



Past - Present - Future



REPORT “Industry goes public”

Documentation of implementation, investment and
assessment of pilot action “Industry goes public”

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PP 8, Sisak-Moslavina County



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1. Abstract

Industrial culture of the Sisak-Moslavina County has the potential to create modern image of the region. The County is preserving traditional values, and by combining "old" and "new", it is possible to create preconditions for the development of a new industrial culture that will meet the cultural needs of all generations, especially young people.

The industrial culture of Sisak-Moslavina County could be defined as an interesting new combination of quality tourism products, while preserving and fostering the regional identity and the authenticity of its partial elements and dispelling the prejudice about the uselessness of old industrial zones.

In this context, this pilot action promotes the industrial culture potentials in Sisak-Moslavina County, focussing to bring its values closer to public, younger generations, cultural and museum institutions in the purpose to motivate them to be actively engage in creating activities that will valorise potentials of rich industrial culture of the region.

In the framework of the activity, the County has purchased 4 digital info boards and developed application for digital info boards with the purpose to presents the County's industrial culture as an element of strengthening regional identity.

In this context, the area of Sisak-Moslavina County might gain a completely different, more positive character by becoming the centre of industrial culture in the continental Croatia.

1. Project InduCult2.0

The project 'A New Industrial Culture in Central Europe' InduCult2.0 concerns preservation of Industrial heritage and its usage (www.inducult.eu). InduCult2.0 addresses Central European regions mono-focused on industrial production. The partnership sets out to discover the full industry-based culture of these regions for positioning them as appealing places for work, life, and recreation. InduCult2.0 is initiated by 8 long-standing industrial regions represented by:

- District of Zwickau (Germany);
- Municipality of Leoben (Austria);
- County association of Local Action Groups of Karlovy Vary Region (Czech Republic);
- Padova Chamber of Commerce, Industry, Craft and Agriculture (Italy);

- BSC, Business support centre, Kranj (Slovenia)
- Sisak-Moslavina County (Croatia);
- Opolskie Centre for Economy Development (Poland);
- Stebo Competence Centre Community Development (Belgium).

Within the project Sisak-Moslavina County as project partner will carry out the following activities:

- Create regional strategy and action plans for preservation/implementation of Industrial cultural heritage,
- Organize lectures for educational institution and institution in charge for protection of cultural heritage, strengthening the regional industrial identity and applying an innovative educational approaches,
- Create an online map of industrial culture,
- Organize transnational industrial culture exhibition and
- Establish an information centre of industrial culture and heritage.

For a better understanding of the further text, in the beginning a few sentences about distinguishing definition of industrial culture and industrial history/industrial heritage. Even if the whole project is concerning industrial culture in Croatian language that is not a common way of expression, so in the text there is often used a phrase such as industrial heritage or industrial history. This implies that something is the term of stagnation, disappearance, residues... that is tied up more with history - a time when it was at the peak of development. In the last few years, the importance of industrial heritage has begun to be emphasized and that term has more frequently begun to be used in public in a forward looking way. The importance of industrial culture has significance in the revitalization of industrial heritage facilities, which creates the added value of space for the purpose of developing cultural and creative industries.

2. Introduction & Objective

Industrial culture of the Sisak-Moslavina County (Croatia) makes an important, necessary component of cultural activity and development of the region. The perception of the County as old-industrial region is often still negatively connoted and at the same time, the region has a vast potential to use industrial heritage for promoting a positive regional image and as unique selling point related to pioneering spirit, traditions and innovation capability.

Industrial culture of the region can be used for new economic development, sustainable employment at the regional level as well as for touristic, cultural or museum purposes. Industrial sites can become extraordinary living space or

working place for the creative industries given their affinity to the old-industrial spirit.

In order to contribute to above mentioned goals, Sisak-Moslavina County has developed application for digital info boards of industrial culture of the Sisak-Moslavina County with the purpose to presents the County's industrial culture as an element of strengthening regional identity. This project action through developed application integrated in the info boards will raise awareness on the importance of industrial culture in the region.

