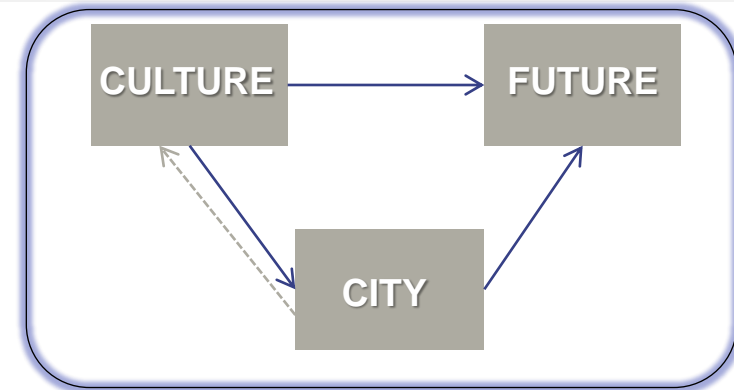




UNIVERSITA' DEGLI STUDI DI NAPOLI FEDERICO II
DIPARTIMENTO DI CONSERVAZIONE DEI BENI ARCHITETTONICI ED AMBIENTALI
LABORATORY OF RESEARCH ON CITIES, CREATIVITY, SUSTAINABILITY



IRES

Future challenges of the New Urban World: what model of
Development for Moroccan city?

**THE CULTURAL BASE of CITIES
in the FUTURE**

Luigi Fusco Girard



1

Background

- The fundamental goal here is to imagine/ anticipate **the future of cities**, in order to shape it into a preferable direction, contributing to build a **better future** of them, through new and useful knowledge, approaches and tools, criteria, ideas....
- A **better city future** can be interpreted as a city future characterized by capacity to satisfy the human rights for all (old and new) inhabitants (); as the synergies city (J. Ravetz); as the humanizing city (UNESCO); as the self organizing city (Zeleny, Jacobs)
- In any case, a **better future of the city** requires more investments in **creativity, resilience** and **sustainability...to face efficiently new challenges**

2

Challenge/Issue

- Can circular processes** contribute to a change in urban efficiency, and thus also to creativity, resilience and sustainability of the city, in building a better future ?
- How implement **circular process** in industrial, social, cultural city system? Which knowledge is required?
 - Cultural heritage is a key component of city as complex dynamic adaptive system ...How **integrated conservation** of cultural heritage can contribute to transform city towards a more creative, resilient, sustainable organization, **reinforcing/activating** circular relationships that produce synergies and added values?

3

Thesis

- Cities and in particular port cities could be key for implementing a new sustainable development model ... activating creative processes of **circular economy** through a synergistic approach, combining the economic, logistic, industrial activities with heritage regeneration, with creativity of all inhabitants ... Investments in knowledge production are required
- We need to invest in improving efficient city organization, through circular processes and synergistic approaches. We need more in general to invest in a strong **city cultural base** to promote a better future: a city human development is based on creativity, resiliency and sustainability of each inhabitant. **Creativity, Resilience and sustainability are based on culture. The future of city finds its roots in the city heritage/memory and is shaped by culture**
- We need a change in culture, to face new challenges: a new way of thinking based on relational rationality. We need **cooperative approaches** that overcome the competitive economic conventional culture are required to build together a better future. Strong investments in human capital are necessary to build a better future



The Agenda

- **A** In the triangle : City, Culture, Future a key role is played by **culture**: in shaping the futures of **city**; to give specific form to development... Many different interpretations of culture.....Today cities are poles of innovative knowledge production, and thus key poles in the knowledge economy.
- **B** The **Future** of city: many interpretations of city futures ... But they are all based on the increase of city resilience,creativity and sustainability: that is on **culture**
- **C** Different possible visions of city futures, but they all require a **better efficiency**: they are all based on the **circular pattern/model/paradigm**
- **D** The **circular model applied in different systems**: industrial system economy, civil/social economy,heritage/tourism economy,in particular in port cities.port cities have high potentials.
- **E** Different visions of city futures, but they all should be based on city cultural memory, on its history, spirit..., **places**. It should be necessary to conserve places that give identity and make the difference in the economic competition and in the growing unsustainable anonymous urbanization.Integrated conservation of places can contribute to circular economic processes
- **F** Conclusions: some proposals to stimulate circular processes: toward **a new knowledge production** and a **circular way of thinking** in business ,in politics,but also in every life choices ,to sustain the wisdom culture of reducin,reusing,recycling ...



