Flows
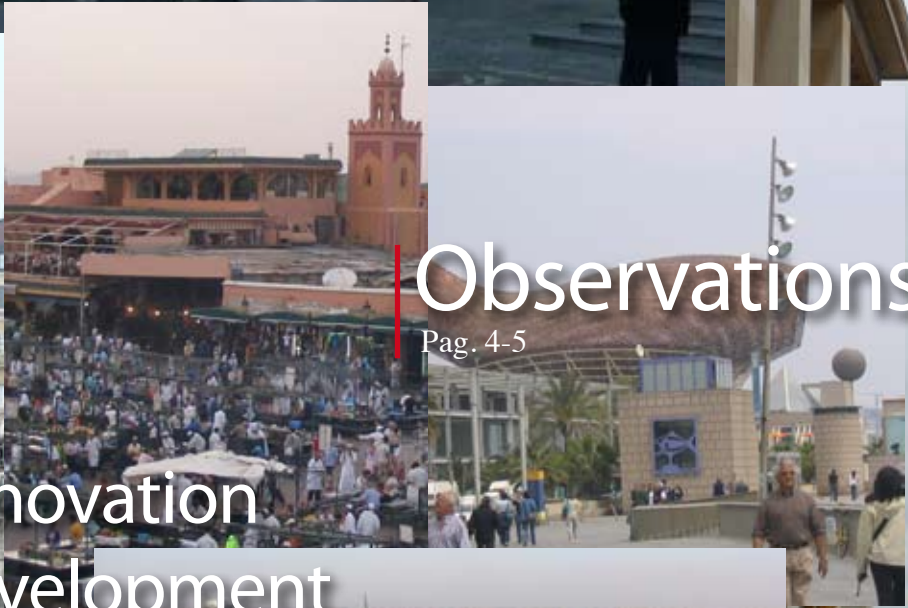
inFLOWence
Innovation flows, European network for the city economy
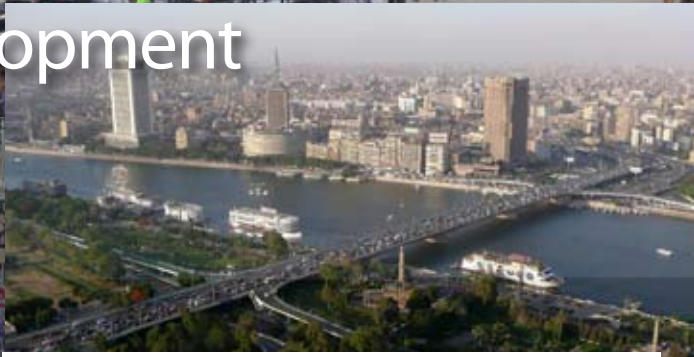
The project and its launch conference

Observations on flow

Impact of innovation on urban development

In.FLOW.ence
The project and its launch conference

Caterina Praticò
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" In.FLOW.ence : Innovation flows : European network for the city economy" is a transnational project co-funded by the European Commission within the MED programme.
It is carried out by a partnership of 10 organizations coming from 8 EU countries, mainly concentrated in the Mediterranean region, representing key actors of a larger community of institutions, stakeholders and civil society on a local and regional level.

The point of departure of In.FLOW.ence is the notion that polycentricity is a strategic concept to foster territorially
integrated, sustainable regional development.
Polycentricity plays a central role in current thinking on policies for economic restructuring of urban regions. Under certain governance conditions, functional polycentricity may also contribute to promote a more balanced spatial development and an overall improvement of the quality of life within the region.
The In.FLOW.ence project will map and analyse the potential for functional polycentricity in the Mediterranean regions. It will also investigate how an inclusive and participative governance can contribute to a balanced spatial and sustainable development within the regions, as well as how to model such development based on various aspects from socio-economic to functional and morphological aspects of space.

The Launch Conference of the project took place in Ljubljana last 7th and 8th October, hosted by the Urban Planning Institute of the Republic of Slovenia.
The conference focused both on the potential benefits of polycentric developments as on top-down and bottom-up processes in planning and decision making to promote such developments.

