



Past - Present - Future



# REGIONAL ACTION PLAN

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**T.2. “Cultural measures for fostering regional identity”**

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# TABLE OF CONTENTS

Abstract .....	3
1. Project Context.....	3
2. Introduction & objectives .....	4
3. Applied Approach.....	4
4. Results .....	5
4.1 Short-term actions .....	5
4.1.1. Landmark for staking off the industrial region .....	5
4.1.2. Implementation of regional industry-related cultural events .....	6
4.1.3. Industry-related experimental accommodation facilities .....	8
4.1.4. Tourist actions combining industrial history and presence.....	8
4.1.5. Regional map on new industrial tourism.....	9
4.2 Long-term actions .....	8
4.2.1 Industrial heritage, our pride.....	10
4.2.2 Living legends.....	10
4.2.3 Additional tourist offer .....	11
5. Evaluation/transnational added value .....	12
6. Conclusion, outlook and sustainability .....	12

## Abstract

Regional identity related to the industry represents many chances to develop industrial tourism in Gorenjska region. Benefits can be gained not only through industrial tradition, which is very rich, but to involve also a living industry that is creative and innovative. Besides some of small renovations of industrial plants and initiatives from museums to save industrial heritage, we cannot talk about real development of industrial culture in Gorenjska. We defined six argumentations as the main fields, where we can reach a small step towards reviving industrial sites. There are two of them, which are related to the cultural measures for fostering regional identity: **1. Industry as an identification element and 2. Industrial experience as additional tourist offer.** To use the chances for transforming image and identity of the region, promoting its industrial heritage and displaying modern industry, a local action plan has been worked out. The short-term actions within InduCult2.0 project are implemented. In the case of long-term actions, looking beyond the project lifetime, focus group stakeholders confirmed BSC Kranj as regional coordinator for development of industrial culture in Gorenjska area. According to that fact, we decided to continue collaboration work within focus group after the project as well. We selected two projects, which will be realized within next two years and there are financial resources provided for implementation. The rest of the actions are common project ideas purposed by stakeholders and BSC Kranj will try to get other possible funding and will play the coordination role in the process of their realization.

## 1. 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 typical industrial regions utilise the 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. Two scientific partners from Germany and Austria support them.

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 therefore for promotion of a Central-European (respectively European) Industrial Culture.

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

- 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).

This action plan is related to the topic T2. The main purpose of the defined activities here is to encourage stakeholders of industrial areas to cooperate on the concrete actions and to build favourable conditions for potential investors and to cooperate with them at reactivation of these areas.

## 2. Introduction & objectives

The process of reviving and new use of industrial sites is on-going with today's globalization, as well as possibilities for their involvement into the modern way of life. Living in Gorenjska today is still very much connected with the industrial past. Industry was creating and guiding not just economic, but also social quality of life and common human values. During the transition era of new technologies and market changes, many factories closed their production but there are some companies that managed to upgrade and power tradition with new knowledge and innovation, and they are still leaders of Gorenjska economics. Regional stakeholders are not always aware of the strengths and potentials of their existing industrial culture. Besides some of small industrial plant renovations and initiatives from museums to save industrial heritage, we cannot talk about real development of industrial culture.

Based on six defined priority fields in Argumentation paper made by the key regional stakeholders (companies, local authorities, museums, schools, local tourist boards), actions for T2 - Fostering identity and tourism are split to: 1. Industry as an identification element and 2. Industrial experience as additional tourist offer. All WP activities are laid out to connect industrial areas with current cultural resources.

Tradition, which takes the main part of regional identity, is one of the basic elements to work on, but it has to be related to the new activities proper for today's life: contemporary craft/industry and cultural tourism.

