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During this two-day meeting, the partners and their stakeholders got acquainted with the concept and opportunities of Industrial Culture.



“The industrial sector will profit from the InduCult2.0 initiatives since it will cause a shift in perception and a validation of the jobs available in the sector. Focusing on adaptation of school programmes and promoting entrepreneurial skills amongst the community offer interesting opportunities to the stakeholders.”

Tomaz Pipan, University of Ljubljana



“How can we attract young people to our museums, which in their eyes are old?”

Marika Schwarz, Tourism Association District of Zwickau



Thematic workshops, study tours and an interactive training programme on Appreciative Inquiry and Learning Networks methodologies were the recipe of the InduCult2.0 kick-off meeting, resulting in a common angle on Industrial Culture.



“The strength of the Appreciative Inquiry approach is that it does not matter how familiar you are with the topic of Industrial Culture. Every opinion is valuable and everybody gets involved.” Carsten Debes, Landkreis Zwickau - project manager of InduCult2.0

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Next meeting is scheduled for April 2017, at Padua (Italy). In the meanwhile the input gathered during this kick-off will be discussed by the partners through peering and sharing experiences. It will also be presented to their regional focus group, working on a regional strategy for promoting and creating the added value of Industrial Culture.

The meeting has laid down a solid base for concept development regarding the thematic fields of the InduCult2.0 project:

- establishing and promoting the concept of Industrial Culture in Central Europe's industrial regions;
- priming Industrial Culture as a unique feature of regional identity;
- deploying Industrial Culture for securing labour force and strengthening the ties of companies;
- fostering pioneer spirit, creativity and innovation in the environment of industry and its remains.