



BRIEF HISTORY



- 712: First documented evidence of iron ore mining
- Middle Ages: Mining activities in the upper parts of the mountain
- 16th century: Start of underground mining
- 1890: Opencast pit activities start shaping the mountain
- 1986: Shut-down of underground mine
- 1988: First touristic offers with opening of show-mine
- 1989: Austrian State (ÖBAG) takes ownership after "VOEST-Crash"
- 2004: Privatisation Erzberg Privatstiftung (Foundation) takes ownership
- Outlook for next decades looks bright, with ongoing substantial investments









FACTS & FIGURES

Erzberg is biggest open pit ore mining area in Central Europe and the most important ore deposit in the Alps

- extracted rock per year: 12 million tons
- annual fine ore production: 3 million tons
- annual consumption of explosives: about 1.500 tons
- meters drilled per year: about 120.000 meters
- 9 dumpers (called: "SLKW") and 3 wheel loaders are in operation
 24 hours a day, and 7 days per week
- Main costumers: voestalpine steel plants in Leoben and Linz







TOURISTIC ATTRACTIONS

USP: Experience "living" opencast-mining through unusual perspective

Active mining 24 hours / 7 days a week

BEHIND THE CURTAIN





THRILLING INSIGHTS IN MINING





HAULY Adventure Trip

with the world's strongest yellow cab



HAULY Adventure Trip

860 horsepower giants



Real Blast Live





80.000 tons of rock blasted





Show-mine 800 m long tour through mine



Show-mine transport to mine by "Katl"-train



Open Air Exhibition

displacing heritage in middle of mining area





SECRET OF SUCCESS

Heritage is presented with the background of living mining & industry

e.g.: Story-telling on Hauly or show-mine tours – stories of past (history telling) & presence (production technic etc.)

This creates unique touristic products which are interesting for various target groups

<u>Important:</u> Members of group excursions or families often have different interests – the Erzberg offers fit to most of them



Erzberg: anchor point of regional route

Styrian Iron Route compromises historical sites and museums as well as living industry (steel, brewery etc.)

Some of the museums already present both industrial past and present

Regional all-day packages in the region help to suit the needs and wishes of visitors



Modern installation on steel production in blast furnace Radwerk IV







"LIVING INDUSTRY" ALONG IRON ROUTE

Other regional "living industry" offers apart from Erzberg:

- Tours through steel plant voestalpine in Leoben
- Tours through Gösser brewery (Austria's most famous brewery, founded in 1459): Gösser museum + tour through topmodern brewery

Industrial Culture "day packages" including visits of modern industry can become quite attractive in the future (incl. show-casing industry^4.0 etc.)



EDUCATIONAL ASPECTS

Erzberg: is the **landmark** and **ambassador** of the region and strongly represents and forms the region's **identity**

Side-note:

Erzberg is world-wide known through extensive media coverage by the "Erzberg rodeo" – the world's hardest Enduro motocross race

ERZBERG RODEO





EDUCATIONAL ASPECTS

Being a well-known ambassador, the Erzberg knows of its obligation in the field of education & is committed to it.

Various school programmes and background material for schools give an overall view from past to presence





EDUCATIONAL ASPECTS

Erzberg became recently member of the Styrian initiative "Erlebniswelt Wirtschaft" (*Adventure World "Industry"*) - www.erlebniswelt-wirtschaft.at

Aim:

- Explore Industry: Present the production process of some of the state's leading companies in form of exciting "adventure" tours
- Offer them as touristic destinations ("Gläserne Fabriken" / "glassy factories")

Important contributions to raising awareness for European Industrial Heritage & Culture

INDUCULT 2.0 -

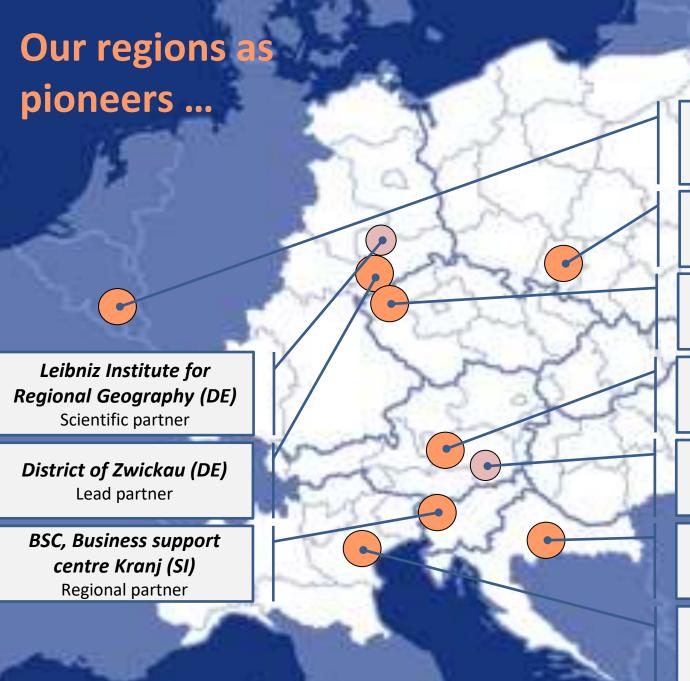
- Industrial heritage, cultural resources of current industries and creative pioneers – utilizing Industrial Culture in Central Europe



