regional population. In Upper Austria, many great creative studios and agencies are based, and they contribute essentially to the economic wealth of the region. Unfortunately, many people living in Upper Austria don’t know about them and are not aware of their economic importance and potential.

“Open CCI” is a revised version of a measure called “Open Studios” implemented in 2017 & 2018. Its focus was on connecting creatives with creatives in Linz. PP3 intends to test via InduCCI two new approaches:

(1) Re-focusing the event towards the public

Firstly, the new ‘Open CCI’ aims to connect creatives with non-creatives. We will focus on young people (pupils, students, young professionals). The next generation is essential for Upper Austria not only to stay creative but become even more creative. Most of the young people are interested in new ways of seeing and doing things, solving problems in non-

conform and creative ways. If we manage to seed the idea and the concept of creative industries in a young age, it will be easier to understand for them which role creative industries can play for the region and for the companies settled here, but also for their personal development and way of living.

(2) Involving the wider region beyond the capital Linz

Secondly, the new ‘Open CCI’ concept includes a second, more rural region in Upper Austria, Gmunden. We’ll test there the concept in cooperation with creative studios settled in Gmunden. The idea is to use the well-known image of the “Open Studios” event and implement the adopted measure to a more country-sided region. Gmunden is just the start, we want to expand the measure as well to other regions, if we find potential partners there.

Practically, we want to set up a guideline how to plan and implement an open CCI event and test it with two open CCI events - one in a sub-region of Upper Austria and one in Linz. The guideline will be available in two different versions:

- Version 1: if a single creative studio wants to open up its studio and present itself to interested people
- Version 2: if several creative studios want to present themselves together on one day/evening - f.e. with guided tours where you stop at the participating studios und get insights and presentation.

Through supporting the “Open CCI” events, we want to show CCI studios with their work, projects, spirit. Interested people are invited to jointly visit for free the participating CCI studios. Former events showed that people prefer guided walks or visits together with other interested people - even more if they enter ‘unknown territory’.

Through the events, participants should become

- more aware of the creative scene and its economic importance;
- more open minded by getting into contact with new concepts, ideas, methods.

ANALYSIS

Supportive stakeholders:	Education institutions f.e. schools, universities, academies, ... <ul style="list-style-type: none"> • City of Linz • Creatives in Linz & Upper Austria • politicians (Mayor) • Creative Studios settled in Gmunden (Upper Austria) • Municipality of Gmunden
Target group:	General public with a focus on pupils, young people, politics
Location:	The main event will take place in the tobacco factory in Linz in the beginning of 2021. Further, to include the regions, there will be a second OPEN CCI event in a region in Upper Austria - planned in October 2020.
Timeframe:	The measure takes place in autumn 2020 and will last one afternoon / evening

Frequency:	For the moment, the idea is to make one “Open CCI”-event each year in Linz. If the test results are positive - we would like to make the event also in other regions in Upper Austria once a year.
Preceding background:	Yes, a preceding version of the measure took already place in 2017 & 2018 - but focused mainly on the connection from creatives to creatives in Linz.
Methodological approaches:	We had a brainstorming session and where thinking of interesting measures to present the creative industries in our industrial backboneed region (Linz) and how to open up the measure to the broad population in Linz and Upper Austria and especially for the younger generation. After pitching it to our colleagues we defined the measure more detailed and its core function and goals. Further, the offering of guided walks is a methodological approach as well.
Critical factors:	<ul style="list-style-type: none"> - If there is a lack of time before the event - it needs a detailed planning process - If the selection and the quality of the participating studios isn't good - No one's attending the event - No commitment of the studios - Not meeting the interest of students and young people
Success factors:	It is essential that the creatives know the measure and that they also see it as a benefit for them, e.g. publicity, awareness of being part of the creative industries, new contacts, potential new customers and/or staff. Further, it's important to communicate the measure in different channels and in an understandable “language” (vs. bubble talk) for different target groups (pupils, academics, politicians, students, creatives, ...)
Partner support:	We asked our project partners if they had similar formats with any major learnings and hints for us. Further, we plan to invite our project partners to the event. Maybe they want to come and bring relevant stakeholders with them (f.e. focus group members)
Strategic embedding:	The test case fits to the National Creative Industries Strategy and reflecting the 7 th report on Creative Industries where the cross over effect of creative industries towards innovation systems of regions is described.
Costs:	We are funding this test case exclusively out of InduCCI budget. The budget is 12.600,- for this measure

6.3. CROSS-OVER CURRICULUM (KARLOVY VARY REGION, CZECH REP.)



Picture 6: Illustration photo for Cross-over Curriculum

Title of test case:	Cross-over Curriculum
Project partner:	PP4, MSV
Ref. to thematic cluster:	T3.4.3

PP4 tests new educational formats within curricula where students of creative and technological branches share project-oriented lessons. Mixed teacher teams accompany series of workshops. Possibly resulting in public presentation.

