



Past - Present - Future



RESULTS WORKPACKAGE T3 - 'INDUSTRIAL CULTURE, SECURING LABOUR FORCE AND STRENGTHENING THE REGIONAL TIES OF COMPANIES'

Achievement Overview

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PP2



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0. Summary

The aim of this document is to reflect on the results of the work package “Deploying Industrial Culture for securing labour force and strengthening the regional ties of companies”. This work package addresses the role of Industrial Culture for binding the regional labour force and companies to the region, and particularly for raising interest in young qualified work force to industry. Thus, it is about fostering regional industrial culture.

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

This document discusses briefly 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 securing labour force and strengthening the regional ties of companies. To valorise the full potential of these assets the discussion highlights the importance of broad stakeholder networks, especially in regard of strengthening collaborations between stakeholders in business, culture, public administration and educational institutions.

1. Introduction

This document is the final deliverable of the workgroup “Deploying Industrial Culture for securing labour force and strengthening the regional ties of companies” (T3) within the InduCult2.0 project. It is one of four thematic workgroups within the project and addresses the role of Industrial Culture for binding the regional labour force and companies to the region, and particularly for raising interest in young qualified work force to industry.

The document provides a reflection on the activities by project partners (PP) involved in the workgroup 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, labour force and companies. It also highlights outside knowledge on Industrial Culture, a. o. available in existing EU networks.

The document is structured in six chapters: After the introduction, the text puts forward some general remarks on the role of Industrial Culture in relation to labour force and companies, 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 work package output “Regional Action Plans” (A.T3.5) 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 scientific support partner Leibniz Institute for Regional Development (PP2), as well as the workgroup leader Padova Chamber of Commerce, Industry, Craft and Agriculture (PP6) both have ensured the necessary information exchange between the partners regarding the preparation of these final documents.

This achievement overview stands also in connection to the similar papers on ‘Industrial Culture and Regional Identity’ (workgroup T2) and ‘Industrial Culture meets Creative Industries and Pioneers’ (workgroup T4), and the more academically framed scientific publication (C2.5), published in 2019. All papers were prepared in their structure and outset as a joint collaboration by the University of Graz (AUT, PP4) and the Institute for Regional Geography in Leipzig (GER, PP2).

The results are based on communication and information exchange between project partners within the thematic work group, previous research conducted within the project, input from external conference participations, as well as inputs received in several academic workshops and meetings. 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 Cultural Europe, Europa Nostra, European Route of Industrial Heritage and the European Festival Association

2. Framing the topic of 'Deploying Industrial Culture for securing labour force and strengthening the regional ties of companies'

2.1 Industrial Culture, securing labour force and strengthening the regional ties of companies

Against the background of global structural changes and transition processes, the requirements of a knowledge-based economy and a (post-) industrial society respectively, the current demographic trends and the prospective labour supply are big issues especially for (old-) industrial regions outside agglomerations. An increasingly knowledge-based economy leads to an increased demand in well-skilled work force. Otherwise, the interregional competition for work force has been increasing and many regions suffer from brain drain, lacking in-migration and facing demographic decline, even in those cases, where jobs are available. In this context, recruiting young talents and highly qualified labour for industrial jobs has become increasingly difficult. Because of the industry's image of dirtiness and pollution, the youth is more interested in jobs in other economic sectors. In order to prevent skills shortage in the future there is a necessity for recruiting young talents also for the industrial sector and promoting the innovative opportunities of "Industry 4.0" under the condition of a globalized, highly networked economy.

An Industrial Culture aims to utilise this revolutionary paradigm shift and to combine it with the existing variety of both tangible and intangible heritage (buildings, traditions) in so-called old industrial regions. The distinct regional work culture of traditional industries has generated a specific knowledge base, professional skills, mind-sets, loyalties, habits, and attitudes. These assets have to be adapted in a proactive way to recent challenges of industrial transformation concerning digitalisation and global interconnectedness. Remaining industrial cores are usually highly productive and function as an economic base for spin-offs, service providers, logistics companies and subcontractors. Although industrial jobs in the core business are far less than decades ago, the total value added in the region and the number of interconnected jobs is of considerable importance. A total shift towards alternative economic priorities would thus risk undermining the economic base. It is important to acknowledge these industrial activities as a core element of the regional economy and turn them into a cornerstone of regional strategies.