3. Applied Approach

Sisak-Moslavina County has identified, in the framework of the activities T2.3.1. (Preparation of smart presentations “Industry goes public”), T2.3.10 (Implementation “Industry goes Public” Digital visitor system), T2.3.11 (Investment related Digital visitor system) and T2.3.12 (Assessment of pilot actions “Industry goes public”) activities, which are directly affecting the way of managing an industrial culture with a view to promote cultural resources of industry in presence and history.

In the framework of the activities T2.3.10 (Implementation “Industry goes Public” Digital visitor system) and T2.3.11 (Investment related Digital visitor system) the 4 digital info boards has been purchased and then it has been developed application for digital info boards and implemented testing in the activity T2.3.12 (Assessment of pilot actions “Industry goes public”).

With the start of InduCult2.0 the Sisak-Moslavina County founded a regional focus group to support the establishment of the new concept of industrial culture as well to participate in InduCult2.0 activities. The members of the focus group are representatives of regional economy, administration, culture, education and tourism.

Regarding the pilot actions in implementation phase Sisak-Moslavina County has conducted external expertise for the elaboration of the Concept for the integration of the digital information system on the industrial culture of Sisak-Moslavina County, purchasing info boards of the industrial culture Sisak-Moslavina County and development of applications for digital info boards of industrial culture of the Sisak-Moslavina County. The firm Novena was chosen as an executant.

Firm Novena has used method of analysing the available information sources focusing on the interview methods with the key members of the focus group; Tourist Board of the Sisak-Moslavina County, Tourist Board of the City of Sisak, Tourist Board of the Town of Petrinja, Sisak City Museum, Moslavina Museum Kutina and Interpretation Center of the Banovina Heritage.

The interviews and online consultations with key stakeholders have been conducted with the aim of getting to know and discuss the goals and content of the application for the info boards.

Within this project, Novena also developed bilingual digital application for 4 info boards set up on 4 locations in Sisak-Moslavina County (Sisak, Petrinja, Kutina and Hrvatska Kostajnica). Application presents locations of industrial heritage around County, its tourist and gastronomic offer and history in a modern way. On May 23rd 2019 contracting authority visited locations where info boards have been set up for verification purposes.

Implemented activities are in accordance with the project budget.

4. Investment

1. Short reference to framing concept and implementation actions

The concept for the integration of the digital information system on the industrial heritage of the Sisak- Moslavina County provides guidelines for creating creative design and development of the application, which will be integrated into the digital information pillars of the industrial heritage in the coming period in order to familiarize the users with the industrial heritage sites of the County.

The concept provides a description of the approach to development, the methodology of applying the described technology, and the purpose of using the results of the concept.

2. Objective of investment

Objective of investment has been realised in framework of purchasing 4 digital info boards on industrial culture Sisak-Moslavina County with the purpose to present the County's industrial culture as an element of strengthening regional identity.

3. Procedure of investment

Sisak-Moslavina County has realised procurement on 26th of April 2018 and the firm Novena has been chosen as provider. The service has been realised on 21st of May 2018.

Novena d.o.o has provided 4 digital info boards which were set up on further location: Entrepreneurial Incubator PISAK SISAK, Interpretation Heritage Center Banovina Sisak, Museum Moslavina Kutina and town Hrvatska Kostajnica.

The info boards have been marked visible with the project and Central Europe programme logo 2014 -2020.

4. Costs of Investments

Total cost of info boards and digital application is 15.868,24 EUR.

(Setting up 4 multi-media info boards = 12 568 EUR, development of digital bilingual application = 3 300 EUR)

5. Result of investment

Info boards of industrial culture of Sisak/Moslavina County provide examples of good industrial culture practice to other regions and present the potential of industrial culture as a contribution to tourism.

The Sisak-Moslavina County is responsible for the sustainability of the project results and investment activities after the implementation of the project, where the info boards are in the ownership of the County.

