

Territorial knowledge dynamics in Europe: some results of EURODITE

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**Brussels' FRIDA meeting
The 12th of November 2010**



EURODITE: the knowledge economy in a territorial perspective

1. Cluster policies have to be updated.
2. *Territorial knowledge dynamics* as the new focus.
3. *Substantial versus significant* knowledge.
4. Some impacts on regional policies

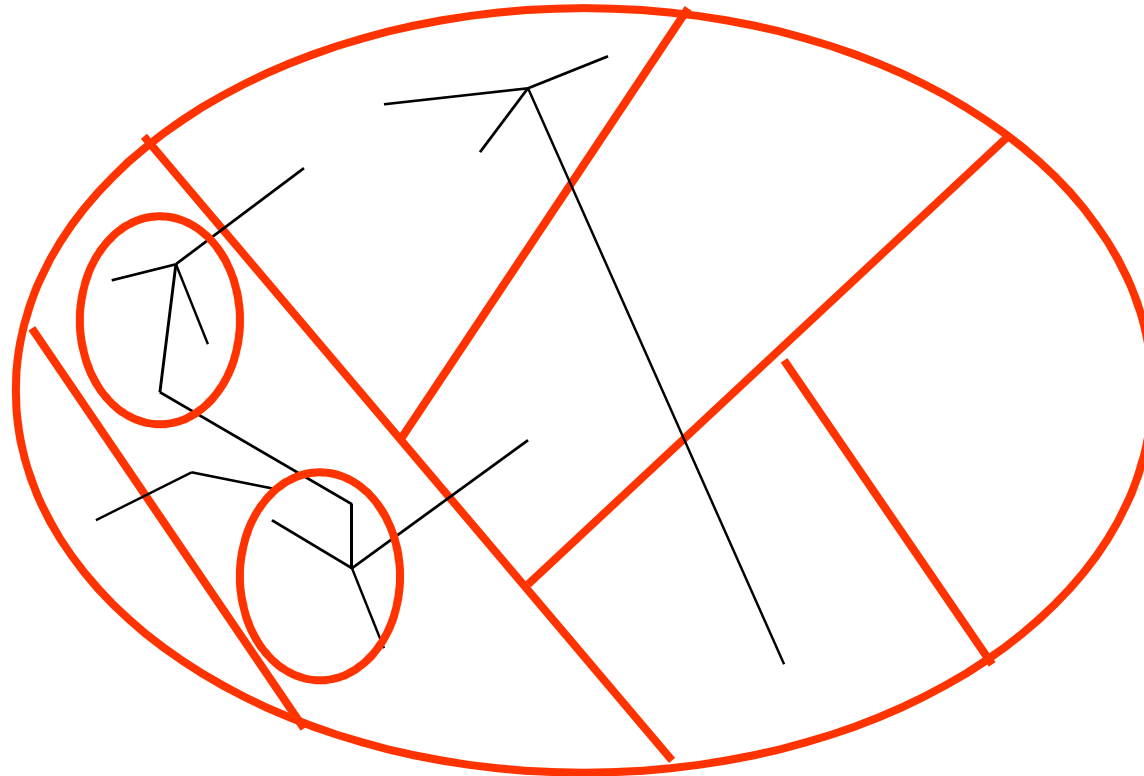
1. Territorial innovation models and cluster policies

1.1. The context and the social demand at the end of the eighties

- Regional crisis / « winning regions »;
- Technological change ;
- From national to the local / global economy ;
- Small is flexible and innovative (SMEs, local development, the entrepreneur, etc.).

→ *Clusters, innovative milieus, industrial districts, RISs, etc.*

Model 1: Classic innovative milieus (clusters)



- *Intense local learning, occasional distant learning*
 - *Weak international mobility of capital, labour and competences*
- *A « mosaic » of competing and differentiating regions*

2. 1. The increase of mobility

The increase of the mobility of...

- people, workers, information, knowledge, customers, capital...