Only as part of a coherent concept, such places and industries can solve their specific challenges under market conditions. This is in particular visible, when it comes to satisfying the demand for highly qualified labour. Being situated outside of agglomeration areas means a stronger need to secure local work force and knowledge in order to remain competitive. Hence, the main problem for regional and individual business development in such regions is the future labour supply. Likewise, ageing processes might result in a reduced capacity to innovate and adapt to new knowledge. Furthermore, the better the school-to-business nexus can be developed, the better chances for recruiting young staff for the local industry in future – based on engaging and fascinating young people from early ages for industrial jobs and preventing their emigration.

A big challenge for starting measures to utilise Industrial Culture as a means to create a new regional image is to strengthen the location clause of enterprises. Also in scientific terms, debates about corporate urban (or regional) responsibility are only in their beginnings. Industrial companies often have not yet discovered the chances of binding and attracting work force by taking on regional responsibility.

2.2 Actions of workgroup T3

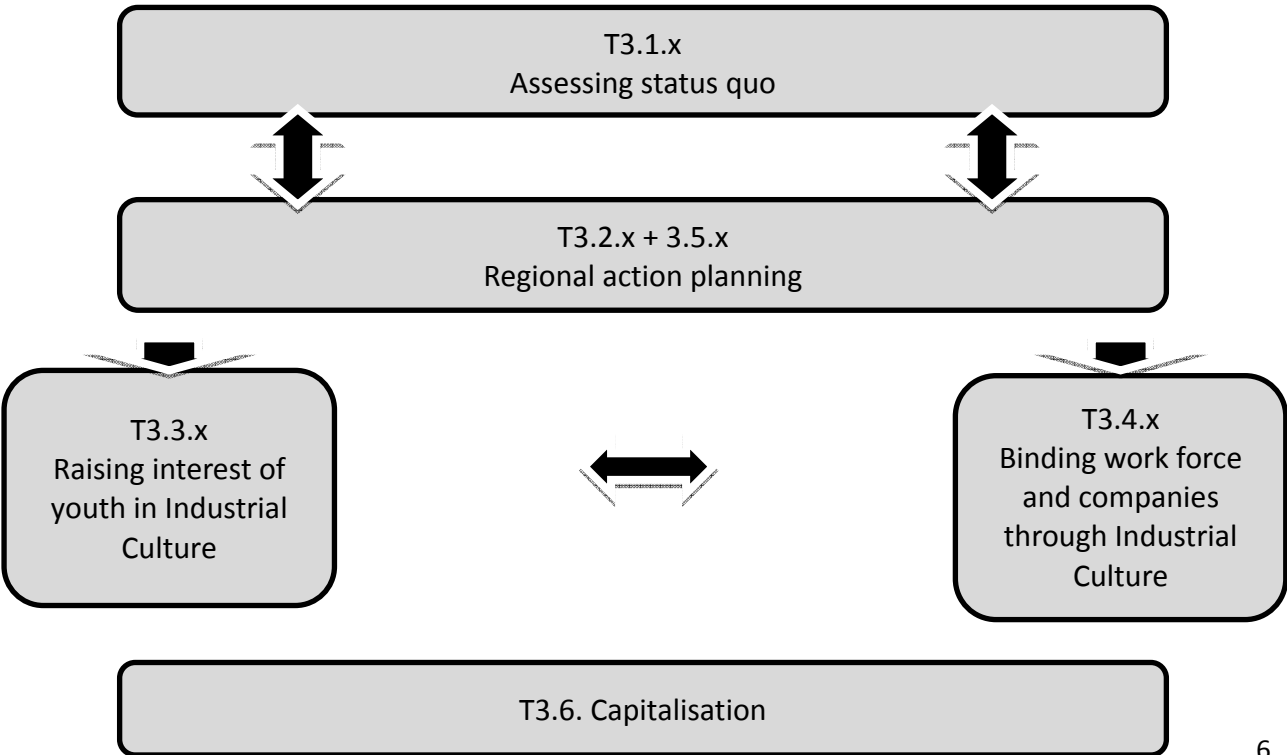
Within this work package, the project partners utilised Industrial Culture in order to look for new ways for securing labour force and binding companies within the regions as well as to raise outside awareness. The aim was to acknowledge Industrial Culture as an important and unique regional feature, promoting the regions themselves and their industrial sector as an important, persistent economic base. For that purpose and embedded in overall strategic approaches, the approach was twofold: First, the partners tested measures for raising interest of youth in industrial culture and work options (T3.3.x). Secondly, they also tested measures for binding work force and companies through industrial culture (T3.4.x, see Fig. 1). The two strands of action have been embedded in regional and long-term strategies.