## 3. Applied Approach

The process of selecting the actions related to the topic T2 - "Priming Industrial Culture as a unique feature of regional identity" already started within the first focus group meeting where key stakeholders defined two main fields we want to focus on:

- Innovative interpretation of industrial tradition that can be linked with recent development and can be used as an image factor to build strong regional identity.
- Creation of specific cultural climate that can bring more guests to the area and can influence additional tourist offer

Stakeholders were working on some ideas in regard to what activities and advantages the region has to exploit industrial culture. They created seven scripts of needed future actions to raise awareness of the general public about new opportunities for regional development.

After that, we created together with different stakeholders two project ideas: 'Living legends' and 'Our industrial heritage, our pride' on the call for projects of Community led-local development.

Both, the scripts and 2 project ideas of Local action group were taken into account to prepare a draft of short and long-term activities, which were represented and discussed with regional focus group meeting in November 2017. Short-term actions were implemented during the InduCult2.0 project, most of them in the year of 2018. Activities beyond the project lifetime were defined on the basis of discussion and evaluation of resources, stakeholders business programmes, expertise and talents in the region.

Based on the draft of the action plan, stakeholders of the focus group meeting, organized in November 2018, decided that we should continue our work on the topic of industrial culture systematically. First, it is crucial that we selected the regional coordinator for the topic, than it is important that we meet after the project lifetime once or twice per a year. By merging different ideas and plans there are two projects, which will be implemented within next two years, mostly because financial resources are already provided. The other purposed activities require long-term planning and coordination of BSC Kranj, which will, as regional development agency, try to get other possible funding.

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

## 4. Results

### 4.1 Short-term actions

#### 4.1.1. Landmark for staking off the industrial region

We would like to transfer the shoe tradition to younger generations, to keep it for the future. Therefore, it is necessary to transfer the industrial knowledge on the most understandable way for them. Therefore, we implemented pilot project a Landmark of shoe industry in Tržič as an identification element.

The shoemaking industry - and the craft workshops that came before it - produced shoes, which are an element of mass use or consumption - everyone uses them. Wearing shoes, you leave behind footprints. Since Tržič is a town of "many" shoes that have marked the entire town, it is justifiable to "spread" the subtle landmark over a wider area of Tržič and its historic centre, and the area of 20<sup>th</sup> century industrialisation. We implemented a network or system of impressions on the ground left by shoes (soles). Since a shoeprint never appears alone, we formed a network or system. Rather than monumental installation, we created a well thought system spreading across the city and culminating in a "key point" landmark. The 'key point' is landmark by its own, explaining the whole system named "Traces of industry in Tržič" to the visitor. It has iron bearing construction incorporating wooden seating elements. It features iron made shoe imprints and explanatory information. Iron-made shoe imprints in the city are kind of signposts bringing important industrial heritage points to attention - "in situ" - where actual shoe making tradition was made in the past. The shoe imprints are from different periods: past and present. Initially two networks are formed for now, both being explained at "key point". One type of shoe imprints mark shoe making workshops trough out Tržič, including the present day company. Second network forms "Industrial pathway", shoe imprints marking half an hour-long walkway though industrial points in Tržič. Complementary, we made a

leaflet with the map of all included shoe-making workshop and tourist features. There is also a short and funny story told about each marked building with shoeprints.



Total costs of InduCult2.0 project: 26.812,02 EUR (85% ERDF)

Responsible institution: PP7 - BSC Kranj with cooperation of Municipality of Tržič and Tržič Museum

Implementation in August 2018

Evaluation: September 2018. Opening and promotion of the landmark within industry-related culture event Cobblers Sunday, 2 September 2018. Our goal is to prepare and spread the same idea of a landmark in other areas with industrial tradition in the region as industrial identification element.