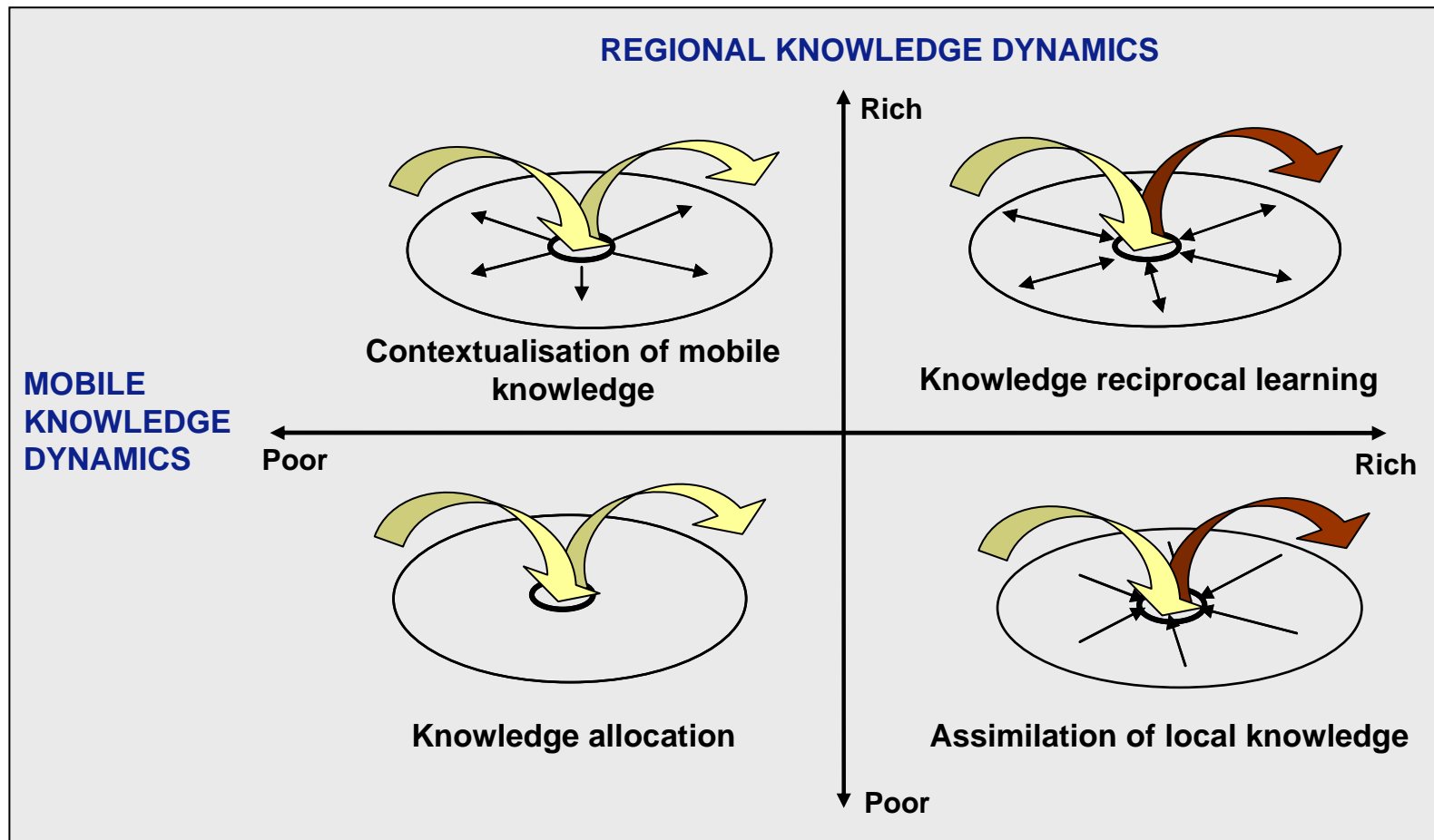
...rises the question of anchoring

→ From mostly cumulative to combinatorial territorial knowledge dynamics (TKDs)

What is a territorial knowledge dynamic (TKD)?

- *Territorial Knowledge dynamics* are significant changes in the knowledge base of an economic activity;
- A TKD is the basis for innovation in production and consumption systems.
- A TKD develops in and across sectors, regions and firms.