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

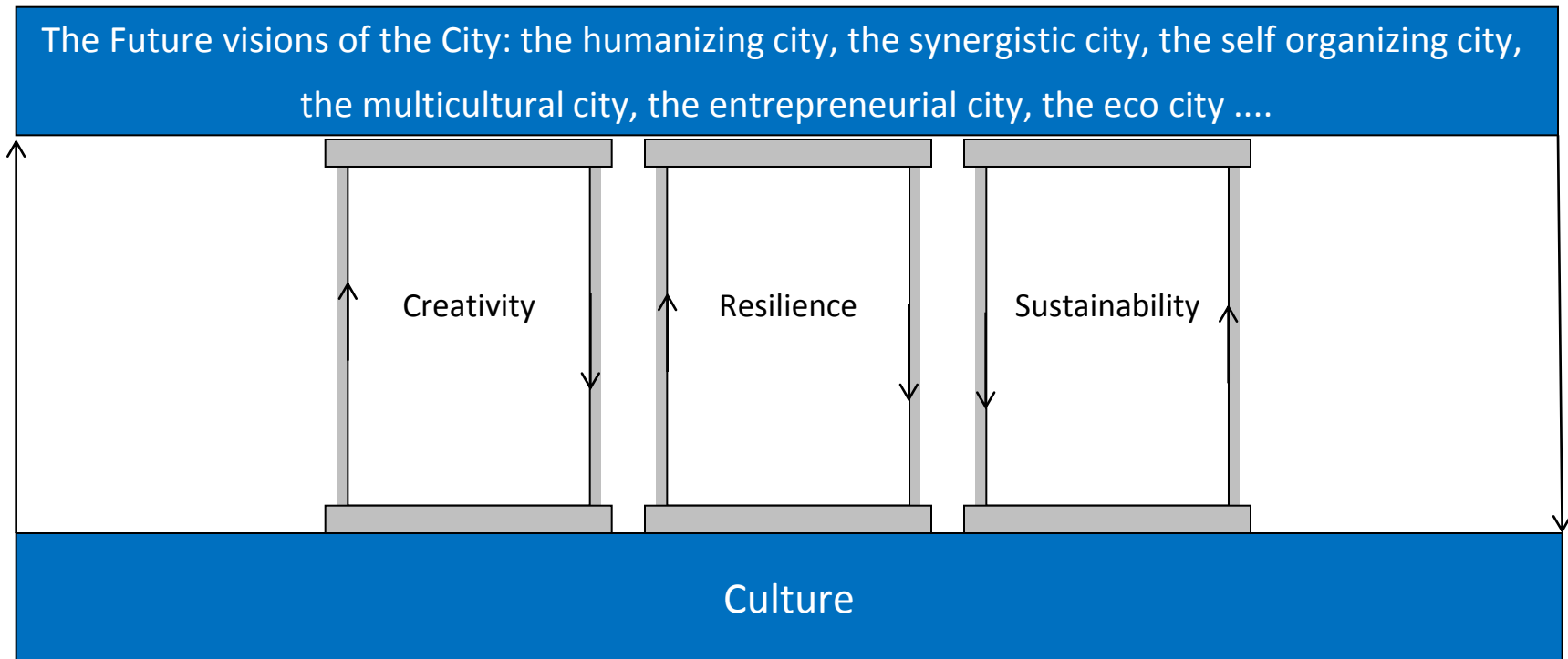
Anyway:

- 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 synergies, 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 labor) toward a re-integration of knowledge (Zeleny): transdisciplinary, postdisciplinary knowledge
- We need an excellence scientific knowledge, but also relevant in social, operational terms:
- We need to build a bridge between research and city governance, based on experiences...



