



Amsterdam Institute for Social Science Research (AISSR)

(Re)Mixing Functions

**Cognitive-Cultural Activities in Residential
Neighbourhoods in Dutch Cities**

Emma C. Folmer

Rabat, Morocco

Robert C. Kloosterman

October 1-2, 2012

Outline

- 1. The emergence of a cognitive-cultural economy**
- 2. The (re)mix of functions**
- 3. The research design**
- 4. Empirical findings**
- 5. Implications**

1. The emergence of a cognitive-cultural economy

1. **New modes of production: new uses of spaces and new production spaces (Allen Scott)**
2. **High input of (formal and non-formal) knowledge**
3. **Non-standardised product/production, to a large extent digitised production and ditto products**

1. The emergence of a cognitive-cultural economy

4. **Importance of social networks, partly based on proximity, partly (global) pipelines enabled by ICT**
5. **Often part of disaggregated value chains, opportunities for small-scale production**
6. **Changes in labour practices: cottage-like production with a strong reliance on self-management**

1. The emergence of a cognitive-cultural economy

1. **C-C economy has been analysed on the level of countries, cities and clustering in cities, but much less at lower spatial levels**
2. **We contend that at the level of the neighbourhood and the home important shifts in the *spatio-temporal patterns of work* are taking place**

2. The (re)mix of functions

1. **Divisions in time and space between work, leisure and care – which seemed to be fixed and self-evident in the industrial era - are becoming blurred.**
2. **Boundaries between employed and self-employed are becoming blurred: increasing number of people have a portfolio of income-generating activities: part-time jobs, part-time self employed**

2. The (re)mix of functions

1. **Re(mix) of functions: C-C (cognitive-cultural) economic activities increasing in residential neighbourhoods**
2. **Overarching hypothesis: C-C activities in residential neighbourhoods differ in their overall business model from “traditional” ones**

2. The (re)mix of functions



2. The (re) mix of functions



2. The (re)mix of functions

Point of departure: ideal-typical business model dichotomy

Hypotheses:

1. *Level of education: c-c- high*
2. *Market orientation: c-c cater more to non-local markets*
3. *Competition strategy: c-c compete on quality-innovation*
4. *Value chain: c-c will be more upstream*
5. *Role of social networks: c-c more dependent on non-local contacts, more intensive use of both third spaces and ICT*

3. The research design

Part of a larger research project UvA-UU, Emma Folmer, Anne Risselada, Robert Kloosterman, Frank van Oort, Jan Rath, and Veronique Schutjens

Partly funded by NICIS and by participating cities:

Amsterdam, Dordrecht, Leiden, Utrecht, and Zoetermeer

Quantitative (LISA) and qualitative (interviews) data gathering

Interviews with 370 self-employed in 71 residential neighbourhoods in 5 Dutch cities

4. Empirical findings

Cognitive cultural and traditional firms in residential neighbourhoods

	Frequency	Per cent
Traditional	186	50.3
Cognitive-cultural	180	48.6
Missing	4	1.1
	370	100

4. Empirical findings

Gender

			Traditional firms vs cognitive cultural firms		Total
			traditional	cognitive cultural	
Male	Count	100	124	224	
		44,6%	55,4%	100,0%	
Female	Count	83	54	137	
		60,6%	39,4%	100,0%	
Total	Count	186	179	365	
		51,0%	49,0%	100,0%	

