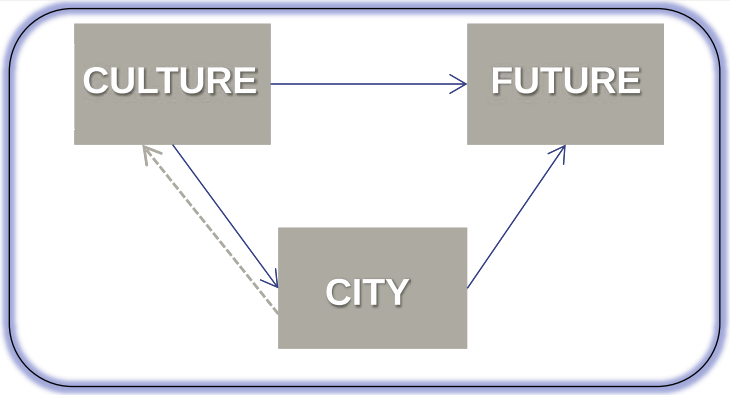
UNIVERSITA' DEGLI STUDI DI NAPOLI FEDERICO II
DIPARTIMENTO DI CONSERVAZIONE DEI BENI ARCHITETTONICI ED AMBIENTALI
LABORATORY OF RESEARCH ON CITIES, CREATIVITY, SUSTAINABILITY



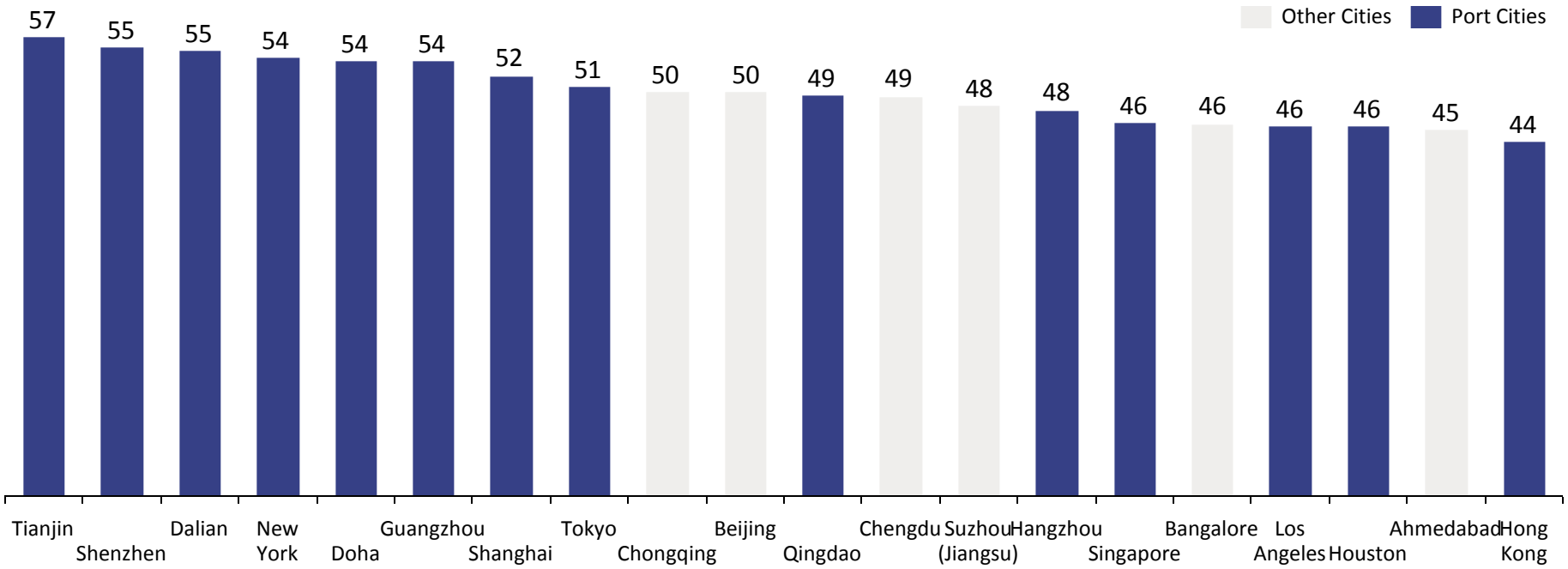
THE TRANSITION TOWARD A NEW ECONOMIC URBAN BASE : THE ROLE OF CITY CULTURAL CAPITAL

Luigi Fusco Girard

- The development of port cities in Mediterranean Regions:
- Which future?
- cooperation or competition?
- which conditions?

Port cities are key places: port cities are leading for economic strength ….

Cities economic strength (Nominal GPD, GDP per capita, real GDP growth rate, Regional Market integration Household with annual consumption > 14,000 USD)