The contributions of relevant speakers in the conference were concentrated on some key topics:
the economy generated by the constant relations between main cities and minor cities, between urban centre and periphery, between urban and rural nuclei.
The polycentric and sustainable growth based on the strategy of "creativity and innovation" as catalysts of regional development.
analytical tools and modeling to understand relations and influences on territories.

The project will work till mid 2013. This e-magazines is a project's tool which aims to inform the public about the activities of the project and also to communicate some key contributions in terms of concepts and approaches of relevant experts and practicians.

Observations on flow

In.FLOW.ence

Is a very challenging project that will be implemented in the next few years. Based on my visit to the first meeting in Ljubljana I will give some comments and thoughts on the networks main themes. Looking at economic development today I say that one of the mayor inputs today is talent. What are the conditions talent needs to stay and to become a real economic asset.

Evert Verhagen
Creative Cities
Amsterdam

The Mediterranean has always been an attractive region for people to go to. The weather is nice, the see is beautiful, the wine and the food are good, and the people are friendly and nice. This area of the world has played an important role, especially in the history of Western civilisation. Places like Athens, Rome, Alexandria, Marseille, Barcelona, Venice, embody that. Everybody knows them. They have an enormous attraction.

So the region has a very strong identity. But like in may other places on the European continent the economy is changing. The area is confronted by economic backlash. Will the new emerging economy favour the region or will things become worse and even more difficult?

Looking at the elements that make up the Inflowence project I will comment on that.

Flow

The basic element of the project, seen from it's title is flow. It is a strong statement but we do not understand very well what flow is. Basically yes, but in detail: no. There is simply not enough research on the subject. (See Philip Ball: Flow). We understand flow as the displacement of a medium when it goes from an area where there is much of it into an area that doesn't have enough. The flow of water results in rivers and seas, the flow of air into winds and storms.

When we look at the flow of people one thing seems certain: there is a massive flow from south to north. Especially form the south of the Mediterranean to the northern countries. But it's not a flow form where there are many to where there are few: on the contrary: it seems that where there are many they get even more. It is partly the flow of talented people, the flow of people that do not see a future where they are today. It is a flow that can only be stopped by revitalising these countries economies. By creating the circumstances in which talented people can lead a full life there. And there is also a positive aspect in it.

This flow means that there will always be a reservoir of talent available.

Where the main question for economic growth seems to be how to foster that talent, make it stay and give it the opportunity to grow.

And there is another mayor flow of people especially in the Mediterranean: the flow of tourists and visitors.

There is also another definition of flow and that is the one by Mihaly Csikszentmihalyi. In his view flow is the situation that you are in when you are at your most productive, on the top of your creativity. That is an interesting aspect. It is the environment that should be created to attract talent and let it be at it's most productive.

Cities in general seem to offer the best circumstances for that kind of flow. The medium sized city could have strong benefits as long as there is a good enough connection to the market.

Polycentricity

Looking at economic activity and places where people choose to live we see strong concentration tendencies today all around the globe. Many people make the choice to live in big cities. In many countries we can see that the main city, most of the time the capital is the big enormous central monster that takes all the growth, sometimes two or three cities can follow, but the medium sized and the smaller cities in the periphery are not growing but shrinking.

A policy based on polycentricity can be an answer to this tendency. Polycentricity should deliver a strong network of medium sized cities. This network can only survive when there are strong connections. When the markets are connected. Motorways, public transport like TGV lines and airports become more and more important in that aspect. The combination of the good life in the urban region with the quality and the culture of the city could be an important asset. In practice we often see a divide: the poorer people stay in the city and the more prosperous inhabitants go and live in the countryside. When there is not one public entity that is politically responsible the result is often even worse. These cities loose their attraction. They shrink.

Identity

Identity plays a key role in success. Every city needs talent. You need talent to start businesses, talent to create new things, and talented people to govern the city. There is not one reason for one city not to be attractive because a neighbouring city already is. The main point is we should not try to be all the same and do the same things. Identity is not the same thing as branding. Branding is more artificial. It is what you would like to be. Identity is who you really are.

Creative enterprises can give identity. People that work in creative enterprises favour identity. In this way these enterprises will always be an important catalyst: they put the culture of the region on the map.

Tourism

Creative entrepreneurship can also attract even more tourism. Tourism already is an important economic factor in this region. Even a small percentage of extra tourists from upcoming markets like India and China can boost the regions economy. Mass tourism like cruise ships needs investment in good cruise terminals and other infrastructure but can be as important as industrial economy was in the past.