B

Some possible **images of city future**: all of them are based on creativity, resilience and sustainability and culture





C *Many different visions of city future*

- In literature and in practices, many possible strategic visions of city futures have been proposed :
 - Ecological city
 - Convivial multi ethic city
 - Network city
 - Digital / smart city
 - Health city
 - Entrepreneurial city
 - ...
- In all these visions 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***

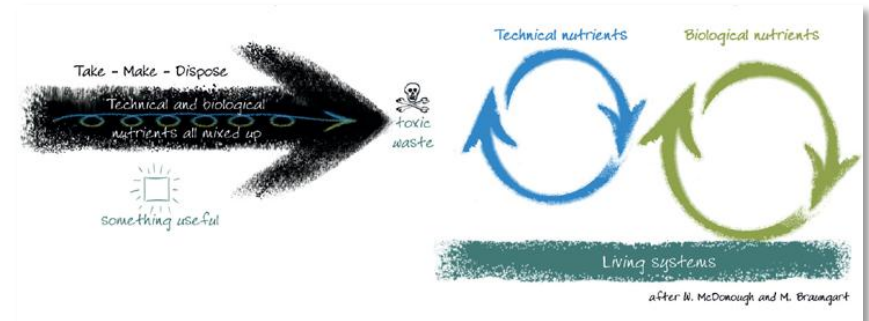
**C**

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 processes are on three main levels:

- Economic : loops, symbioses between companies 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