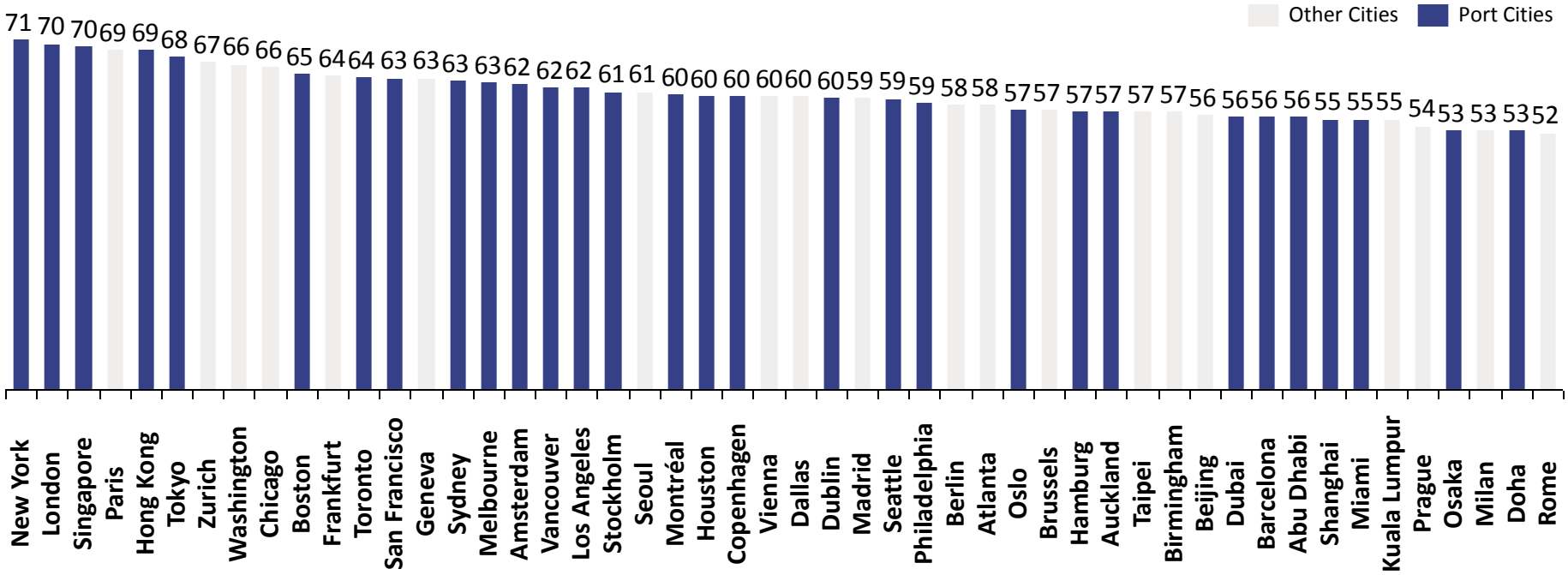


14 of 20 top economically strong cities are port cities

Source: The Economist – Economist Intelligence Unit (2012)

… which are also the most competitive places …

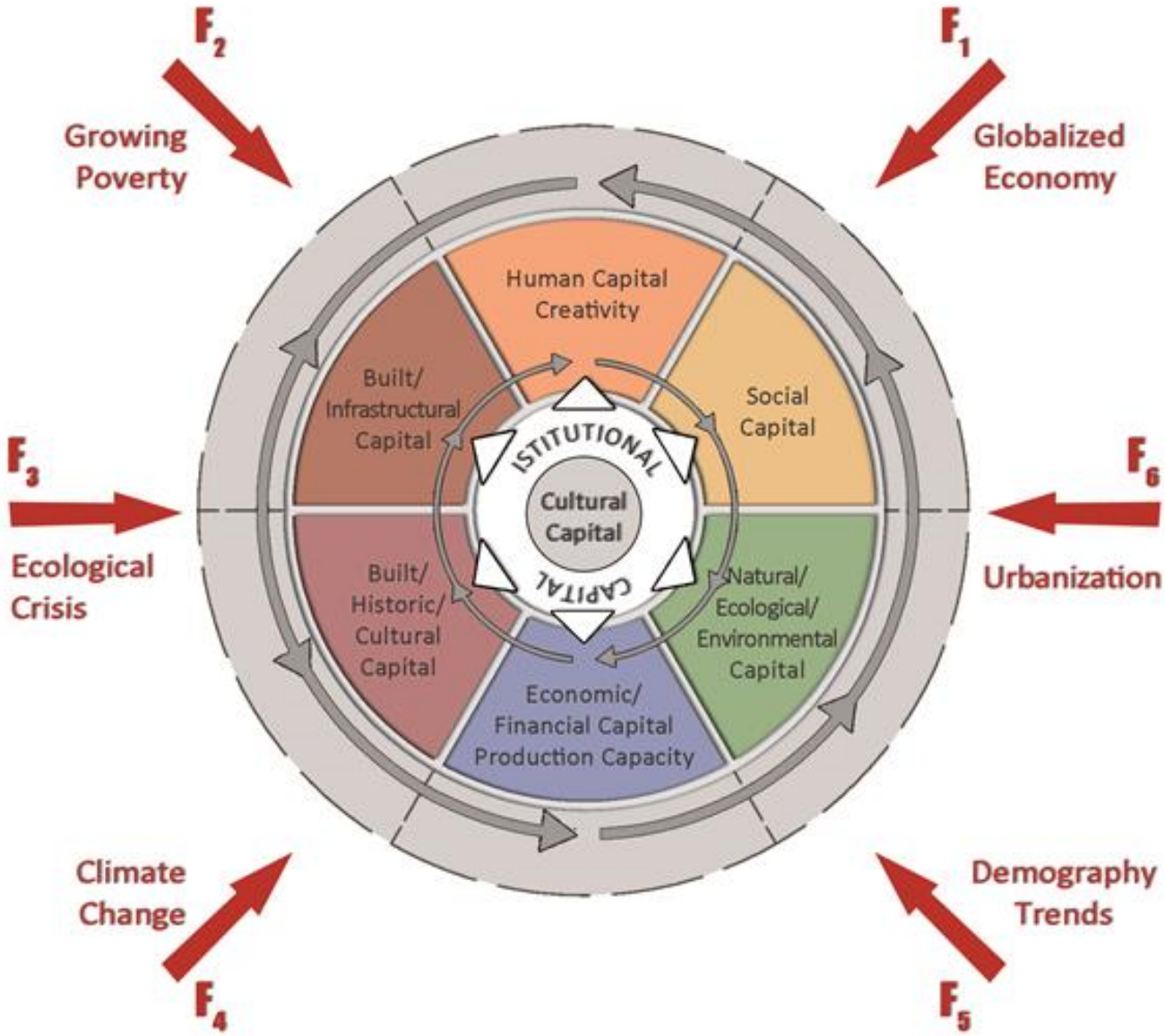
Cities competitiveness rank (**economic strength, Physical capital, Financial maturity, Institutional effectiveness**)



