

# 4 Theoretical approach: The driving forces

## Changes of the regime of accumulation

### Urban economies & urban culture

- Renaissance of urban milieus for a tertiary economy: efficient labour markets, attractive jobs, cultural offer, ecologic innovations & efficiency
- Economies of scale (centralisation of functions) and economies of scope (high diversity)



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## Changes of the regime of accumulation

### Relocations

- Regions lose old skills
- Some regions develop new production systems
- Others lose old regional skills but cannot develop new ones

(the benefit of embeddedness is gone; the new advantages are earned by the first mover)



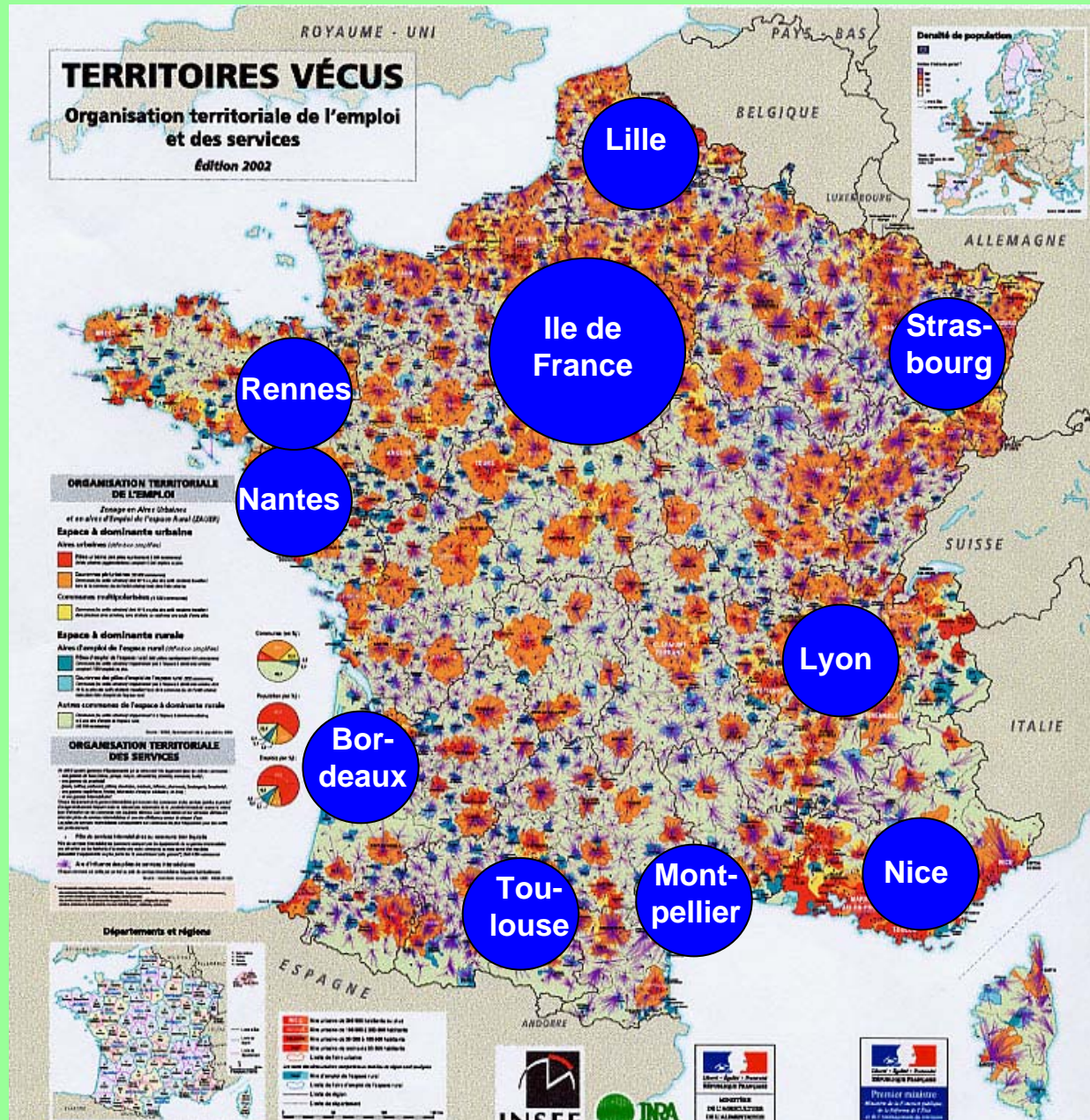


# 4 Theoretical approach: The driving forces

Changes of the regime of regulation

Regional development

- From equality on national scale to regional diversity
- Metropolitan regions compete with each other



