

DISSEMINATION EVENT SLOVENIA

Documentation

Version 1
12/2021



C.3.3



Reporting Period 6



Upper Sava Valley Museum Jesenice - Kolpern, Fužinska cesta 2, 4270 Jesenice
(Hybrid event)



9/12/21



Participants of the Dissemination event Slovenia



BSC Kranj with Upper Sava Valley Museum Jesenice



BSC Kranj, Mateja Korošec, mateja.korosec@bsc-kranj.si

TABLE OF CONTENTS

1. Title and Setting.....	3
2. Purpose	3
3. Agenda	3
4. Participants	4
5. Topics tackled	5
6. Expected results and Follow-up	6
7. Annexes	7
(1) Annex 1: Invitation and Agenda.....	7
(2) Annex 2: Press release	9
(3) Annex 3: Promotion on the web site and social media	10
(4) Annex 4: Satisfaction survey	10
(5) Annex 5: Impressions	11

1. Title and Setting

Title: Bringing colors to industrial regions - With the culture and creative content towards the innovative solutions

Date/Time: 9. 12. 2021, 10.00 - 14.00

Location: Upper Sava Valley Museum Jesenice - Kolpern, Fužinska cesta 2, 4270 Jesenice (Hybrid event)

Jointly organized with: The Museum Jesenice and Erasmus+ project O-CITY

Moderator: Irena Lačen Benedičič, director of the Museum Jesenice

Language: Slovenian

Minutes drafted by: Mateja Korošec (PP7)

Reference to deliverable: C3.3.

2. Purpose

Dissemination event was organized to present CCI as a driver for economic, social and educational innovation, especially in industrial regions. The main purpose was to show the most crucial results of the project, pilot test cases and some other best practices existing in that field in Slovenia. We presented some lessons learned and approaches to non-partner stakeholders, not only in our region but wider, to different stakeholders all over Slovenia. Moreover, we wanted to encourage local communities and national institutions to work on the topic strategically, to build a sustainable environment for future development of industrial culture. That will bring more cooperation between different stakeholders to create favorable conditions for potential investors and creatives to reactivate industrial areas into attractive sites.

The event was used to publicly spread the experience and new approaches tested within the project, as well as to show the examples of how can CCI contribute to the regional development.

3. Agenda

10:00 - 10:10	Welcome speech and presentation of the event programme, director of Upper Sava Valley Museum Jesenice, Irena Lačen Benedičič
10:10 - 10:40	CCI as a driving force for transformation in economy, society and education (presentation of 2 projects results InduCCI and O-city), Mateja Korošec
10:40 - 11:10	Layer House - The house of artists and creatives, programme coordinator Danaja Batinič

11:10 - 11:40	National Center for creativity: Development and entrepreneurship promotion for culture and creative sector, project manager Marko Podjavoršek
11:40 - 12:00	Short break
12:00 - 12:30	Creativity in industrial landscape, sculptor and cultural manager Zoran Poznič
12:30 - 13:00	Cukrarna Gallery, director of Museum and Galleries of Ljubljana, Blaž Peršin
13:00 - 14:00	The project of Workers Lunch! Director of Upper Sava Valley Museum, Irena Lačen Benedičič

4. Participants

For announcing the Dissemination event in Slovenia, BSC Kranj and The Museum Jesenice set up an invitation with the event programme and sent it thru different stakeholders' networks to 300 institutions all over Slovenia. They could register on -line for the two options: following the event virtually or on the spot.

The targeted audience: stakeholders in the fields of policy making, city development, administration, creative centres, development agencies, companies, cultural entities, educational institutions and others who work with CCI topic.

Number of participants: 51 people registered one day before, but finally there were few less, due to the really bad weather conditions with snow storm on the day of the event, therefore 44 people participated all together (14 "a live" on location and 30 on-line). 15 participants came from 8 other regions of Slovenia, 1 representative of Alpine Space Programme, 28 participants from Gorenjska region.

Category	Institution	Participants number
Local public authority	Municipality Idrija	1
	Municipality Jesenice	5
	Municipality Tržič	1
International public authority	Alpine Space Programme JS	1
Sectoral agency	Development Agency Idrija - ICRA	1
	BSC Kranj	3
	Development Agency Sora - art/craft unit	1
	Development Agency of Upper Gorenjska - RAGOR	1
Interest Groups, including NGO	Layer house Kranj	1

	Gorenjska museum	1
	Upper Sava Valley Museum Jesenice	5
	Network of centres for research arts and culture (RUK)	1
	Museum of Kranjska Gora	1
	Museum of Brežice	1
	Štore Museum	1
	Carinthian regional museum	1
	Museum Velenje	1
	Tržič Museum	1
	Regional museum Koper	1
	Regional Museum Celje	1
	Gallery Cukrarna Ljubljana	1
	Slovenian theatre institute	1
	Theatre of Tone Čufar Jesenice	1
Higher education and research	University of Maribor	1
Education/Training centers and schools	Adult education centre Jesenice	1
SME	SIJ Jesenice - Slovenian Steel Group	3
	The Content Team group	2
	BPT - a cotton spinning and weaving mill complex Tržič	1
Business support organizations	Centre for creativity Slovenia	1
Individual participants	Students and individuals	2