36 of 50 top competitive cities are port cities

Source: The Economist – Economist Intelligence Unit (2012)

THE CITY WEALTH



MAR NERO
COSTANTINOPOLI
LAODICEA
ANTIOCHIA
CIPRO
TRIPOLI
BEIRUT
DAMASCO
ACRI
GERUSALEMME
ALESSANDRIA
IL CAIRO
er tutto il X e l'inizio dell'XI sec.
malfi ebbe una forte espansione
mmerciale in seguito alla quale i
ui mercanti conquistarono il primato
lei traffici marittimi del Mediterraneo e
uscirono a conservarlo per circa 300 anni.
ssi possedevano fondaci - cioè colonie permanenti con
magazzini ed abitazioni - in numerose città come:
Costantinopoli, Gerusalemme, Tripoli, Tunisi, Cipro,
Alessandria, Il Cairo, Damasco ecc.

Amalfi exports weapons, agricoltural goods,fish, etc importing gold,rare spices ,silk products,etc,

Amalfi was in commercial exchanges relatioships with Malta,Cyprus,Costantinopolis,Tunisis,etc: cosmopolitan city already in the X-XII century,because giges hospitality to arab,indian,african etc people….

Amalfi was some times in cooperation with other city and also in competition with Pisa,Genova,Venezia….

3 Many different cities….many specific identities…
but also many common elements:

the beauty of urban landscape ,

68 UNESCO sites,

the waterfront as space of experiments…….

Tunisis port areas and Medina

Siracusa

Napoli

Historic Cairo

City of Valletta

Valencia port area

La Lonja de la Seda de Valencia

Many cities in Mediterranean area have activated an innovative process starting from regeneration of port and industrial areas (often dismissed), or from the historical centre that borders to port areas.

Urban waterfronts and port areas are becoming the entrance point to their sustainable development strategy, which shows concrete creativity in the production of new and sustainable urban landscapes….

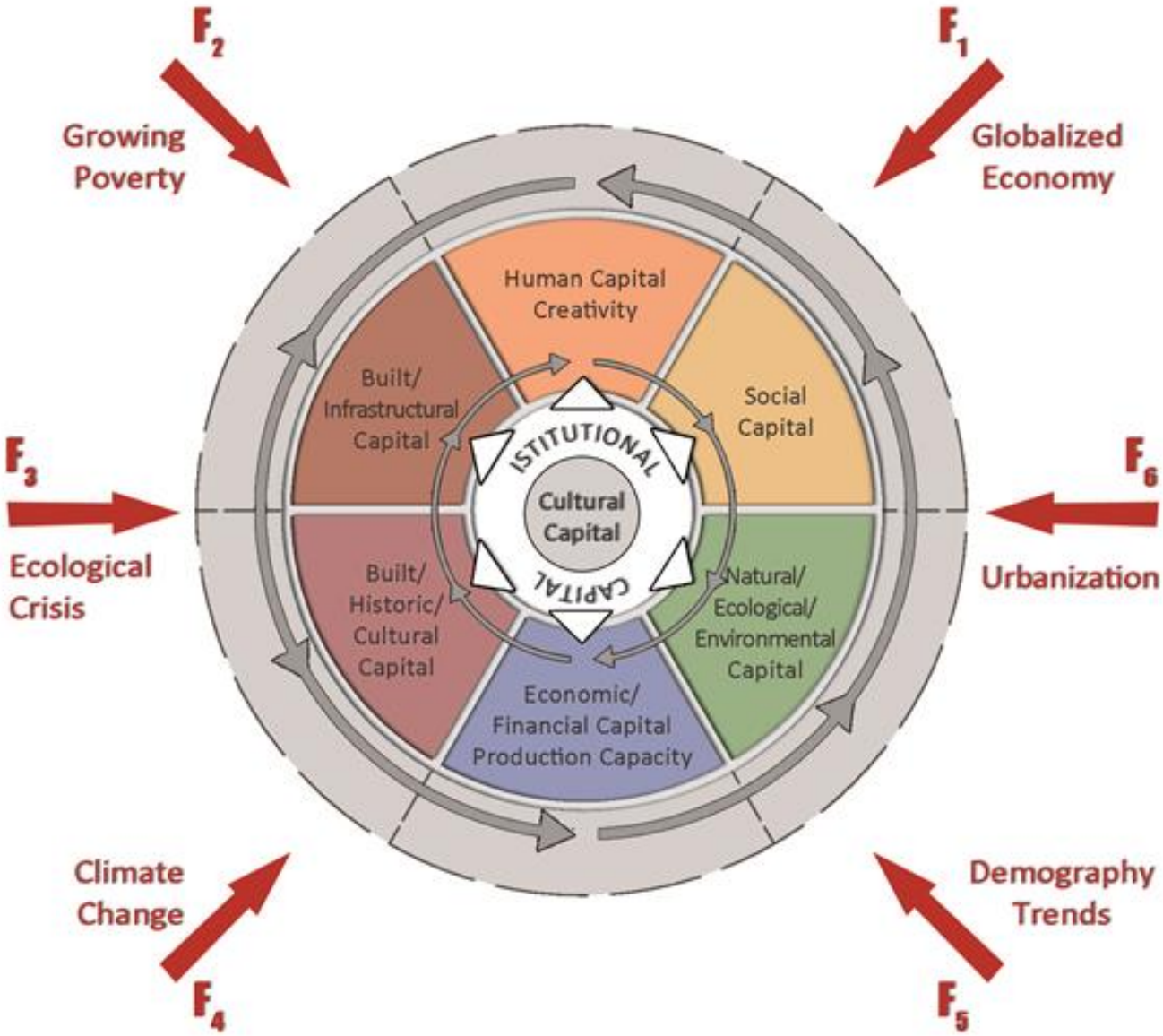
4 Which cooperation strategy?
In Tourism?
In Agricolture production?
In energy technologies?
In logistics?

