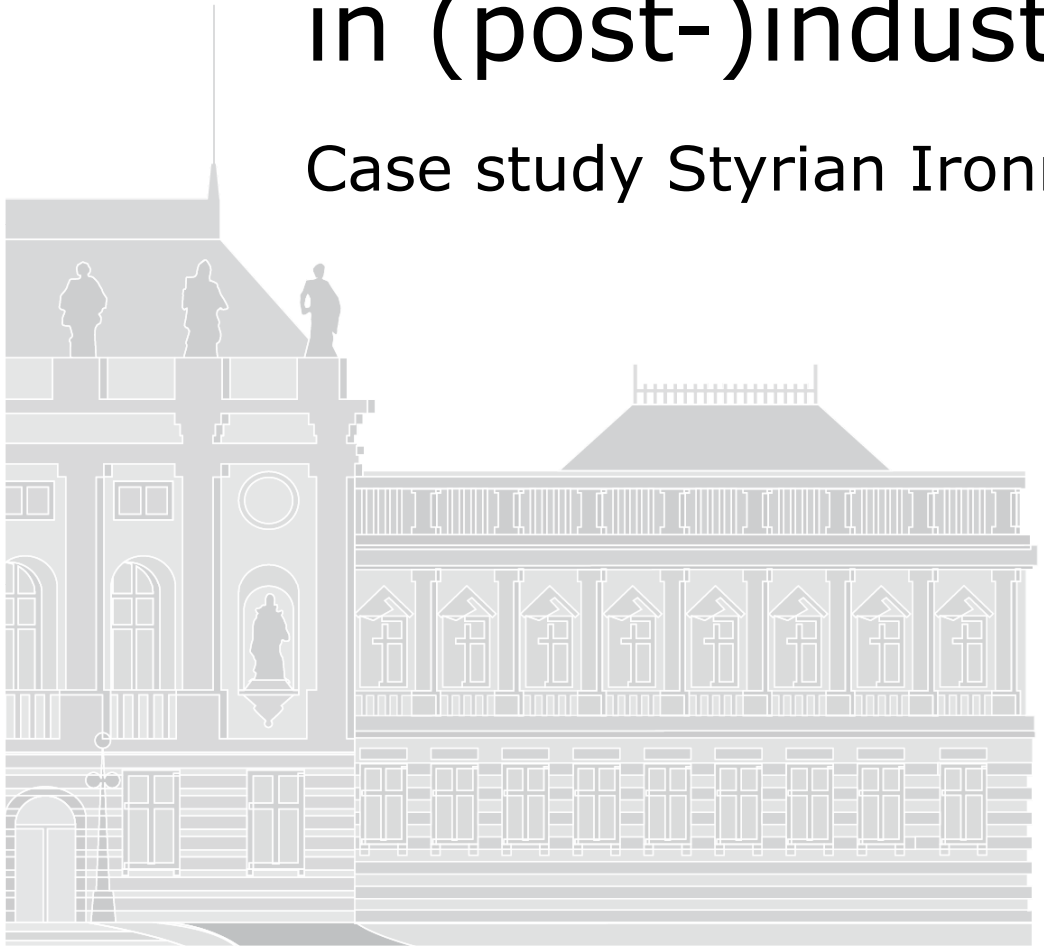
Interreg CENTRAL EUROPE
European Union European Regional Development Fund
InduCult2.0

KARL-FRANZENS-UNIVERSITÄT GRAZ
UNIVERSITY OF GRAZ

UNI GRAZ

Managing territorial potentials in (post-)industrial landscapes.

Case study Styrian Ironroute (Austria)



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Lednice, Sept. 14th, 2016

Introduction

(Post-)industrial landscapes are subject of often distinct characteristics and challenges, which demand specific approaches towards the future development of such regions. This following presentation will discuss these features along an Austrian case-study in regard to the management of such landscapes and the creation of new impulses in such regions.

(Post-)Industrial landscapes have been often shaped by long periods of industrial production often linked to resource extraction. The industries have not only shaped the productions sites themselves, but also have had a severe impact on settlement pattern, social infrastructure provisions and the mind-set of people (Wirth, Cernic-Mali, and Fischer 2012).

Introduction

These patters also persist even when manufacturing cycles change, often entailing an abandonment of sites and or the complete closure of production. That leads on the one hand site to (sometimes extensive) brownfield development and deteriorating infrastructures due to outmigration and population loss, as well on the other site to a “museumification” of former sites of production serving as remnant of a bygone age.