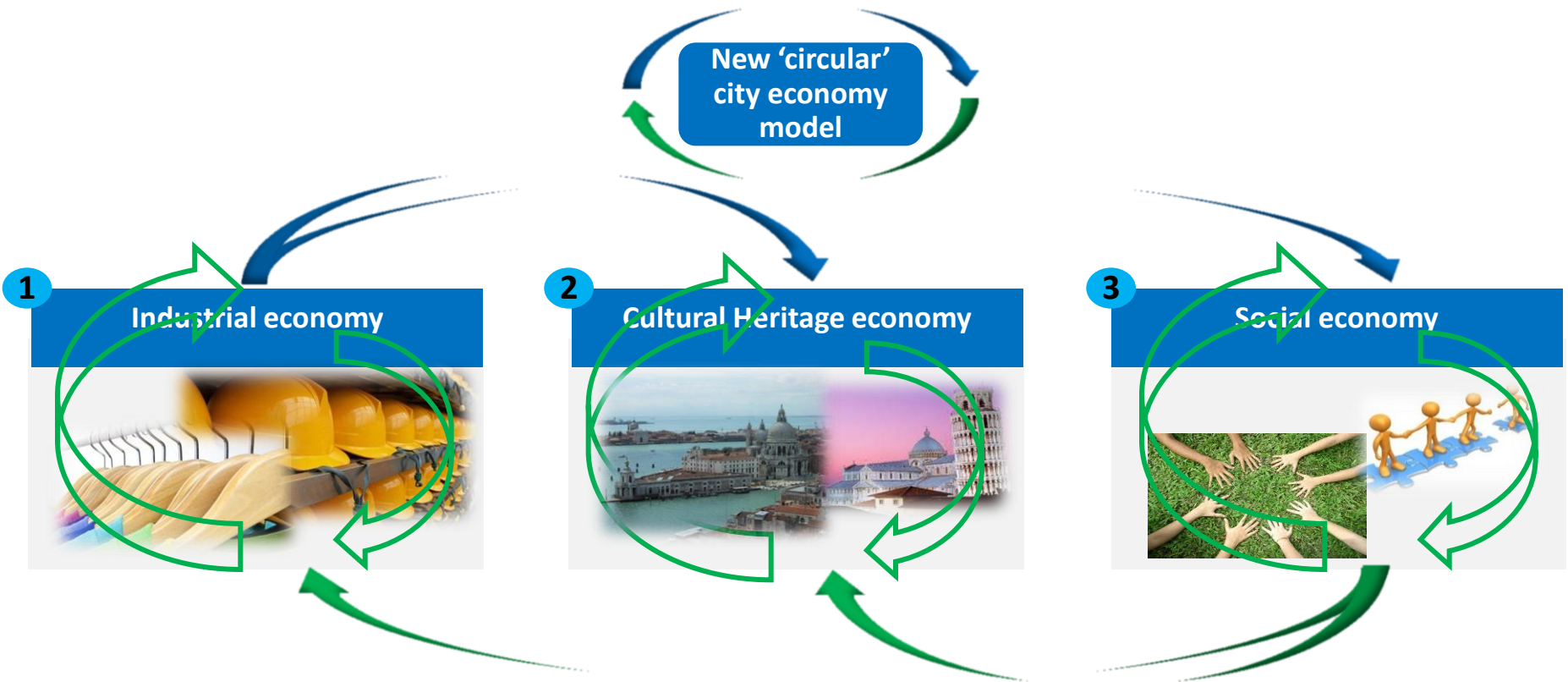
D

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

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



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



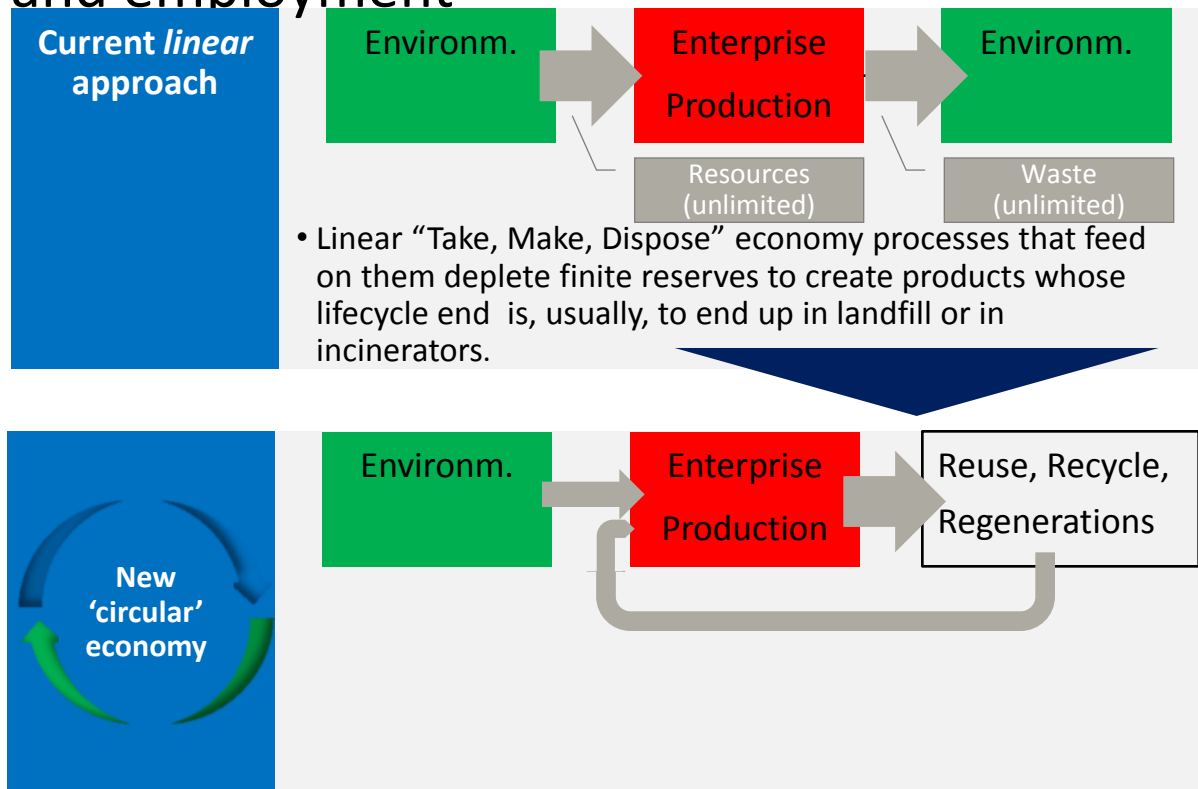
Further steps should focus on a high level holistic synergic approach, towards the circular economic urban base, in particular in port cities...

