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### Globalisation and Territorial Resilience: A Suggested Approach and Preliminary Insights from 3 Case Studies

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## Introduction (1/2)

Context:

Globalisation

+ "Financialisation"

- + Technological radical change
  - + Weakening of the State intervention sphere
    - + Crisis (financial, economic, ecological)
- = Deconstruction/ disruption of most territories (either urban or rural),
- ... of their "identity" (historical, cultural, social...),
- ... and of their (endogenous) bases for economic and social development

Key challenge for a territory:

➔ Need to resist/adapt/prepare to "shocks" (crisis, decline, new competing territories, new environmental regulations, etc.)

➔ Notion of "Territorial Resilience"

### Introduction (2/2)

### • Rationales of the paper:

- Resilience, an abundant theoretical and empirical literature in a variety of disciplines and approaches: proximity school, evolutionary geography, new geographical economics, transdisciplinary approaches of clusters and creative territories, sociology of networks, new urban economics, social innovation theories, etc.

- ... But a multiform and still "floating" notion

• Presentation based both on several of our recent works and on very first insights drawn from an ongoing research programme (see Milestones)

### • Aims of the presentation:

- Outline of an analytical approach for characterising the notion of "territorial resilience" and the dynamics it may underlie

- Preliminary/exploratory case studies

### **Milestones**

Presentation based on several of our recent publications and research activities:

- Various conference papers and presentations on networks and clusters (MHD-AH), agro-food sectors (CT), socially creative and environment-friendly cities, especially Stockholm and the Lille metropolitan area (AH)

- Book (forthcoming): Mondialisation et résilience des territoires – Trajectoires, dynamiques d'acteurs et expériences locales (AH-MHD-CT)

- Article in Région et Développement (No. 33-1, 2011): "Multiscalar Clusters and Networks as the Foundations of Innovation Dynamics in the Biopharmaceutical Industry" (MHD-AH)

- Book chapter (forthcoming): "Le rôle de l'interaction entre innovation organisationnelle et innovation technologique dans les petites entreprises : éclairages à partir du secteur agroalimentaire" (CT)

- Article in *Innovations* (No. 33-3, 2010): "Politiques d'innovation, espace régional et dynamique des territoires : Un essai de caractérisation dans le contexte français" (MHD-AH)

- Special issue of Revue d'Economie Industrielle (No. 128, 2009): "La problématique des clusters – Eclairages analytiques et empiriques" (AH)

- Special issue of Journal of Innovation Economics (No. 4, 2009): "Networking, Innovation and Clusters" (AH)

- Special issue of Journal of Environmental Planning and Management (Vol. 53, No. 4, 2010): "New Perspectives on Sustainable Development" (AH)

- Special issue of Géographie Economie Société (Vol. 12, No. 3, 2010): "Développement durable, diversité territoriale et dynamiques socio-institutionnelles : problématiques et perspectives de recherche" (AH)

- Special issue of *Economie Rurale* (No. 320, 2010): "Développement durable, dynamiques des territoires ruraux et logiques d'acteurs" (AH)

- Article in Revue d'Economie Industrielle (No. 128, 2009): "Clusters, réseaux d'innovation et dynamiques de proximité dans les secteurs High-Tech : Une revue critique de la littérature récente" (MHD-AH)

- Participation to working groups of the Mission Prospective (AH-MHD) and PUCA (AH) of the MEEDDM (French Ministry of Ecology), to the group "Dynamiques des territoires industriels" of the DATAR (AH) and various research programmes of the European Spatial Planning Development Network (AH)

- Organisation of sessions in international conferences (AH): RSA, 2009, 2010, 2011; EAEPE, 2010, 2011; Research Network on Innovation, 2008, 2010; etc.

