



Past - Present - Future



# FINALISATION OF REGIONAL ACTION PLANS

---

**Final Action Plan on the topic “Cultural measures for fostering regional identity”**

**11 2018**

---



Deliverable D.T2.6.2



Nov 2018



PP3, city of Leoben



Alexandra Janze  
[alexandra.janze@leoben.at](mailto:alexandra.janze@leoben.at)



# TABLE OF CONTENTS

1. Abstract.....	3
2. Project Context.....	3
3. Introduction & objectives .....	4
4. Applied Approach.....	5
5. Results .....	5
5.1 Short-term actions .....	5
5.1.1 Industrial Culture Festival and art in public space .....	5
5.1.2 Iron Route App.....	6
5.1.3 Industry-touristic offers .....	7
5.1.4 Industrial Camping .....	7
5.2 Long-term actions .....	8
5.2.1 Industrial Culture Center.....	8
5.2.2 Specific industry-touristic offers.....	8
6. Conclusion, outlook and sustainability .....	8

## 1. Abstract

Industrial cultural and industrial tourism are chances for old industrial and mining regions to promote their heritage as well as living industry. Benefits can be gained through tourism as well as by shaping the region's image and of regional identity. The "Styrian Iron Route" houses some spectacular heritage remains such as "Erzberg", the Erzberg railway and the blast furnace museum Radwerk IV. In addition the museum association Styrian Iron Route collects and presents the regions' heritage in 13 museums beginning with the museum center in Leoben. Living industry and mining is present at the Erzberg and at successful industrial companies and plants such as voestalpine in Leoben. To use the chances for transforming image and identity of the region, promoting its industrial heritage and showcasing modern industry, a local action plan has been worked out by a regional focus group. It lists short-term actions which are relatively easy to implement as well as long-term actions looking beyond InduCult lifetime.

## 2. Project Context

The Central Europe Project InduCult2.0 addresses Central European regions mono-focused on industrial production ([www.inducult.eu](http://www.inducult.eu)). Through InduCult regions utilise their tangible and intangible cultural assets of their industrial past, present and future in a synergetic way for positioning their regions as attractive places for working, living and recreation. Together with local stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends 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.

Involved are eight representative regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

Each of the regions has prepared an "argumentation paper" on their specific industrial culture and its benefits. This provides the basic frame for developing and implementing actions in the field of Industrial Culture and therefor for promotion of a Central-European (respectively European) Industrial Culture.

Actions are to be developed by the regions in three fields: Actions on ...

... cultural measures for fostering regional identity (T2)

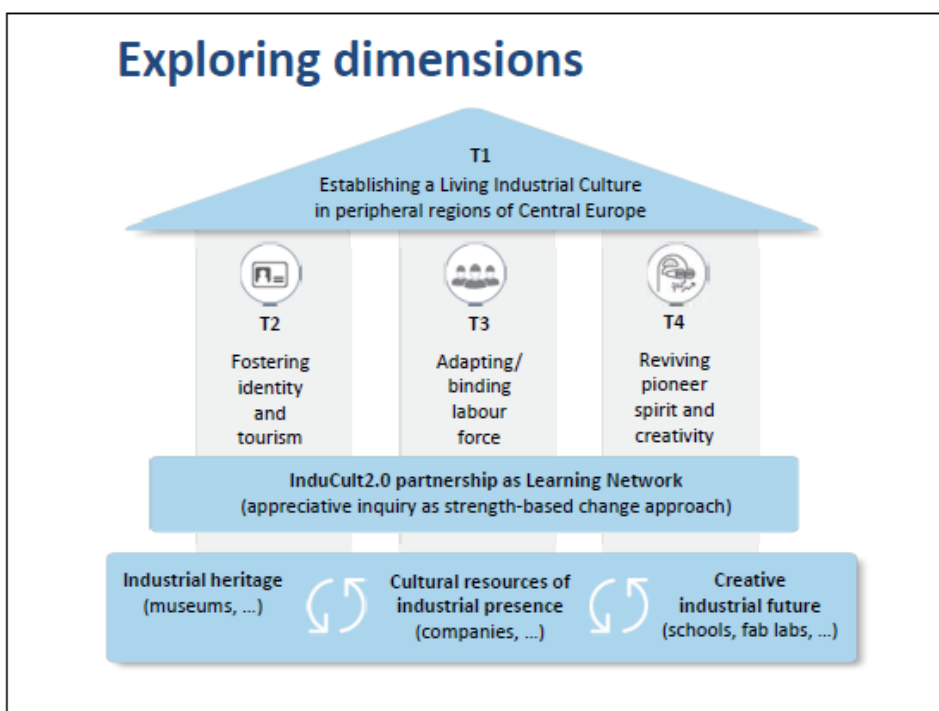
... cultural initiatives influencing industrial labour market and company commitment (T3)

... cultural measures promoting creativity and pioneer spirit (T4).