The Institute of Geography at the University of Graz (AUT) has studied these processes in various regions across Europe also within the framework of EU-projects such as READY, ReSource and SHIFT-X. It has worked intensively with other research institutions to identify such potentials, as well as to discuss the framework conditions necessary.

Introduction

In its latest ERDF funded project 'InduCult' (INTERREG CENTRAL, 2016-2019), it will deepen previous research approaches in order to focus on the use-value of industrial culture for the future development of (post-) industrial regions in central Europe. It thereby addresses the question of territorial potentials, which have been in the focus of European policy making, especially in regions lagging behind in their development (e.g. EU Ministers of Spatial Planning and Territorial Development 2011).

The contribution will focus on the Austrian case-study region of the Styrian Ironroute, a former heavy industry region in the Austria state of Styria. With the change of production patterns, the manufacturing industry has lost its dominant position in the region, leaving behind a specific social and physical landscape marked by industry.

Introduction

It will be presented what the region has identified as territorial potentials and it intends to valorize them. Different strategic elements in (post-) industrial regions will be highlighted by discussing success factors and challenges in the management of such potentials. These elements include landscape assets, as well as mind-sets and other resources from the region.

SHIFT-X project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

„ Industrial heritage, cultural resources of current industries and creative pioneers – utilizing Industrial Culture in Central Europe “

PP1: District of Zwickau/D Lead partner
PP2: Ifl, Leibniz Institute for Regional Geography/D
PP3: Municipality of Leoben/A
PP4: University of Graz/A
PP5: County association of LAGs of Karlovy Vary Region/CZ
PP6: Padova Chamber of Commerce, Industry, Craft and Agriculture/I
PP7: BSC, Business support centre ltd., Kranj/SLO
PP8: Sisak-Moslavina County/HR
PP9: Opolskie Centre for Economy Development /POL
PP10: Stebo Competence Centre Community Development/BE

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With InduCult2.0, we want to revive the cultural spirit of long-standing industrial regions in Central Europe.

Industrial Culture is a young member of the European culture family: It reaches beyond heritage preservation and utilization by including contemporary or upcoming cultural and creative resources. In this sense, Industrial Culture is a dynamic concept interwoven with the ongoing transformations of industrial economy and society.

This cultural approach is especially suitable for regions mono-focussed on industrial production - a spatial type found throughout Central Europe. InduCult2.0 brings together such regions and applies there the outlined concept: The partners 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.

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InduCult 2.0 - Scientific Workshop

„Conceptualising Industrial Culture“

10-11 October 2016, University of Graz, Austria

Role and characteristics

The cultural landscape presented is called „Styrian Ironroute".

It is located in the Austrian county of Styria.

It is a mining and industrial region with long tradition and specific landscape influenced by nature and men made processes.

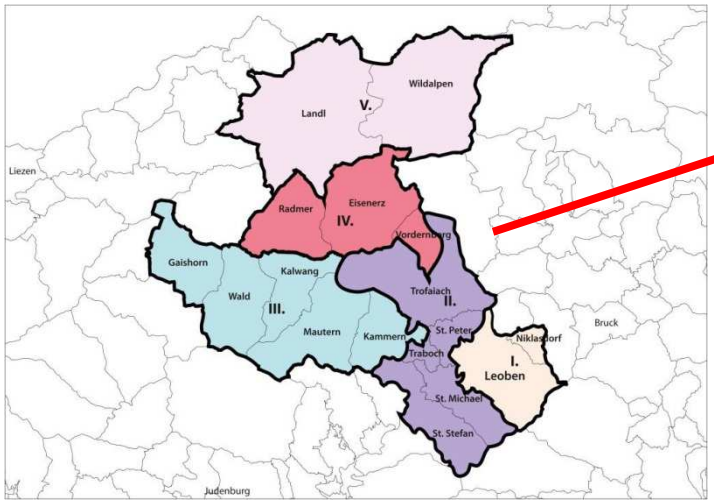
It is an alpine region and consists of 17 municipalities with app. 50.000 inhabitants.