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



D The road map towards circular urban processes

1 circularization in industrial system could positively impact costs and employment



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 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 ...



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

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 employment).

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

**E**

In this general context, the role of cultural tangible ,intangible heritage

In literature and practices, many possible strategic visions of city futures have been proposed :

- Ecological city
- Convivial multi ethnic city
- Network city
- Digital / smart city
- Health city
- Entrepreneurial city
- ...

- In many of these visions the **role of historic cultural heritage** appears (often) underconsidered
- On the contrary, in all these visions the role of historic city/heritage capital should be recognized as the starting point to increase economic prosperity, environmental quality social conviviality :the future is built on memory,history,roots,spirit of places...
- City History, memory, identity ... should be conserved in a creative way,combining conservation with innovations....
- Places are phisical spaces of memory: are the entrance points to fix the collective memory,to transmit, communicate and celebrate collective memory/identity in the increasing anonymous urbanization,in the globalization characterized by standardization,anonimity,omogeneization...



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)





E

Some Good Practices in conservation of cultural heritage

- Conserving these places in a productive perspective means valorizing them, creating added values (in term of use values, social values, symbolic values, market values....)
- Some interesting experiences in which “circular processes” activated through integrated conservation contribute to resilience, sustainability of city and are based on creativity :
- *Cities of slow city network*
- *Nuovi municipia*
- *Virtuous cities...*
- Carbonia (Sardinia Region, Italy).....

In these practices it is possible to recognize interesting contributions to circularization of processes



E

The role of of integrated conservation of heritage in building new development trajectories

From good/best practices assessment it is possible to identify the role of integrated conservation of places in implementing creative, resilient and sustainable forms of development

- In many of these experiences:
- Places have been considered as spaces of dense (circular) relationships, identity, economic, social and symbolic exchanges, where the **spirit of place** can become engine of creativity and development
- **Ecological, cultural, landscape values have been transformed into economic values and also into civic values**
- This new culture was in its turn the engine toward new green development strategies, activating a circular processes, in which re-use, rehabilitation, regeneration of resources has been sustained from bottom-up
- Urban system, natural system and economic system become interdependent and in synergy
- It is possible to asses these good practices in terms of their multi dimensional quantitative and qualitative impacts related to stimulating creativity, resilience and sustainability: integrated conservation can increase city creativity, resilience ,sustainability(in their multiple dimensions)



E

The role of cultural heritage integrated conservation

		Quantitative / qualitative impacts		
		Economic	Ecological	Social
Integrated conservation contribution to city:	Creativity	<ul style="list-style-type: none"> Heritage conservation has been interpreted <i>as recreation</i> of places, by <i>innovative</i> activities/ processes. They have guaranteed the financial investments payback and stimulated new investments in <i>circular</i> perspective, attracting <i>creative</i> entrepreneurs and increasing local productivity 	<ul style="list-style-type: none"> The introduction of <i>green technology</i> in heritage conservation: <ul style="list-style-type: none"> - Has reduced the ecological load - Has stimulated new economic processes based on circular loops 	<ul style="list-style-type: none"> <i>Innovative</i> management models able to link built cultural heritage to people / inhabitants h/w and s/w, ... promoting community in a circular process Interactive creativity processes through strong participation
	Resilience	<ul style="list-style-type: none"> A local economy based <i>on short loops</i> between production and consumption, on the use of local resources can become more resilient to face globalized economy stresses. Valorization of local diversities increases resilience 	<ul style="list-style-type: none"> Re use, recycle, restore, regeneration of natural materials contribute to: <ul style="list-style-type: none"> - co-evolution of urban and ecological systems - City mitigation and adaptation plans - Circularization of processes 	<ul style="list-style-type: none"> Through valorization of the quality of physical environment, the <i>places</i> 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	<ul style="list-style-type: none"> 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 <i>circular / synergic</i> process 	<ul style="list-style-type: none"> Reduction of natural resources and fossil energy for satisfy human needs has contributed to: <ul style="list-style-type: none"> - The health of ecosystem and to human health - Quality of life - Urban synergies based on circularization /relationships / connections 	<ul style="list-style-type: none"> Places regeneration can be considered as the entrance point toward self organization of the district Common resource management stimulates <i>self management</i> 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 resilience,creativity and sustainability)can be mesuared by the density of circular processes and sineryges that have been activated**