Individual tourism is still a growing market. But the right infrastructure for individual tourism is not yet there. The quality of information on rural hotels, walks, trips, vineyards, golf, trekking, bed and breakfast and agritourismo could and should be much better.

I am very interested in the progress of this network and it's result. I am very curious to hear more about it.

Impact of innovation on urban development

Michel Sudarskis
INTA Secretary
General

Change is not a new phenomenon. We can trace the rhythm of change, from the period of an agricultural economy which lasted well over a thousand years, to an industrial economy (200 years), to the service economy (80 years) where the product was service, assets infrastructure and institutions' bureaucracies; to the knowledge economy, where the product is the process, built on ideas and know-how, the assets are networks of knowledge and the institutions communities of practice. What the next shift will be is merely speculation. However what is clear is that we are living in a world of increasing uncertainty, where change is the norm.

The changes in work practices triggered through the impact of ICT (Information and Communications Technology) is now pervasive, with a change in expectations as to how, when and where we can work, and a subsequent impact on lifestyles and urban form. Geographical centrality is no longer an essential. Work can now be located where ever it is most convenient, amendable and cost effective.

For city designers and policy makers these changes are forcing a recognition that perhaps it is unrealistic to expect to be able to control the future with precise "blueprints". We need frameworks to define limits within which innovation and change can occur. We are moving from a binary world of right and wrong, and a choice of either this or that, to a world of paradox where the challenge is to allow for both this and that. Most of the issues we face can be framed as a balance between seemingly conflicting desires: we want to be secure and accessible; private and public; compact and dispersed; independent and communal. The list is endless.

The challenge increasingly being recognised by INTA is the need to frame the urban problem and conceive the solution systemically as a process of change through to improvement, to produce integrated planning. INTA advocates the need for an overarching urban design vision, aims to establish a "creative, collective process of re-imagining a functional urban region… which involves debating, refining and agreeing the urban region's identity and story of change… to facilitate and guide collective decision-making, by establishing a relational cross-boundary framework".

DISTRIBUTED LIFESTYLES IN A NETWORKED CITY

Our understanding of urban form (planning) depends on how we perceive the city.

Much of the attention on urban form has focused on the pre-industrial and industrial city, celebrating its compact form, contiguous functions and single dominant centre. Compactness, cramming more development into the city and making public spaces of a higher density and quality, was considered ideal planning to make "urban living attractive, ecologically sustainable, economically strong and socially inclusive."

Another line of thoughts endorsed the dispersed city of the post-industrial era. This networked city triggered by the freedom afforded by the new technology has exposed a new dimension to urban form. The model of the compact city is being questioned and a new model of "high density nodes, in a high density landscape resulting in a low density city," as in the Dutch Deltametropole is emerging. The argument is that the economic success of cities is reliant on the networking of resources across a metropolitan region. The cities disperse in their search for mobility and space; mobility increases the efficiency of households and firms, which in turn generates more income and profits. As income increases, so does the demand for space, residential and commercial alike.

Technology has changed the way we live, work and use space. New "flexible" ways of working have emerged which are:

• Open, flexible and collaborative
• Non hierarchical with a largely autonomous, professional workforce
• Cross disciplinary in response to traditional silo thinking.

More firms and public organisations today are focused on managing both space and time to allow for parallel working often across time zones. Functions are overlapping with a shared use of space in a wide variety of settings. The outcome is not only to reduce overheads through the use of less resources but improved organisational productivity through increased collaboration, resulting in greater innovation and a rise in staff satisfaction. Organisations are becoming networks of direct and indirect relationships. Cities like the organisations they host are also changing from single centres to a series of centres in networked conurbations.

Cities are becoming "splintered" across a network of centres. Copenhagen, Milan, Amsterdam and Dusseldorf are, today, all part of sprawling metropolitan regions. Copenhagen a city of half a million is now part of the Oresund a far more powerful economic conurbation of 3.5 million inhabitants straddling two nations, whilst the Helsinki conurbation is a network of 1.2 million population with a number if distinctive centres.