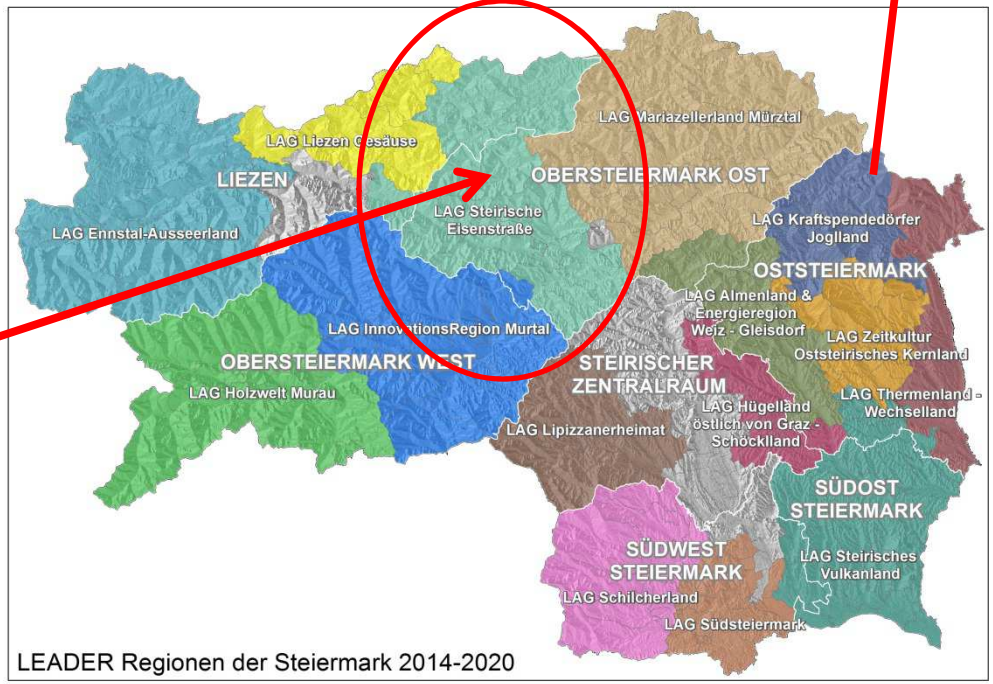
The region is facing certain serious problems such as depopulation, economic up and downs, etc.

The most important landmark is the Styrian Iron Mountain, beside it is symbolic the „loaf of bread".

The region presented

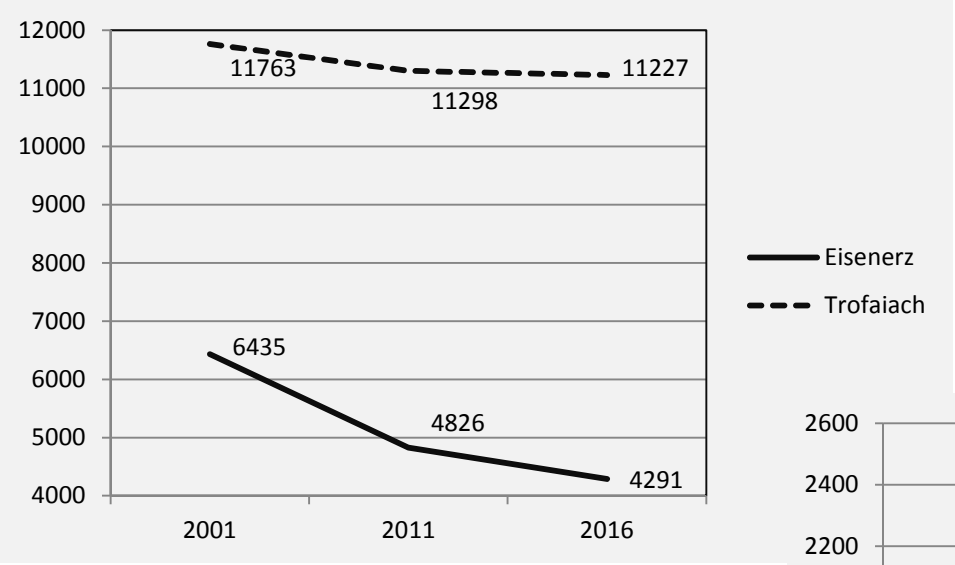
In order to solve such problems on one hand and to be prepared for the future development a Leader region had been founded by 17 municipalities:





In sum, this region plays a very important role since many centuries.

