

PERPETUATING STAKEHOLDER INVOLVEMENT - CONTINUING FOCUS GROUPS

Summary Report

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1. Project Context

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 were often able to keep 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 of these trends, the question remains how (old) industrialised regions outside agglomeration areas will be able to maintain and build on their cultural and industrial base for a future, sustainable development in their area. The focus of the INTERREG project "InduCult2.0" (CE31) is on place-specific, endogenous potentials that these regions already possess in connection to their industrial past, present and future. The project brings therefore 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 Institute of Geography and Regional Science at the University of Graz, Austria, and the Leibniz Institute for Regional Geography in Leipzig, Germany, 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-funded by ERDF. The project run-time is from the middle of 2016 to the middle of 2019. For more information and regular project updates and results, please visit

www.inducult.eu

www.facebook.com/InduCult20-Living-Industrial-Culture-987296494713990/

2. Introduction

The project InduCult 2.0 aims at establishing a long-lasting discourse on industrial culture overarching the industrial past, present and future within the partner regions. For this purpose, it is crucial to involve a diverse range of regional stakeholders from the very beginning in the project. Therefore, all regional partners initiated regional focus groups as part of the activity Starting-off stakeholder discourses (A.T1.2). After the internal transnational kick-off gathering of industrial culture stakeholders (T1.2.1) each regional project partner started a discourse on Industrial Culture, involving stakeholders representing the industrial past, presence and future. It was recommended to use the methods of appreciative inquiry and learning networks. The focus groups were established as stakeholder board in all regions.

Contributions of the established focus groups were relevant for major project deliverables, e.g. regional argumentation papers (T1.3.1), thematic action plans (Tx.2.2), regional strategy papers (T1.5.1), Regional actions plans (T2.6.2, T3.5.2, T4.6.2). Further on, they promoted the concept of Industrial Culture in the regions and have supported the partners with implementing their pilot actions.

The stakeholder involvement during the project duration have been supported by the two academic project partners, the Leibniz Institute of Regional Geography (Germany) and the Department of Geography and Regional Science at the University of Graz (Austria).

Each regional partner continued the discourse on Industrial Culture with the stakeholders (A.T1.4). They conducted at least one follow-up workshop, some regional partners even more. The sustainability has been ensured through the establishment of permanent focus groups and networks that will continue after the project duration.

The current document provides a summary report based on the regional stakeholder involvement reports.

3. Regional follow-up workshops of focus groups

3.1 Organisation

Based on a content-wise proposal by the academic partners (see Annex 1), all 8 regional partners provided a regional stakeholder involvement report with information on their follow-up workshops focussing the agenda, the results and the participants.

Overview on Regional follow-up workshops

	PP 1	PP 3	PP 5	PP 6	PP 7	PP 8	PP 9	PP 10
<i>Date of follow-up workshops</i>	01.10.2018	12.11.2018	04.10.2018	16.11.2018	22.11.2018	14.02.2019	19.11.2018	11.12.2018
<i>Venue</i>	Europa-saal der IHK Zwickau	Museum Center, Leoben	Statek Bernard, Královské Poříčí	Arte Padova exhibition Padova	Kranj	Sisak, Sisak-Moslavina County	DomExpo Opole	Stebo Home-base, Genk
Number of participants of the involved organisations/stakeholders								
<i>Local Public Authority</i>		1	0	0	1		2	
<i>Regional Public Authority</i>	6	0	1	3	0	1	2	
<i>Interest Groups (NGOs, etc.)</i>	11	2	2	2	3		4	21
<i>Education / Training Centres / Schools</i>		1	1	1	1		1	
<i>Business Support Organisations</i>	3	1	2	2	0		19	
<i>Higher Education and Research</i>	1	1	0	1	4	1	1	
<i>Large Enterprises</i>		0	0	0	0		0	
<i>SME</i>	4	1	0	2	4		1	3
<i>National Public Authority</i>	0	0	0	0	0		0	
<i>Sectoral Agency</i>	2	3	6	0	3	2	3	
<i>Others</i>		2	3	9	0		1	
<i>Total</i>	27	12	15	20	16	4	34	24
Total number of participants in the (last) follow-up workshops				152				

3.2 Aims of the workshops

The main aims of the follow-up workshops were:

