



Higher Education and the
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Emergence and clustering of Creative HEIs for the development of the Nord-Pas-de-Calais Region

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Concepts (1)

- **Cooke and Asheim, 2006 : Triple Helix approach**
 - Regional production structure = knowledge exploitation subsystem
 - Regional supportive infrastructure = knowledge generation subsystem
- **Asheim, Coenen, Vang, 2007**
 - synthetic knowledge base (engineers)
 - Analytical knowledge base (researchers)
 - Symbolic knowledge (creative human capital)
- **Rutten et al. (2003) :** “the role of HEIs in the knowledge-based economy is one of an institution that is firmly embedded in its socio-economic context”, and this is essential for the contribution of HEIs to the economic development of the regions”

Concepts (2)

- **BRACZYK, FUCHS, WOLF, 2000 : multimedia**

Established training facilities which exist for decades

Versus

New qualifications and training requirements for new professional profiles

- **VERDIER, 2006 : lessons from the french case**

Since early 1980s, public policies about Higher Education, by the national government and supported by the regional councils

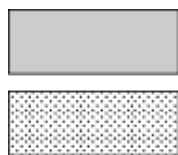
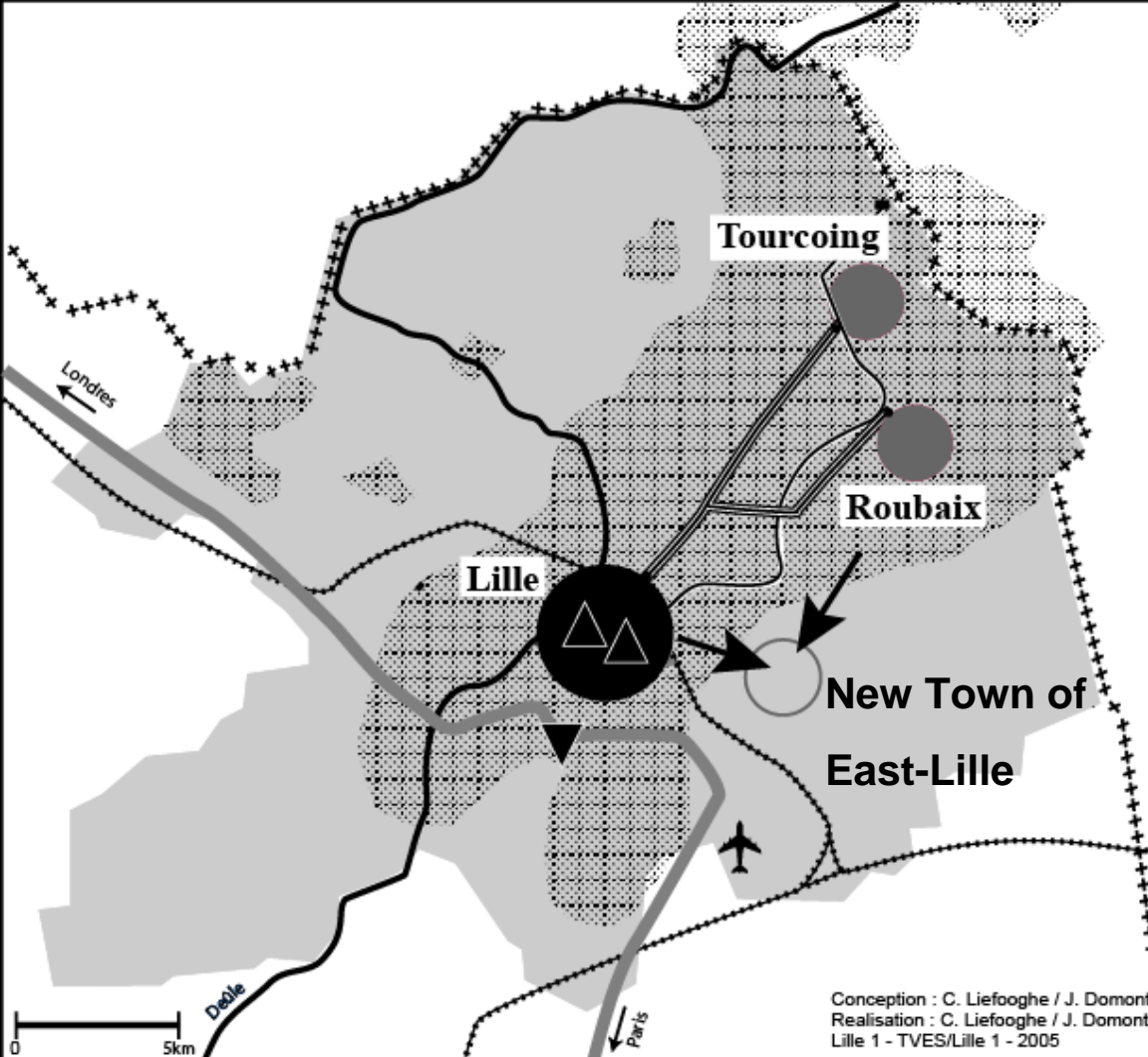
But : inadequacies of the Higher Education System,