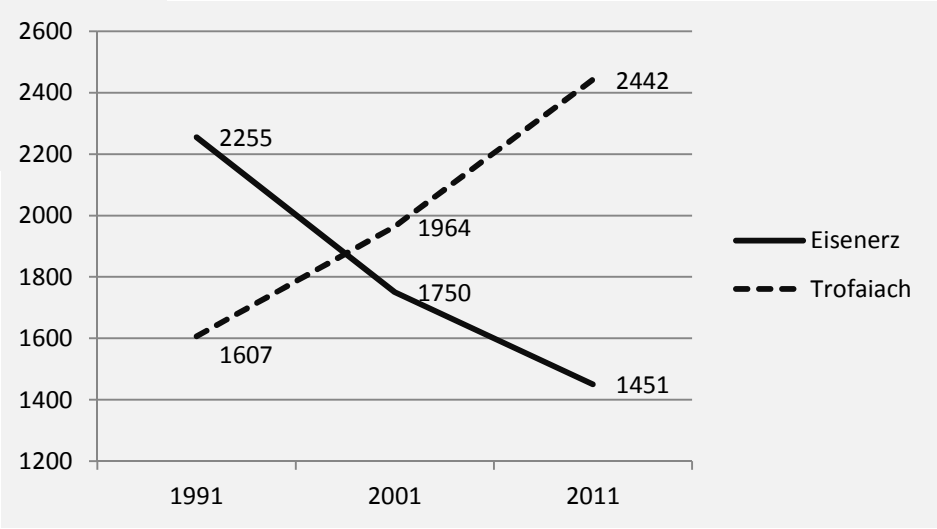
Population and employment



Population development

Population development

1971: 89.365
2001: 68.132
2012: 62.653
2014: 50.413
2016: 46.240



Employment

The historical landscape

Iron works Donawitz in 1935

The recent landscape

Iron works Donawitz 2016. Source: www.voestalpine.com

Historically developed landscape

Historically developed landscape

Historically developed landscape

Historically developed landscape

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Historically developed landscape

1) Managment tools

a) National laws and guidelines
b) County laws and guidelines
c) Regional development concepts
d) Smaller regional development concepts
e) Municipal development concept
f) Municipal land utulization plans
g) Municipal building plans
h) Decission making processes influenced by different stakeholders and interests