## **Outlines of the presentation**

- 1. Analytical approach: "Territorial resilience", a multifaceted and idiosyncratic notion
- Case studies:
  3 trajectories/dynamics of "territorial resilience" at ≠ spatial scales

Conclusions and research perspectives

1. Analytical approach: "Territorial resilience", a multifaceted and idiosyncratic notion

### 1.1 Framing the notion of "territorial resilience"

1) The nature and temporality of territorial resilience depend on the intensity and timing of the shocks confronting the territory:

--- > Incremental and slow shocks (stabilized environments)

vs. radical and brutal shocks ("turbulent" environments)

2) Certain territories do better than others in coping with globalisation (or even seize the new opportunities it may offer) through adaptation or "reinvention":

--- > "Static resilience" (capabilities of resistance and adaptation that are able to preserve or rebuild the territory's specific bases for socio-economic development and identity) vs. "Dynamic resilience" (ability to anticipate future shocks and the capabilities of creation and mobilisation of new resources and competences that allow the territory to participate actively and favourably in the new environment)

3) "Territory matter" (path-dependency & territorial rent):

--- > History, identity and specific resources of the territory (meant as a socioinstitutionally and historically constructed "space" of economic actors, residents...)

4) Key actors, actors' strategic degrees of freedom and nature of their relations (competition, cooperation, networks, coalitions, etc.)

--- > trajectories of "territorial resilience" ("territorial dilemmas")

1. Analytical approach: "Territorial resilience", a multifaceted and idiosyncratic notion

### 1.2 The "dynamic of territorial resilience"

- Territorial resilience depends heavily on the fundamental choices made (individually and collectively) by the actors at four key levels (which constitute "territorial dilemmas"):
  - The definition of the "differentiation core" of the territory (specialisation vs. diversification, pecuniary vs. non pecuniary factors, etc.)
  - The adaptation and innovation strategies that the actors of the territory are willing and able to mobilise ("living in the past" vs. forward looking, short term vs. long term approach, marginal vs. radical change, stay in vs. leave the territory, etc.)
  - The degree of "openness" of the territory and of the networks composing it (protection vs. permeability, "localism" vs. multiscalarity, exploitation vs. exploration, etc.)
  - Finally, the pace and timing of resilience dynamics (preventive vs. "curative", fast vs. slow, planned vs. ad hoc... adaptation/change/reinvention)
- The modalities that prevail for solving these 4 series of "territorial dilemmas", based on specific contexts, temporalities and actors' choices, determine the resilience trajectory of the territory considered and its "sustainability"

# 1. Analytical approach: "Territorial resilience", a multifaceted and idiosyncratic notion

### 1.3 Provisional hypotheses (to be refined):

H1: "Sustainably resilient territories", i.e. building on a genuine dynamics of differentiation and at the same time of "openness" (through complementarity, exchange, cooperation and networking) vis-à-vis other territories, are those that play an active role in the deployment of globalisation, and that are able, in turn, to benefit from it for consolidating their future capabilities of resilience

H2: "Sustainable territorial resilience" requires a dynamics that should be at the same time: collective (density and "quality" of local and extra-local networks, processes of coordination and reciprocal commitments among actors, etc.); proactive (being able, for the actors, to "re-think" in advance or "re-cast" rapidly, the territory and share a vision of its future); pragmatic (dealing "smartly" with the unexpected opportunities and constraints); and realistic (avoid the pitfalls of looking for "miracles", making "chimera" and committing in ambitious but hazardous policies and strategies)

### 1.4 Methodological approach:

- 1. An "appreciative theory" building approach (Nelson & Winter, 2002)
- 2. Preliminary investigation on 3 (first) case studies at different spatial scales

### 2. Case Studies

3 strategies/ trajectories of territorial resilience at different spatial scales:

- Territorial resilience through sustainable urban transformation of a former industrial city: The case of Stockholm
- Territorial resilience through the design and implementation of territory labels of quality in declining rural regions: The case of PDO (Protected Designation of Origin) in agrofood supply chains ("filières") in Burgundy and Franche-Comté
- Territorial resilience through cross-border cooperation among neighbouring regions confronted with de-industrialization: The case of the "Grande Région"

2.1 Stockholm's "Model" of sustainable urban transformation (1)

- Vast programme of urban transformation (1995-2030)
- New urban "model" integrating residential, cultural, social and economic dimensions in a sustainable development perspective

--- > Selection of priority areas for urban redevelopment (Hammarby Sjöstad, Värtan, Frihamnen, etc.): about 20 projects