#### 4.1.2 Implementation of regional industry-related cultural events

The idea of culture-industrial event is based on connection of two towns, Škofja Loka and Tržič, to encourage cultural life and at the same time to strengthen their industrial image. The main purpose was in promoting implemented pilot projects: industrial sculpture as identification element of shoe industry and industrial camping in Tržič as well as promoting the new creative hub and their activities in Škofja Loka. A series of events and projects was held on different locations to raise the interest for industrial culture in children and youngsters, while the upgrade of Cobbler's Sunday on 2 September 2018 was the prime event. The "two-town festival" focused on cultural education and innovative culture



Total costs within InduCult2.0: Preparation phase 1.000 EUR, implementation of Cobblers Sunday in Tržič 9.991,80 EUR (85% of EU funds) and cultural content of 3 events in Kreativnice in Škofja Loka within T4.4.8. in total budget 1500 EUR (85% of EU funds).

Implementation: June-September 2018



#### 4.1.3. Industry-related experimental accommodation facilities

We prepared feasibility study about possibility of lower price accommodation facilities in former textile factory BPT in Tržič in November 2017. Based on the concept we realized the idea of contemporary experimental accommodation facilities on the event Cobblers Sunday, on 2 September 2018. We arranged upper floor of the former administrative building of BPT complex with hammocks/tents for sleeping and we added some wardrobes from existing inventory left in the former administrative building of the textile factory. Furthermore, we equipped the room with elements for socializing (tables, chairs, social games). The room is connected to the electricity and the toilets are in the building. The project's aim was to show the potentials of the use of vacant spaces. The project lasted for 14 days and was presented to the interested public and potential investors.



Implementation: September 2018

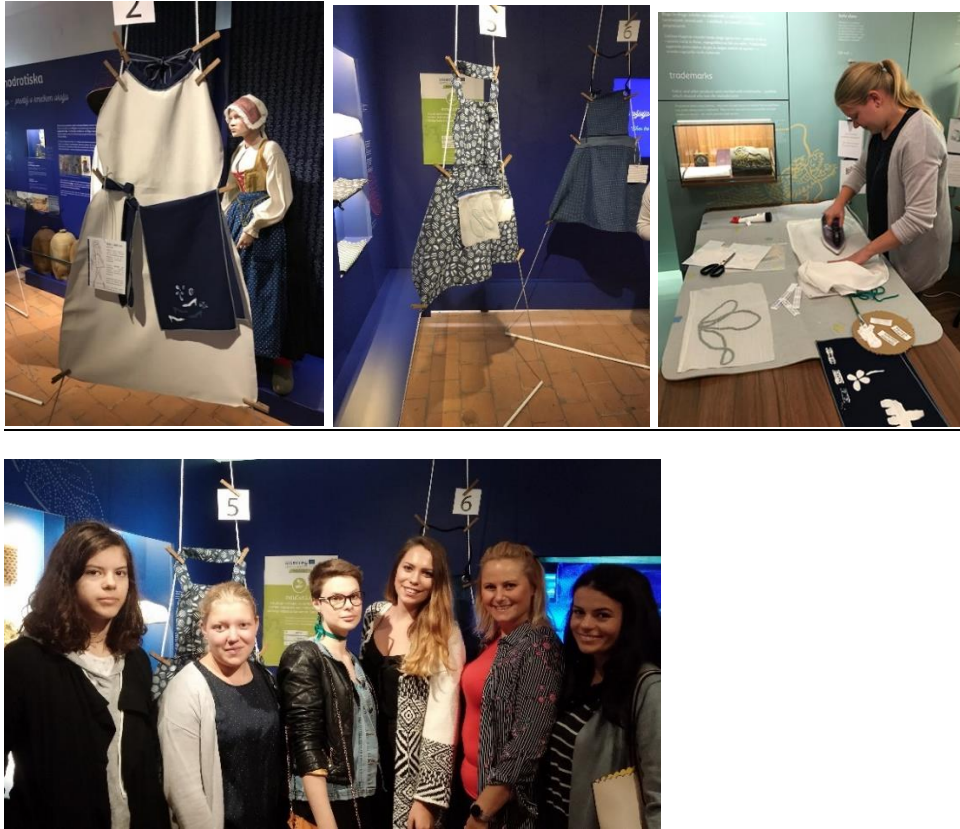
Costs within InduCult2.0: 1.500 EUR (activity paid within organization of industry-related culture event, Cobblers Sunday in Tržič)