5. Topics tackled

The opening part of the event highlighted project InduCCI key outcomes and lessons learnt about:

- the CCI capacities they have in economic, social and educational innovation (pilot test case results, good practice Layer house as an inspiration for Kulturcafe in Jesenice...),
- which are the main challenges to build favorable environment for CCIs in our region (CCI Policy Paper measures) and which are already existing supporting mechanisms in Slovenia that should help improving the innovation system in the regions (cooperation with CzK and their mentorship scheme). According to that, the project

manager of national Centre for Creativity platform(<https://czk.si/en>), which acts as a development and entrepreneurial pacemaker for creative and cultural sector, briefed the participants on the national support environment for the cultural and creative sector and programmes that support creators in various fields such as Calls, creative Incubator, Pop-Upstart, Skill Transfer, Creative Accelerator, etc.

At the second part of the event, we opened the question about how we can combine new technologies and the knowledge of CCI in the traditional industrial sites, like museums, galleries to attract new visitors and build new industrial culture. The answer lies in the creative use of new technologies and raising awareness that virtual technology and others belong to the place and its culture, so that they will not become an amusement park. As an example, some good practices were pointed out, such as:

- Invisible Maribor digital natural, cultural and industrial heritage in a 3D immersive virtual experience and a virtual mining museum in Trbovlje (<https://www.visittrbovlje.si/en/dozivetja/virtual-museum-of-mining-the-4th-dritl/>), which tells the story of the mine in Trbovlje and the lives of the people around it.
- The director of the Museum and Galleries of Ljubljana proudly presented the project of Cukrarna (<https://cukrarna.art/en>), which is not only a new space of contemporary art, but also a new hub of cultural events in Slovenia. The case is an excellent example of improved social aspect of the urban place, as the area has become a dynamic, programme-rich and socially vibrant, safer and more pleasant place for the inhabitants and visitors of Ljubljana.

Throughout the whole event, participants could bring any questions and comments to each of the speakers virtually via chat or alive on the spot.

6. Expected results and Follow-up

The Dissemination event after its implementation and assessment exceeded our expectations. Even though the topic is quite new and not easy to understand the opportunities that CCI offer for different purposes are severe. We can say that the event was very well accepted - acceptance of local community, creative community, other regional institutions and politicians was very positive. The local radio Triglav from Jesenice made an interview with BSC Kranj, where we emphasis the advantages that CCIs can bring to the industrial areas and we explained the pilot test case Kulturcafé and the

After the event was finished, we prepared a questionnaire to evaluate participant's satisfaction with organization and themes presented:

1. Which region do you come from?
2. Which organization do you represent?
3. How satisfied are you with the topics presented at the event? 1 2 3 4 5
4. Which topic impressed you the most?
5. Did you get enough information on the topic "Culture and creative content for innovative solutions"?
6. What kind of topics are you interested in for presentation at such events in the future?
7. Please rate the organization of the event. Let us know what you liked or disliked at the conference. Do you have any suggestions on how we can improve our events?

Out of 44 participants, we received 13 replies of the on-line questionnaire:

Participants who replied on the satisfaction analyse of the event presented private and public associations, as well as governmental institution and individuals, who came to

Jesenice or followed the on-line event from four different regions in Slovenia. They were all satisfied with the topics as well as with the organization of the event (average 4,6 satisfaction) and they have got enough information on the selected CCI topic. Some of the other topics they expressed their interest to be presented in this kind of events in the future are for example: connecting the arts, industries and education; involvement of artists in pedagogical processes tenders for obtaining financial resources, best practices of connections between CCI and other companies; new technologies for heritage interpretation etc.

7. Annexes

(1) Annex 1: Invitation and Agenda

Ocity  **Erasmus+** **Interreg**  **CENTRAL EUROPE** **InduCCI** European Union European Regional Development Fund

OBARVAJMO
industrijske regije:
s **kulturnimi** in **USTVARJALNIMI** vsebinami
do inovativnih rešitev

KOLPERN, Fužinska cesta 2, 4270 Jesenice
četrtek, 9. 12. 2021



Erasmus+

Interreg
CENTRAL EUROPE



InduCCI

European Union
European Regional
Development Fund

PROGRAM:

10:00 – 10:10 **Uvodni nagovor**

Irena Lačen Benedičič, v. d. direktorice Gornjesavskega muzeja Jesenice

10:10 – 10:40 **KKI kot gonilna sila za preobrazbo v gospodarstvu,
družbi in izobraževanju (projekt InduCCI, O-city)**

Mateja Korošec, vodja projektov BSC Kranj

10:40 – 11:10 **Layerjeva hiša – hiša umetnikov in kreativcev**

Danaja Batinič, koordinatorka programa Layerjeve hiše

11:10 – 11:40 **Center za kreativnost: razvojno-podjetniški
spodbujevalnik za kreativce in kulturnike**