Karlovy Vary Region is one of regions which is most influenced by brain drain effect in Czech Republic. Karlovy Vary Region has the worst starting position because we have not public university and enough research centers (only Institute of Spa and Balneology). Karlovy Vary Region has no creative incubator for support of CCI stakeholders. DEPO2015 is a good example of practice from neighboring Pilsen Region. It is multifunctional space for CCI stakeholders which was built in old tram depot and which contains co-working space, Market Place, start-ups, exhibition space, coffee room, offices for rent, hall for CCI events, art studios and so on. Thanks to the DEPO2015, its cultural events and CCI workshops inhabitants increased their awareness about CCI. Karlovy Vary Region is labelled as “Structural Affected Region”. Region cannot offer enough of highly skilled jobs. In the last years, CCI is slowly developing and leadership of the Karlovy Vary Region started to support the CCI mapping and the creation of new job opportunities in CCI. According to the strategy of Karlovy Vary Region it is very important to develop transferable skills as flexibility and adaptation among young generation.

PP4 has the aim to search new ways in the form of education as shared project-oriented lessons with students of technical and creative fields and different educational level (high

schools and universities). PP4 wants to organize three workshops for at least 20 students which will be focused on the creation of their own project. PP4 plan to involve at least three teachers from various fields. These project-oriented lessons could help to develop creativity and cooperation across technical and artistic fields. MSV will involve at least three high schools (one technical school, one creative school and one craft school) and one university. Students will work in three mixed teams.

This pilot activity will be focused on the design, art, crafts, advertisement or architecture. Students will cooperate across fields and they will create common educational exhibition. For example: something will be made by window dressers, something by electricians and something by designers. It is possible that real designers will help them to search innovative ideas.

The test case will show different possibilities and benefits from interdisciplinary cooperation. CCI could bring new opportunities for job and increase in creativity of people.

Workshops will be led predominantly in Czech language, but partners could have some (power point) presentation about good examples of practice from their region about CCI in English here. It could inspire our young generation. Czech students learn English language so they will probably understand.