- **Because of the differences between the elite engineering schools and the University “for everybody”**
- **Because of the question of the professionalization of the HES**

Context in the 1950s-1960s

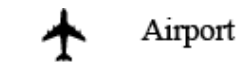
A new town for HEIs and innovation in an industrial conurbation for regional development

A decision at a national level



Area of *Lille Métropole Communauté Urbaine*

High urban density



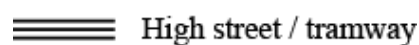
Airport



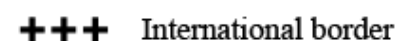
Canal



Highway



High street / tramway



International border



Main town of the agglomeration



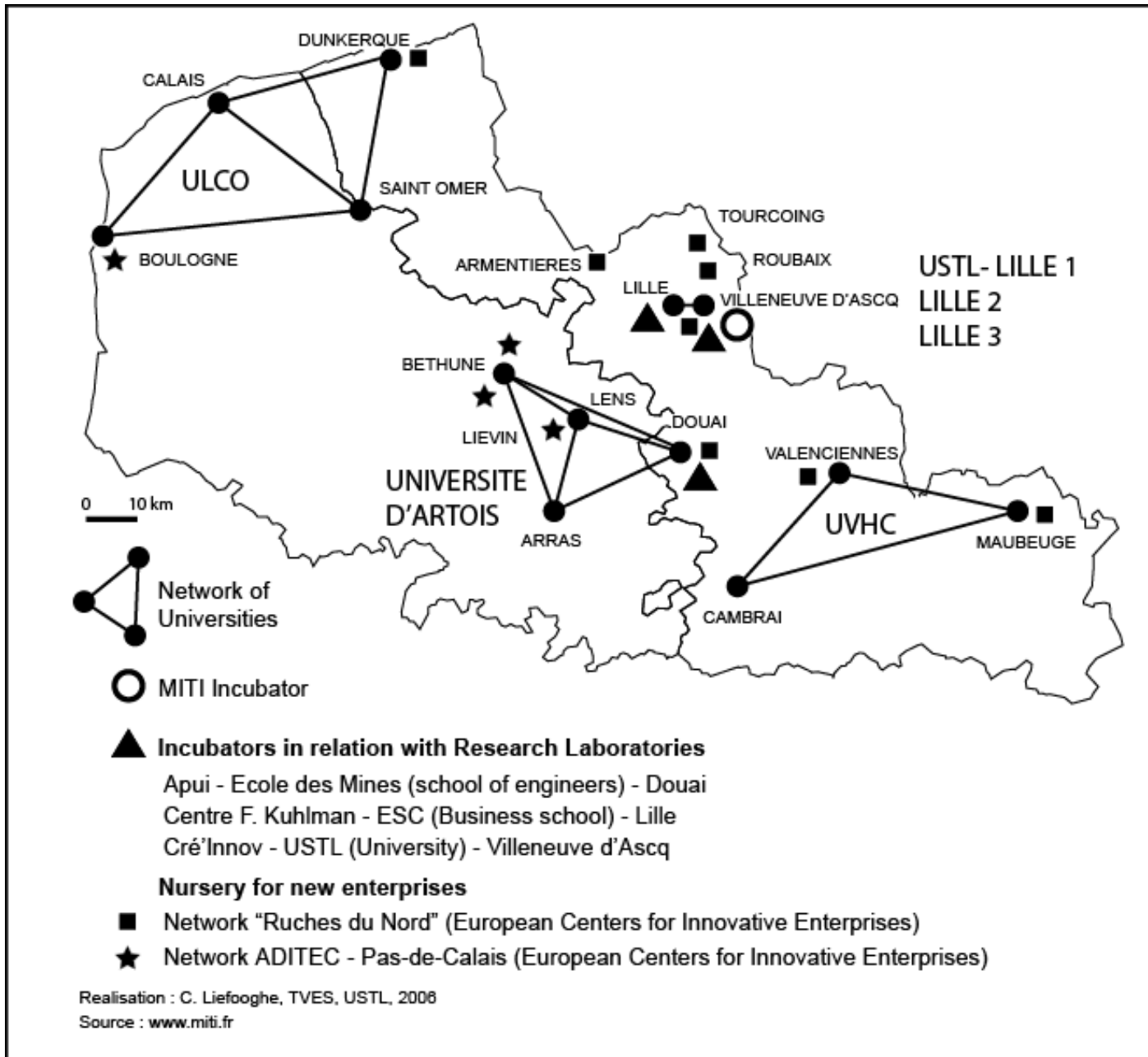
Other principal towns



Universities



Regional hospital



Regional development paths

Transport (with universities)

1970s : VAL tube = Matra + USTL



1980s : research group on transports and security



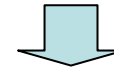
1990s : regional network of research and innovation with large Land transports companies (car, train)



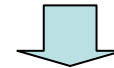
2000s : Label of « Pole de compétitivité »

Mass Retailing (create their HEI)

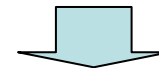
1920s : from textile industry to mail order and hypermarkets



1960s : industrialisation of trade and ICT innovations



1980s : local development of producer services ; a cluster in communication services



2000s : Label of « Pole de compétitivité »

The Clusters National Policy : a new path of development ?

THE POLES :