2) LAG innovative approaches

High Service: high-tech

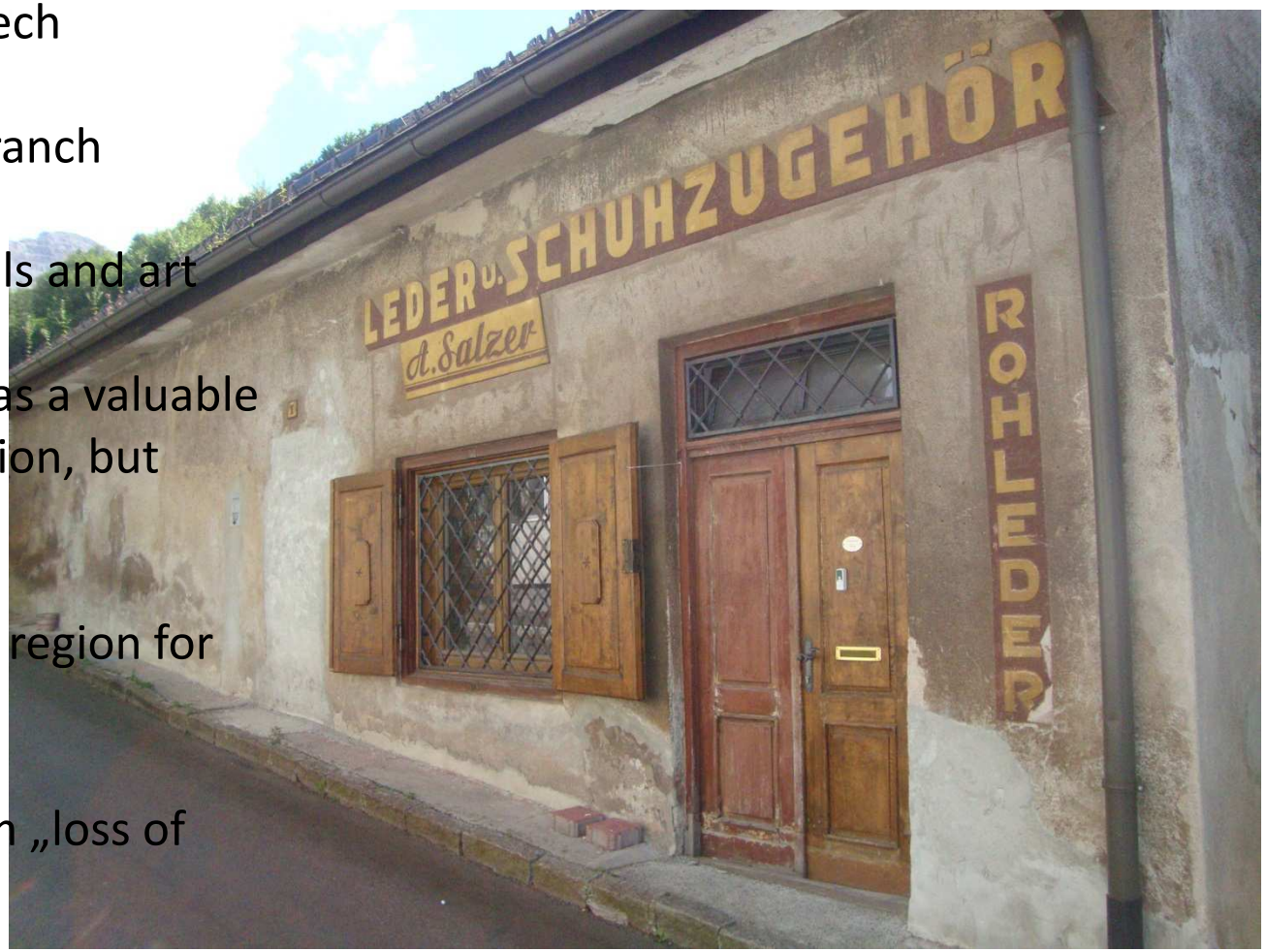
High Taste: a new branch

High Culture: festivals and art

High Relax: mature as a valuable potential for recreation, but smooth

High Responsibility: region for old people?

High Image: problem „loss of identification“



3) The role of media

When home becomes cult!

3) The role of media

man als Obersteirer nicht gerne Ski fahren? Der Grimming ist über all dies erhaben. Über den Verkehr, der an ihm vorbei nach Schladming oder ins Ausseerland rauscht. Orientierungspunkt und Wetterprophet. „Trägt der Grimming einen Hut, wird das Wetter gut", sagt man hier den Kleinen. Und als Große werden sie erkennen, dass er dieses Versprechen leider nur selten hält. CARMEN OSTER

Obersteiermark

Der Stolz der Arbeiter

Wenn ich die Augen schließe und die Jahre meiner Kindheit und Jugend Revue passieren lasse, dann sehe ich rauchende Schlote, roten Staub, der Dächer, Straßen und Autos bedeckt. Ich höre die Schichtsirene und spüre das Stampfen des Erlachhammers im Böhler-Altwerk in Kapfenberg. Im „Schichtlerbus", eingekeilt zwischen den Arbeitern, die von der Schicht nach Hause fahren, rieche ich Schweiß und Staub. Später, im angehenden Maturantenalter, sitze ich nach der Schule im Gasthaus in ihrer Nähe, trinke Bier wie sie und lausche den Geschichten aus ihrer Welt, vom Hochofen, vom Schmelzen, vom Gießen, vom Abstich: Ich tauche ein in eine völlig andere, neue, faszinierende Welt.

„Betreten verboten" stand vor dieser Welt, tatsächlich und im übertragenen Sinn. Eintreten durfte nur, wer die Befähigung dazu hatte. Und doch war es diese Welt, die Heimat schuf. Nicht nur für die drinnen, auch die, die draußen standen, lebten letztlich in dieser Welt und von ihr. Sie schuf ja Wohlstand, in dessen Genuss letztlich alle kamen, und wo sich's gut leben lässt, dort ist auch Heimat.

Ich öffne die Augen. Heute, ein halbes Menschenleben später, sind die rauchenden Schlote verschwunden, ist der rote Staub Vergangenheit, gibt es die „Schichtlerbusse" nicht mehr, und auch die Beisl für das Bier nach der Schicht sind rar geworden. Und doch: Die Industrie ist geblieben, sie hat ihr Gesicht verändert, ein neues Gewand angelegt. Hoch technologisiert und hoch spezialisiert kommt sie heute daher, Industrie 4.0 lautet das Schlagwort der Zukunft: die Anwendung der Internettechnologie zur Kommunikation zwischen Mensch, Maschine und Produkt. Aber halt! Das Dreieck Mensch-Maschine-Produkt, hat es das nicht auch früher gegeben? Den Stolz der Arbeiter über die von ihnen mithilfe von Maschinen gefertigten Produkte? Den Stolz, mit diesen Produkten weltweit vorne dabei zu sein? Weltweit vorne dabei ist die obersteirische Industrie immer noch. Weil ihre Arbeiter mit Herz dabei sind. Und Heimat ist nun einmal dort, wo das Herz ist. ULF TOMASCHEK

BIGHSHOT/ERICH HAGSPIEL, FOTOLI

ANZEIGE

The proudness of the workers!