The first set of actions has focussed on raising interest of youth in Industrial Culture and work options. These actions mainly targeted pupils, students and graduates through new collaborations between educational staff and stakeholders in business, culture and public administration. Against the background that there is a need of linking companies, museums, and educational projects for bringing the topic of Industrial Culture to schools and further educational institutions, the actions focussed on educational and job initiatives raising interest in industrial jobs.

In the other set of activities, the PPs have put emphasis on measures for attracting and binding work force as well as companies through Industrial Culture. Here the regions developed several job-event concepts and concepts for companies promoting industrial culture to their work, and for companies and their workers to create industrial culture by themselves. Other partners developed brochures on innovation and location history of endogenous companies.

Throughout the work package, the research partner PP2 has supported the work package leader PP6 and involved PPs with input, moderation, reflection and evaluation. All work package activities were laid out to connect industrial heritage and current/upcoming cultural resources. In order to achieve this aim, project partners have actively engaged a wide range of regional stakeholders (chambers of commerce, companies, museums, schools, universities, etc.).

Fig. 1: Structure of workgroup T3



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 Workgroup and Regional Action Plans (activities T3.2 + T3.5)

The activities in this work group were shaped around half-yearly meetings of a transnational expert group, which exchanged and discussed the 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 workgroup's work over the project runtime.

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. Partners involved were PP1, PP3, PP5-PP9. 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.

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 Testing measures for raising interest of youth in industrial culture and work options (activity T3.3)

In this activity field there have been implemented several school initiatives promoting industrial culture by the project partners. The aim of the tested measures was raising interest of youth in industrial culture and identifying new work options. Two of the initiatives based on pilot investments. The project partners implemented concepts for educational and job initiatives raising interest in industrial jobs linking companies, industrial museums and schools. These concepts targeted the development of educational programmes and courses respectively using virtual reality concepts focussing the past, present and future of the relative regional industries. Additionally, the partners were organising job events and workshops, excursions in enterprises, discussions with employees of companies or were participating at open factory days.

Initiatives based on pilot investments

Two project partners (PP3 and PP9) developed actions and implemented initiatives based on pilot investments. The pilot actions focussed on testing the potential of interactive educational exhibitions respectively 3D video clips for the promotion of industrial culture towards pupils. Stakeholders from museums, companies and universities were actively involved.