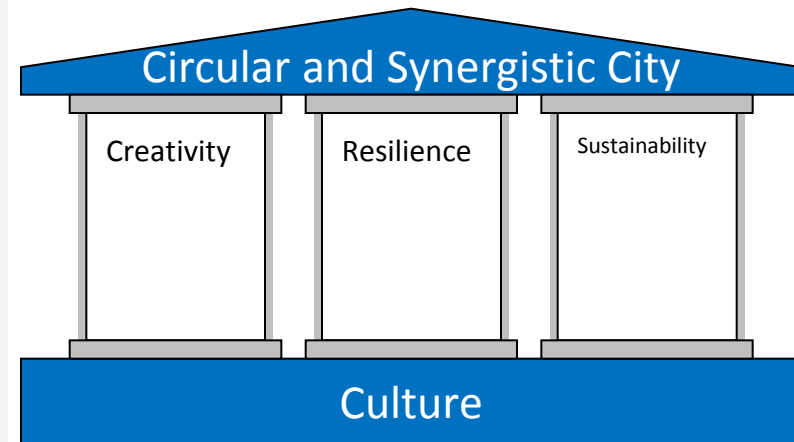
F

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

Proposals

- 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 synergistic 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 interdependences 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** reduce 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 another, 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



OPEN CONCLUSIONS:

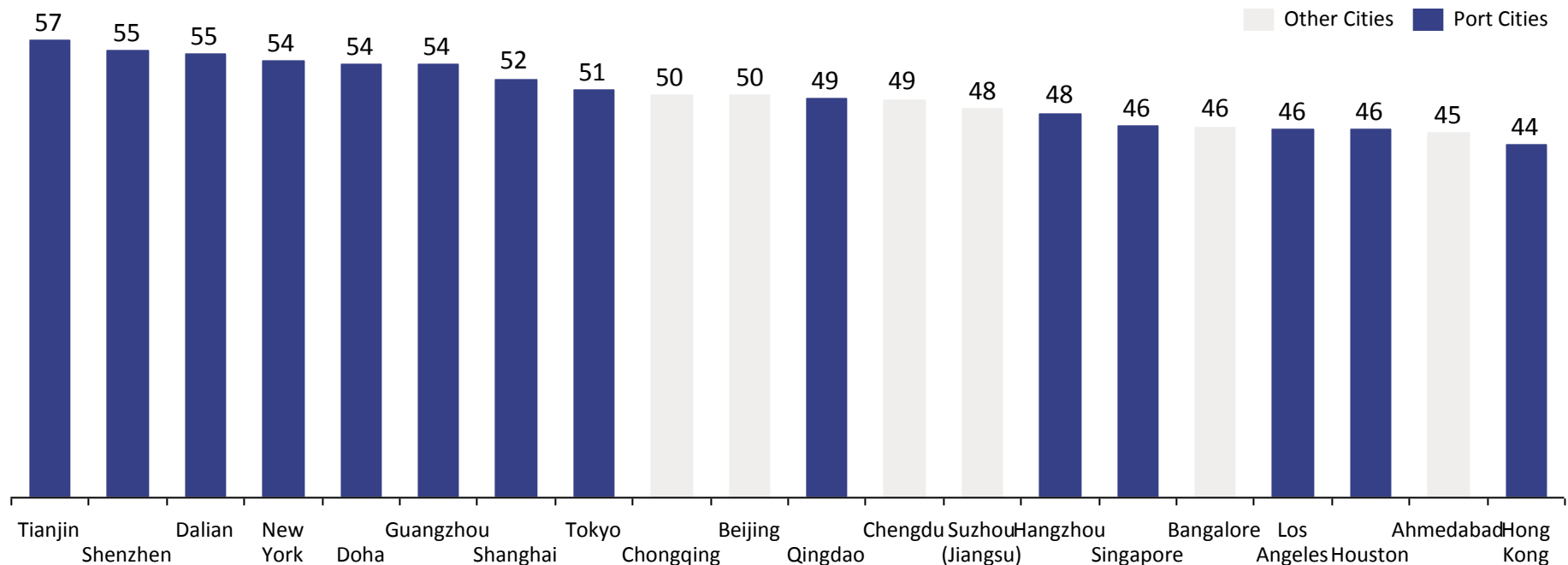
Port cities are Laboratories where to test new development trajectories, because of their high potential to change and to implement better future

