



**3/4/19 WEDNESDAY
PRELIMINARY PROGRAMME**

9-13.00h

PRE-EVENT STUDY TOUR

We visit one of the region's key factories: Volkswagen in Mosel. As the largest investment in the region, Volkswagen replaced the Trabant production after the re-unification in the early 90ies.

Automobile production is the most relevant industrial sector in the region of Zwickau; the car industry tradition here started in the early 1900s with August Horch (founder of today's Audi) and others. It continues into the future with a new production line for e-cars, currently established at VW Sachsen.

The history, presence and future of car production in Zwickau are deeply shaping identity and image of the region. Even in the slogan of Volkswagen Sachsen, this cultural effect is reflected: "Tradition – Transformation – e-Motion".

More info: www.volkswagen-sachsen.de

Venue: VW Fahrzeugwerk Zwickau

13.00-14.30h

LUNCH

Venue: tba

14.30-15.00h

WELCOMING

All partners and their stakeholders will be welcomed and introduced to the hosting region Zwickau.

Venue: Industrie- und Handelskammer, Äußere Schneeberger Str. 34, 08056 Zwickau

15-18.00h

6th STEERING GROUP MEETING

Project coordinators meet for the last steering group meeting to discuss the closure of InduCult2.0.

Venue: Industrie- und Handelskammer, Äußere Schneeberger Str. 34, 08056 Zwickau

15-18.00h

CITY TOUR

For participants of InduCult2.0 partner regions who are not involved in the Steering Group Meeting, a city tour gives the chance to walk through the city center and hear interesting stories about Zwickau and its industrial culture. You might learn that the city centre of Zwickau has sunk by more than 3m caused by mining activities. Thus, the cathedral where once Luther preached, needs more and more rescuing measures for preventing it from falling apart ...

18-19.00h

CE NETWORK MEETING

CE network coordinators meet for defining milestones of joint activities after project end.

Venue: Industrie- und Handelskammer, Äußere Schneeberger Str. 34, 08056 Zwickau

20h

DINNER

Venue: tba



5/4/19 FRIDAY PRELIMINARY PROGRAMME

9-13.00h

FINAL PARTNER MEETING “PROCESS EVALUATION”

We will make good use of our last partnership-stakeholder meeting: while highlighting our personal learning and breakthrough moments on an InduCult timeline, we jointly discover at which phases of the project we have created most impact. We look back to our 2016 ambitions, as well as forward to what still can be achieved on and by the topic of Industrial Culture.

The collective image is both a process evaluation of the InduCult2.0 project and a meaningful advisory tool for (similar) projects yet to come.

Venue: Castle Waldenburg, Peniger Str. 10, 08396 Waldenburg

13.00-14.30h

LUNCH

Venue: Castle Waldenburg tbc

14.30-18.00h

POST-EVENT STUDY TOUR

After lunch we experience living industrial culture in the district of Zwickau in three different exciting ways: from education to art to science!

House of Discoverers, Reinsdorf

Our first stop invites us to marvel, explore and experience! Since September 2011, the House of Discoverers has been open to the public in the former school building of Reinsdorf. The learning and leisure centre mediates math, science and technology to young, old or in-between in a fun and creative way. Many different workstations provide equipment for experiments and come with a lot of surprises.

We are also joined by a regional representative of the House of Little Inventors, a foundation that developed a German-wide educational programme for children and educational staff to implement an early education in mathematics, IT, technics and sciences.

Venue: Haus der Entdecker, Schulstraße 19, 08141 Reinsdorf/ OT Friedrichsgrün

More info: www.haus-der-entdecker.de

Mining Shaft Mural, Zwickau

Afterwards we visit the former coal mining shaft Martin-Hoop-Shaft IV on the premises of metal and steel company MSB. There, we will see an artistic result of InduCult2.0: A huge graffiti addressing the mining history of the region of Zwickau.

On a surface of 16 x 30 m, 150 litres of façade paint and more than 250 spray cans were used to create a mural that shows a shaft tower on top of a coal mine surrounded by a surrealistic landscape. The landscape reminds of the Ore Mountains close to Zwickau.

For those of you with no fear of heights: We might be allowed to climb the neighbouring historic mining shaft tower for having a great view onto the mural as well as onto Zwickau. For that option: Make sure to wear sturdy shoes and clothes that can take a bit of dust.

Venue: MSB Metall- und Stahlsystembau GmbH, Vettermannstraße 5B, 08132 Mülsen

More info: <https://www.facebook.com/sogehtsaechsisch/videos/2293316414232452/>



VR Laboratory of University of Applied Sciences, Zwickau

Last but not least we visit professional researchers - our tour ends in the Virtual Reality Laboratory of Zwickau's university. At the Institute of Energy and Transport Engineering the research focus is on automobile technology and traffic planning. As new technical tools are in high demand in research for new and innovative solutions in road design the students learn in the VR Laboratory the use of the latest technologies.

Venue: University of Applied Sciences, Institute of Energy and Transport Engineering, Campus Scheffelstr., 08066 Zwickau

More info: www.fh-zwickau.de/kft/organisation/institut-fuer-energie-und-verkehr/labore/verkehr/virtual-reality/

19h-...

APRES-EVENT COME-TOGETHER

Venue: tba