PP3: School initiatives promoting Industrial Culture: Investment to bring the topic of Industrial Culture to schools (virtual reality)

Originally, the aim of this initiative was the creation of a pedagogical multimedia exhibition feature to teach pupils about industrial culture. In the concept phase PP3 wanted to develop a container outside of the Museumscenter in Leoben equipped with different features to show industrial culture. After discussions and evaluations with focus group members and local politicians there was decided to produce a 3D video clip instead because of the huge amount of costs. The clip “A pedagogical journey through the Styria Iron Route” has shown industrial culture of the past, presence and future giving pupils an idea of industrial culture in a modern way. The advantage of the 3D video clip and the acquisition of virtual reality goggles as a tool for the presentation of the clip is that the goggles are portable and could be used in several museums along the Styrian Iron Route as well as in schools and at school events. With the virtual reality goggles the users can virtually walk around different places without having to be there physically or prepare their visit to interesting industrial cultural sites by getting information about the places in advance. The virtual reality concept is easily applicable for other old-industrial regions looking for a new and unusual approach on how to present their industrial culture.

Picture 1,2: Virtual reality goggles (pictures by PP3)



PP9: Pilot Implementation “Mobile Educational Exhibition”

PP9 developed the mobile, interactive and educational 3D exhibition “Industrialne Opolskie” in cooperation with companies, heritage institutions and universities. The main goal was to increase pupils’ knowledge about past, present and future jobs in the regional industry. The key issues for the investment were to secure the missing puzzles for interactive, mobile and educational features. The exhibition could be visited by pupils in schools and other locations in Opolskie region during special events, days etc. During each visit, the trainers and practitioners with university and company background led the professional workshop sessions and adopt innovative youth-to-youth approach. The space of the 3D exhibition has been open, interesting-looking and children-friendly. The pupils gained knowledge about the regional industry through seeing, touching and designing models. The designers prepared different scenarios for workshops sessions for 2 age groups. The exhibition and workshops were led by young but professional and experienced designers.

Picture 3,4: The 3D exhibition “Industrialne Opolskie” (pictures by PP9)



Investment-free initiatives

The other project partners developed and implemented the following investment-free school initiatives promoting industrial culture:

PP1 – ‘Textiles thought differently. Science slam in the museum’ - school initiative promoting industrial culture

PP1 developed and implemented the educational programme ‘Textiles thought differently. Science slam in the museum’ with the Museum of Textiles and Motorsports Hohenstein-Ernstthal bringing

together an industrial museum, pupils and regional textile companies. The programme has been structured in four phases: a preliminary lecture in school a week before the event, a short tour through the special exhibition, working in groups, and the presentation of the results. The subject 'textiles' has been the all connecting element. Supported by a staff member of the educational department at the museum, the pupils have worked on several subjects in groups on their own and afterwards they presented their results. Because of the positive feedback and the future content orientation of the museum the programme has been officially included into the museum educational offer of the Museum of Textiles and Motorsports Hohenstein-Ernstthal. The museum has planned to expand the add-on with other regional companies that deal with textile industry (textile production, textile machine engineering). The job orientation element of the museum's educational programme, and thus the triangle school – museum – company, will be strengthened.

PP5 – Implementation of school Initiatives which are supporting the Concept “Industrial Culture”

PP5 has established cooperation networks between three schools and three enterprises and town councils. The objectives of this cooperation have been getting information about regional industry, developing pupils' technical skills, raising awareness about the daily actions in factories and improving the pupils' ability choosing further education opportunities. Based on this cooperation, there was developed the educational course “Education for Creativity and Enterprise”. The pupils had to solve assigned problems in a creative way. Besides creative assignments, they could also get insights into the environment of an industrial enterprise, participate at a meeting with town-hall deputies of their hometown and they could test job interviews in the industrial company. Additionally, there was also developed the course “Mining from history to present”. This educational programme was created to verify the possibilities of cooperation between museums and schools. The programme focused on the topic “mining”, which is mostly being dealt with museums rather than schools including visits of the respective museum. All participating companies want to keep co-working with schools in the future, even if it requires certain amount of financial investment.