InduCult2.0



InduCult2.0 is implemented under the CENTRAL EUROPE programme, co-financed by the ERDF



Stebo Competence Centre Community Development

(BE) Regional partner

Opolskie Centre for Economy Development (PL) Regional partner

County association of LAGs in Karlovy Vary Region (CZ) Regional partner

Municipality of Leoben (AT)

Regional partner

University of Graz (AT)

Scientific partner

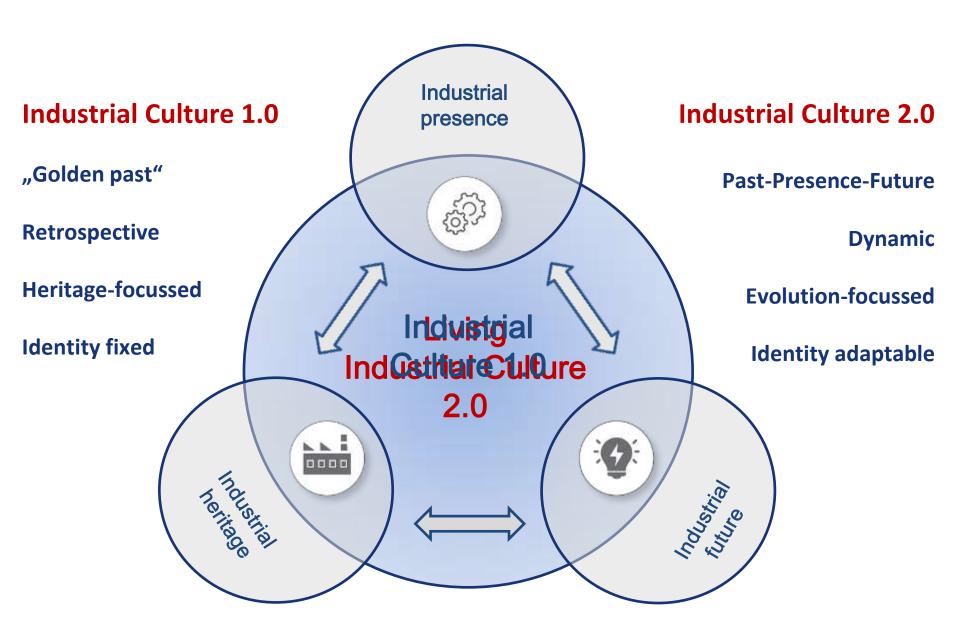
Sisak-Moslavina County (CR)

Regional partner

Padova Chamber of Commerce, Industry, Craft and Agriculture (IT)

Regional partner

Novel Understanding of Industrial Culture



Exploring dimensions

T1

Establishing a Living Industrial Culture in peripheral regions of Central Europe



T2

Fostering identity and tourism



T3

Adapting/ binding labour force



T4

Reviving pioneer spirit and creativity

InduCult2.0 partnership as Learning Network

(appreciative inquiry as strength-based change approach)

Industrial heritage (museums, ...)



Cultural resources of industrial presence (companies, ...)



Creative industrial future (schools, fab labs, ...)

ACTIONS

- Argumentation papers: Why is Industrial Culture important for regions? What can it contribute to regions?
- Pilot actions promoting cultural resources of industry in presence & history: public installations, Industrial Culture centres ...
- Industrial Culture Festivals
- Fostering industry cultural tourism
- Implementation of tourist actions combing industrial past and presence



ACTIONS

- School initiatives promoting Industrial Culture
- Promoting Industrial Culture among industrial workforce
- How to involve industrial workforce in creating Industrial Culture actively by themselves
- Facelifting of (old)industrial quarters by means of design/creativity
- Reviving old-industrial places through culture and creative industries (creative hubs etc.)



MORE INFO

www.inducult.eu

www.facebook.com/inducult2.0