Key challenge: Keep close/quickly connected (through combined transport systems) the selected redevelopment areas to the city centre 2.1 Stockholm's "Model" of sustainable urban transformation (2)

## **Key Actor:** Stockholm Urban and Environment Planning Agency:

- Competences, efficiency and legitimacy acknowledged by residents, civil society organisations and economic actors
- Long-standing tradition of decision-making approach privileging a preventive management of conflicts and the building of consensual solutions within the whole planning and implementation process of projects
- Voluntarist policy in planning and managing "public housing" (≠ from "social housing") focused on integration (social, ethnic, intergenerational, etc.) and collective well-being
- Integrated planning of urban development and infrastructures (transports, housing, education, etc.)
- Very active "urban marketing" and strategies for the promotion of the city attractiveness and economic competitiveness

## 2.1 Stockholm's "Model" of sustainable urban transformation (3)

## Debates that have emerged during the last 10-15 years about urban planning/ development of the city:

- How to strengthen the place of Stockholm in the global competition among capital cities?
- Strategies of urban growth: Which development of the city centre? Mono-centric or polycentric development? Which "sustainable sprawl" of the city?
- Transports: Development of road networks (urban motorways) and/or rail/ public transport networks, and in which proportions? Implementation or urban tolls/ car using taxes?
- Housing, land and construction: Privatisation (and to what extent) of municipally-owned land and public housing buildings? How to integrate efficiently the environmental dimensions in new construction projects?
- Which role devoted to culture and creativity in the development of city attractiveness?

# 2.1 Stockholm's "Model" of sustainable urban transformation (4)

A global, long term approach in favour of a sustainable urban development (SUD), which has substantially boosted and reoriented the projects that were engaged in the 1990s and early 2000s:

- "Vision Stockholm 2030": Comprehensive plan of city growth and SUD in the long term; initiated in 2006 and adopted by the Stockholm Municipal Council in June 2007
- "Stockholm City Plan" (May 2009): It updates previous re-development projects and details/ concretises "Vision Stockholm 2030" into new focused projects and programmes
- Stockholm City elected by the EU European Green Capital 2010 for its actual and planned commitment in favour of the environment

Sources: Stockholm Municipal Planning Agency (www.stockholm.se)







2.1 Stockholm's "Model" of sustainable urban transformation (5)

Lesson 1:

Key role played by negotiation and interaction of the municipality and urban planning agency with all stakeholders along the whole design and implementation process of projects:

- Prevention and ex-ante solving of most conflicts related to the use of ("public") land, buildings and natural spaces
- ➔ Consensus building and collective search for balanced solutions between economic, social and environmental objectives in a comprehensive sustainable urban redevelopment perspective

# 2.1 Stockholm's "Model" of sustainable urban transformation (6)

### Lesson 2:

However, not all thinks are "pink" in the land of "green redevelopment":

- Increasing pressure exerted by the private actors toward: more privatisation of land and buildings; the development of more "classical" (i.e. by road) transports and accessibility; the weakening of environmental requirements and constraints within new projects; maximising economic value of new housing constructions and professional spaces; etc.

- Investors, planners and municipal authorities are sometimes more interested in attractiveness and competitiveness issues than in protecting the environment and promoting social integration and cohesion

- Increasing difficulty in integrating immigrants and their families

- Local populations and communities are listened to, but not necessarily heard...

→ SUD and participatory governance (as a "territorial resilient strategy") are never granted forever, even in Sweden...

# 2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté (1)

Burgundy and Franche-Comté, two neighbouring regions, closely interrelated one with each other, with strong traditions of agrofood production



2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté (2)

Agrofood supply chains with guaranteed quality labels:

- In rural territories, the presence of agricultural and food processing industries is a strong stake
- Created in 1935 for wines, this controlled origin label (PDO) has been extended later to other products (cheese, beef, drinks...) :
  - An official label which guarantees the origin of traditional agrofood products
  - A typical product guaranteed by a geographical origin and traditional and ancestral knowledge and know-how (collective specifications of production)
- In a context of globalisation and standardisation, the existence of these PDO questions the sustainability of quality agrofood supply chains and their role as "territorial resilience devices"