The networked city crosses traditional political boundaries, blurs accepted planning use classes and questions accepted models of urbanity.
The discourse on urban form is frequently framed as centre versus periphery rather than recognising that it can be both central and dispersed, each finding their appropriate strengths linked within a networked conurbation. Virtual and physical spaces are becoming complimentary. In City of Bits, Bill Mitchell said of future work styles "We will gravitate to settings that offer particular cultural, scenic and climatic attractions . . . sometimes we will network to avoid going places. But sometimes still, we will go places to network." Location takes on a new significance in the dispersed city.

Significant places in the wider conurbation are growing up at locations that are, simultaneously:

• Hubs: Interchanges with different modes and levels (local, regional, International) of transport. Airports, rail stations and highway intersections, have become destinations in their own right.
• Nodes: Mix of functions—with overlapping functions over at least sixteen hours. institutions of learning or health; production clusters (cultural clusters)
• Places: A memorable gateway—accommodating a distinctive range of symbiotic functions i.e. event venues, and retail, leisure complexes.

The new information and communication technologies have both dispersed and intensified our cities, whilst at the same time speeding up the process of change. Urban design to respond is searching for ways to engage at both the neighbourhood (project) and metropolitan scale, and at the same time create responsive frameworks to manage and moderate change. At the level of the city or region, city design can provide legibility and meaning to the wider context of urban development. The role urban design can play, in a continually changing context is to provide meaning through programme, identity through form, and character and quality through materiality and detailing, within a development framework that will absorb changes over time.

The Dutch ministry for planning and housing (VROM) have recognised the phenomena of the new knowledge economy, and the opportunities for a networked city within a wider networked region. The fifth report, Making Space, Sharing Space 2000-2020, sets the context by acknowledging that: Business processes are becoming dispersed spatially within the Netherlands. The growing competition and costs of Knowledge development rendered increased co-operation between business and institutes necessary. More and more people are working with other people and information; fewer and fewer people are required for physical production. As a result, all the elements of communication are becoming more important, and the economy is increasingly taking on the character of a network economy, at both the international and regional scales. The development into a network society is evidenced spatially by the emergence of urban networks; no longer is everything centred around one city or one conurbation. Instead, various centres are developing and citizens are zigzagging across greater distances based on their individual choices and desires.

The new generation of wireless and mobile technologies is resulting in new paradigms of work. Increasingly, work is becoming liberated from the confines of the traditional office building, and taking place in a continuum of different times and different places. SANE (Sustainable Accommodation in the New Economy) a two-year research project funded by the European Commissioner's Information Society Technologies Programme, explored the implications of the distributed workplace and the physical and virtual worlds of the different types of space now inhabited by many organisations. Companies are increasingly managing a portfolio of space types from private (e.g. personal office/home working) to privileged (e.g. company conference centres/airport lounges) and semi-public (corporate atria/hotel lobbies). A number of global organisations have already adopted real estate strategies, which run counter to the traditional view of 'head office' space primarily in 'downtown' locations.

The perception of the compact, dense and diverse uni-centric city as the model for a sustainable future is perhaps over simplified. Global city comparisons show that the lowest density cities have the highest GDP per capita. A well serviced dispersed polycentric city region allows functions to locate in the most costs effective locations, a wider range of choice for the consumer and greater buying power. There is a direct relationship between mobility and wealth. The sustainable urban form of the future will be both concentrated and dispersed: compact nodes in a sub-urbanised landscape, connected by a network of interconnected public and private transport, and telecommunications. The essential features of the future sustainable city might be:

• More mobility, allowing for a flexibility and diversity of accommodation and greater choice of work style and location.
• Simpler buildings, which are flexible, more easily re-configured and adaptable to changing uses. Environmental systems will be less precisely designed more reliant on natural elements and "responsive" to personal demands and local conditions.
• More complex cities, which are difficult to comprehend as single entities, but act as highly serviced managed environments.
The integrator will be multi-modal access across a rich.

Major events

The In.FLOW.ence Launch Conference

Ljubljana : "Functional flows of innovation and development perspectives in the MED regions"

Prepared by Urban Planning Institute of the Republic of Slovenia, Ljubljana, November 2010

The In.FLOW.ence Launch Conference Functional flows of innovation and development perspectives in the MED regions was held in Ljubljana, Slovenia, October 7th and 8th 2010 at the Urban Planning Institute of Slovenia (hereafter UIRS). Over 30 participants from 7 different countries (Germany, Italy, Malta, Netherlands, Slovenia, Spain and Switzerland) attended the conference. The discussion was focused both on the potential benefits of polycentric developments as top-down and bottom-up processes in planning as well as monitoring and decision making to promote such developments.