Land transport systems

Innovative textiles

Mass retailing and ICT

New materials for domestic uses

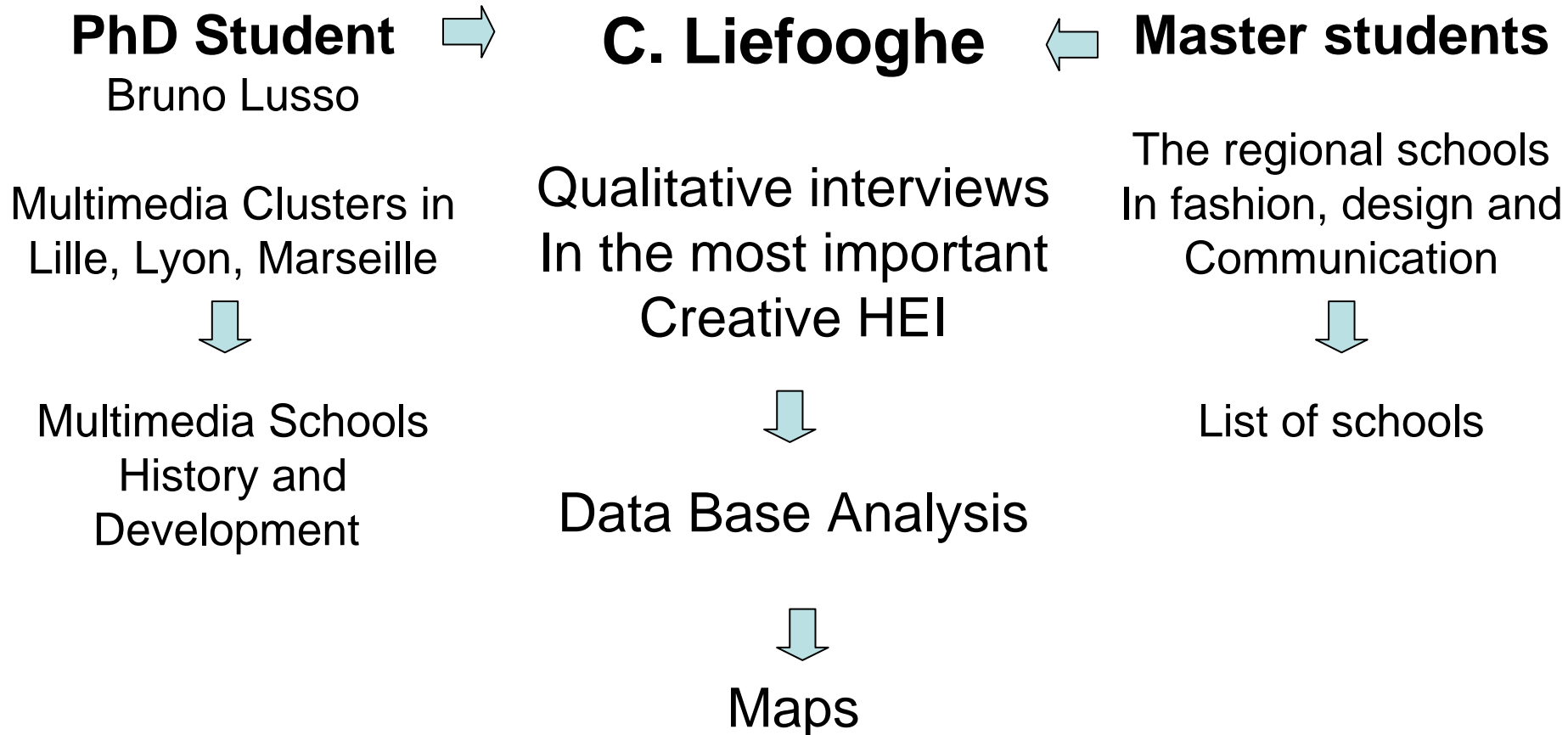
Sea Products

>> To enhance the relations between companies