4) Role of volunteers

AKTIONSTAG

Almputz von der Seckauer Hochalm

Auf sieben steirischen Almen war großer Almputz angesagt – mit vielen freiwilligen Helfern: auf der Seckauer Hocha Hochwechselalm, Pussoralpe, Tyrnaueralm, Brunnkaralm Radmer, Ostereralm und Gumpenalm Großsölk.

5) Association of museums

Styrian Ironroute has a variety of industrial and mining related heritages along 100 km.

Both iron ore mining and iron industry have a long tradition and are still in operation.

In 2004 the decission was made to link 12 museums along the Ironroute

Unique Selling Proposition!

The Concept

Linkage of very individually grown local museums with very specific themes.

- Goal:
  - Common concept for content, design and organisation.
- Idea behind:
  - Rising the attractiveness of the local museums embedde in a unique landscape
  - the amount of visitors by supporting the general touristic offer.
- Recent situation:
  - Bad marketing because of very low budget and attractivness.
- Important aspects:
  - Development of a marketable concept to increase the amount of visitors,
  - adjustment in regard to content and logistic between the museums involved and
  - efficent bundeling of measures for good communication.
- Synergies in regard to content along a thematic overall concept!

Historical Development

2013:
Expansion to 15 partner museums

2004 - 2008:
LEADER+ phases I and II.

2005:
List of goals and measures.

2004:
LEADER+ project kick-off.
Foundation of a 12 musuems´ association.

2003:
Positive LEADER+ application assessment.

2001:
Need for action, evaluation of the museums of Styrian Iron Route.
Development of a concept for a better success in future.

SUCCESS

Theoretical Background

- The joining of the 15 museums to form an association can be equated with a **formation of networks** which can also **be found in companies** quite frequently.
- Likewise, certain phases are run through which, in the ideal case, lead to an **economic success**.
- Here, the **concept of cooperation is a central point**.
- Which **advantages and disadvantages** it can entail and the **success factors** that play a role for the desired goal to be achieved?

In principle, the term cooperation refers to any form of social collaborative work between individuals, groups and institutions (RISSBACHER, 2003; Boettcher, 1974).

The research work is based on human geographical methods, with a strong focus on the fields of economy, geography and social geography, especially on the regional actors related actioning.

The starting point is the thesis that collective actioning (Mancur Olson, 1982) increases the efficiency in the operative field, such as promotion and marketing.

Theoretical Background

Figure 1 provides an overview of the conditions for successful cooperation and its advantages as well as possible disadvantages or difficulties of a network formation:

Conditions (BECKER ET AL, 2011)	**Advantages** (BECKER ET AL, 2011)	**Disadvantages and Difficulties** (BMWA, 2003)
- mutual aims and expectations	- greater success of the own business objectives through strategic alliances	- longer / more complicated voting processes
- development of a network-carrying infrastructure	- necessary competencies and resources can be combined (staff and resource pooling)	- no exclusive use of the generated profits
- cooperation agreements, i.e. voting, planning and governance agreements, must be made (KILLICH, 2011, p.21)	- costs can be saved	- loss of motivation of the participants, if the identification with their own company is lost - lack of communication
- trust between cooperation partners	- increased competitiveness, which the partners could not achieve on their own	- different interests and goals