Following the welcome words by Breda Mihelič, the director of UIRS, and the chair of the conference day 1 Biba Tominc, the opening speech was delivered by Tomaž Miklavčič, Ministry of the Environment and Spatial Planning of the Republic of Slovenia.

The morning session was opened by a coordinator of the In.FLOW.ence project Caterina Praticò, ANCI Lazio, who presented the context of the project in the Mediterranean macro-region and its aims and objectives. The main aim of the project is to promote a polycentric and integrated development of the MED area by a coordinated development policies and the improvement of the territorial governance practices. In the presentation Cities, networks, and polycentri-

city, Robert Kloosterman, University of Amsterdam, pointed out the importance of understanding the specific situation of the EU cities that are very often not just the centres of their respective regions, but typically also inserted in inter-regional, national, and, often even international networks. He also placed stress on the need of precise identification of development issues and actors for governance as well as questions of sustainability and quality of life. Andrej Pogačnik from University of Ljubljana spoke about Polycentric urban system in Slovenia and its role in Mediterranean Region. He presented the situation in Slovenia and the polycentric planning approach that has been developed since late 60's, and the recent changes. He pointed out especially the changes in the Slovenian coastal urbanization and relations with Italian and Croatian neighbouring regions leading to coastal metropolitan area Trieste – Koper – Istrian Riviera which is becoming an important node in the Mediterranean.

In the second and third session different situations in the countries and regions covered by the In.FLOW.ence project were presented, and problems they are facing concerning policenricity were highlighted.

Andrea Vignoli, ANCI Lazio, and Giovanni Pineschi, BIC, Lazio Region, presented the situation in Italy and the experience of Lazio Region

in transnational co-operation; Lawrence Attard, Fondazzjoni Temi Zammit, presented Malta and its two case studies of Territorial Cooperation Projects; Caterina Gironda, Deptartment of Architecture, Reggio Calabria, presented the challenges of the project for the City of the Straits that aspires to link and develop the two existing cities jointly. Ivan Stanič from the Municipality of Ljubljana presented the situation of capital city of Slovenia and its position in a macro-region at the crossroads of the trans-national corridors but also the endeavours that have been made to strengthen the hierarchy and intertwining of particular local centres in the region and city itself. The presentation by Michel Sudarskis, INTA Secretary General, enlightened the impact of innovation on urban development, and the presentation by Evert Verhagen, Creative Cities, pointed out the basic rules for successful urban transformation.

The last session focused on analytical tools to understand the relations between the spatial nodes and their influences on the territories. Nicolas Lachance-Bernard, EPFL Lausanne, presented the methodology of the Urban Dynamics Monitoring and how it was applied in the case of Barcelona; Damjan Marušić, Surveying and Mapping Authority of Slovenia, and Igor Zore, Academa, presented criteria and methods they developed for evaluation in a multifunctional space

supported by dynamic information systems; and finally Matej Nikšič and Ina Šuklje Erjavec from UIRS presented the aspects of the policenricity at the level of a city and its subdivisions such as housing neighbourhoods and other specific urban areas.

On the conference day 2 the practical questions were debated within 3 workshops. Workshop 1, coordinated by Robert Kloosterman, University of Amsterdam, discussed polycentric configurations with special emphasis on agglomeration economies, functional ties and linkages. Workshop 2, coordinated by Caterina Praticò, ANCI Lazio, was related to the dynamics of urban governance and the integrated organization of territorial system. And Workshop 3, coordinated by Matej Nikšič, UIRS, discussed the analytical tools and approaches for modelling the polycentric urban structures.

The two-day meeting offered a good opportunity to exchange various points of view within the project team as well as with the broader public. It also gave an insight into concrete topics and issues that the Mediterranean regions are facing in terms of a balanced polycentric development. The meeting was also an important step in the consolidation of the project consortium, important project implementation questions were addressed and some decisions made that will influence the future evolvement of the project.