and public research / Universities

>> Specialised poles but traditional activities

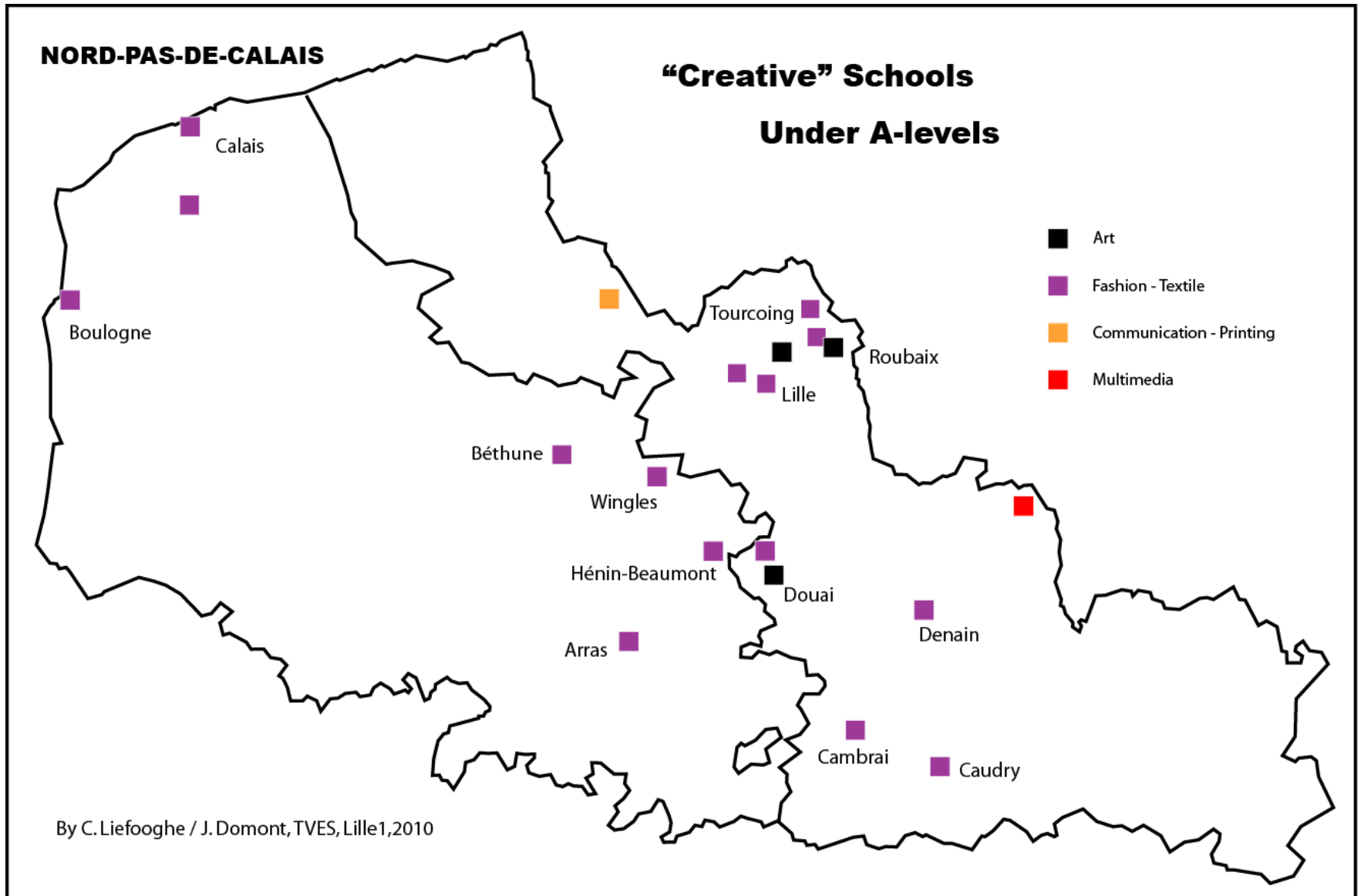
>> Essentially large firms (with local roots) in the clusters governance