……
In knowledge?……

The thesis here:
the wealth ot the city depends on ***green economy*** in synergy with ***knowledge led(or culture led) economy***.
The transition toward a prosperous city requires new and innovative technologies, but also a new way of thinking: new ways of living, new knowledge…: ***new city culture***

Culture is a complex notion….
We can recognize many definitions…
Here culture is interpreted as :
knowledge to be produced
cultural heritage to be conserved
a way of thinking that should shape the every day choices

THE CITY WEALTH



A Culture as a complex notion. Many definitions of culture: knowledge,research,creativity,way of life,social norms,juridical rules,monuments, landscape,…

Culture city is often interpreted as a creative city…. able to open a better and wider set of options for its inhabitants

Anyway:

- Culture is going to shape all urban policies:from planning to housing to environment,to development,to tourism….(Local Agenda 21 for Culture,Habitat Agenda 2016…)
- Culture city is not the city of cultural events,or the city of monuments:it is the city of sinergyes,relationships…
- Culture not only as tangible capital;culture as intangible capital : traditions,social norms,mindset
- Culture as the wealth of cities: knowledge as a primary form of capital(not labor nor natural or man-made capitals)
- The necessity to overcome the division of knowledge(linked to the division of labor9 toward a re-integration of knowledge(Zeleny):transdisciplinary,postdisciplinary knowledge
- We need a excelence scientific knowledge,but also relevant in social,operational terms:
- We need to build a bridge between reseqrch and city governance,based on experiences…

The challenge of city is to regenerate its comprehensive organization, in a less dissipative perspective.
This new organization should be able to ***imitate natural ecosystems organization, adopting circular processes and synergistic approach*** to implement it.
The urban ecological economic city base is not an option. It is the only alternative.

New loops can reduce energy,water,land,materials consumption,and thus time,costs etc

The complementary proposal: the ***circularization*** of economic processes, starting from Mediterranean port cities…

These ***loops*** are based on ***synergies***:
between private actors, public institutions, research bodies …
They are sustained by cooperative networks, social economic system, third sector etc

Thee ***green economy*** is able to use natural resources in a more effective way, increasing productivity without environmental damnages, decupling economic wealth production from environmental negative impacts…
It is based on : saving,re-using,re-cicling,re-generating,renevables energies….

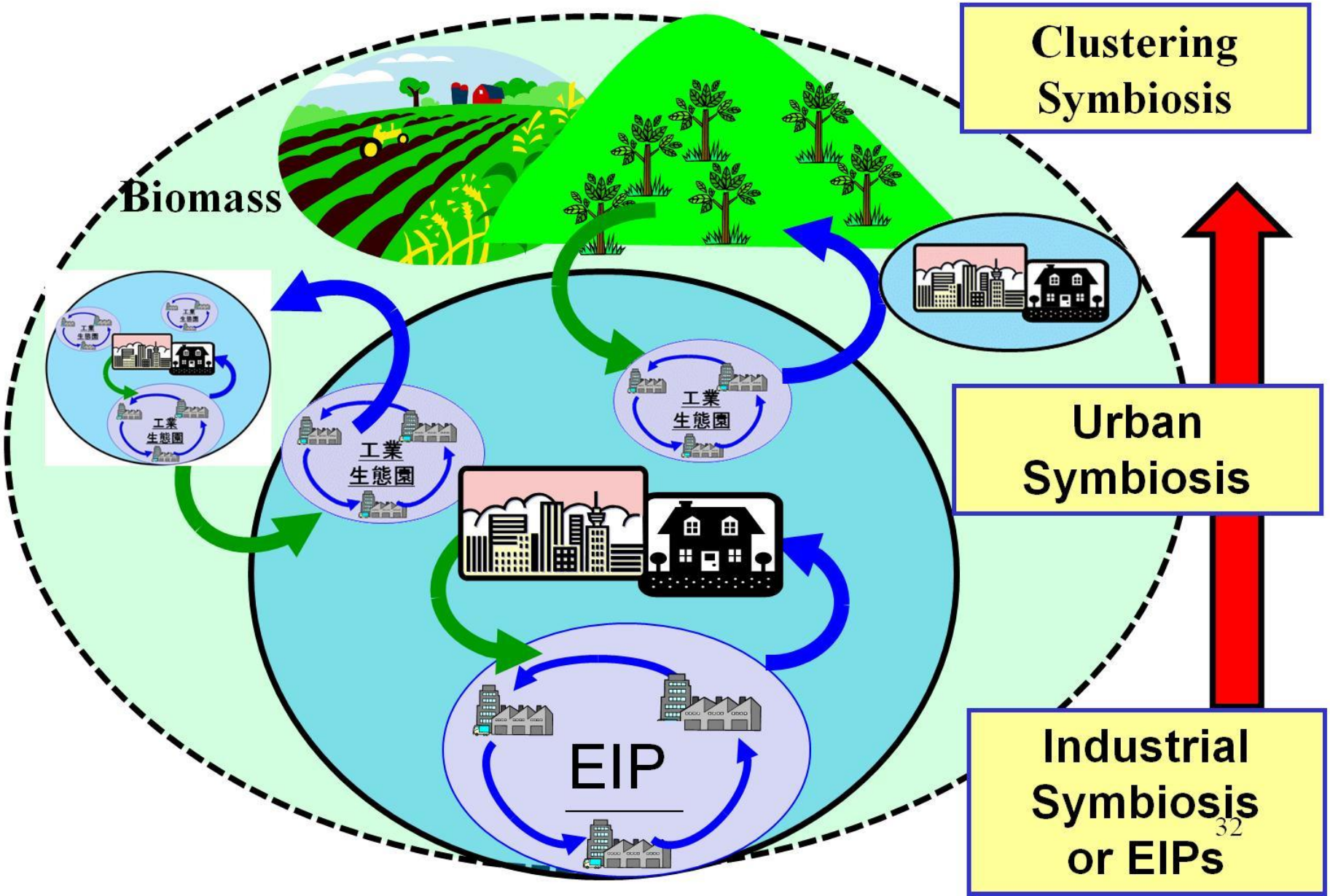
These regeneration processes require innovation in knowledge. To re-use,re-cicle,re-generate,to produce renewable energies it is necessary a strong investment in ***research,research,research***….
Transition strategy requires ***new knowledge production***…