Responsible institution: BSC Kranj together with art association Aktivat, Municipality of Tržič and the manager of the former factory building

#### 4.1.4. Tourist actions combining industrial history and presence

Tourist action with collaboration of Tržič museum, textile factory from Škofja Loka and students of Faculty design was implemented combining tradition of indigo dyeing and creativity of presence. Project was organized as student competition for the most creative interpretation of using the traditional indigo-dyeing patterns on apron. The winning apron-design was produced in Odeja factory. At the end, the exhibition in Tržič museum was set up with the most interesting designed aprons on industry-related event Cobblers Sunday in Tržič. At the opening of the exhibition, we showed few possibilities how to create its own individual/personalized apron. It can be used as a new authentic souvenir for tourists in local tourist boards, information offices and regional museums because it is made with traditional technics and personal touch (tailor made).





Implementation and evaluation: August, September 2018

Costs within InduCult2.0: Concept and implementation: 5.500 EUR (85% of ERDF)

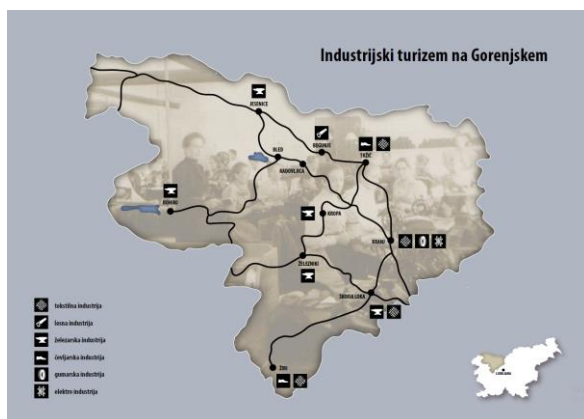
Responsible institution: Private designer Alja Viryrent with cooperation of BSC Kranj, Museum of Tržič, Odeja factory and Faculty of design

#### 4.1.5. Regional map on new industrial tourism

BSC Kranj created a map presenting offers in new industrial tourism, such as industrial buildings, heritage sites, museums with industrial relevance, active industry with additional cultural offer, industry related events, exhibition, industrial touristic routes, industrial hot spots, offers to explore industrial production. Target groups are mainly people interested in new industrial tourism, tourists and youth who search for special tourist attractions and experiences.

Implementation of regional map: November 2018

Costs within InduCult 2.0: 2.500 EUR



## 4.2 Long-term actions

### 4.2.1 Industrial heritage, our pride

The project activities are related to the **development of innovative tourist product of industrial heritage interpretation**. There will be some storytelling made for tourists and visitors, based on tradition and stories of workers.

Municipality Bled is planning to realize the museum of embroideries related to the former factory Almira and industrial tradition of alpine fashion industry. They will organize an exhibition of the factory and organize a related event. Upper Sava Museum in Jesenice will buy some costumes, organize a play to represent real life of iron workers during the organized event. Kropa museum will make interpretation of engraving and organize an event. Museum of Trzin will implement an exhibition of shoe industry with fashion show of private shoe designer. Upper Sava museum in Jesenice will make a play on the topic of blacksmith hard work interpretation.

Implementation is planned in years 2019, 2020

Responsible institutions: BSC Kranj as LP; other partners: Trzin Museum, Upper Sava Museum in Jesenice, Municipality of Bled, Radovljica museums, Municipality of Bled

Total costs of the project: It is a project of Local action group in Gorenjska region, financed from Leader CLLD programme 158.000 EUR (80% ERDF)

### 4.2.2. Living legends

Project is related to the **interpretation of old craft and knowledge** in Gorenjska region. The main museums will upgrade the offer of ironwork. The museum in Kropa will arrange the workshop for interpretation and promotion of blacksmith work. They will organize special forging event with workshops for children. Moreover, they will create traditional clothes of a blacksmith in Kropa and promotional leaflet for the purpose of promotion. Trzin Museum will renovate a traditional blacksmith workshop with new interpretation and exhibition of ironwork. There will be some trainings organized, as well.