CREATICITY Research Project (2009-2010) :
scientific and operational value of the notion of *creative city*.
Culture as a new paradigm for regional economic development ?

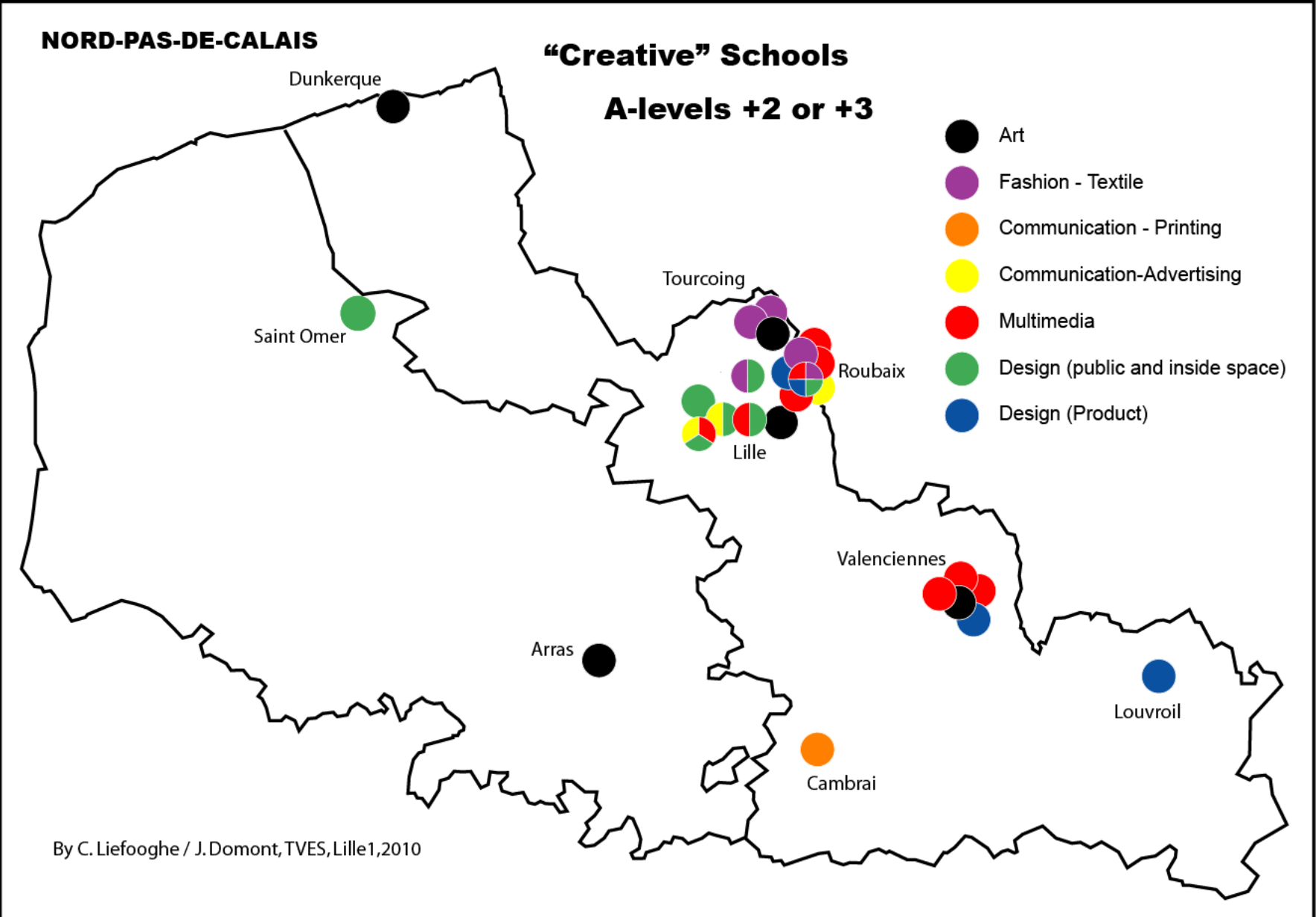


The regional industrial history :

Low level training in Textile (Fashion and furniture)

