



2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture



## EUROPE'S INDUSTRIAL CULTURE EMPOWERING SOCIETIES IN INDUSTRIAL TRANSITION

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22/03/2018

**Policy Seminar – European Parliament - Brussels**  
**Networking dinner - Brussels**

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Dear Mr/Ms/Mrs,

Industry has intensively shaped the European identity. With the European Steel and Coal Community - the Schuman Declaration - it has even marked the birth of the united Europe we live in today.

In many (peri-)urban regions, industry continues to be the most important employer, as such touching everyday life in several ways (jobs, education, society, ...). Currently, the industrial setting is changing substantially again – some of the driving forces often being summed up as industry 4.0 – and with it, communities and culture in industrial regions.

So far, political attention goes out mostly to the technological aspects of this transition – digitalization and key enabling technologies and economic growth. We, the partners of the INTERREG Central Europe project 'InduCult2.0', are convinced that the merits of 'the factory of the future' depend as much on its cultural uptake in the industrial regions. Indeed, understanding and developing their distinct culture will enable industrial regions not only to respond to the changes, but even to anticipate them.

Thus, InduCult2.0 stresses that Industrial Culture, being constantly shaped by the communities who have lived and are still living it, can come in as a key transformative power in this industrial transition: A progressively understood Industrial Culture creates an authentic and dynamic common ground for identity and image by integrating the regions' industrial past, present and future.

In that way, Industrial Culture addresses as well current EU policies of smart specialisation, the re-industrialisation of Europe and the importance of cultural identity in Europe.

It needs however the relevant stakeholders, foremost policy makers, companies, industrial museums, tourist boards and educational institutions, to give Industrial Culture a strong voice in Europe – on local, regional, national and European levels.

**On behalf of the honourable MEP Ivo Belet, we are happy to invite you to join us at a policy seminar for discussing the relevance of Industrial Culture more closely with the InduCult2.0 partnership and Europe's policy makers. Three keynote speakers will share their thoughts on the added value of Industrial Culture from governance, economic and tourism perspectives. A panel of European experts will comment on these visions during an open debate.**

**The project partnership invites you for an evening networking dinner.**

15.30

**WELCOMING**  
Ivo Belet (MEP)



15.35

**INTRODUCTION TO THE THEME OF INDUSTRIAL CULTURE**  
Carsten Debes (LP InduCult2.0, district of Zwickau)



15.50

**KEYNOTES**

Governing Regional Transformation: Industrial Culture in a Policy Perspective  
**Speaker:** JAN OLBRYCHT, MEP, former Marshal of Silesian Voivodeship (PL)



Mediating the Industrial Transition: Industrial Culture in an Economic Perspective  
**Speaker:** PROF. FRANCESCA GAMBAROTTO, CEO Scientific and Technological Park Galileo (IT)



Offering New Opportunities: Industrial Culture in a Tourist and Creative Community Perspective  
**Speaker:** THIES SCHRÖDER, CEO Ferropolis (DE)



16.35

**PANEL DISCUSSION**

- based on the key notes' views, and on transnational argumentations defining the added value of Industrial Culture for regional development

**PANEL GUESTS**



SÖREN UHLE  
(CEO economic development agency Chemnitz)



GERFRIED TIFFNER  
(InduCult2.0 practice partner – Leoben / Styrian Iron Route)



HUGHES BECQUART  
(policy officer, Directorate-General for Education and Culture)



PROF. PANOZZO FABRIZIO  
(Ca' Foscari University of Venice)



CHRISTOPHE EBERMANN  
(JS Central Europe)

17.15

**OPEN DEBATE**

- sharing thoughts and ideas on future policies and actions  
- closing remarks: Filippo Cavassini, OECD

18.00 - ....

**NETWORKING DINNER (BRUSSELS)**

- signing of memorandum on coöperation with ERIH network and networking opportunities