Implementation is planned in years 2020, 2021, 2022

Responsible institutions: BSC Kranj as LP; other partners: Tržič Museum, Museums of Radovljica municipality, other project partners: Municipality of Naklo, Municipality of Cerklje, Municipality of Preddvor, Tourism Bohinj, RTC Krvavec Ltd.

Total costs of the project: It is a project of Local action group in Gorenjska region, financed from Leader CLLD programme cca 130.000 EUR (85% of EKSRP)

#### 4.2.3. Additional tourist offer

A concept for tourist actions combining industrial history and presence has been prepared within the InduCult 2.0 project. Focus is on preparing new integrative packages (heritage and living industry) on the base of a module system, and special initiatives to raise additional touristic interest to visit the region. They have to be sorted out in the forthcoming year be made more precise and resources have to be found.

- Extraordinary tours: E.g. tour with an old-timer bus around the industrial cities of the region, passing the sceneries and visit of one or two museums and companies.
- Virtual reality of the past installed in the museums
- Permanent industry-related cultural event (as it was started within InduCult2.0 project)
- Culinary project named “I enjoy my work”: Project research on the food of workers in industry; development of special receipts based on food that workers used to eat at work, made with local ingredients. Based on that, we will create tourist packages related to the industrial/cultural tourism
- Organization of regional initiative in December: Windows of imagination as regional pop-up shop of exhibit creative and unique products. The idea is based on the existing one-month shop exhibition in Škofja Loka. The sales exhibitions are also perfect opportunity for visitors to choose selected work of crafts and creatives as Christmas presents.

Listed actions are common project ideas purposed by stakeholders in focus group workshop in November 2018. BSC Kranj will try to get other possible funding and will play the coordination role in the process of their realization. We will try to find the responsible partner for the implementation.

## 5. Evaluation/transnational added value

Defined action plan consists of actions, which were confirmed by focus group stakeholders in November 2018. There are not many activities beyond the project lifetime listed but the stakeholders do not want to obligate too much if there is no funding available for implementation. Nevertheless, there will be some major steps for developing some offer based on industrial culture done. Positive effects of the planning activities will be:

- Strengthening local identity linked to industrial tradition
- Stronger business relationships between companies, museums and faculties
- Revived traditional craftsmanship skills in innovative way
- A new tourist offer - experiential tourism
- Promoting industrial culture as future possibility for regional development, specially to the youth

Regarding the fact that we are all part of an international group of organizations, which deals with the topic in depth, we have the advantage of international connections, exchange of experience and development assistance. We learned a lot from PP3, we involved some of their already good practices and hope that we will be successfully applicable in our region. Additionally, there are some individual/creative ideas developed on our regional situation but they can be realized also in other EU regions.

BSC Kranj as regional coordinator for industrial culture will participate on the international group of coordinators and will be able to share results within their annual meeting. There will be chance also to upgrade the project ideas with some additional innovative suggestions and elements that we can include within implementation. The transnational cooperation always bring possibilities to apply some common topics/idea for additional EU funding.

## 6. Conclusion, outlook and sustainability

Purposed action plan consists of actions, which are the most realistic for implementation. The short-term activities are already implemented and finances spent within InduCult2.0 project in 2018. Some long-term activities will ensure new sources for funding through prepared projects on CLLD EU funding of Local action group for countryside development. There are also some other suggestions of activities which have to be communicated with different stakeholders to merge their interests to realize at least some of them. In that sense, it is crucial that we confirmed BSC Kranj as a regional coordinator for industrial culture. It is agreed that we will continue meetings within the focus group after the InduCult2.0 project will be finished. It will be important to prepare long-term purposed additional tourist offer actions in details: define concrete actions, responsible partners, possibilities of finances and period of implementation.