Mobility and anchoring: a typology



→ *Berset and Crevoisier 2006* → *Crevoisier O. and Jeannerat H. 2009*

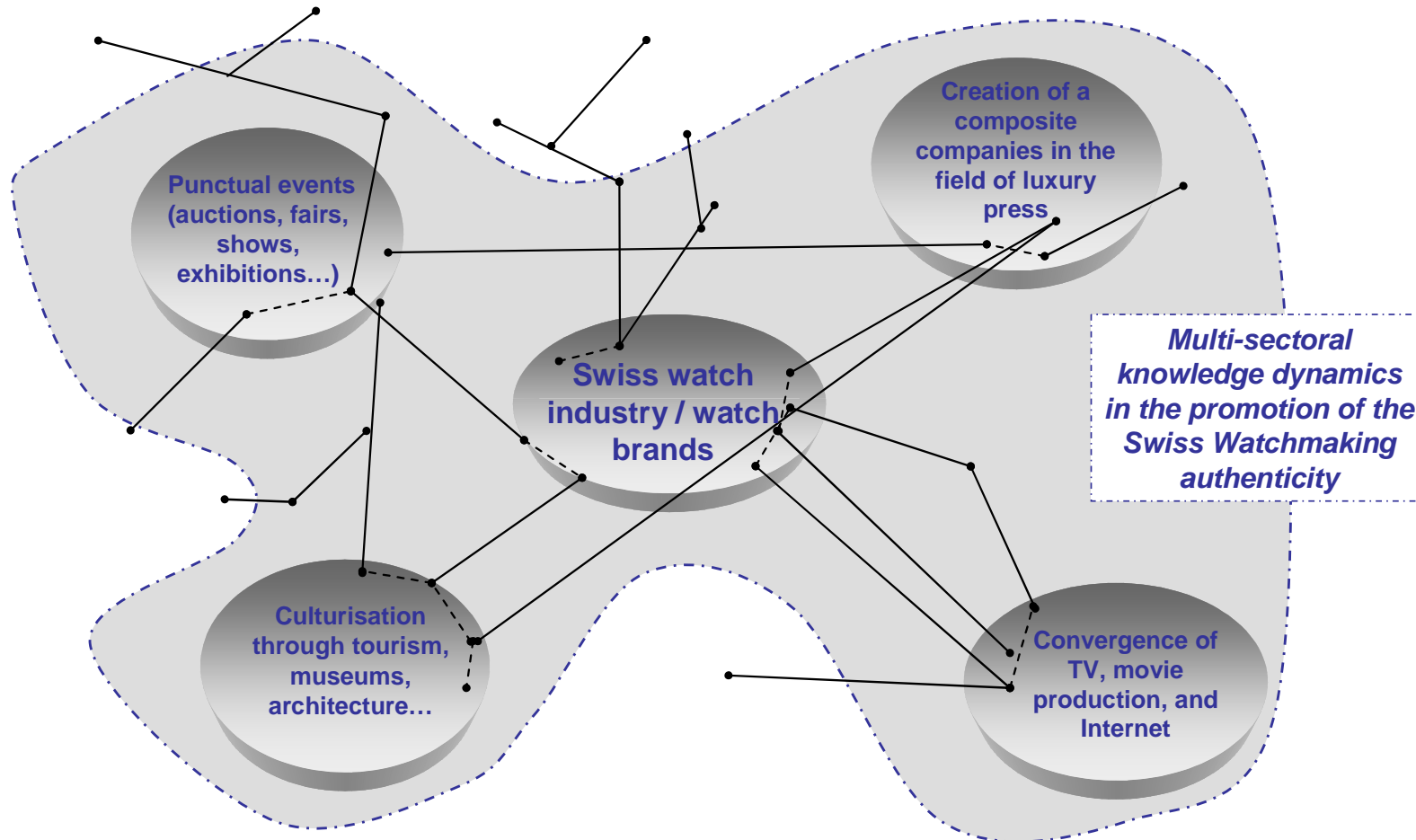
What is an *anchoring milieu*?

→ An *anchoring milieu* is a set of local players (firms individuals, public authorities, research and training organisations, etc.) who interact locally and with distant and/or mobile players in order to develop ever more advanced (efficient or meaningful) knowledge on the basis of competition/cooperation rules.