# 2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté (3)

#### Burgundy Crémant:

A sparkling wine with Protected Designation of Origin (PDO) since 1975

> 2500 producers of grape, 250 pressing companies, 40 Crémant producers and an inter-professional organisation (UPECB : Union of Producers of Burgundy Crémant)

Sales have dramatically increased since 2000 (multiplied by 3 in 10 years) and there has been a renewed interest in Crémant by wine producers of Burgundy



# 2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté(4)

Franche-Comté (cheese) : 110,000 tons of cow cheese (Comté: 50,000 tons)

3,000 farms, 160 manufacturing cooperatives ("fruitières"), 16 specialists of cheese refining and marketing, and one inter-professional organisation (CIGC : Inter-professional Committee of Swiss cheese of Comté)



# 2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté (5)

#### Strategies for Comté

- Creation of entry barriers against new producers (regulation system for supply, new specifications)
- Export, diversification (into other cheeses: Morbier, Bleu de Gex, Mont d'Or) and segmentation (summer and winter Comté, Comté refined 6, 12, 18 or 24 months, Organic Comté)
- Territorial networking and sharing of surplus between the various actors (producers, cooperatives, refiners)
- Perspectives: new markets; mutualisation of the costs for quality control; preservation of small firms in the territory

#### Strategies for Crémant

- Export and diversification ("still wines")
- Innovations (technological, organizational and marketing)
- Networks and "territorial opening" towards Champagne actors (scientific and technical networks, information networks, mobility of the workforce) and with actors of other regions producing Crémant (Alsace, Loire)

• **Perspectives:** regular supply of grapes; development of sales, survival of wine growers in territories that are less prestigious within Burgundy (Mâconnais, Beaujolais)

#### A counter-example ("failed" PDO Strategy): "Le Poulet de Bresse"

- Difficulties to innovate and change the product (heterogeneous product, no consideration for the evolution of consumption modes, lack of communication, no export strategy, etc.)
- A lack of organisation and structuring of the "filière" (no real cooperation among actors; Inter-professional organisation is rather passive (to innovate or communicate, etc.)

2.2 Resilience through the quality of "terroirs": The example of agrofood supply chains PDO (Protected Designation of Origin) in Burgundy and Franche-Comté (6)

Some lessons from PDO as dynamic territorial resilience key drivers in rural areas:

- Long-lasting agrofood supply chains with PDO are those that have been able to develop new "terroir-based resources" and to innovate at all levels (technologies, organisation, marketing, retailing, networking, etc.)
- > They have evolved progressively over a long span of time
- They have benefited from the support of public authorities (both local and national) and inter-professional organisations; these actors have proved to be rather proactive and their actions have been critical in the definition of collective projects
- They have created new resources from existing networks and collaborations (example of the cooperation mode that has been developed in Franche-Comté)
- They have favoured and fostered a process of "hybridization" of their competences with those located in other regions (case of Burgundy with Champagne region for the Crémant)

2.3 Territorial resilience through cross-border cooperation: The case of the "Grande Région" (1)

"Grande Région":

 One of the largest cross-border regions in Europe



### 2.3 Territorial resilience through cross-border cooperation: The case of the "Grande Région" (2)

"Grande Région":

- A polycentric region
- Structural crisis of traditional industries (coal mines, steel, textiles, shoes, etc.)
- Shock of globalisation and subsequent closing/ offshoring of many plants



2.3 Territorial resilience by cross-border cooperation: The case of the "Grande Région" (3)

#### Context :

➤ A long history of constant and dense economic, social, cultural, human, etc. cross-border relations

Industrial Revolution:

- Accelerator of this cross-border "early European integration"
- Industrial lock-in and path-dependency (strong specialisation around traditional industries)

➤ 1970-80': Crisis of steel industry and textiles, closing of coal mines, deindustrialisation, offshoring to Central-Eastern Europe and Asia, etc. 2.3 Territorial resilience by cross-border cooperation: The case of the "Grande Région" (4)

Two "resilience strategies" in parallel (1/2):

1. Territorial specific strategies within each of the regions, but with a specialisation/complementarity perspective with the other regions within the "Grande Région"