MUSEEN an der STEIRISCHEN EISENSTRASSE

SHIFT X

Linz
Westautobahn

MUSEUM
HOCHQUELLENWASSER
WILDALPEN

GUSSWERK
MONTANMUSEUM
GUSSWERK

GROSSREIFLING
ÖSTERR. FORSTMUSEUM
SILVANUM

Gesäuse

HIEFLAU
KÖHLERZENTRUM

RADMER
AN DER STUBE
KUPFERSCHAUBERGWERK

Leopoldsteinersee

MUSEUM IM ALTE
EISENERZ

ERZBERG
ABENTEUER ERZBERG

Präbichl

VORDERNBERG
RADWERK IV &
LEHRFRISCHHÜTTE

TROFAIACH
STADTMUSEUM TROFAIACH

MUSEUMSHOF
KAMMERN IM
LIESINGTAL

KUNSTHA
MUSEUM
GÖSSER BRAUMUSEUM
METALLURGIEMUSEUM
DONAWITZ

LEOBEN

Wien
Bruck
Graz

Traboch

St. Michael

Kärnten

Linz
Westautobahn
MUSEUM
HOCHQUELLENWASSER
WILDALPEN
GROSSREIFLING
ÖSTERR. FORSTMUSEUM
SILVANUM
GUSSWERK
MONTANMUSEUM
GUSSWERK
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RADMER
AN DER STUBE
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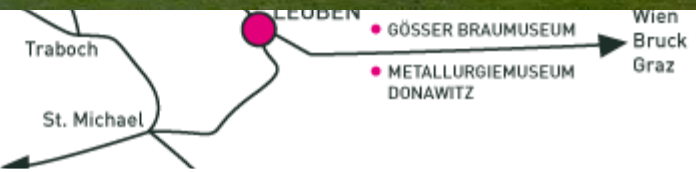
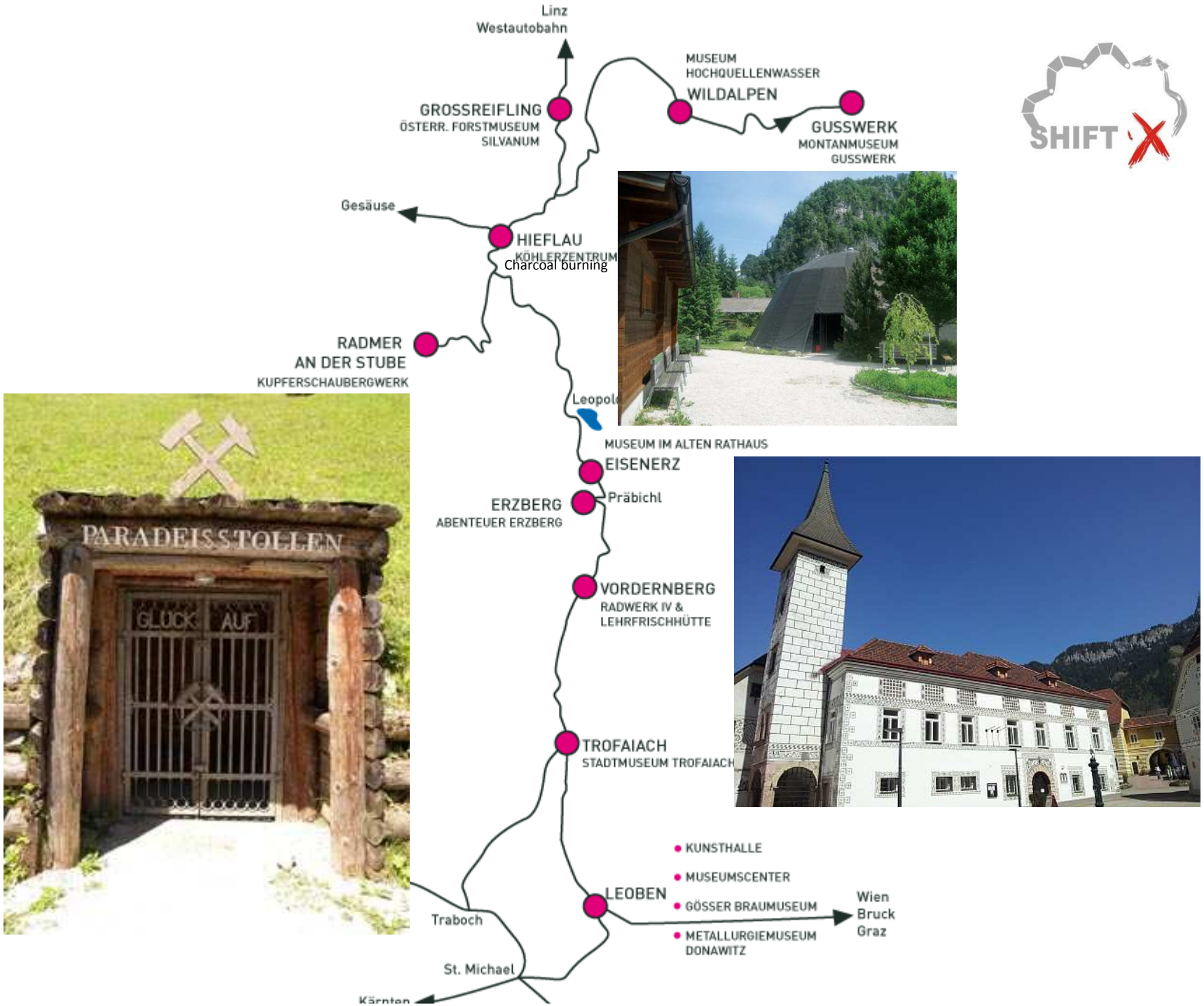
Leopoldsteinersee
MUSEUM IM ALTEN RATHAUS
EISENERZ
ERZBERG
ABENTEUER ERZBERG
Präbichl