2. 2. A more and more «culture driven» economy

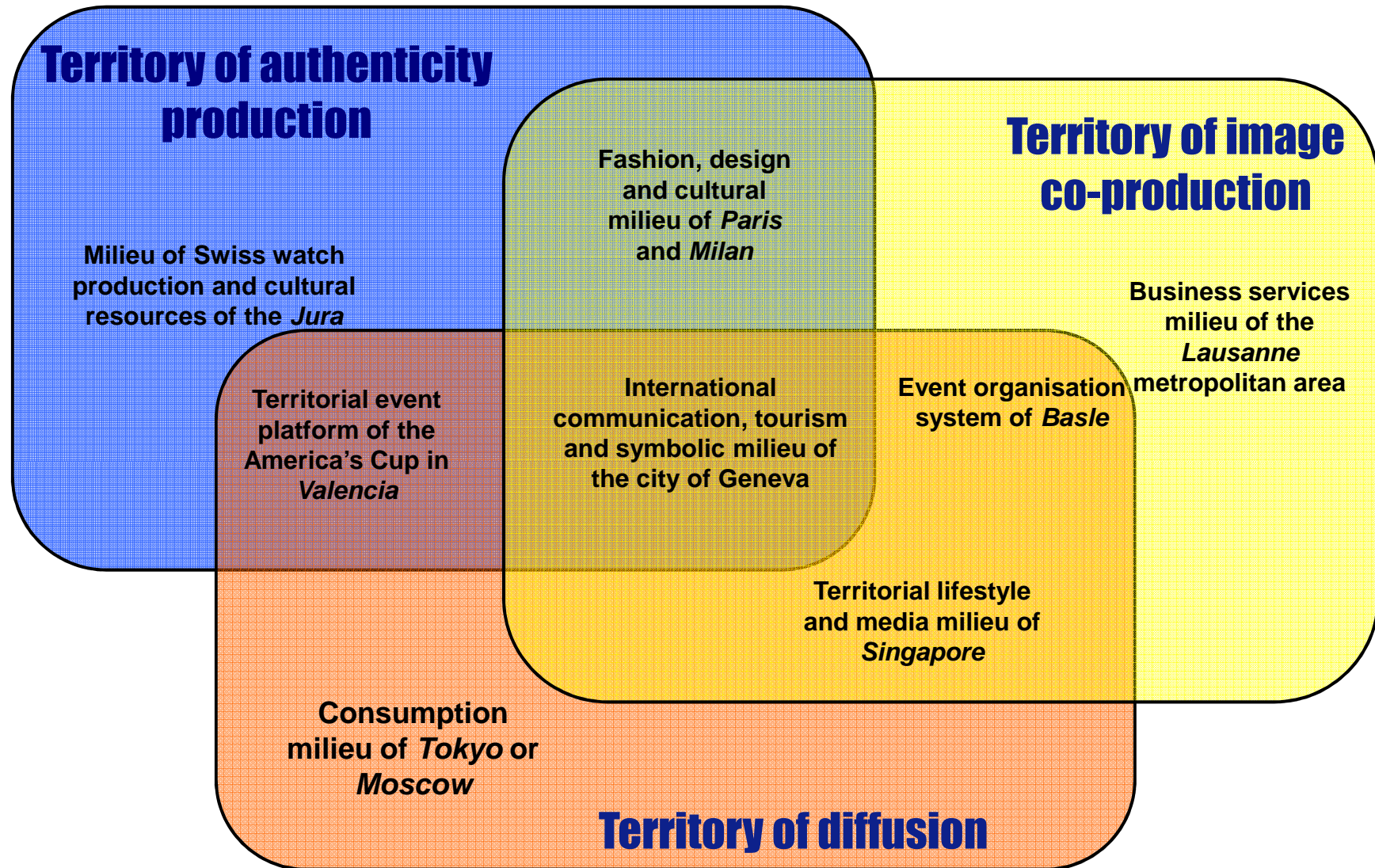
- The growing importance «symbolic knowledge» in new products and services.
- From production to production/consumption networks (« experience economy » 1999 and « authenticity » 2007, Pine and Gilmore; « income models » Ng 2010).