The proposal here is to put in synergy the industrial green circularized system offered by good practices with the circularized processed of heritage/knowledge/culture economy.

The support is represented by third sector,that is the engine of transition process

Third sector is bearer of cooperative culture, chararterized by reciprocity,relational way of thinking,multidimensional perspective: this culture stimulates synergistic approach

Industrial symbiosis, urban symbiosis, and clustering symbiosis



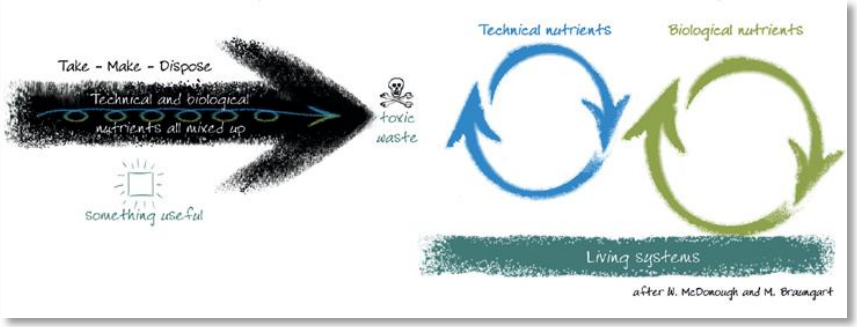
Loops are based on ***synergies***:
between private actors, public institutions, research bodies …
They can be better sustained by cooperative networks, social economic system, third sector etc

C

- ***The role of an efficient and less dissipative organization is stressed.***
- ***Circularization of processes*** is the general model proposed to implement more effective organizational structure
- ***City futures are based on circular processes, as in natural ecosystems***

C More efficient and less dissipative organization of all city processes are required to face not only the world economic competition,but also the energy challenge, the economic challenge, the social challenge, the ecological one…They are based on ***circular processes.***

- Circular process are on three main levels:
  - Economic : loops, symbioses between conpanies for value creation...allowing synergies and stimulating also circuits between company and community prosperity(M.Porter,M.Kramer)
  - Social : able to regenerate interpersonal relationships – which are often weakened in cities
  - Ecological ...all living systems are characterized by circular processes; they are able to conserve and reproduce themselves. Circular processes through reuse,recycle,regeneration of materials and energy ,with a reduction of carbon emissions and negative externalities...



Circular processes improve the resilience of the systems and stimulate creativity

The circolarization of economic processes should include re-use,restoration ,regeneration of cultural heritage

E *The economic role of cultural heritage*

- Heritage contributes to urban attractiveness, because it gives identity, diversity, specific character to an area, in a growing homogenization.

- Places represent the spirit of the city, its soul

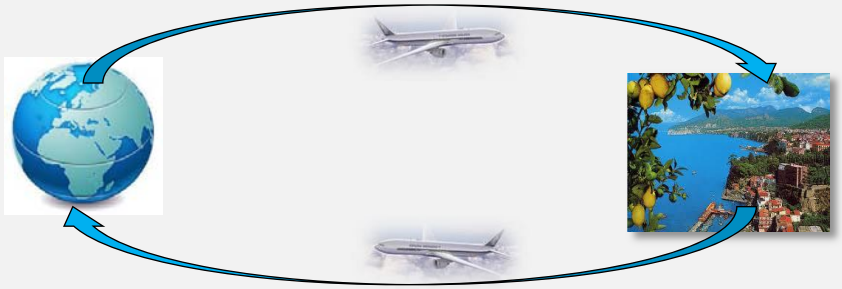
It is necessary to conserve this specific characteristic not only because they offer a richer sense perspective, but also because they represent a comparative advantage in the globalized world: they are able to attract people, investments, activities: they can become source of creative production….

"Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any...Livability is not a middle-class luxury. It is an economic imperative."
(Robert Solow, Nobel Prize in Economic Sciences)

D *The road map towards circular urban processes in heritage economic system*

2 … Its circularization could positively impact local development through creative productions …

Current import approach, based on attractiveness



- Tourists arrive and go back home

New 'circular' heritage/ cultural economy

- **Import capability** (tourism, talents, capitals…) and **export capability** (handcrafts products, art, local identity / knowledge products…) are integrated in wealth creative processes that should be complementary to industrial economy.Conservation of cultural heritage is a ***productive activity***. Reuse,restoration,regeneration of materials can stimulate circular processes….