GÖSSER BRAUMUSEUM
METALLURGIEMUSEUM
DONAWITZ
Wien
Bruck
Graz
Traboch
St. Michael


Linz
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GUSSWERK
Gesäuse
HIEFLAU
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Charcoal burning
RADMER
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KUNSTHALLE
MUSEUMSCENTER
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METALLURGIEMUSEUM
DONAWITZ
LEOBEN
Wien
Bruck
Graz
Traboch
St. Michael
PARADEISSTOLLEN
GLÜCK AUF

Factors for Success

Good co-operation

Crowd-puller

Specialities under one roof

Strong shareholders

Association of museums (15 museums)

Linkage to the Styrian Iron Road

Very competent, enthusiastic CEO

Urgent need for action

Support by politicians

Perfect fundraising

Very good ideas for projects

Common, perfect marketing

Strong networks

Styrian Iron Road (17 municipalities)

Good media

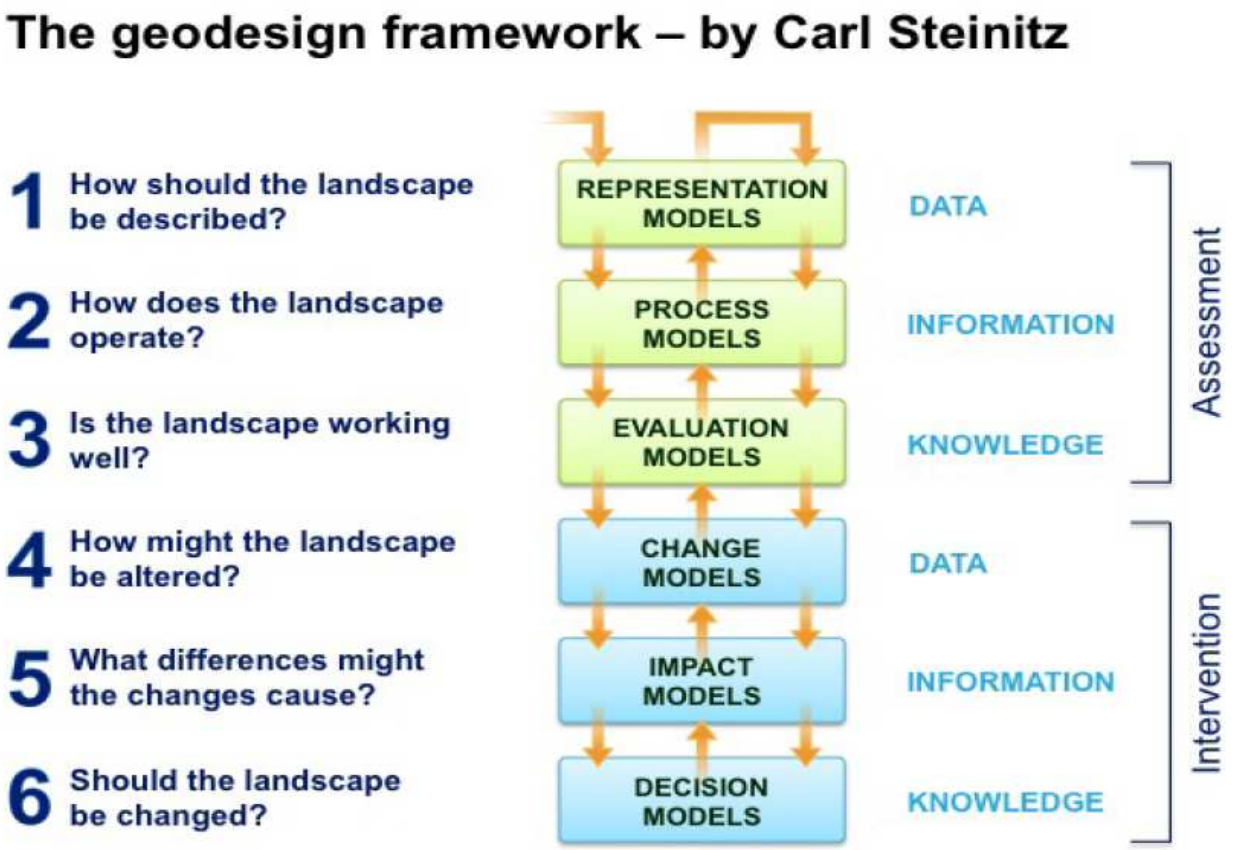
Enthusiastic, competent actors

Success in project realization

Long mining and industrial history

LEADER region

Management tool GEODESIGN



Thank you very much!