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## Changes of the regime of regulation

## New specialisations and disparities

- Differentiated jobs favour decentralised habitats (part time work, seasonal work, multiple jobs)
- New paradigm of individual happiness (choosing always the very best solutions & locations)
- Decline of territorially embedded milieus (trade unions, local rooted enterprises)

# Changes of the regime of regulation

## Lifestyle of segregation

- Institutional **offers**: Regional profiles for a new clientele appreciating quietness, sunshine climate, similar neighbours, low taxes
- **Demand** for segregation: doubts in heterogenous neighbourhoods, fear of public security, belief on personal advantages



Private City Celebration, Orlando/Florida

Perhaps the most problematic aspects of AM

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## Upshot

- High amounts of liquid capital to be fixed, combined with new placement strategies
- New urban guided paradigms on quality of life and social networks
- Global division of labour and regional functions, production and consumption
- Change of paradigm from an equal territorial development to an disparity tolerating development

# 5 Alternative trajectories

In general, a good or a service has to aspects:

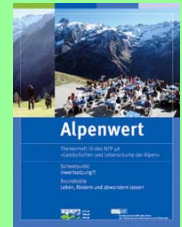
- a **value in use** which reflects its utility and
- a **value in exchange** which reflects the estimation of scarcity and costs of production

Negative outcomes occur when the ratio between the two aspects turn too much to the value in exchange

# 5 Alternative trajectories

Under the objectives of sustainability, **the appreciation of value in use should be raised** (landscapes, societies, regional specificities, worth of production systems as cultural achievements)

National Research Programme NRP 48  
Landscapes and Habitats of the Alps



This “value in use-view” is also a main result of the Swiss National Research Program “Alpine landscapes” (NRP 48): **To preserve landscapes in their ecological and social contents you need valuation and appreciation at the same time.**

# 5 Alternative trajectories

## Sustainability gaps: Governance

### 1. Congruency between the production sphere and the reproduction sphere

- to avoid resource-wasting, social dumping, irresponsibility (= lesson learned from separation of functions claimed by the Charta of Athens leading to the unhostility of Europe's cities in the 1960ies)

### 2. The **size of a metropolitan area** may be decisive: Not too small and not too big

# 5 Alternative trajectories

## Sustainability gaps: Energy and space

- The contradiction between **local attractiveness** & highly performant ecological standards and the problems of ecological **degradation elsewhere** (caused by a highly separated spatial division of labour) needs treatment in general.
- Incentives to **limit mobility** :
  - Migration causes costs of transaction, insertion and re-insertion.
  - Commuting and multiple dwelling cause costs of traffic infrastructure and energy.

# 5 Alternative trajectories

## Sustainability gaps: Equivalent value chains & urbanisation



1. **Avoiding complete trajectory change** as traditional sectors are the best embedded (danger: losing old but not winning new)
2. **Decentralisation of knowledge** instead of decentralised wealth to maintain production systems and habitats: Evolving existing industries instead of commuting
3. **Decentralised urbanisation** keeps attractiveness of regions

# 5 Alternative trajectories

## Sustainability gaps: Heritaged landscape

- It is necessary to strengthen mountain and rural landscapes as a collective good
  - by allowing **own productivity**
  - by financial **compensation of services** in public interest

# 5 Alternative trajectories

## Strategies

- Reinforcing existing urban entities (Alpine towns & agglos)
- Advancing existent economic production systems (tourism or specialised industry)
- Linking all present economic sectors (incl. agriculture)
- Creating new branches

## Promoting residences is appropriate

- if demographic & social mix may be maintained/ increased
- if decentral concentration of knowledge and value added may be increased
- if new supplementary economic and social activities may be locally initiated

# 6 Conclusions

1. Amenities have a double character: as human needs they are anthropological constants and socially constructed as well.
2. The new demands on attractive landscapes depend on changed regimes (accumulation and regulation). Both are the results of a new scale of global division of labour.
3. To cope with the objectives of sustainability, amenity led behaviour (commuting or migration) has to fulfill some conditions.
4. There are always different choices and development paths:
  - reproduction & production instead of large scale spatial separation
  - socially mixed neighbourhoods instead of isolated premium sites
  - cultural heterogeneity of urban density instead of segregation
  - social & ecological compromises instead of exclusive perfect solutions
  - urban citizenship instead of «private town» behaviour
  - decentralisation of knowledge instead of decentralised wealth