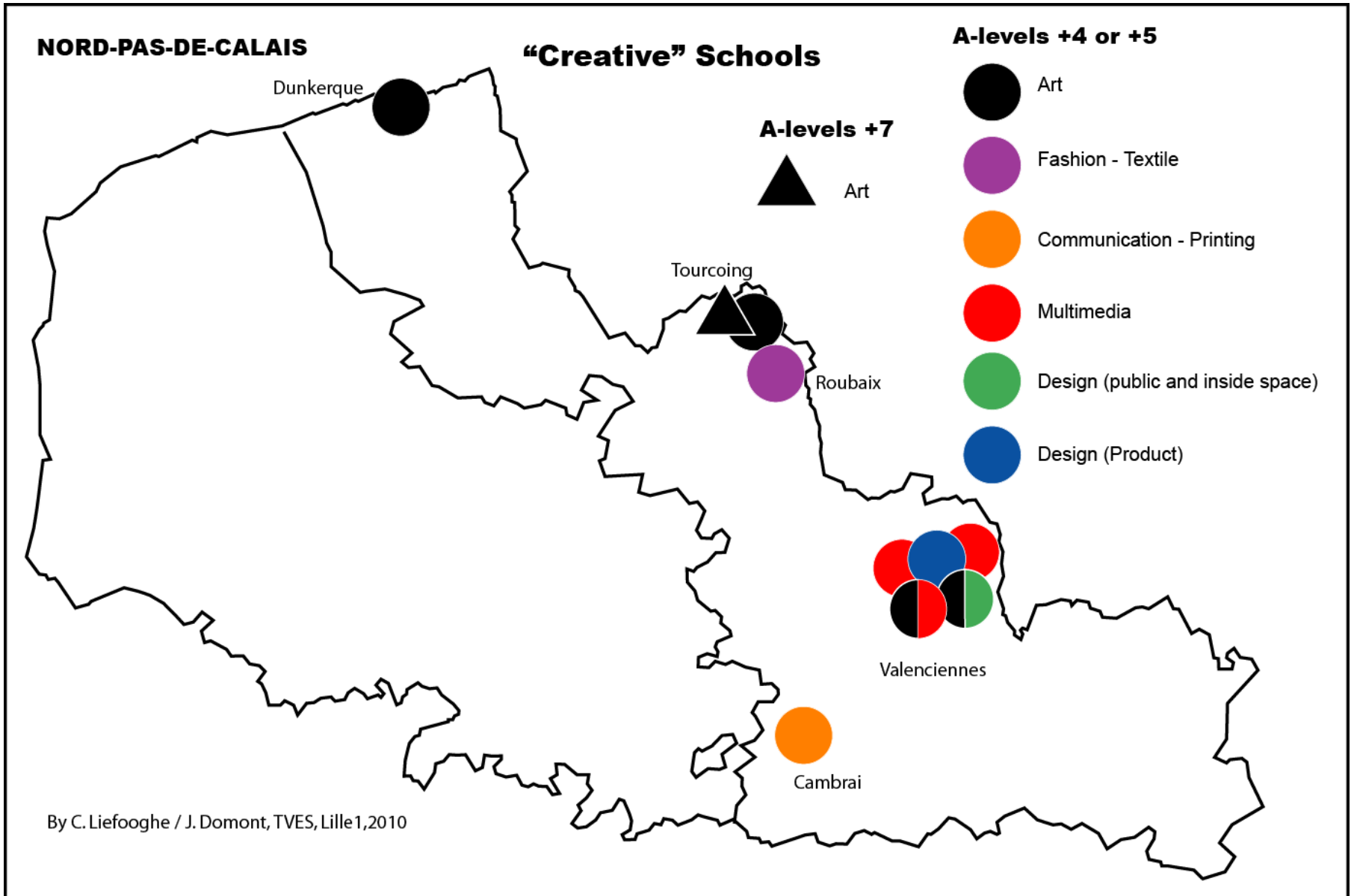


Policies and Firms initiatives : the development of Technicians Schools



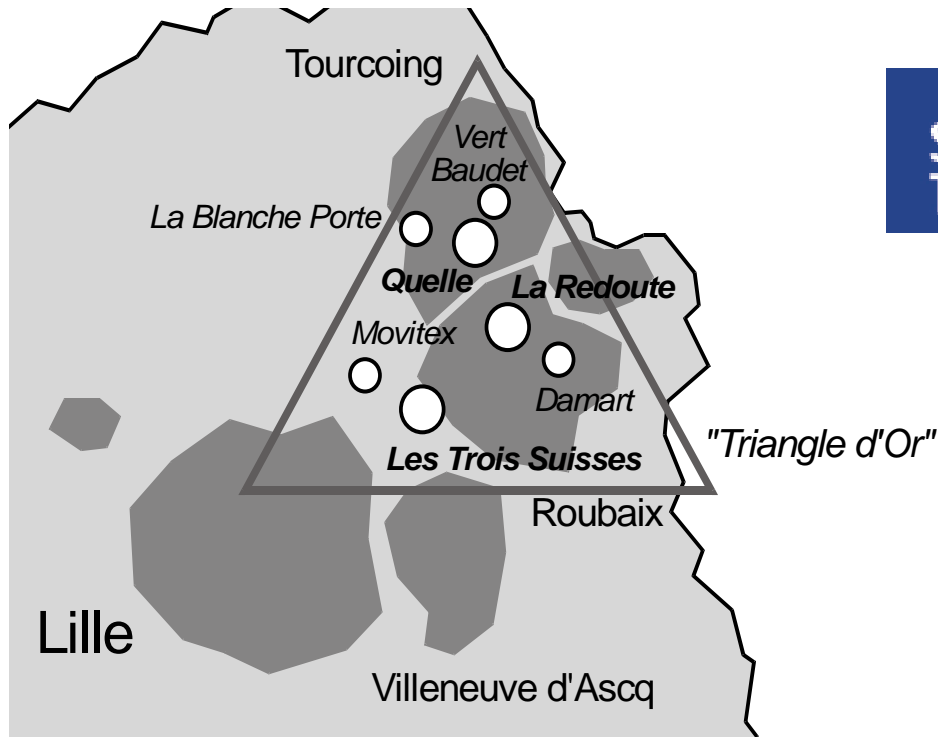
By C. Liefoghe / J. Domont, TVES, Lille1, 2010

The Upgrading of Creative Training in the Nord-Pas-de-Calais Region



A regional advantage :

The Golden Triangle of Mail Order Industry



**SERVICE COMPANIES DEDICATED
TO DISTANCE SELLING**

**Direct Marketing
Communication / Advertising
Graphic Arts
Printing
Publishing
Transport / logistics
Wholesale ...**

**« Lille-Roubaix-Tourcoing : from the textile industry
to Communication then Multimedia**

A regional Impact for employment ?

>> International Relations

ESMOD (fashion), ENSAIT (new textiles, distribution for fashion), SUPINFOGROUP (multimedia, videogames, industrial design)...

>> Relations with regional firms in distribution, textile, transportation...

**>> BUT : 70 % and more of the students
leaving the region to find a job !**

**Regional and local policies
for Creative Industries
and Creative Districts :**

**an attempt to foster regional
impacts of the Creative HEIs**

A local Policy : the Image Pole

La phase 1 :

- La zone d'accueil du site
- Le pôle textile
- Le pôle image
(projet Bernard et Debarge)



8^{ème} Marché des Modes
10-11 juin, rue du Faubourg des Postes, Lille



A local Policy : The fashion districts

MODE
FUTURE



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