- Presenting and discussing the project status quo, the pilot actions - what could be done, which possible obstacles and challenges exist (PP1, 3, 5, 6, 7, 9, 10)
- Discussing, evaluating and/or presenting the Regional strategies (PP1, 3, 6, 7, 8, 9, 10)
- Discussing, elaborating and/or presenting the Regional action plans (PP1, 3, 6, 7, 8, 9)
- Discussing the future work (next steps, follow-up actions) of the focus groups respectively regional networks on Industrial Culture (PP1, 5, 6, 7, 10), Identifying the regional coordinators for industrial culture (PP3, 6)

4. Results

Each regional partner continued the discourse on Industrial Culture with the stakeholders by conducting at least one follow-up workshop. Some regional partners realised several follow-up meetings related to different topics, e.g. PP1, 6, 9.

In all cases the reports of the partners on the workshops were very positive. The results of the workshops can be summarised with the following points:

Assessing the project status quo

The participants of all workshops discussed the current status quo of the project work, the implementation of the pilot actions of the project and obstacles and challenges related to that.

Thus, the actions proved to be new, innovative and interesting, e.g. the industrial play “Styrycal” was well appreciated and is supposed to be performed also beyond the Inducult project at other occasions (PP3). Most of the participated stakeholders in Slovenia understand and work with the topics of Industrial culture - they were involved in the implementation of InduCult2.0 project activities and recognized the need to continue the cooperation to promote the field of Industrial culture to the public (PP7). Stakeholders like the director of an elementary school in the Czech region emphasised the added value of the project actions that gave an impulse for pupils returning back to the region after the end of their education. The cooperation of schools and companies will be incorporated into the School Educational Plan (School curriculum) (PP5). In the frame of community work in Belgium it was discussed how the theme of Industrial Culture can be used as a tool to bring people closer together in times where politics and current events produce such ambiguous information streams. The (pilot) actions that were developed for the InduCult2.0 project were seen as best practices in the fields of entrepreneurship and getting rid of cultural prejudices on the labour market. The possibility of turning these actions into actual projects by repeating them was considered a positive thing, yet funding needs to be sought (PP10).

Industrial Culture and regional development - developing the Regional action plans and Regional strategies as a base for future activities

All workshops discussed and presented the developed Regional strategies and Regional action plans related to the topics of Industrial culture only the workshop of PP5 was more focussed on the specific implementation of project pilot actions.

For example, the 7th regional workshop in the Opole region in Poland was aimed to summarise works on strategy and regional action plans for Living Industrial Culture. External experts gave important inputs like the Head of the Department of Regional and Spatial Policy at Marshal's Office of Opolskie Voivodeship, who shared the view on how regional strategic document "Strategy for Living Industrial Culture in Opolskie" could be helpful for being prepared for the upcoming EU programme initiatives (PP9).

The Belgian partner Stebo emphasised at the workshop that Industrial culture will become a constant part of the agenda and has already been incorporated in Stebo's mission statement and as a topic in an amendment. People agreed that during their daily work, and in stakeholder meetings, they would put it on the agenda of other sectors as well (education, labour-market, entrepreneurship, heritage, housing, tourism,...). They will do so by promoting the used methodologies as blueprints for future actions and/or by pointing out the link with the goals and programmes of other organizations (UNESCO, ThorPark Education Campus, Limburg Start-Up, policy makers,...). The topic of Industrial Culture will also be used to frame future (subsidy) applications, as a strong and authentic narrative (PP10).

The PP3 workshop discussing the regional strategy highlighted the importance of strengthening the regional identity through combining several facets of Industrial culture like preserving heritage and traditions (e.g. use the hype of acceptance of IC costumes of Styrian Iron Route as UNESCO heritage), showcasing modern industry (tours through living industry - voestalpine, Erzberg, VR presentations of industry etc.) and giving Industrial Culture a new face by a new "image language", modern professional images of people&industry&monuments, events, architecture etc. There were also discussed difficulties like the involvement of industrial companies. Enterprises must see a clear benefit to engage themselves (e.g. find good employees). Image building for the region is assessed as being essential for the future development. The region defines itself as an industrial region. Recent studies in the region have shown that the image is not as bad as expected, but: There is no image at all. Therefore, efforts have to be taken to create an image - and Industrial Culture can provide a positive contribution to that.