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



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

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

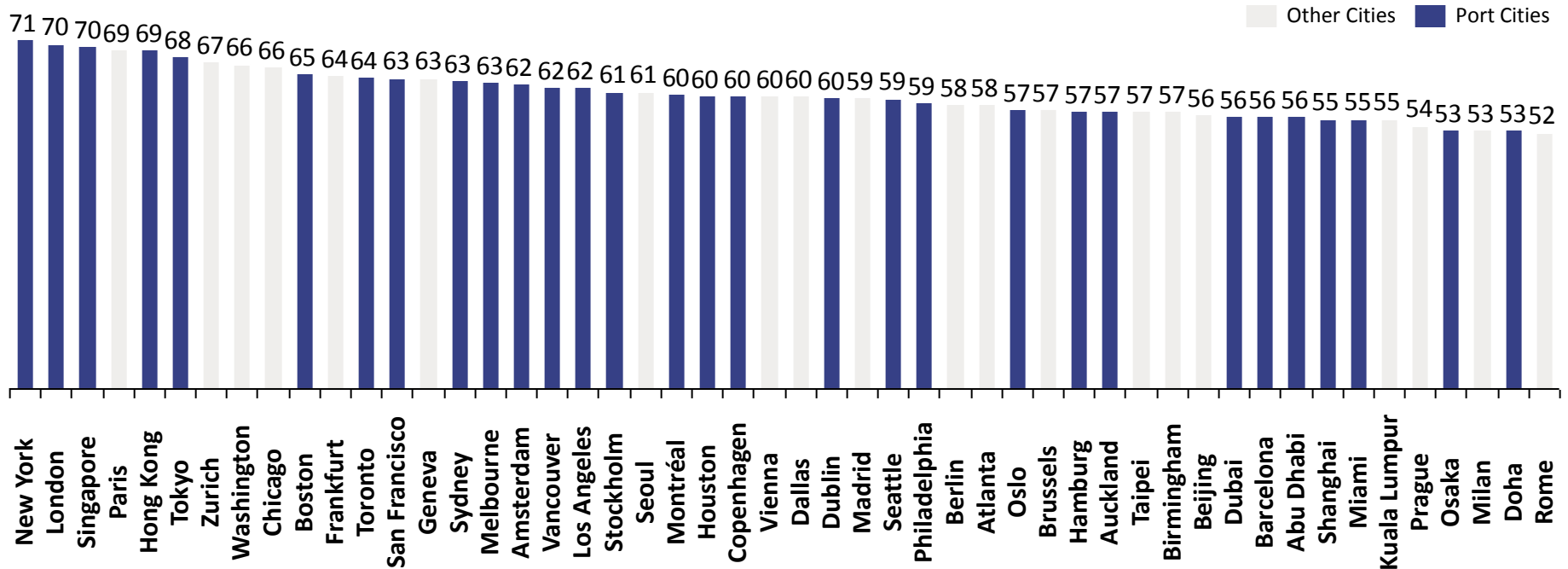


14 of 20 top economically strong cities are port cities



... 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