### 3. Introduction & objectives

Industrial Culture (IC) is a young member of the European culture family. Its roots can be found in many European regions, which 200 years ago were not only cradles of industrialisation, but have been up to now sites of industrial production. A typical representative is the region “Styrian Iron Route” and the adjoining Mur-Mürz-valley. Over the centuries the hegemony of industrial production and mining has created a specific cultural climate, which - apart from visible monuments and artefacts - can be experienced in specific values, traditions, skills and a distinctive way of living. Nowadays the region is one the most important industrial regions in Austria, with the city of Leoben and the Styrian Iron route - with the global steel player voestalpine, the mining university and the ore mine “Erzberg” (where according to the legend, ore has been extracted for more than 1300 years) - in its centre.

Local players and stakeholders are not always aware of the strengths and potentials of their existing industrial culture. In an innovative way of interpreting industrial culture and beyond restricting it to cultural heritage, it can be linked with recent developments, it can be used as a location and image factor and for building a strong regional identity. To bring these potentials into mind and form a broad regional awareness, an argumentation paper was developed by a regional focus group to sort out key arguments which are relevant for different group of stakeholders (industry, politics, cultural actors, schools and youth etc.). Based on this argumentation paper actions for the three “pillars” (T2-T4) of Industrial Culture are to be developed and implemented in the region.



Local action plans in the three fields of intervention show a strategic approach of how to proceed to a living culture in the region. This action plan deals with the topic “cultural measures for fostering regional identity” (T2), which compiles a range of awareness-raising activities: (1) promoting cultural resources of industry: ‘industry goes public’, (2) industrial tourism combining heritage and present, (3) image-shaping through industry-related cultural events. All WP activities are laid out to connect industrial heritage and current/upcoming cultural resources.

## 4. Applied Approach

In a design thinking process (which was based on the method of appreciative inquiry) the regional focus group developed 2017 a catalogue of actions for each of the three InduCult work packages. Some were selected for implementation within the project period until 2019; other concepts require long-term planning. Subsequently the focus group met again in November 2018 to discuss the lessons learned from the pilot tests in the region and beyond to provide input to the final regional action plan.

The design thinking workshops were coordinated by Cities Next, a civic innovation company from Vienna, which led through the design thinking process with 15 stakeholders who accompanied the 4 workshop slots and the concept creation. The stakeholder group consisted of members of the city government, the tourism board, local universities and schools, industry, museums, regional organizations and associations and creative artists. The 4 phases of the design thinking workshop based on the model of appreciative inquiry led the participants through a discovery phase of discussing and evaluating the resources, expertise and talents of the region, the dream phase in which ideas were developed and visions articulated, a design phase where concepts were prototyped and a destiny phase which guided the concepts through a business canvas model to evaluate the chances and risks, the effectiveness and efficiency of the concepts.

The following action points were pre-selected for InduCult2.0 Topic 2 - “Priming Industrial Culture as a unique feature of regional identity”.

## 5. Results

### 5.1 Short-term actions

#### 5.1.1 Industrial Culture Festival and art in public space

A performing arts festival & art in public spaces was successfully carried out in

summer/autumn 2018 (see report 2.4.3) With a series of performing art events and public art installations Industry Culture was introduced on a large scale to the inhabitants of the towns and villages along “Steirische Eisenstrasse”. The aim to positively build, influence and strengthen the awareness of regional identity was achieved and many citizens were involved. Due to the success of the pilot project, the industrial festival shall become a regular part of the annual cultural programme of the Styrian Iron Route. Successful parts shall be continued (e.g. the theatre plays involving local industrial workers), and further new ideas/actions shall be developed (culture is a living process). As the focus of the premiere festival was on the city of Leoben, in future the municipalities along the Styrian Iron Route shall be involved more deeply.

Costs: appr. 25.000 Euro

Responsible: Association Styrian Iron Route

### 5.1.2 Iron Route App

A sophisticated App has been developed in the frame of Inducult, which is available at the Google Play and Apple App stores and leads on an industrial-culture journey through the Styrian Iron Route (see detailed report on action 2.3.3). Users go on a scavenger hunt and visit different industrial cultural sites in Leoben, Eisenerz and along the Styrian Iron Route. By scanning a QR-Code the visitors receive information about the site. Once the user has visited all places, he will receive a guide book of the Styrian Iron Route with focus on industrial culture.