3 types of economic reconversion, 3 trajectories of territorial resilience, 3 differentiated achievements:

- Attempt of re-industrialisation in Lorraine and Wallonia (encouraging, but still fragile)

- Switch toward an economy of financial services in Luxemburg (rather successful, but threatened by new European and international regulations concerning finance and banking activities)

- Economic diversification (notably in services) in the Länder of Saarland and Rhineland-Palatinate (seems to be on way, but still to be consolidated) 2.3 Territorial resilience by cross-border cooperation: The case of the "Grande Région" (5)

Two "resilience strategies" in parallel (2/2):

- 2. "Collective" interregional/ cross-border strategy:
- Various cross-border States' agreements from the 1980s for remedying to de-industrialisation and its economic and social devastating consequences
- An operational programme of comprehensive cross-border cooperation ("Grande Région 2007-2013") aiming notably at:

- Favouring industrial, scientific, technological, etc. cross-order synergies and the emergence of new activity sectors

- Encouraging the development of regional clusters in "convalescent" industries (automobiles, mechanics, logistics, etc.) or reconversion-targeted sectors (services, finance, tourism, etc.)

2.3 Territorial resilience by cross-border cooperation: The case of the "Grande Région" (6)

Preliminary lessons from the "Grande Région" ambition:

- Coming all together from too far and too bad (all concerned regions' myopia regarding industrial crisis, globalisation, de-industrialisation, etc.) blurs the strategic vision for a "salvation" shared future...

- A common history is not enough for a common "destiny"...

- A shared/collective "political will" is a good step, but it must be truly strong and convincing if it aims, *really*, at overcoming powerful local and individual interests...

- A "European vision" is still missing, even in cross-border regions that have historically enjoyed genuine moves toward cooperation and integration...

- If Individual territorial resilience is a difficult yet feasible ambition for many territories (whatever their scale, nature or vulnerability), Collective territorial resilience still resembles a "Quest for Holly Miracles" that may overcome "mysterious", but now very well experienced "territorial contradictions" and "competition survival conditions" among similarly (moreover, "neighbouring") harmed territories...

- However, "hope" is not unattainable: Medicon Valley in Scandinavia, Kansai region in Japan, Biovalley across Alsace, Germany and Switzerland... are good examples of rather successful trans-border "dynamic resilient" strategies...

### **Provisional conclusions and research perspectives (1)**

- The approach and hypotheses investigated in this work seem to have a certain relevance and operational virtue
- Still:
- This work is right now in progress (not to say in its "juvenile period"), and ongoing research efforts for deepening the methodological and theoretical foundations of our approach should, "hopefully", help better document this idea of "territorial trajectories of resilience" (especially as regarding analysis criteria and comparability of the territorial configurations that are investigated)
- Need for additional case studies, of "success stories" but also of absolute or relative "failures"
- Elaboration of a unified "reading grid" (typology and parameters) for better characterising and capturing the essence of territorial resilience trajectories according to:

- the territorial scales founding the resilience dynamics (from local to the global)

- the nature of the territory considered (urban vs. rural, specialised vs. diversified, mainly productive vs. residential, etc.)

- the nature of the actors involved, their degree of commitment, their ability and will to collaborate one with each other, etc.

- the temporal horizon and the pace of "workable" change or transformation processes and strategies

- etc.

### **Provisional conclusions and research perspectives (2)**

- "Frontier ('exotic'?) research" (in the literal and the "operational" sense) in social sciences is a "quite" (an euphemism!) demanding, disturbing, risky, discouraging... (academic) "business"
- But it should, hopefully ("faith" regarding this issue is absolutely compulsory!), contribute to a better understanding of the "real" challenges/dangers/harms confronting our "living territories" and the possible ways to cope with them...
- ... So, to be a bit self-consistent with the attitude that is driving this research (and the work of many of "us" here in general, we guess), our conviction is that (till our "final" marginalisation or "eradication" by the conventional/ neoclassical/ "scientifically true theory"?) understanding territorial resilience dynamics requires, at least, a certain quantum of "academic resilience will" in trying to analyse things as they are, not "as they are supposed to be"...