5. Results

Sisak-Moslavina County has reached within the activity T2.3 related workpackage T2 “Priming Industrial Culture as a unique feature of regional identity” the following results:

T2.3.1 Concept for the integration of the digital information system on the industrial culture of Sisak-Moslavina County

T2.3.11 Investment of pilot actions “Industry goes public”

The procurement has been done in October 2017. and the firm Novena d.o.o. has been chosen as provider. The service has been realised on 22nd of January 2018.

The concept for the integration of the digital information system on the industrial heritage of the Sisak-Moslavina County provides guidelines for creating creative design and development of the application, which will be integrated into the digital information pillars of the industrial heritage in the coming period in order to familiarize the users with the industrial heritage sites of the County.

The concept provides a description of the approach to development, the methodology of applying the described technology, and the purpose of using the results of the concept.

T2.3.10. Info boards of the industrial culture Sisak-Moslavina county application

a) Info boards

The procurement has been done on 26th of April 2018 and the firm Novena has been chosen as provider. The service has been realised on 21st of May 2018.

Novena d.o.o has provided 4 digital info boards which were set up on further location: Entrepreneurial Incubator PISAK SISAK, Interpretation Heritage Center Banovina Sisak, Museum Moslavina Kutina and town Hrvatska Kostajnica.

The info boards have been marked visible with the project and Central Europe programme logo 2014 -2020.

b) Application

The procurement has been done on 24th of December 2018 and the firm Novena d.o.o. has been chosen as provider. The service has been realised on 29th of March 2019.

Applications for digital info boards include a server component (CMS) and a client application (Windows) for digital info columns of industrial culture of the Sisak-Moslavina County. The following works steps were performed:

1. Creating an IS system that includes a server component (CMS) and a client application (Windows)

- Creating a CMS system through which content is available on the info boards
- module for displaying novelty or topicality
- module for displaying content available on mobile application containing photos, text (bilingual), geographic locations
- interactive map with views of all locations with the possibility of adding other points of interest (tourist, gastronomic, accommodation)
- the creation of the windows application
- setting the structure and entering the initial content

2. Installation on site and commissioning

- installation on four (4) locations, Sisak, Petrinja, Kutina, Hrvatska Kostajnica
- training of staff on launching and managing applications

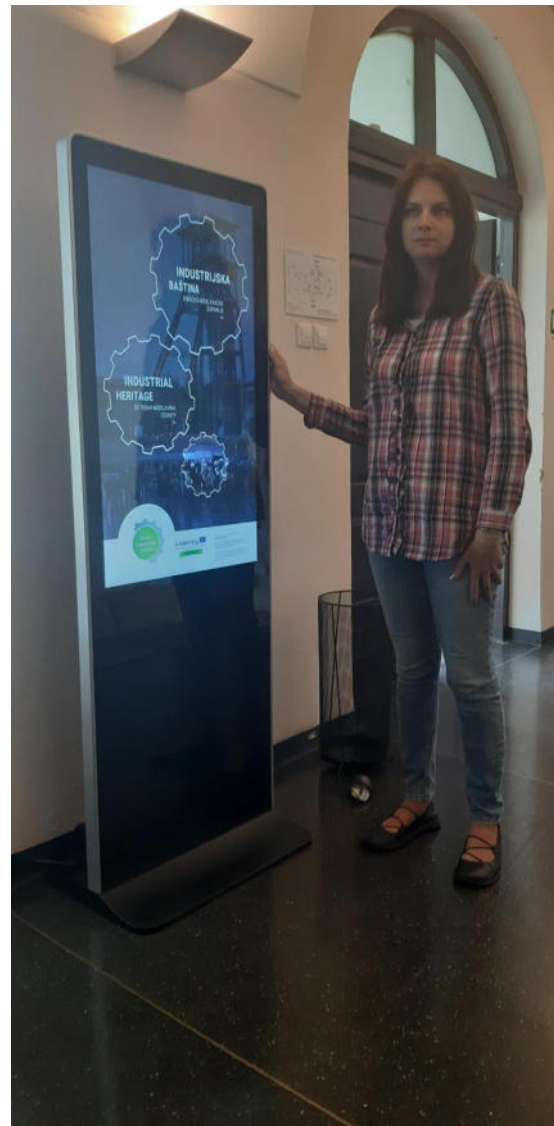
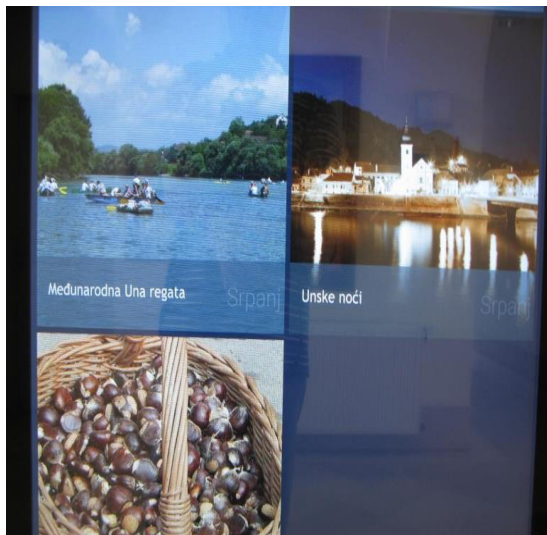
3. Monthly maintenance of the server components