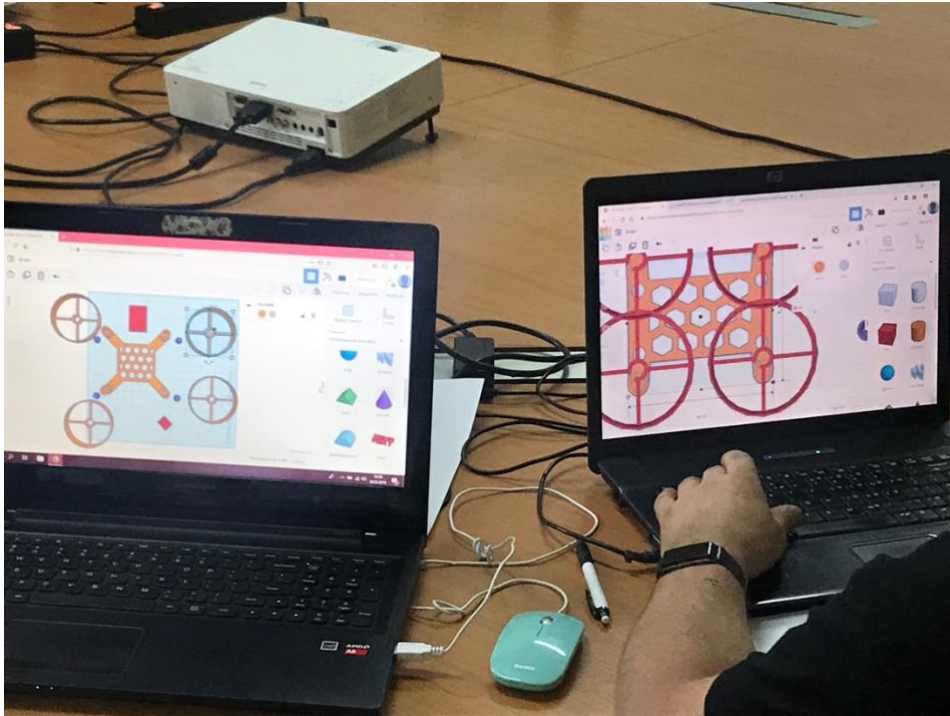
ANALYSIS

Supportive stakeholders:	<ul style="list-style-type: none"> • Karlovy Vary Region, • high schools, • universities, • pioneers (CCI stakeholders)
Target group:	<ul style="list-style-type: none"> • students, • creatives (pioneers in CCI), • industrial companies, • teachers, • public (public presentation of outputs) <p>PP4 wants to involve at least 20 participants in “creative workshops” from 3 high schools and one university. PP4 will also involve 3 teachers from various fields.</p>
Location:	The activity will be organized in three participating high schools (mobile location). The place will be changed according to the need of tools and aids. Students will meet three times. On the first meeting, they will make some teambuilding activities. Between meetings they will work separately in their schools. Workshops will serve for creating and thinking. The activity will content a study tour in Technological science center for increasing of creative thinking.
Timeframe:	The test case will be implemented in period between August 2020 and February 2021. The public presentation will be organized in February 2021. The activity will contain three workshops, one study tour and public presentation.

	<p>The first phase will be the preparation of the pilot activity. It contains whole preparation of the workshops, promotion of the activity among target group, communication with schools, creation of application form for students, manual of “creative workshops”, every day scenario and so on.</p> <p>Second phase will be implementation of 3 workshops in period between September 2020 and January 2021.</p>
Frequency:	It is a one-off offer but this activity can continue beyond project InduCCI. It is pilot activity, so if it is successful PP4 or other organizations can organize it every year. Different schools could also organize these creative workshops in the future.
Preceding background:	This pilot activity follows activities organized in project InduCult2.0 with Czech project partner County Association of Local Action Groups of Karlovy Vary Region (KSMASKK). KSMASKK organized creative courses in elementary schools.
Methodological approaches:	<p>What approaches are you using when developing the test case idea?</p> <p>PP4 organized the Focus Group on 7th of November 2019 (with the use of the method Appreciative inquiry) where participants discussed about format of pilot activity in WPT3. Then representatives of MSV had face to face interviews with school director about possible content of the activity.</p> <p>MSV plans to develop design and creative thinking between young generations.</p>
Critical factors:	<ul style="list-style-type: none"> • lack of interest among schools, • lack of interest among students, • demanding organization (organizational problems), • insufficiently prepared project-oriented lessons
Success factors:	<ul style="list-style-type: none"> • cooperation with different schools, • right choice of students, • preparation of detailed everyday program of workshops, • interesting topic of the workshops which will be connected with CCI, • cooperation with pioneers (CCI stakeholders)
Partner support:	Partners could share their examples of good practice from project InduCCI and its pilot activities connected with young generation (PowerPoint presentation in the workshop in T3.4.3).
Strategic embedding:	<p>Strategic documents on the state level:</p> <ul style="list-style-type: none"> • National Development Plan of Czech Republic between 2014-2020 - support of investment and services in CCI • The Strategy for economic development of Czech Republic between 2014-2020 - support of regions for using of CCI • State Research and Innovative Strategy of Czech Republic between 2015 - 2020 - smart specialization and using of CCI

	<p>Strategic documents on the regional level:</p> <ul style="list-style-type: none"> • Strategic Framework for Local Action Plan for Primary Education in Karlovy Vary Region - support of key competences in elementary schools - for example creativity and enterprise. • Regional Action Plan for the Development of Secondary Education in Karlovy Vary Region - support of competences for enterprise, initiative and creativity.
Costs:	<p>22 500 EUR for the pilot activity as a whole - it could be divided into preparation phase and implementation phase.</p> <p>Sustainability - Activities could continue in Regional Centre of Art Craft beyond InduCCI.</p> <p>Apart from InduCCI budget, do you intend to use also other funds for implementing the test case idea?</p> <p>We are not planning to use other funds for the implementation of pilot activity in T3.4.3. For following repetition of the activity beyond project InduCCI it is possible to use European Funds.</p>
Other:	<p>MSV will support the sustainability of the pilot activity and its repetition beyond InduCCI. The budget needed for the repetition could be financed from grants, private resources and co-financed by schools or parents.</p>
English Summary:	<p>The activity contains three workshops for three high schools and one university and final presentation of outputs. Workshops are intended for 20 students (same students in all workshops) from creative, technical and craft schools who will create in three mixed teams' own projects. PP4 will also organize study tour between the second and the third workshop. The final presentation of outputs will be available for the public.</p>