The "commodification of authenticity" in the watch industry



→ Jeannerat H. and Crevoisier O. 2010

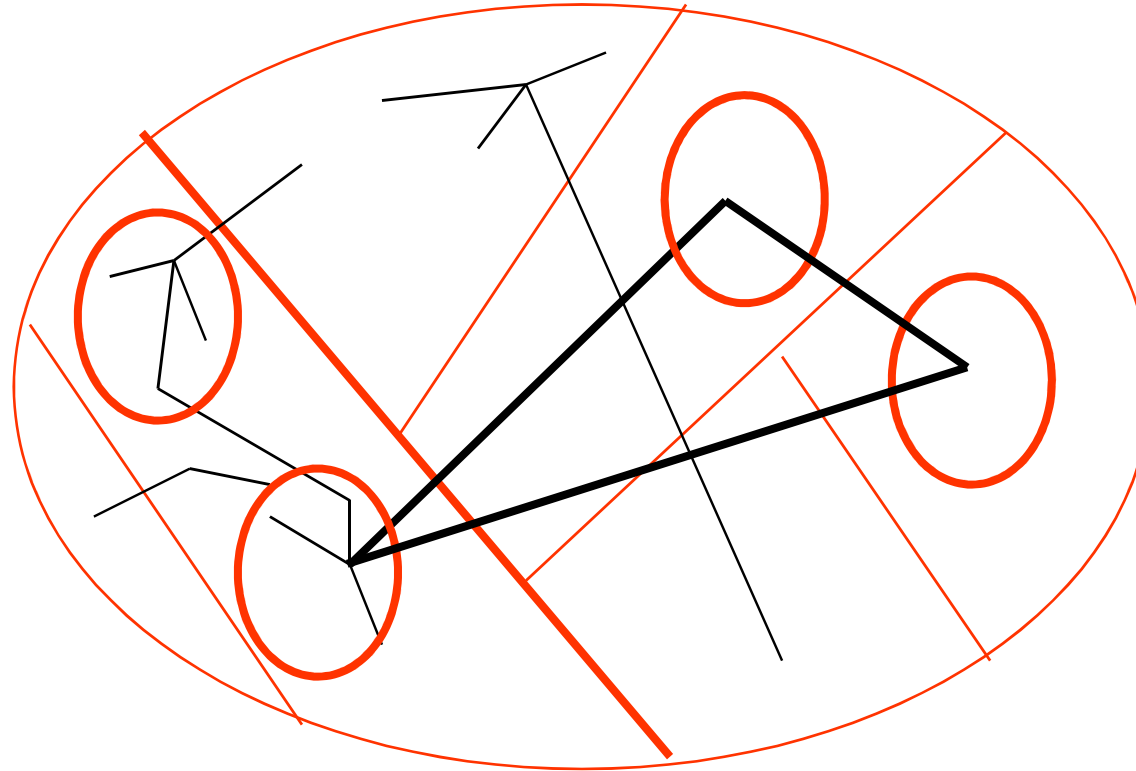
Multi-located TKDs of the Swiss Watchmaking system



Source: Jeannerat and Crevoisier 2008



Model 2: Medium and long distance learning across regions



- *Intense learning both inside and between regions*
 - *A deepening of the productive integration between distant regions*
 - *A more intense circulation between distant regions*
- multilocal and multiscale TKDs**

A European territorial system of knowledge (EURODITE)

- *The traditional story:*
 - ➔ *Codified = mobile ; tacit = local.*
- *Two kinds of knowledge:*
 - ➔ **Substantial knowledge: economically valuable thanks to exclusivity;**
 - ➔ **Significant knowledge: economically valuable through diffusion and sharing.**

	<p>Substantive knowledge (owned, controlled)</p>	<p>Significant knowledge (authored)</p>
Properties of knowledge	<p>Stabilised closed, defined, converging integrated in functional devices</p>	<p>Evolving, open, diverging Integrated in systems of meaning</p>
Economic value	<p>Based on the content of knowledge and its valorisation on various markets (exploitation) Due to exclusivity</p>	<p>Linked to people, to communities and to contexts Due to sharing</p>