PP6 – Preparation of school Initiatives promoting Industrial Culture (Open Factory School)

The goal of PP6 aimed at implementing an action to promote the attractive cultural and historic dimension of industrial work, jointly with companies and schools. Thus, there was developed the new initiative “Open Factory School” linked to the “Open Factory” festival that is the most important event in North-East Italy regarding industrial and manufacturing culture. On the day before the festival starts, companies are invited to open their doors to the schools. The schools could visit a company and participate in the activities proposed by the company on its premises. The “Open Factory School” has been a way to help companies to get in touch with school and teachers, in order to set up joint actions and to offer work options. The participants have got an increased awareness of the existing companies in the region. Additionally, there could be established new ties between schools and companies, which could lead to new collaboration projects fostering training and work experience. The companies have decided to keep organizing the event also after the project's end, funding the secretariat and the promotion, while the schools will cover costs for transportation of pupils and teachers. The Open Factory board also decided to keep the action running after the project's end.

PP7 – School initiatives promoting Industrial Culture – Carousel of professions

PP7 implemented a school initiative related to the established regional event “Carousel of Professions”. This event, in which all secondary schools in the region take part, aims at young people (mainly primary school pupils) presenting them all the educational opportunities which are available in the region. The event has already a long tradition and is organized by different schools every year.

PP7 has upgraded the event with the slogan “Strong roots in history for good perspectives in future”, by pointing out the importance of traditional knowledge for the development of occupations. During the event, the pupils of secondary schools presented the professions in many different interesting ways on their stands. Visitors of the event have been invited to attend several workshops with practical presentations and demonstrations of work and educational programmes for different professions. Additionally, PP7 prepared the exhibition “The Past and Present” with information on the most representative regional industrial companies. Similar school initiatives should be followed in the future defined by regional stakeholders of the regional Industrial culture network. The initiative has been a contribution about making the pupils’ choices reasonable and giving them an opportunity to become a part of a larger picture as well as making them aware of their responsibilities towards themselves and their environment.

Picture 5: Presentation of professions at the “Carousel of professions” (picture by PP7)



PP8 – School initiatives promoting Industrial Culture (educational programme)

PP8 has developed the idea of launching a project with a focus on employment opportunities in the industrial sector of Sisak-Moslavina County. The background was that school principals confirmed the increasingly difficult situation in the industrial sector accompanied by a reduced interest of students with professions like electricians, locksmiths, engine fitters, plumbers, carpenters, etc. Thus, PP8 has developed an educational programme for students of the Technical School Sisak with the aim to increase employment opportunities in the county's industrial sector. Furthermore, the purpose of the programme has been to skill the students with practical knowledge and to motivate them to be competitive on the industrial labour market after finishing vocational schools. The educational programme has included two implemented workshops on the following topics: Application of 3D technology in industry in the 21st century and CNC technology and robotics in the modern manufacturing process. There was also organised a study trip to show students a positive picture of the profession in which they have been trained and the opportunities which have been open to them. After the implementation of the project, activities will continue in cross-linking cooperation with public, business and civil sector institutions in the form of joint initiatives, programmes and projects for the development of the regional identity of industrial culture.

3.3 Testing measures for binding work force and companies through industrial culture (activity T3.4)

The concept of Industrial Culture has been tested in its contextual capability to secure labour force and bind companies: On the one hand, work force and companies have been directly addressed and on the other hand, focus has been placed on raising interest of youth in industry by embedding cultural issues and work options in a regional story of industrial evolution.

PP3,6 – Concept for companies promoting industrial culture to their work force

PP3 and PP6 agreed on highlighting the role of Corporate social responsibility as a way to promote Industrial Culture to companies' work force. The following actions have been undertaken by the municipality of Leoben and the Styrian Iron Route: a) Companies have been involved in focus group meetings/design thinking workshops to discuss the topic of making aware workers of industrial culture. b) Regional industrial players such as the Voestalpine and the Erzberg agreed to distribute information material (folders such as the leaflet of the museum association) and programme flyers to their workforce. In addition, the workforce was invited not only to visit but to actively take part in the industry cultural festival and tell their own story about industrial culture. PP6 in cooperation with the focus group developed a dedicated newsletter addressed to workers on the industrial culture. The first issue has been realised in parallel with the organisation of the Open Factory Festival 2018. The way to involve the workers has been different in the companies, e.g. some decided to publish an internal call, in other factories there were internal meetings and openness to the active participation of workers in the foreseen activities.