6.4. YOUNGSTER FABLAB (BIELSKO-BIALA, POLAND)



Picture 7: Younger FabLab Credit: FabLab Bielsko-Biała

Title of test case idea:	Youngster FabLab
Project partner:	PP5
Ref. to deliverable no.:	T3.4.4

Through the Test case ‘Youngster FabLab’ we would like to introduce CCI to the industrial society. With the infrastructure of FabLab and cutting-edge equipment - in terms of 3D printing and rapid prototyping - that is there we would like to present the possibilities - both for CCI (or creative youth that is thinking to become a representative of creative and cultural industries) that there is such place and such equipment that can be used by them to boost their creativity, as well as for general society.

With the PA we want to provide a series of workshops for schools. Now, we are providing general presentations about 3D printing in schools. We also provide short practical workshops in terms of 3D scanning and 3D modelling.

More detailed workshops will be natural continuing of these activities - with Youngster FabLab we would like to provide more specified trainings directed onto boosting creativity of talents (probably indicated by the teachers from schools - for example on the base of internal contests).

This kind of action will help young people to gain skills that will be needed on the labour market when they will be applying for jobs.

Test case idea will be discussed with local entrepreneurs in terms of their specific needs and their vision of the future labour market. On the base of that, programs of trainings will be set and external experts (if needed) will be hired.

As our main scope of interest is related to cutting edge technologies and we have proper equipment in house as well as wide network of local stakeholders operating in Industry 4.0 area - we would like to focus our test case activities on boosting creativity of young people with showing them the possibilities of innovative technologies.

As the city is a relevant center of ICT (also CCI) in the region, and both ICT and emerging industries (including CCI) are indicated as a regional smart specializations, we would like to fulfill the gap on the educational market with the offer of gaining skills that will be required from the future employees and companies.

ANALYSIS

Supportive stakeholders:	<p>City Board of Education, local schools, local university.</p> <p>We have been cooperating with education sector in many different projects and initiatives, therefore we would like to include them also in this project. Expect the formal education structures, such as university deans or principle in the school, we will also include non-formal students' associations.</p> <p>We would also like to include entrepreneurs in the process of forming the shape of future test case, as they are the most relevant stakeholders in terms of boosting the entrepreneurship spirit in within young people and indicate the skills that will be needed in the labour market</p>
Target group:	<p>Our test case will be dedicated mostly to pupils and students from the city of Bielsko-Biała and Southern Subregion of Silesia Voivodship.</p> <p>We would like to provide series of workshops, for groups of pupils and students. In total we would like to reach 10 groups, max. 10 participants each.</p>
Location:	<p>Workshops will be taken in FabLab Bielsko-Biała and in schools/university. In FabLab we have all the equipment needed to provide this kind of workshops - like 3D printers, 3D scanners, laser cutter, vinyl plotter - and the place itself is a creative space where innovative ideas can be realized more convenient than in a classroom.</p> <p>However, if the participating school would like to provide some parts of the workshops in their institution, we can also take some equipment with ourselves and make it there.</p>
Timeframe:	<p>The action will be implemented between October 2020 and March 2021.</p> <p>Workshop program for one group will last 10-15 hours, so the test case in total will last around 100-150 hours.</p>

Frequency:	If schools will be interested in continuing the action, we are able to make 'Youngster FabLab' as a regular offer. We are also able to adjust the offer to the specific needs of the school - extend one part of the workshops and shorten the other etc.
Preceding background:	<p>We have been organizing alike workshops in the previous years. We have contacts in local schools, which will help us to reach targeted groups.</p> <p>Within the FabLabNet (Interreg CE) project we were providing 3D printing presentations for pupils and mobile workshops for young people in the remote areas.</p> <p>We have also experience in organizing open days for schools in our FabLab.</p> <p>This year we are cooperating with Regional Chamber of Commerce and Industry with providing theoretical and practical workshops for schools in terms of 3D printing, 3D scanning and spatial modelling</p>
Methodological approaches:	Most of this the test case ideas, as well as this one, in our institution are based on the Business Model Canvas concept
Critical factors:	In our opinion the most crucial failure factor can be the lack of interest of schools in participating in the workshops. The level of awareness in terms of the usage of cutting-edge technologies is still low, that is why we will have to make a promotion campaign before the action.
Success factors:	<ul style="list-style-type: none"> - creating workshop program adjusted to the needs both of the schools/university as well as related to the suggestions of the entrepreneurs - hiring trainers (if it will be needed) with knowledge and skills adjusted to the planned course - promotion and awareness raising campaign
Partner support:	Good practice and case studies in terms of providing creative workshops related to the with linking CCI with schools and using cutting edge technologies to promote CCI and boost creativity.
Strategic embedding:	<p>In the development strategy of the city of Bielsko-Biała there is a priority 'Creativity'. The goal set in the strategy is to unlock potential of education, science, culture and business to boost the creativity of the city.</p> <p>Test case proposed by us is in line with those strategic assumptions.</p>
Costs:	Test case will be implemented only with the InduCCI budget