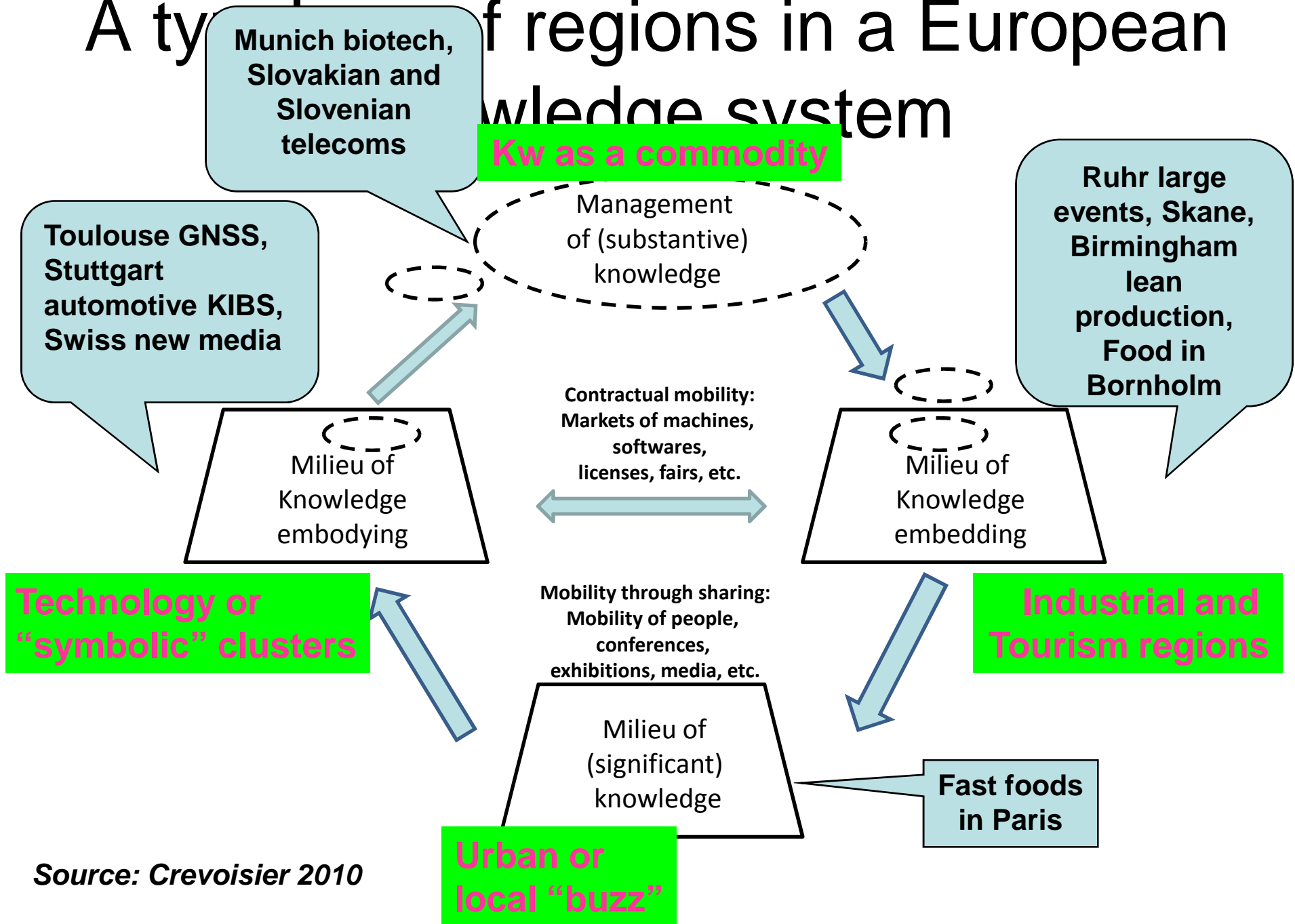
Biotech firms in Munich buy, improve and sell patents

In Skane, inspector Wallander; Academic researchers

Mobility and anchoring of knowledge

	Substantive	Significant
Mobility	Through exchange , submitted to contract	By sharing , submitted to professional community rules
Anchoring	Instrumental learning (focused investments) and specialisation	Intelligent interactions and contextualised appropriation

A typology of regions in a European knowledge system



Source: Crevoisier 2010

Policies and scales: the regions and the EU

- At the scale of the region: **anchoring policies**
 - promoting the sharing of *significant* knowledge (to favour local recirculation of knowledge, hosting customers, students, professional visitors, organising fairs, etc. with *other places, etc.*)
 - Promoting the mobilisation of *substantial* knowledge from other places (hiring specialists, develop IP capabilities, etc.) .

→ *Stimulating the anchoring milieu*
- At the scale of the EU: **mobility policies:**
 - Promoting *significant* knowledge mobility (Erasmus type programs, ...)
 - Promoting *substantial* knowledge (setting standards and regulations, etc.)

3. From Clusters to TKDs : policy implications

	Innovation and proximity (Clusters)	Territorial Knowledge Dynamics (EURODITE)	Main policy questions and challenges
Main questions	Industrial / “winning” regions	Consequences of hyper-mobility	How to reinforce local anchoring capacities?
Unit of analysis	Discontinuous innovation processes	Continuous Knowledge dynamics	From building local synergies to the creation distant mobility and interactions
Knowledge dynamics	Cumulative and technological trajectories (mono-sectoral)	Combinatorial dynamics, mainly across regions (multi-sectoral, multilocal)	How to be part of multilocal knowledge networks ?

Source: Crevoisier and Jeannerat 2009

	Innovation and proximity (clusters)	Territorial Knowledge Dynamics (EURODITE)	Main policy implications
Knowledge types	Mainly technology (technology transfer)	Rise of symbolic knowledge	How to develop and articulate symbolic knowledge with existing activities?
Market inter-dependences	Specialised production systems in the global market	Complex production-consumption systems	How to integrate knowledge about customers? How to organise links between clients / tourists / partners / inhabitants?
Territorial dimension	Spatial division of activities/labour	Multilocal and multiscalar knowledge dynamics	How to support multilocal knowledge dynamics?

Source: Crevoisier and Jeannerat 2009