Picture 6: Example for distributed brochures and flyers (Picture by PP3)



PP3,6 – Concept for companies and their (young) workers to create industrial culture themselves

PP3 and 6 tested also the joint developed concept to help companies and workers to develop their own understanding of industrial culture and its features. This has been realised by PP3 through theatrical performances involving workers linked to the Industrial Culture Festival. The workers have been interviewed about their life and work and their stories had been documented and used as input for theatre plays. In addition, they have been involved as actors in the theatre performances as well as in the social art event “Hüttenzauber” which was the opening event of the festival. PP6 decided to involve directly industrial workers in social art workshops linked to the setting up of installations to be displayed in Arte Padova, International Art Exhibition held in Padova. The workers realised and displayed different ways to interpret industrial culture with paintings, sculptures, pictures. During Arte Padova 2017 there was launched the Social Art Competition “Arte e Cultura Industriale”.

PP10,6,7,9 – Concept for culture-focused events improving labour-market (job-event concept)

The concept paper developed by PP10, took the form of a blueprint for a one day ‘meet and greet’ job event between companies facing industrial transformations and (unemployed) future employees. Since the industrial environment and demands have been not the same in the four participating regions, all aspects were designed in close reference to the local context (Industry4.0 environment, companies and potential future employees). Four ‘meet and greets’ have been organised. The job events specifically focused on defining and moving past cultural prejudices on the side of the work force as well as companies – both facing the transforming industrial society. The participating partners have organized the job events because they strongly believe that there are many talents and skills present in the regions, and that if companies are guided in looking from a different perspective, they would see that a vast work force is actually present. Countering brain drain and getting rid of cultural prejudices by engaging into authentic face to face conversations have been the main goals of the events. Focus was on actual demand and offer of both employees and employers. The events itself were shaped as speed date workshops, with well-prepared pre- and post-trajectories in which both companies and candidates received guidance and the first matches were made.

PP1,7 – Brochures on innovation and location history of endogenous companies

In order to be able to use industrial culture as a location factor to secure workforce and to bind companies to the region, PP1 and 7 developed also brochures on endogenous companies focussing innovation and location history. PP1 developed the brochure “About Growth and Change – Corporate Stories in the District of Zwickau” that has presented industrial companies that have been in Zwickau for many years and are still developing innovative products today (some of them are market leaders in their niche). The brochure has contained stories of the textile, machine construction, supplier and metal industries from small family-business to big factories with more than 1500 employees. PP7 developed the brochure “Innovative spirit of industrial companies: A walk through development of industry”. The brochure of the most representative industrial companies in Gorenjska region has been set up to showcase location loyalty of selected companies together with highlighting their innovativeness and their current products. There was also implemented a movie trailer based on the brochure that was made to promote the industrial companies in Gorenjska region.

4. Strategic lessons

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

The examples have shown the variety of approaches possible towards the topic of Industrial Culture, labour force and companies. The topics range from developing several school initiatives promoting industrial culture, implementing concepts for companies promoting Industrial Culture to their work force respectively to create it by the companies and its workers themselves or implementing culture-focused events improving labour market and developing brochures on the history of companies. Especially the experiences made by developing educational programmes, courses, and organising job events connected to other regional highlights have shown the necessity of supporting well-established networks on which the implementation of such activities could be based. The development of a solid cooperation between schools, museums, companies, municipal administrations and other regional stakeholders could have important local effects for securing labour force and showing new work options especially for young qualified job seekers. The creation of a regular stakeholder group on the topic allows to share information and to discuss possibilities for implementing measures like the “meet and greet” job events, the “Carousel of professions” or the connection of school initiatives with important regional events like the “Open Factory School”. The examples also showed the necessity of strengthening the concept of Corporate social and regional responsibility as a way to promote Industrial Culture to companies’ work force and as well to bound the companies to the region and especially to educational institutions.

