

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1315 InduCCI
Output number and title	O.T3.1 Transnational pilot action “Mediating transformation through CCI”
Investment number and title (if applicable)	not applicable
Responsible partner (PP name and number)	CREARE, PP3
Project website	www.inducci.eu
Delivery date	03/2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

Long-standing industries are undergoing a major transformation. For the societies living there, this poses not only economic, environmental, educational questions about the future, but creates also worries concerning prosperity and change.

Industrial regions have developed a distinct culture that entails both assets (skills, traditions, values) and obstacles (hierarchies, dependencies, fixed mindset). For responding to the transformation, it is important to work with these assets, to widen the view and to pro-actively shape the future with solutions that go beyond those of the past.

This pilot action focused on the role CCI can play in helping industrial communities to better understand transformation processes and to become more open to change. Partners tested different communication formats that used the competences of CCI (such as art-based presentation modes, design-thinking, unconventional cross-sectoral approaches) for publicly conveying topics of industrial transformation and starting discourses about it.

Three test cases were conducted within this pilot action:

- “CCI Night Shift” - a public art performance, scientific lecture and company presentation at the yearly festival “Days of Industrial Culture”.
- “Arts meet Technology” - a series of workshops for artists with technological research centers, followed by two public exhibitions with the workshop results.
- “Future Creative Industries” - a series of workshops with pupils and teachers in which the issue of future jobs as a consequence of the transformation was brought up and a job fair presentation was developed and exhibited.

These regional test cases were transnationally levelled up through a joint collection of existing practices at the beginning, several peering activities in the ideation phase and a joint evaluation of their impact after the implementation. The pilot results were then collected for a transnational audience in a toolbox and findings integrated into the regional policy papers.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The NUTS 2 regions directly involved in the pilot action were:

- DED41, Chemnitz
- AT312, Linz-Wels
- ITH36, Padova

Furthermore, the other partner regions took part in the transnational exchange about this pilot action in the partnership meetings and this way, benefited from it as well. These were the NUTS 2 regions:

- CZ041, Karlovarský kraj
- PL225, Bielski
- SI022, Gorenjska
- BE221, Arr. Hasselt

Investment costs (EUR), if applicable

Not applicable.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The participants of all test cases highly appreciated the created open spaces for discussing industrial transformation offered through the pilot test cases, such as: How do we approach problems? Who do we involve in problem-solving? How do we collaborate? Do we see perspectives or are the changes of this century a mere threat? This process will not stop with the project end but will keep going on.

In the pilot action, the potential of CCI in mediating industrial transformation became clearly visible: CCI dares to make bold, out-of-the-box statements and ask uncomfortable, critical questions with the aspiration to initiate change. CCI addresses aesthetic senses and feelings, works with artistic, creative and design methods, which allows to turn complex topics into simpler haptic/visual shapes that can be easier understood and experienced. This way, society is reached differently than by science, economy, and politics.

Sustainability of the pilot action results and transferability to other territories and stakeholders

All three test cases of this pilot action carry a sustainable component:

- the CCI Night Shift is planned to be a regular part at the yearly “Days of Industrial Culture”;
- the created exhibition for the job fair will be used in 2022 and will serve as a model for future stands at such fairs;
- the successful collaboration of artists and researchers in the Arts meet Technology test case is being used for negotiating new projects.

Apart from these institutional arrangements, partners included pilot tests as examples of reference in their policy proposals (comp. InduCCI output O.T1.1) - allowing for strategic uptake and related sustainability.

On a more general level, the pilot action left involved people with a positive spin, a feeling of influence and inclusion instead of helplessness in the face of the profound transformation. It once more strengthened the position of CCI as an integral player for the future. It is mainly the findings mentioned above and this mindset that will inspire future actions.

With the pilot action, selected approaches to the overall idea of offering discourse spaces were tested. Transferability to other territories is easily possible but might come out with quite different looks: This depends not only on the concrete topics that need public attention, but also on the kind of local CCI available.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regulatory requirements: Partners ensured compliance with procurement regulations.

Sustainable development: By raising cohesion in non-agglomeration areas with strong industrial background, the pilot approach contributed to a balanced and poly-centric, thus sustainable territorial development in Central Europe.

Equal opportunities and non-discrimination: Partners ensured that all activities were implemented in line with valid equal opportunity policies and did not generate discrimination of any kind.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The project deliverables of relevance for O.T3.1 are:

- D.T3.3.1 “CCI night shift: Explaining industrial transformation through CCI” - regional test case documentation available here: (see www.inducci.eu - Output Documents)
- D.T3.3.2 “Arts meet Technology: Stimulating public discourse through cross-over exhibition” - regional test case documentations available here: (see www.inducci.eu - Output Documents)
- D.T3.3.3 “Future Creative Industries: Supporting vocational choices of pupils” - regional test case documentation available here: (see www.inducci.eu - Output Documents)
- D.T1.6.2 “[Toolbox](#) on methods fostering CCI in industrial regions” <https://toolbox.inducci.eu/>
- D.T3.1.2 “[Transnational compilation of existing good practices](#)”