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
1980s-1990s Innovation policies: from local structures to a regional network

Network of Universities
- MITI Incubator
- Incubators in relation with Research Laboratories
  - Apui - Ecole des Mines (school of engineers) - Douai
  - Centre F. Kuhlman - ESC (Business school) - Lille
  - Cré’Innov - USTL (University) - Villeneuve d’Ascq

Nursery for new enterprises
- Network “Ruches du Nord” (European Centers for Innovative Enterprises)
- Network ADITEC - Pas-de-Calais (European Centers for Innovative Enterprises)

Realisation: C. Liefgooge, TVES, USTL, 2006
Source: www.miti.fr
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?

**PhD Student**
Bruno Lusso

Multimedia Clusters in Lille, Lyon, Marseille

Multimedia Schools History and Development

**C. Liefooghe**

Qualitative interviews
In the most important Creative HEI

Data Base Analysis

Maps

**Master students**

The regional schools
In fashion, design and Communication

List of schools
The regional industrial history:
Low level training in Textile (Fashion and furniture)
Policies and Firms initiatives: the development of Technicians Schools

“Creative” Schools
A-levels +2 or +3

NORD-PAS-DE-CALAIS

Dunkerque
Saint Omer
Tourcoing
Roubaix
Lille

Valenciennes
Arras
Cambrai

Louvroil

Art
Fashion - Textile
Communication - Printing
Communication-Advertising
Multimedia
Design (public and inside space)
Design (Product)

By C. Lefooghe / J. Domont, TVES, Lille1, 2010
The Upgrading of Creative Training in the Nord-Pas-de-Calais Region

By C. Liefooghe / J. Domont, TVES, Lille1, 2010
A regional advantage:

The Golden Triangle of Mail Order Industry

« 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:
- Le pôle textile
- La zone d'accueil du site
- Le pôle image (projet Bernard et Debarge)
A local Policy:
The fashion districts
References