The participants of the Slovenian workshop discussing the draft action plans for work packages T2, T3 and T4 developed some additional ideas for developing a common project proposal. There were pointed out some important strategic directions: The creation of a regional management model should contribute to the industrial culture development, to identify marketing tools for promoting industrial culture and to bring the results of some realised actions to the market and to develop a model of cooperation between different stakeholders: museums, schools, industrial companies and creatives.

The future of the focus groups - ensuring sustainability and strengthening the networks

In all project regions the work of the established networks related to Industrial culture based on the focus groups will be continued. The developed Regional strategies and Regional action plans will be the foundation for the future work.

For example, PP1 will transform the focus group into a forum of stakeholders for steering the future activities and for increasing the number of players in a possible greater territory for collaborating. All key stakeholders of the project's focus group will contribute to it. The benefit of the future work of the new forum will be above all networking interdisciplinary and with different kinds of relevant stakeholders, the exchange of ideas, and elaborating joint projects.

Based on the jointly developed regional strategy and action plans the focus group of PP3 will continue the work and appointed the project's coordinator as the future regional coordinator of Industrial culture.

The KSMASKK of the Karlovy Vary Region (PP5) will be the umbrella organisation for developing activities on Industrial culture in that area for holding close contact with the stakeholders. The regional Industrial Culture coordinator will organise common meetings at least twice a year.

PP6 will set up a Regional Multistakeholder Forum for saving the continuation of the activities of the focus group. The goal of the forum and of the developed Regional strategy pursued by Padova Chamber of Commerce is to use public events, like Arte Padova International Exhibition, to promote the Industrial Culture concept beyond the project duration.

The PP7 focus group stakeholders will continue conducting workshops based on the implementation of actions foreseen in the developed action plans as well as to elaborate other possible ways of cooperation and activities in the future.

In Sisak-Moslavina County (PP8) there will be continued the collaboration of key members of the focus group like 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 with the Regional Development Agency Sisak-Moslavina County SIMORA.

At the PP9 workshop, the appointed regional coordinator for Industrial culture presented information of the finalisation of regional strategic document as the base for the future engagement of the focus group combined with information regarding the finalisation of concepts for future activities, e.g. related to the developing creative centres in (post) industrial locations, especially for the location of Gogolin.

In Belgium a permanent focus group has not been installed but this role will be picked up by Stebo's General Assembly members, including representatives of the organizations relevant for the implementation of the actions (PP10).

5. Annexes

Annex 1 - Template for Regional Stakeholder Involvement Report



Past - Present - Future

REGIONAL STAKEHOLDER INVOLVEMENT REPORT

Minutes

Version 1
10/18

 contribution to T1.4.1 (summary report)

 Reporting Period

 Venue

 Date

 Participants

 Host:
Moderator:

 Prepared by: PPx
Contact person:
Email address:

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0. Deliverable - title and description

Perpetuating stakeholder involvement – continuing focus groups

Each regional partner continues discourse on Industrial Culture with stakeholders; min. 1 follow-up workshop. Sustainability is to be ensured, a.o. through permanent focus groups.

Summary report based on regional stakeholder involvement reports.

1. Agenda

Please give brief information about the main aim of the meeting (follow-up workshop) and a summary of the official agenda.

2. Results

Please provide a summary of the discussion during the meeting and the main results and next steps agreed upon. Please respond to the safe-guarding of sustainability (permanent focus groups).

3. Participants

Please add a participant list with participant name, organisation, email and signature.

For your reporting, you will need a classification of involved stakeholders, so please make a brief analysis of your participants after the meeting and fill in the list below.

Organisation entity (according to communication tool)	Participants (number)
<i>Local Public Authority</i>	
<i>Regional Public Authority</i>	
<i>Interest Groups (NGOs, etc.)</i>	
<i>Education/Training Centres / Schools</i>	
<i>Business Support Organisations</i>	
<i>Higher Education and Research</i>	
<i>Large Enterprises</i>	
<i>SME</i>	
<i>National Public Authority</i>	
<i>Sectoral Agency</i>	
<i>Others</i>	
Total	

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