The App is available since autumn 2018, and will be further promoted by the museum association Styrian Iron Route and the tourism associations Leoben, Erzbergland and Hochsteiermark in the forthcoming years.

Costs: no further relevant costs apart from the annual app-store fees (appr. 100 euro) and guide book presents

Responsible: Museum association Styrian Iron Route

### 5.1.3 Industry-touristic offers

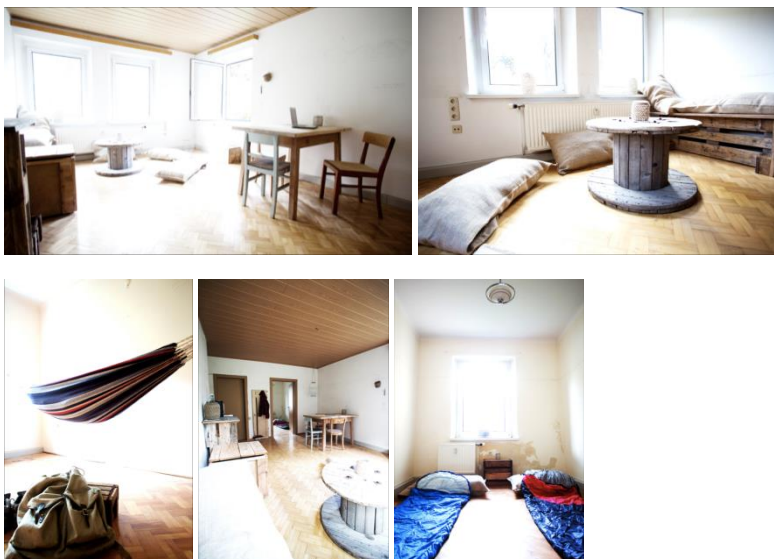
A concept for tourist actions combining industrial history and presence has been prepared within the focus group and been tested and promoted in summer/autumn 2018. It is focussed on low-cost measures. Focus was on preparing new integrative packages (heritage and living industry) on the base of a module system, and special events to raise additional touristic interest to visit the region (details see report 2.5.4). The developed offers are an excellent base for further promoting industrial tourism offers in the forthcoming years.

Costs: non further costs apart from up-dated flyers (low-cost measure).

Responsible: Museum association Styrian Iron Route + touristic regional partners.

### 5.1.4 Industrial Camping

Two experimental apartments for 4-6 guests were selected for a pilot implementation in an abandoned miners' housing quarter of Eisenerz. Within the InduCult project they were equipped with up-cycled furniture with two different design options and tested in summer 2018 (see final report 2.5.2).



Continuation: Summer 2019. The two apartments will be provided to visitors free of charge, further apartments will be provided.

Responsible: Registered Association Rostfrei + partners

## 5.2 Long-term actions

### 5.2.1 Industrial Culture Center

On the long term such a visitor center is planned on the compounds of the voestalpine steel plant in Donawitz. A professional concept has already been created. The management is willing to implement the project, but it has been postponed due to several reasons.

Planned time of realization: 2020

Costs: appr. 500.000 Euro

### 5.2.2 Specific industry-touristic offers

Many ideas have been created by the focus group. They have to be sorted out in the forthcoming years be made more precise and resources have to be found.

Story Telling:

- (former) industrial workers/miners tell about their experiences in a museum
- (former) industrial workers/miners act as guides
- Extraordinary tours: E.g. tour with an old-timer bus (available for rent in the region) from Leoben two Eisenerz passing the industrial scenery of the steel plants and of the Erzberg mine, plus a visit of one or two museums
- Augmented Reality / virtual reality: installations of industrial production in museums apart from the museum center Leoben where it has already been realized (see action 3.3.3).
- Use of vacant industrial buildings for exhibitions, cultural events etc. (e.g. “Porubsky-Halle” in Leoben)

Responsible: Museum association Styrian Iron Route

## 6. Conclusion, outlook and sustainability

By the end of 2018 the regional focus group on Industrial Culture has worked out and provided input for the regional action plan on the topic of “Cultural measures for fostering regional identity”. It includes both short-term activities and activities beyond 2019.



Several pilot actions which were developed within InduCult are sustainable and will be carried out beyond project lifetime. For some long-term activities, such as an industrial culture centre on the compounds of living industry, efforts have to be made to raise the necessary funds. As a result, the board of management of voestalpine, the largest steel processing company in Styria, is willing to invest in such a visitor centre, but it will depend on the economic framework.