Marko Podjavoršek, vodja projektov Centra za kreativnost

11:40 – 12:00 **ODMOR**

12:00 – 12:30 **Ustvarjalnost v industrijski krajini**

Zoran Poznič, akademski kipar in kulturni manager

12:30 – 13:00 **Cukrarna – ne le nov prostor sodobne umetnosti,
ampak tudi novo vozlišče kulturnega dogajanja**

Blaž Peršin, direktor Muzeja in galerij mesta Ljubljane

13:00 – 14:00 **Delavska malca in dober tek!**

Irena Lačen Benedičič, v. d. direktorice Gornjesavskega muzeja Jesenice



Poslovno podporni center Kranj
Regionalna razvojna agencija Gorenjske

GORNJESAVSKI
MUZEJ JESENICE



Mateja Korošec
mateja.korosec@bsc-kranj.si

Nina Hribar
nina.hribar@gmj.si

ELEKTRONSKE PRIJAVE

Število mest na dogodku v Kolpernu je omejeno.

(2) Annex 2: Press release



OBARVAJMO INDUSTRIJSKE REGIJE s kulturnimi in ustvarjalnimi vsebinami do inovativnih rešitev

Pozdravljeni kreativci, kulturniki in vsi tisti, ki iščete poti, kako lastno ustvarjalnost in kulturo vtakati v nove produkte, tudi v gospodarstvo. Vabimo vas, da se nam pridružite na dogodku na Jesenicah, v četrtek, 9. decembra 2021, od 10.00 do 14.00 ure, v živo ali preko spletne povezave, kjer bomo poudarili pomembnost in potencialne, ki jih predstavlja kulturno-kreativni sektor za transformacijo gospodarstva in družbe na industrijskih območjih.

Kulturne in kreativne industrije so globalno prepoznane kot gonilna sila inovacij in potrebne transformacije gospodarstva iz tradicionalnih industrij v digitalno družbo in družbo storitev. Tako bomo lahko učinkovito znali reševati sodobne izzive, kot so podnebne spremembe, starajoče se prebivalstvo in naraščanje revščine.

V Regionalni razvojni agenciji Gorenjske - BSC Kranj želimo opozoriti na poseben strateški izziv razvoja tega sektorja kot lastne gospodarske panoge in kot zunanjega partnerja za inovacije v industriji. Poudarjamo vključitev kulturno-kreativnih vsebin kot pomoč družbi, da postane bolj odprta za inovacije, spremembe in podjetništvo.

Predstavljeni bodo rezultati projektov s primeri dobrih praks dveh evropskih projektov InduCCI in O-CITY, sodelovanje umetnikov in kreativcev v Layerjevi hiši v Kranju ter primer Čukrane kot novega vozlišča kulturnega dogajanja in sodobne umetnosti. Svoje izkušnje in razmišljanja bodo z nami delili tudi predstavniki Muzeja za arhitekturo in oblikovanje, ki vodi razvojno-podjetniške spodbude v sklopu nacionalne platforme za centra za kreativnost in priznani kulturnik in kipar Zoran Poznič.

Dogodek je namenjen vsem, ki se ukvarjajo s tematiko kulturno-kreativnih industrij, tako oblikovalcem politik, predstavnikom organizacij iz gospodarskega ter kulturno ustvarjalnega sektorja in drugi zainteresirani javnosti.

Dogodek organiziramo s partnerji iz Gornjesavskega muzeja Jesenice.

Vabilo s programom je na voljo na: [OBARVAJMO INDUSTRIJSKE REGIJE \(gmi.si\)](https://gmi.si)

Na dogodek se je potrebno prijaviti: [PRIJAVNI OBRAZEC \(google.com\)](https://google.com)

Dodatne informacije o dogodku:

Mateja Korošec, BSC Kranj, mateja.korosec@bsc-kranj.si

Nina Hribar, Gornjesavski muzej Jesenice, nina.hribar@gmi.si



(3) Annex 3: Promotion on the web site and social media

The image shows two screenshots related to the promotion of an event. The top screenshot is from the website of the Regional Development Agency Gorenjske - BSC Kranj. The page features a header with the BSC logo and navigation links. The main content area is titled "Obnavljamo industrijske regije - s kreativnimi in ustvarjalnimi vsebinami do inovativnih rešitev" (We are renovating industrial regions - with creative and creative content to innovative solutions). It includes several paragraphs of text and a central image of a large mural in an industrial setting. Below the text are logos for CCI, Erasmus+, and Interreg Central Europe. The bottom screenshot is a Facebook event page for "Obnavljamo industrijske regije" in Kolperm. The event is scheduled for Thursday, December 9, 2021, at 10 AM. The event details section shows that 11 people have responded and that the event is organized by the Regional Development Agency Gorenjske - BSC Kranj and the Gornjesavski muzej Jesenice. A map shows the location in Jesenice.

(4) Annex 4: Satisfaction survey

<https://forms.gle/3qtLp2vjJEJvaiSD9>

(5) Annex 5: Impressions