6.5. CCI FOR MULTIPLIERS (PADOVA, ITALY)



Picture 8: CCI for multipliers credits theatre d’entreprise

Title of test case idea:	“CCI for multipliers”: Acquainting industrial / social multipliers with CCI methods
Project partner:	PP6
Ref. to deliverable no.:	T3.4.5

The starting point for the test case idea is storytelling: A CCI method as old as time that has a place in every territory and industrial culture. Stories are indeed a universal language that everyone can understand; they stimulate imagination and passion and create a sense of community among listeners and tellers alike. While everyone can tell a story, certain stakeholders such as business interest groups are in the position of fine-tuning and multiplying their narratives and act as storyteller on behalf of their associates. The test case idea is needed because the constant evolution of industrial culture is a generator of opportunities but also a source of stress for multipliers tasked with giving a voice to business and economic interests. Taking a lofty, non-tangible concept and relating it using concrete ideas is one of the biggest contributions of storytelling for business and economic interest groups which the test cases identifies as multipliers. They indeed possess a strong capacity to “multiply” since they represent individual professionals and firms with common concerns and interests and play a crucial role in the social and economic context of our region. Organizations such as Confindustria, Confcommercio, Confesercenti, Confartigianato and CNA work to gain or retain benefits for their members, through advocacy, public campaigns and even by lobbying governments to make changes in public policy. They will thus constitute the main audience of the activities includes in the test cases.

The test case idea will make use of CCI by involving local theatre groups in a project of “business theatre” that will, as an output, generate a series of three performances each narrating the identity and achievements of a business firm. The action will start with business interest groups actively engaging their associated business firms to create the connection with professional theatrical CCIs. The representative of theatrical CCIs will meet the owners and managers and of the firms identified by the multipliers and conduct a thematic and narrative analysis the industrial culture to understand how it changed, over time. Business will be taken through three phases of the method which are: 1) “Memorializing”: to create a shared understanding and memory of change over time, by identifying moments, persons, and events key to the transformation. 2) “Revisioning”: to “rewrite” the company’s past to ensure consistency with the current direction - and ensure that story is interesting, exciting, and inspiring. 3) “Sacralizing”: to present change as an epic endeavour, celebrating its “mission”, its iconic organizational artefacts and its orientation to the future.

The test case idea will affect industrial society by preventing resistance to change, garner support for it, and mobilize advocacy in order for industrial transformation to be supported, and even embraced, inside and outside the organization. Telling a story can help the local industrial society thrive during times of change. By using storytelling methods the local industrial society will improve its capacity to reflect on its actions and on changing its culture, making sure all relevant audiences are on board.

ANALYSIS

Supportive stakeholders:	The test case requires the partnership with professional theatre actors interested in transmitting the methods of storytelling to business firms. The latter will of course have to be partner as well and willing to host actors and share their stories with them. The Chamber of Commerce will create the connections and possibly host the performances that might be generated by the new capacity of business to tell their story of industrial transformation.
Target group:	In the first place the test case targets business and economic interest groups identified as multipliers because of their role as representatives of professionals and firms with common concerns and interests. Through these multipliers also entrepreneurs and managers of business firms will be included in the target group. Journalists, politicians and opinion leaders will be invited to assist to the performances.
Location:	The idea is going to take place in the province of Padua and take the forms of small “business theatre” festival consisting of a series of three performances each narrating the identity and achievements of a business firm. The performances, output of a series of workshops involving professional actors and industrial workers and managers, will take place in one of the premises of the business interest groups that will thus be converted in a kind of theatre for the storytelling of industrial transformation and the multiplication of CCI techniques.
Timeframe:	The test case idea be implemented in Autumn 2020 and last in between two and four months

