The Industrial Monuments Route (IMR) and INDUSTRIADA festival – the industrial heritage story of success in the Silesian Voivodeship in Poland

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SILESIA - one of the hotspots of European industrialisation
- 2006 - establishment of Industrial Monuments Route following the example and experience of Ruhr Area, Wallonia region.
- Becoming a member of ERIH in 2010.
- Acknowledgment of being integral part of European industrial heritage.
42 sites
27 towns and cities
Unique selling proposition of Silesia Voivodeship
Touristic route
Network of cultural cooperation
The reasons for setting up the route

1) expand the tourist offer
2) change the image of the region
3) transforming the approach
4) re-evaluation of industrial legacy
5) integrate a diverse region
6) support of postindustrial sites
7) owners activate local decision makers
20 museums
10 shafts
7 working industrial establishments
5 underground routes
4 workers’ settlements
4 breweries
2 narrow railways
2 galleries

4 Highlights:
- Coalmine ‘Guido’ in Zabrze
- Historic Silver Mine in Tarnowskie Góry
- Tyskie Brovarium in Tychy
- ‘Żywiec’ Brewery Museum in Żywiec
The approach we used to set up the route

1) prepare a list of potential sites
2) careful evaluation before the forming the IMR
3) new members are welcomed
4) formal approach: from the letters of intent, legal contracts to the route's articles
The approach we used to set up the route

Must-have elements of the network functioning:

1) several audits
2) master plan
3) its implementation
4) organized structure
5) stakeholders
Difficulties we faced in setting up the route

How to choose the sites?
How to set up the requirements?

1) reluctance of people on several levels
2) the project is more and more complicated
3) reaching the next organizational level
Management and administration

Silesia Voivodeship government
- unit of promotion of industrial heritage, Departament of Culture, Marshall Office

Contract
requirments and obligations

Funds
Budget of Silesia Voivodeship
The benefits of the route

1) clearly described in the contract
2) tools to collect funds and cooperate within the network
3) enhance the bonds between the members
4) stop looking at each other as a competitors but rather as partners
5) share experience
6) increase of number of visitors in some of the sites
Publicity and promotion
INDUSTRIADA characteristic and function

- One of the kind festival in the whole East-Central Europe
- Perfect tool for promotion
- Relinking post-industrial sites and local communities
Program of events and activities

The formula – the events start on Friday’s evening “Machines Start-up” and last all Saturday “Full Power”

27 towns and 44 sites

400 events like workshops, special tours, exhibitions, performances, concerts, etc...

Free public transport system: buses, trams in the agglomeration and free train rides within Silesian Railways
Public, private and voluntary sector involvement

Main coordinator: Marshal Office of Silesia Voivodeship, unit for promotion of industrial heritage

3 independent consultants
(PR, graphic design, everyday cooperation with all sites)

4 strategic partners: Silesian Railways, Metropolis of Silesia, Silesian Tourist Organization, Silesian Union of Transport

9 regional institutions of culture
Public, private and voluntary sector involvement

44 sites - public, private or NGO owners

Number of people involved in organizing and running the event etc.

4,000 people involved

500 subjects involved

Volunteers are provided by the sites and work at the sites only
Founding of the route and INDUSTRIADA

>500,000 EUR comes from the budget of Silesia Voivodeship (public money from regional authorities)
468,000 EUR comes from the budget of Silesia Voivodeship (public money from regional authorities)

Structure of spending:
- 15% subsidies for NGO's (events)
- 54% subsidies for institutions of culture (events and promotion at the sites)
- 21% media and Internet purchase
- 10% some promotion activities

391,000 EUR spent by the owners of the sites (events)

8 EUR money spend by the average participant during the festival (according to the survey)

= 703,000 EUR

AVG: 1,046,000 EUR

1217 materials about the festival, 3320 posts in social media
Route and INDUSTRIADA attendance

**Regional Route**

- 2009: 29K
- 2010: 54K
- 2011: 62K
- 2012: 75K
- 2013: 77K
- 2014: 80K
- 2015: 90K

**Industriada**

- 2010: 300K
- 2011: 400K
- 2012: 500K
- 2013: 600K
- 2014: 700K
- 2015: 800K
- 2016: 900K
Benefits and outputs

Economical, marketing, social, cultural and political, e.g.:

- communicating the significance of industrial heritage including promotion of IMR (event is the best tool to boost the number of visitors),

- creating positive image of the region

- creating regional identity and the sense of belonging to local community

- drawing the attention of decision makers to industrial heritage
Thank you for your attention

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