Within the InduCult2.0 project this stakeholder involvement is guaranteed via the initialisation of regional focus groups in the PP regions (T1.4.1.). They aim at ensuring to anchoring the topic among various regional stakeholders, creating new ideas and synergies, especially beyond the project run-time. In this context, it is important to note that the discussed examples often have taken - in preparation and implementation - a long time to develop, involving different stakeholder and institutions. Many examples needed to mature over a longer time frame to come into existence. Therefore, a second point one can learn from the cases is the need for a long-term focus. An important step to ensure this can be the established stakeholder network. In addition, the codification of this involvement in strategic plans, ensuring the constant interest in the topic and – very important - opening additional funding sources. Enshrining the issues of Industrial Culture in Regional Development Plans, LEADER-Programmes or Smart Specialisation initiatives can be an important step to ensure long-lasting interest in the topic, as well as securing additional funding opportunities. Also, the involvement of other policy-levels (e.g. district, regional) can provide the necessary additional funding and support. Within the InduCult2.0 project a first step towards such a long-term focus are regional action plans in all PP regions (T2.2.2). Here the different regional pilot actions are jointly framed and set into a regional context. In the end the preparation of regional strategy paper (T1.5.1) in each region is intended to reflect on the results of the pilot actions and map out the next steps taking place outside the project frame. Part of these strategy papers could then be included in the above name programmes and plans in order to open up the possibilities of action in this thematic field by additional funding and political interest. This is the most challenging task of the whole approach.

5. Conclusion

The examples in this document highlighted some of the manifold and diverse approaches across Europe, which address the issue of 'Industrial Culture, Labour Force and Companies'. All the examples focus on specific place-bound tangible and intangible remains and assets of industrial production – trying to link these remains across the timeline of past, present and future. In this way, the cases discussed here indeed utilise Industrial Culture - albeit in varying ways - as a reliable and authentic common ground for an internal reference point of industrial communities. Additionally, Industrial Culture is used as a unique regional feature to promote the regions themselves and their industrial sector as an important economic base. For that purpose, there should be underlined the importance of the establishment of networks of employers willing to take on student trainees, offering internships, supporting graduates of industry-relevant subjects, mentoring young people in training, as well as willing to participate in school projects and career events to keep them in or bound to their study region. There could be also shown the necessity of image campaigns for innovative work options in industry and programmes to get in touch with local employers in industrial sectors (e.g. guided tours, open days, mentoring networks). The cooperation of companies and successful start-ups in a sector-wide networking with schools, vocational facilities and universities to promote best employment practices could help to minimise the existing barriers to career pathways in industry and to motivate students to study academic disciplines in science, technology, engineering and mathematics. The industrial companies should raise their awareness of their responsibility for increasing their engagement in the recruitment of (young) talents and well-educated skilled workers. There must be more intensified contacts with schools and vocational facilities in order to promote new kinds of career pathways to industry in the region and to elevate the importance of the primary sector to schools. More mechanisms are needed to enable effective school-business partnerships that could be supported by culture-based events. The cooperation of companies and employment agencies is necessary to secure an appropriate recruitment of a skilled labour force. Joint cultural initiatives could increase the success of such efforts.

Some examples highlighted in the paper have had more difficulties to overcome than others depending on the different stages of developed networks of regional stakeholders. Others were started from scratch with almost no outside support and only carried on by the enthusiasm of a few people. However, the paper also shows that there exist initiatives that could have a successful future because of the already well-developed cooperation between the involved stakeholders and institutions and could be successfully adopted by other regions across Europe.

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 an industrial base, but they do not succeed in attracting the knowledge economy in the same way as large cities.

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

Against this background 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 Leibniz Institute for Regional Geography in Leipzig, Germany, and the Institute of Geography and Regional Science at the University Graz, Austria, 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-founded 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