Frequency:	The test case idea is intended to create a regular opportunity for business interest groups and business firms to get acquainted with the methodology of storytelling. The goal is to stimulate a stable relationship between CCI professionals in the theatrical sector and professionals in the business environment.
Preceding background:	Some background activities have already been conducted along these lines in the Veneto region within the framework of European Social Fund.
Methodological approaches:	The CCI approach used when developing the test case idea will be the one of business theatre thanks to which people act in a "space" in which they feel free to interpret corporate events, communicate their values and seek innovative solutions. Theatre thus becomes an experiential setting that offers the opportunity to reflect on one's actions, to better understand oneself and the people we work with every day. The representation of reality in the theatre can bring out the problems we do not recognize in everyday life and show new ways of communicating them to solve them. Furthermore, it undermines resistance to learning and helps develop certain transversal skills.
Critical factors:	A crucial factor for failure will be the actual availability of industrial companies to engage in theatrical storytelling. As the technique is pretty fashionable, firms might be easily lured to participate in the test case but may lose motivation when they really have to share their internal problematic. Should engagement become too difficult to achieve, CCI professional may work on the "theatralisation" of business histories already documented in the form of books or films (e.g. considering the "founders).
Success factors:	A crucial factor for the success will be role of business interest groups in the identification of the CCI professionals that are curious about and willing to explore the context of industrial transformation.
Partner support:	Other partners could help this test case by providing eventual examples of theatre-based interventions implemented in their cities and regions.
Strategic embedding:	The pilot idea reflects the strategic orientation of the introduction of creative approaches in the business environment as reflected for instance in the Smart Specialisation Platform of the Veneto Region. It's coherent with the Regional Strategy outlined within Interreg CE project InduCult2.0 and the Strategy for the years 2020-2022 approved by the Council of Padova Chamber of Commerce.
Costs:	The overall budget for the test case idea from the INDUCCI budget is € 9.000

6.6. CCI IN COMMUNITIES (KRANJ - SLOVENIA, GENK - BELGIUM)



Picture 9: Mural on the abandoned industrial building in Jesenice, made by young artists during the event Festeelval

Title of test case idea:	CCI in communities
Project partner:	PP7 + PP8
Ref. to deliverable no.:	#T3.4.6

PPs7+8 test CCI methods in communities for approaching a social challenge of their living environment (e.g. upcycling, public place design), developing feasible products/solutions. Methodological findings shared with community developers and planers.

CONCEPT OF PP7 - BSC KRANJ

Living in Gorenjska today is still very connected with the industrial past. Industry was creating and guiding not just economic, but also general development of Gorenjska landscape in the last century. Factories with typical chimneys and big production halls changed the visual appearance of the landscape and way of life. Between products that are results of creativity and achievement of Gorenjska people, there were some extremely successful stories, which became internationally known product brands. In the transition into era of new technologies and market changes many factories closed their production but there are some companies that managed to upgrade reach and power tradition with new knowledge and innovation and are still one of the leaders of Gorenjska economics (e.g. SIJ Jesenice, ProAlp Tržič). The stakeholders in the region are not always aware of the industrial development importance through time. In an innovative way of interpreting industrial

culture and beyond restricting it to cultural heritage, it can be linked with recent developments, can be used as a location and image factor and for building a strong regional identity.

The idea of test case is related to the identity-creating topic of two industrial towns. Municipality Jesenice with its “iron tradition” and Municipality Tržič with “shoe making tradition”. It will be a challenge in the forthcoming years to further stimulate the cooperation of all actors in the field of CCI, to bundle offers and to develop interesting new offers - with a special focus on the youth.

Industrial heritage will survive only if it will become a value of people’s daily life. We have to create a content based on stories that were created through the years of golden industry days. Industrial tradition is core message of the new story that can be achieved on numerous ways, like:

- **Changing the industrial abandoned objects and plants into galleries, modern city centers, cultural, recreational or educational centers,**
- **Organization of different events, theatrical performances, concerts, art competitions, sport events,**
- **Arrangement of recreation areas, playgrounds with connection to the traditional industry.**
- **Creating of slogans, symbols, sculptures, typical stories...**

Besides keeping up old traditions, new ways are possible through culture and stimulating the lust for cultural experiments to bind the youth to the region by a new strong identity. We will try to find solution for local communities with involving CCI and young people as a challenge to develop creative innovative elements in the industrial areas which will be placed outside and will personify activities that were traditionally present in the town and region. It should become a part of the living environment and be placed in a highly frequented public space. It should teach about the past and inspire young generation, adults and tourists.