Key expected benefits

- Tourism development
- Knowledge economy development
- New employment
  - New jobs creation related to new locally-related activities
  - Artistic production
  - New cultural/social networks/community
  - New scientific networks

Good practices Dublin, Liverpool, Hamburg …

E *The role of cultural heritage integrated conservation*

Integrated conservation contribution to city:	Quantitative / qualitative impacts		
	Economic	Ecological	Social
Creativity	• Heritage conservation has been interpreted *as recreation* of places, by *innovative* activities/ processes. They have guaranteed the financial investments payback and stimulated new investments in *circular* perspective, attracting *creative* enterpreunrs and increasing local productivity	• The introduction of *green technology* in heritage conservation: - Has reduced the ecological load - Has stimulated new economic processes based o n circular loops	• I*nnovative* management models able to link built cultural heritage to people / inhabitants hw and sw, … promoting community in a circular process • Interactive creativity processes through strong participation
Resilience	• A local economy based *on short loops* between production and consumption, on the use of local resources can be come more resilient to face globalized economy stresses. Valorization of local diversities increases resilience	• Re use, recycle, restore, regeneration of natural materials contribute to: - co-evolution of urban and ecological systems - City mitigation and adaptation plans - Circularization of processes	• Through valorization of the quality of physical environment, the *places* attractiveness is increased and thus, competitiveness, with positive outcomes on jobs, wealth production and distribution, reducing poverty and reinforcing social bonds with circular relationships
Sustainability	• Regeneration of historic districts has valorized resources of places (history and geography) characterized by specific identity and has attracted people and investments,and stimulating local entrepreneurship, has increased the capacity to export new quality goods services, in a *circular / synergic* process	• Reduction of natural resources and fossil energy for satisfy human needs has contributed to: - The health of ecosystem and to human health - Quality of life - Urban synergies based on circularization /relationships / connection s	• Places regeneration can be considered as the entrance point toward self organization of the district • Common resource management stimulates *self management* potential of local communities towards self sustainable model that is characterized by itself by circular relational dense relationships

E *Promoting circular processes toward Sustainability, Creativity and Resilience*

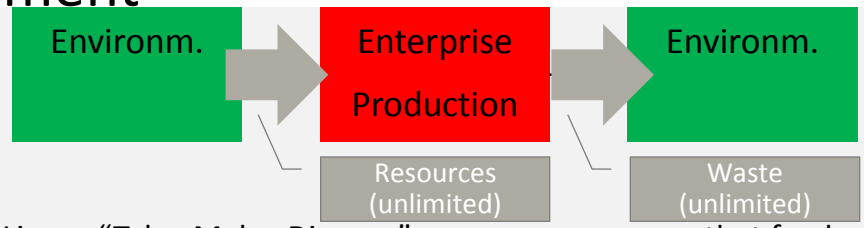
Cultural heritage integrated conservation can have a key role in promoting circularization of city processes ,and thus in promoting resilience,sustainability and creativity

- The integrated conservation of the cultural heritage is a 'creative' urban initiative. It is implemented by interpreting the 'spirit of places', and transforms them into a new landscape, able to attract new activities and to improve economic competitiveness – by the production of new goods/services sold outside the area, so as to reduce unemployment and poverty
  A metabolized spirit of places becomes an engine of local development, because it also contributes to social resilience, enhancing the density of social relationships and thus sustainability.
- Cultural heritage can be really conserved in an effective way if it produces, in its turn, culture:conservation is a creative process . Integrated conservation must be included in a productive/creative perspective
- Cultural Heritage can be the incubator of new creative activities, as it happens within cultural districts
- Integrated conservation can be a key approach for facilitating development
- In some experiences,integrated conservation has contributed to turn linear chains into circular relationships, to close the loops of resources and flow, stimulating other parallel cycles of value creation: social loops, ecological loops, cultural loops…
- These parallel loops has been sometimes put in synergies all together:the success of integrated conservation (in terms of resiliece,creativity and sustainability)can be mesuared by the density of circular processes and sinergyes that have been activated

D *The road map towards circular urban processes*

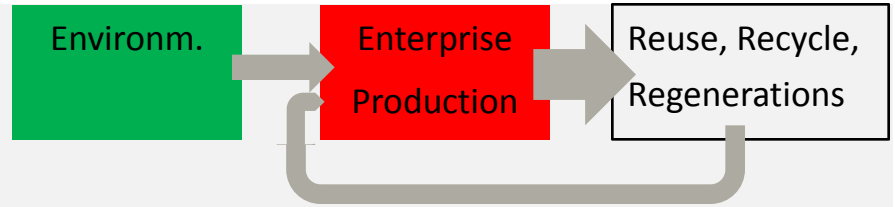
1 circularization in industrial system could positively impact costs and employment

Current *linear* approach



- Linear "Take, Make, Dispose" economy processes that feed on them deplete finite reserves to create products whose lifecycle end is, usually, to end up in landfill or in incinerators.

New 'circular' economy



Key expected benefits

- Production cost saving
  - All Raw materials prices expected to further increasing
  - Energy consumption reducing
- New employment
  - New "green" jobs creation related to new activities (eg. recycling and re-use)
- Natural resources saving

Good practices in Japan, China, in the EU :…..