In.FLOW.ence.eu
Innovative tool for the management of flows

In.FLOW.ence project aims to carry out a urban governance model in order to manage the influence of flows (goods, person, communication) on the territory. High relevance is given to the communication of the study results, and to the networking among the stakeholders in the project territories. At this purpose, the In.FLOW.ence website, available at the following link: http://www.inflowence.eu/, has been planned as a dynamic communication tool able to provide exhaustive information on the urban governance policies and support the strengthening of a network of actors involved in the urban governance policies. In.FLOW.ence web site would be on the one hand an innovative communication instrument, on the other hand the way to carry out a network of expertise and exchange of best practise on participative urban governance. Through the web site the user is able to follow all project activities and the achievement of the expected results. Moreover, the website aims to be the monitoring instrument on local flows and correlated urban governance policy at local and regional level. The Resource Centre (RC) is indicated as the main instrument to be used. It is an online platform working

on In.FLOW.ence.eu, capable to collect data on local flows coming in from all the partners, and offering a **geographic representation system** of the flows in the project's territories. The RC is the instrument through which the public and private actors can read the territory and support a participative urban governance. It has been scheduled as an easy platform on an intuitive navigation system where the user can access to all the needed information on flows in one of the involved territories. The ease to manage the data is addressed to engage stakeholders in the discussion on urban governance. At this purpose, In.FLOW.ence.eu is structured on two parallel systems, one open session and one reserved area, accessible through a registration. Both are addressed to study the urban governance on the base of the local flows (communication, persons, goods). While the open session is able to offer information on Project activities, and carry out information on selected flows in a geographic representation. The private area will be the arena where the stakeholders are called to open discussion forum and support the urban governance decision making policies. Come to visit us: http://www.inflowence.eu/

News and contributions from Europe and the World

EuroMed-2030 - A forward look on the long-term challenges for the Mediterranean area
16 December 2010, Brussels, Belgium - European Commission, Charlemagne building, room Sicco Mansholt, rue de la Loi 170

In the frame of the European Forward Looking Activities (cf. "The World in 2025"), the European Commission is organising a conference entitled:

EuroMed-2030 - A forward look on the long-term challenges for the Mediterranean area

This conference is aimed at analysing the main trends, tensions and possible transitions in the EuroMed region up to 2030. It builds on the work performed by the EuroMed-2030 Expert Group established by the European Commission under the Foresight activity of the Socio-economic Sciences and Humanities (SSH theme) of the 7th Research Framework Programme.

- More information about European Forward Looking Activities:
  http://ec.europa.eu/research/social-sciences/forward-looking_en.html
- More information about the composition of this Expert Group:
  http://ec.europa.eu/transparency/regexpert/detail.cfm?ref=2390

Info Day on New Call and Partner Café in Brussels, 10 February 2011

In the framework of the upcoming Call for Proposals and Expression of Interests to be launched on 24 January 2011, ESPON invites for an Info Day on New Call and Partner Café in Brussels on 10 February 2011.

Aim

The purpose of the event is to inform and assist potential beneficiaries in preparing proposals for the upcoming Call which will open on 24 January 2011. The event will focus on the content specifications and the procedures for applying.
The European Commission and the Hungarian EU Presidency will present the policy demand behind the need for further ESPON results.
The Info Day and Partner Café will also give participants the chance to network, to find partners for their projects and get feedback.

Who should participate?

The event is open for all potential beneficiaries interested in learning more about this opportunity to take part in ESPON projects and to apply for funds to the ESPON 2013 Programme. In particular, scientists, experts, universities, research institutes, private companies, policy makers and representatives of public authorities at European, national, regional and local level from 31 European countries (EU 27 + Iceland, Liechtenstein, Norway and Switzerland). Deadline for registration is **28 January 2011 at 15h00**. Reserve your place by filling in the online form available here.
Further information on the Call for Proposals and Expression of Interests here.

The documentation related to the Call will be available on the spot in Application Packs which can also be downloaded from 24 January 2011 at the ESPON Website.

Networking

o ESPON Partner Café. An overview of potential project partners is available. The overview is updated regularly and published on the ESPON Website. Overview
o ESPON Partner Café LinkedIn Group.

leader partner
of the Project
Anci Lazio

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Associazione Eurokom