- lease of server space (hosting), monitoring and maintenance including 1 hour support administrator for three (month)

The application is integrated into the digital info boards and provides information on objects of industrial culture which include tourist, accommodation and gastronomic offer of the region.

Application testing has been implemented in May 2019, where information on the use of the application has been held at the locations of the info boards. The key representatives of the info board's locations have been informed about the use of application.





5. Assessment and Transnational Added Value

Sisak-Moslavina County, in the framework of the activity Industry goes Public has reached the objectives related the elaborated the concept, setting up the info boards and development the application of info boards industrial culture Sisak-Moslavina County with the promotion of revitalization cultural resources of industrial culture and to raise awareness of the wider public on cultural industrial assets.

Due to the positive experiences of the implemented activities, Sisak-Moslavina County has the intention in the future to stimulate a series of changes directly

affecting the way of managing an industrial culture with a view to revitalizing valuable industrial culture for cultural purposes.

The intention of the County is to direct the development of the culture industry in the purpose of development cultural tourism and to improve the information, promotion and distribution system of industrial culture facilities for the development of cultural tourism products.

The results of the activity will be disseminated to other project partners through project work groups in the purpose of exchange know-how and example of good practice.

The partnership on the transnational level will continue after the implementation of the project through a series of initiatives for the promotion and development of industrial culture, as well as applying for projects to EU source of funding (e.g. network of coordinators).

6. Outlook and sustainability

Sisak-Moslavina County within developed application of info boards on industrial culture will strengthen regional cultural identity and apply an innovative approach to promote revitalization of industrial culture and sensitize the public on cultural industrial heritage.

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, programs and projects for the development of the regional identity of industrial culture. The County will provide support for initiatives, development and innovation of creativity in the regional cultural resources.

In the purpose of the further development of concrete projects related industrial culture, the financial resources have been secured by County budget in 2019.

The County will support culture regional initiatives with the focus group related to develop proposed projects and the events within the action plans which will be disseminate to the public on regional and transnational level.

The intention of the County is to implement proposed projects and to increase awareness of the value and the results with the purpose of quality of using industrial culture as a potential for the development of the region.

The Sisak-Moslavina County is responsible for the sustainability of the project results, after the implementation of the project, the County will through its own resources and EU funds, endeavour to implement the activity listed below in order to provide examples of good industrial culture practice to other regions.

7. Annexes

The version of the assessment and investment of pilot action “Industry goes public” in Croatian language is provided in annex.