D

The road map towards circular urban processes:the role of social economic systen

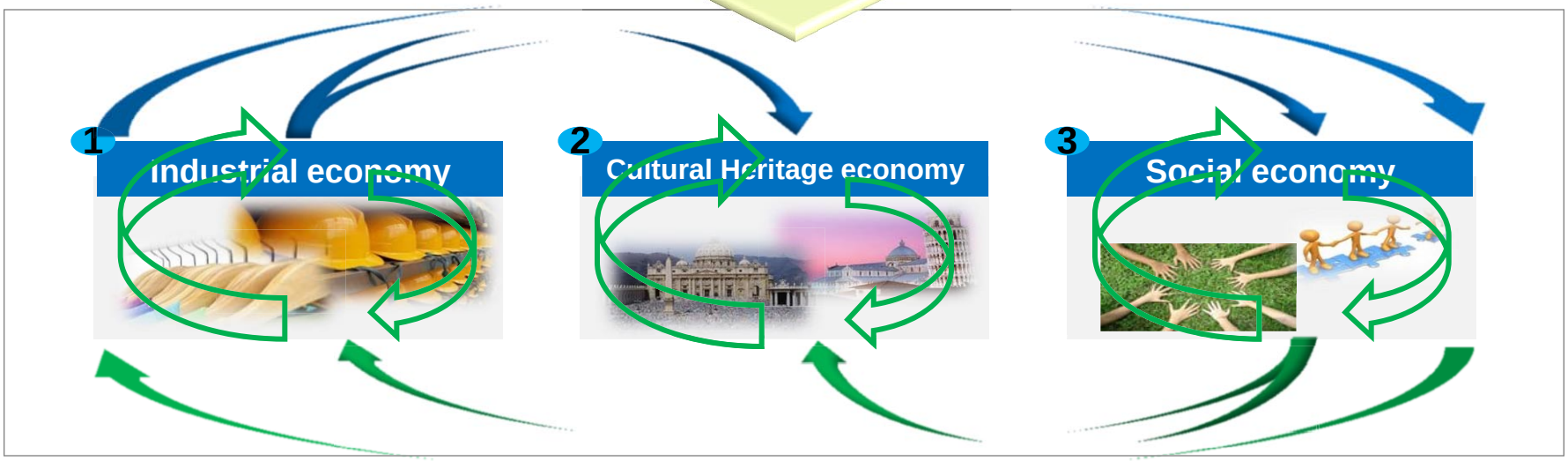
3 Social economy could be the engine for sustaining from bottom up the new circular economy development model

Social economy is characterized by value creation processes that are different from conventional economic ones. It is able to increase cultural resilience because it produces, in its exchanges, virtuous circular processes: reciprocity,social responsibility and public spirit. In a word, social economy replace/regenerate the social capital that makes the economy and democracy work. It stimulates circularity processes and employmen).

Community sector	• Organizations active on a local or community level, usually small, modestly funded and largely dependent on voluntary, rather than paid, effort. (eg., community associations, civic societies, small support groups)
Voluntary sector	• Include those organizations that are: formal (they have a constitution); independent of government and self-governing (eg. housing associations, charities, community associations …)
Social enterprise	• Includes "businesses with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community" (eg. co-operatives, building societies, development trusts and credit unions)

Social economy is both auto-poietic (because it is based on circular processes) as well as hetero poietic , and thus able to sustain other systems

D *The knowledge toward a new circular city economic model for (port) cities*



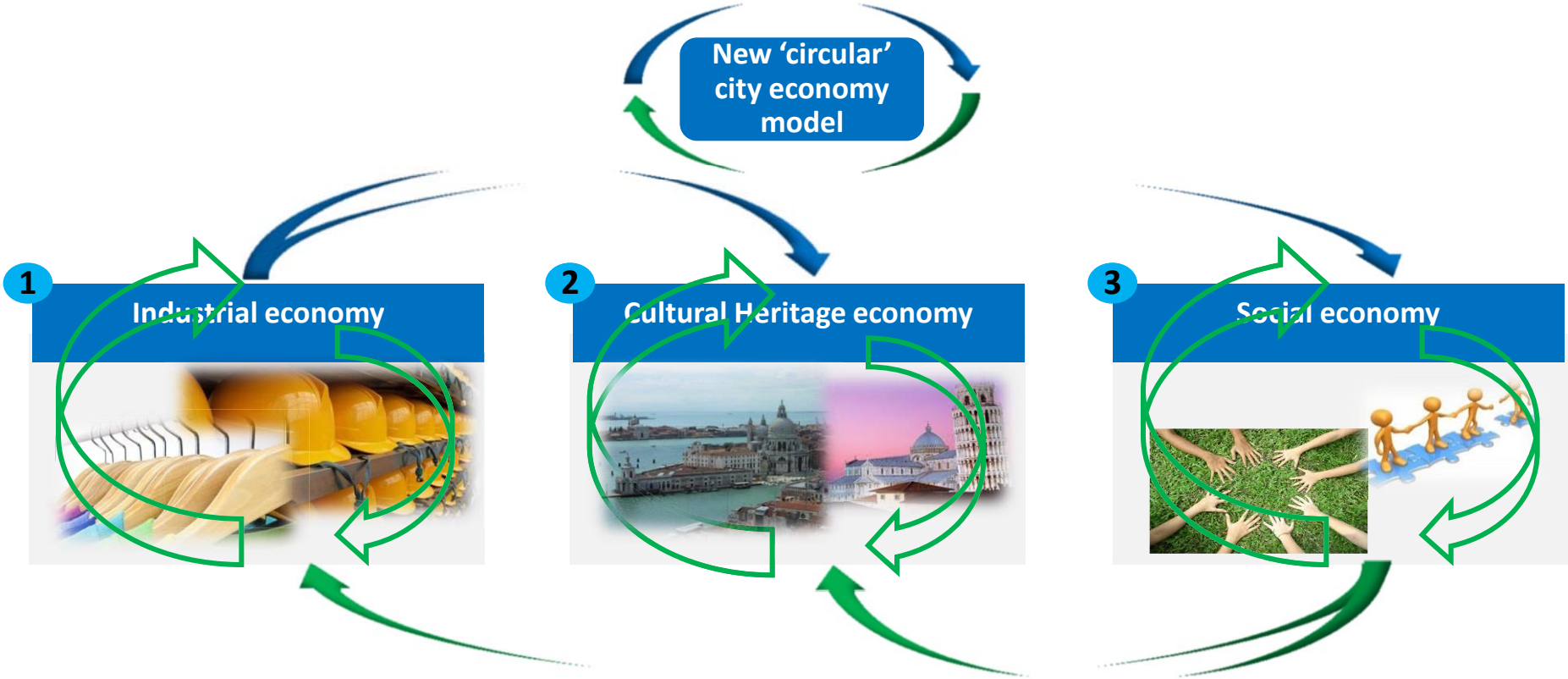
Further steps should focus on a high level holistic synergic approach, towards the circular economic urban base,in particular in port cities…