ANALYSIS

Supportive stakeholders:	Municipality Jesenice, Upper Sava Valley Museum, Youth center Jesenice; Municipality Tržič
Target group:	<p>First, we want to address and encourage pupils and young creative artists to cooperate in the process of developing and creating ideas for products or they learn the traditional way of production with innovative approach. The main reason is to enhance cooperation between museums, industrial companies, educational institutions and local communities. New creative solution placed in the public area will be implemented for all local people, visitors and tourist with the main goals to show:</p> <ul style="list-style-type: none"> • importance of industrial tradition • Industrial identification of the town • Connection of industry and culture (events, museums...) • Cooperation between different stakeholders (museums, tourist board, schools, companies)

	<ul style="list-style-type: none"> Promotion of current manufacturers and industrial companies (Brodi, Pro Alp, SIJ Jesenice)
Location:	During the process of developing the test case concept, we will search for a community challenge in two municipalities Tržič and Jesenice (the industrial area of Stara Sava). We will involve creatives and other stakeholders to find innovative solutions. According to that we will decide which location might fit the best.
Timeframe:	The test case idea will be developed and defined in the conceptual phase in 2020. We will create it together with the main stakeholders in the area, with creatives and selected external expert. Implementation phase will be realized in the first part of 2021.
Frequency:	We intend to create permanent CCI methods in community for approaching a social challenge of the living environment in Tržič or Škofja Loka (e.g. upcycling, public place design, developing feasible products/solutions).
Preceding background:	Smaller version of creative products has been done on annual event Festeelval, where creative young artists developed some of creative products (Murals on the abandoned industrial buildings). Additionally, there was some urban equipment on the industrial topic created in the area of Stara Sava in Jesenice, along with creative artists (EU project MOTOR: Cross border cooperation Slo-lta 2007-2013).
Methodological approaches:	The idea of test case came from the previous implemented project InduCult2.0 where we defined that industry as identification element could be important development opportunity in Gorenjska region. We found out that the Appreciative Inquiry method we used during the whole project implementation was very successful and crucial for active involvement of relevant stakeholders. We will continue developing the idea together with different stakeholders within the design thinking process, which is based on the method of appreciative inquiry.
Critical factors:	Test case will not reach its goal if local community will not understand creativity, creative thinking, new approaches and use of new technologies. It will be a process of changing their mind set. If we want to reach a goal that test case is a starting point of innovative and new way of operation in local communities, we need to get creatives with great ideas for new solutions or creative methodologies. Not meeting the interest of students and young people
Success factors:	Crucial factor for the success is involvement of the youngsters through different institutions (schools, youth centers...). There are several examples of public vandalism in the local communities done by different groups of young people. We would like to create some solutions with them and for them but we will need their interest.

	It is essential that many stakeholders believe in the worthiness of Industrial culture - not only to become engaged and a part of IC, but also to provide the necessary funding (which particularly applies to local municipalities, local industry, sponsors and state/governmental funding).
Partner support:	Other PP could help us with peering; to see other similar practices/places and the way they proceed, especially with their experience in working with youngsters and developing creative thinking. It is always possible that we involve or invite PP in the development of our creative process.
Strategic embedding:	The idea reflects local strategic plans of reviving industrial areas with new content. It is part of regional strategy on New industrial culture in Gorenjska (InduCult2.0 project). The mission of all stakeholders in Gorenjska is to develop and strengthen a new industrial culture through cooperation and partnership that gives the region and cities its own and recognizable identity, revives the pioneering spirit and creativity and creates an atmosphere of a positive and attractive environment.
Costs:	What is the overall budget for the test case idea? App. 40.000 EUR Apart from InduCCI budget, do you intend to use also other funds for implementing the test case idea? It depends from the project idea development. It is not predicted to use some other funds than InduCCI budget for test case T3.

CONCEPT OF PP8 - STEBO

Title of test case idea:	ZWARTBERG NEIGHBOURHOOD TOUR: AN EMPOWERING COMMUNITY TOOL
Project partner:	PP8
Ref. to deliverable no.:	T3.4.6

This test case explores the cooperation between CCI and the local community, in particular youth, to jointly create a product symbolizing the identity of the neighborhood 'Zwartberg' - the garden city of the former mine which was closed in 1966. Since the closure the neighbourhood has suffered from trouble, poverty and drug use. One of the reasons was the fact that inhabitants, and especially youngsters, do no longer feel connected to the current labour opportunities in Zwartberg. The latter evolved from large producing industry towards small producing family companies, and recently, the opening of a large CCI site: LABIOMISTA, led by artist Koen Vanmechelen. Although LABIOMISTA invests in neighborhood participation, the Stebo community workers have noticed that it is difficult for inhabitants to connect to the in their opinion top-down CCI initiative. Weekly there are a lot of people visiting the (art) park of Koen Vanmechelen. Local residents are organizing a lot of events in

and around Nomadland, a piece of public space designed to make the neighbourhood connect with (the philosophy of) LABIOMISTA. However, the youth and entrepreneurs are not yet involved. For the youth, LABIOMISTA is still a strange and foreign object planted in their neighbourhood.