Need to follow a really integrated knowledge to circularize traditional manufacturing and cultural heritage economies leveraging on social economy

D

Some good practices about the circular model applied in the city economic systen

Sustainable city is the city where economic, social and environmental values are achieved in a balanced way, able to last in the time.
A general characteristic of sustainable city is the capacity to **close the flows** of resources through **circularized processes**,that are able to reproduce/regenerate original capitals
So, cities can be the key for implementing a new sustainable development model based on many parallel value creation systems, based on a **synergistic approach** (Ravetz). The high potential of port cities is to be recognized

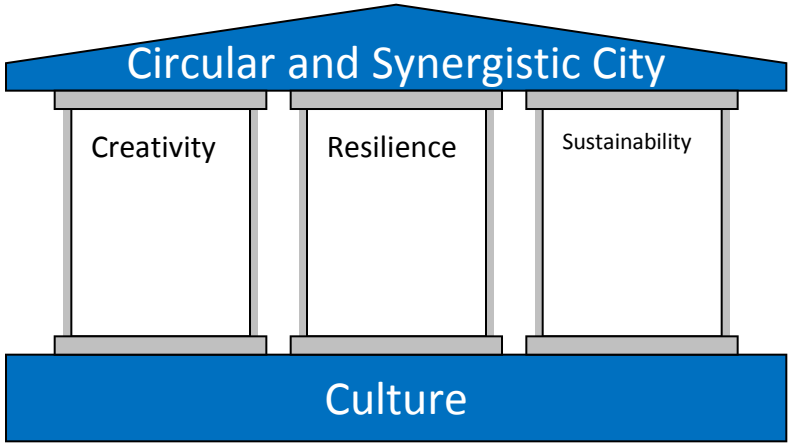


A NEW LOCAL ECONOMIC CIRCULAR BASE IS CHARACTERIZED BY THREE PARALLEL LOOPS OF VALUE CREATION WITH INTERDEPENDENCES AND SYNERGIES

F Conclusions

1 Key Objective and Background

- Main goal of this presentation is about promoting «circular and synergistic city» as a common characteristic of future city visions
- Circular and synergistic organization makes the city more fair, prosperous and well matching with natural environment
- Circular and synergistic city stimulates creativity, Resilience and Sustainability
- These pillars are based on culture: knowledge is the catalyst of creativity, cultural resilience is fundamental for city resilience, sustainability is based on cultural dimension



2 Propolals

- A ***new city science*** should be produced as ***a bridge between research and social relevance*** to reduce the gap between city research and city governance, toward the implementation of the circular and sinergistic model
- Cultural heritage integrated conservation can have a key role in promoting a better city future :more resilient, creative and sustainable
- A circular way of thinking is required for all city agents, integrating the future in every choices, opening the perspective to a multidimensional perspective, toward a critical thinking, attentive to interdendences and connections

F *Some more specific proposals to activate circularization processes the cultural proposal*

- To satisfy needs of an increase number of human beings in a finite space with limited resources we absolutely need innovative technologies A new knowledge production (research) is required to implement circularization of economic city base: innovative technologies are necessary.Some of them already exist. Some other do not still exist.

- To build a positive change, to construct a better city future, creativity and innovation are necessary.They are not sufficient, because creativity itself can be oriented toward positive goals or negative goals: creativity is ambivalent.The future of our city will be shaped by relationships between technology and culture: the choices are not only technical but cultural too

- We need also a totally different spread culture (that overcomes the homo oeconomicus culture) in using these technologies: a better future depends on our capacity to change ***together*** ….

- Investing in cultural city base means investing: in schools, educational institutions, in universities… ; to promote ***a new city science to r***educe the gap between research and city governance and city agents,and to reinforce the institutional capacity of local government through **empirical evidence and analytical work research production**

- ***but also a new way of thinking :*** a circular/relational way of thinking, able to understand how parts influence one anothers,and the whole system, to promote synergies, cooperation, collaborations….to overcome the culture centered on self toward a culture that consider also the others: the community prosperity and the environmental health

- A way of thinking (a relational culture) open to a systemic holistic perspective, to general interest, to common good: a way of thinking in value creation and in businesses not limited to optimizing short term financial performances, ignoring the broader impacts in the long term to community and to ecosystem, overcoming the narrow vision of making profits

F

- The culture of integrated conservation , linking the old with the new, past and present, present and future, intrinsic values and instrumental values, private spaces and public spaces, conservation project and management model ….is a culture of relationality, that put in relation all aspects in a critical perspective: it stimulates an holistic view, a systemic approach, a transdisciplinari/interdisciplinary perspective , attentive to the part and together to the whole, to specific interests and to common good…
- A strong circular integration is required to multiply positive impacts on creativity, resilience and sustainability, involving third sector, no-profit organization, social actors. Through new management models, new relational circuits of relationships(collaborative, cooperative, reciprocal etc)and **circularization processes** are stimulated and implemented
- Social economic system,that is characterized by reciprocity,circular relationships and way of thinking….should be recognized as a key component in building the city future

CONCLUSIONS:

Port cities are Laboratories where to test new development trajectories, because of their high potential to change and to implement better future

Could the proposed model/pattern be implemented in Mediterranean port cities, through a strong investment in ***research,*** in ***cultural heritage***, in ***education of human capital?***