Stebo aims at creating a guided tour as an extension of the tours/offers organized by and within LABIOMISTA. The route will connect meaningful stops defining the living environment of youngsters and other inhabitants. The youth grew up in a piece of no man's land where not much effort was put in giving meaning to their neighbourhood and environment. By giving them the chance to tell their part of the story of their neighbourhood they will be assured of not being forgotten in this grand project being planted over their heads in an ever-changing environment. The unusual partnership of youth, entrepreneurs and local residents matched with a number of local CCI will tackle the social challenge of presenting a neighbourhood that is mostly known for decline, as a dynamic place with a strong basis of local competences and ideas to build on. The 'promotion' will start from inside out, collecting stories and potentials in a bottom-up approach.

To create this tour different kinds of expertise are bundled. The common factor is that all expertise is found in the neighbourhood itself, revealing and stressing its potential right from the beginning of the project:


- (1) entrepreneurs of the small industry zone of Zwartberg will be part of the development as they want to create a better image for the neighbourhood.
- (2) local residents can act as guides and share stories about the (mining) history of the neighbourhood,
- (3) youngsters can talk about their part of the story, how they grew up, what the neighbourhood is like now and how they would like it to be,
- (4) local CCIs will be involved in the design process, introducing methods as design thinking to youngsters, in helping them to define their 'ideal' image based on the present strengths. At the same time they will offer expertise and guidance at the level of 'modern storytelling' and presentation methods (use of media, lyrics, theatre, image building, designing public space, ...).

The cooperation with local CCI, volunteers and entrepreneurs, offers the youngsters the possibility to develop new competences and a strong belief in what they are capable of. They will also get acquainted with the empowering role of CCI for their neighbourhood, leading as well to a stronger connection to LABIOMISTA.

Methodological findings of this test case will be shared with community developers and planners.

ANALYSIS

Supportive stakeholders:	<ul style="list-style-type: none"> - Entrepreneurs club Zwartberg - Site manager LABIOMISTA - Youth workers Gigos - Neighbourhood group LABIOMISTA - CCI
Target group:	<ul style="list-style-type: none"> - Entrepreneurs of Zwartberg-Noord

	<ul style="list-style-type: none"> - Youth (12 - 18 yo) - Local residents - Visitors of LABIOMISTA
Location:	<ul style="list-style-type: none"> - Tour from Zwartberg-Noord to Nieuwe Kempen 
Timeframe:	The project will be launched in June 2020 and will run during opening times of LABIOMISTA, namely from June until November.
Frequency:	It will be offered on a regular basis.
Preceding background:	<p>Of course, the coming of LABIOMISTA and the effort to make the neighborhood connect with the (art) park and its philosophy is the cause of the project. Because of the youth not yet being involved.</p> <p>The idea of the tour itself came from some key figures in the neighborhood.</p>
Methodological approaches:	<ul style="list-style-type: none"> - Design thinking - Business model - Participative thinking
Critical factors:	<ul style="list-style-type: none"> - If a key partner decides to step out of the project (for example the youth of the entrepreneurs)
Success factors:	<ul style="list-style-type: none"> - Having a local CCI whom is known in the neighborhood (for example Don Lucca, a local rapper) - Having the youth, entrepreneurs and locals to feel ownership over their tour
Partner support:	We can learn from partners presenting similar best practices in their regions. They can also act as a sounding board for our test case so we can adapt/improve our idea during the development phase.
Strategic embedding:	(1) With Stebo we want to set up more venturous concepts in a multi-stakeholder context. Meaning we want to create uncommon collaborations between stakeholders so they can strengthen each other by each putting their expertise on the table.

	(2) We want to create environments where there is room for innovation and creative ideas. A kind of laboratory where competences can be monitored, and people can be observed to discover their own strengths and weaknesses. Here they can learn which positives they can develop and which negatives to work on.
Costs:	Mostly staff costs.