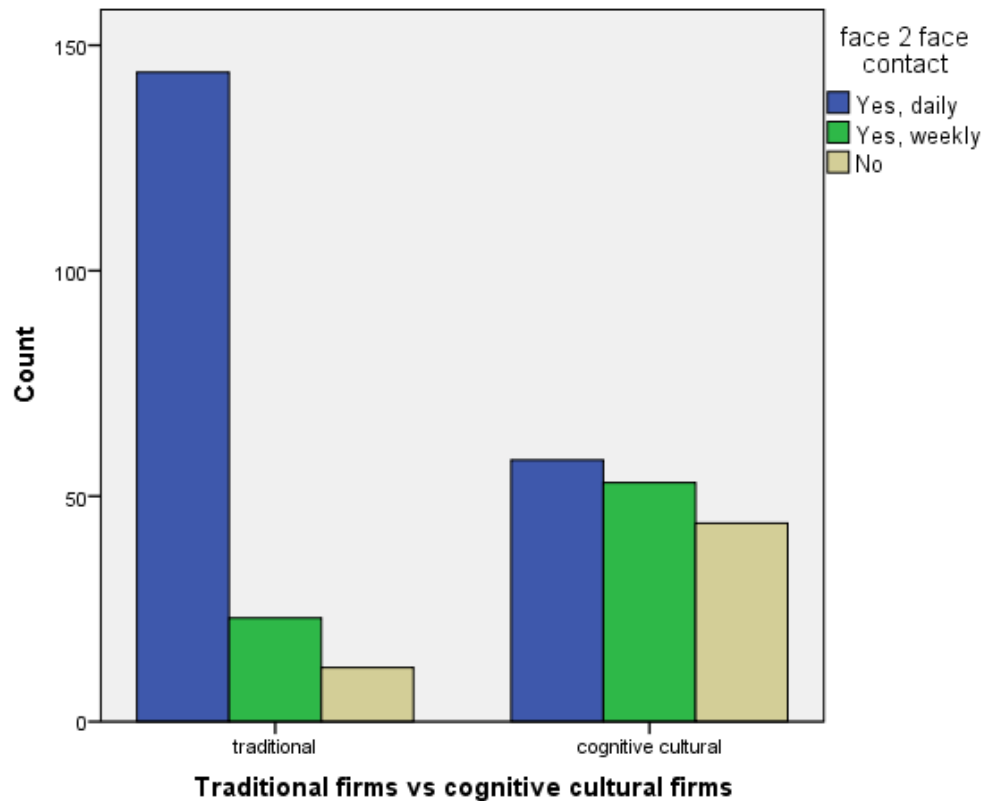
4. Empirical findings

Level of education

Level of education		Traditional firms vs cognitive cultural firms		Total
		traditional	cognitive cultural	
lower education and lower vocational training	Count	94	36	130
		72,3%	27,7%	100,0%
Higher vocational training and University degree	Count	92	144	236
		39,0%	61,0%	100,0%
Total	Count	186	180	366
		50,8%	49,2%	100,0%

4. Empirical findings

graph 1: Face to face contact with customers



4. Empirical findings

Innovation

In the next two years my ambition is to develop innovative products.		Traditional firms vs cognitive cultural firms		Total	
		traditional	cognitive cultural		
No	Count	168	147	315	
		53,3%	46,7%	100,0%	
Yes	Count	18	32	50	
		36,0%	64,0%	100,0%	
Total		Count	186	179	365
			51,0%	49,0%	100,0%

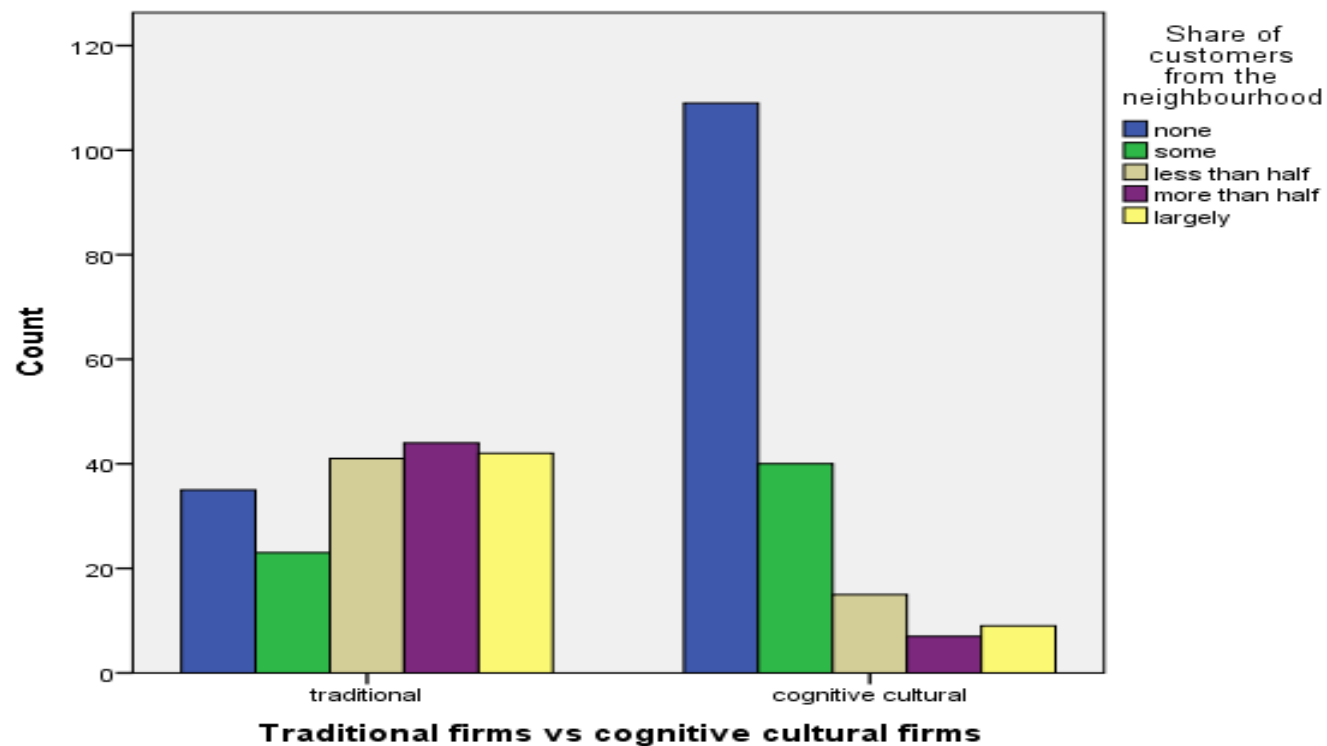
4. Empirical findings

Position in the value chain

	Upstream	Mid/stream	Downstream
Cognitive Cultural	72.7%	38.5%	29.2%
Traditional	27.8%	61.5%	70.8%
Total	100%	100%	100%

4. Empirical findings

Market orientation



4. Empirical findings

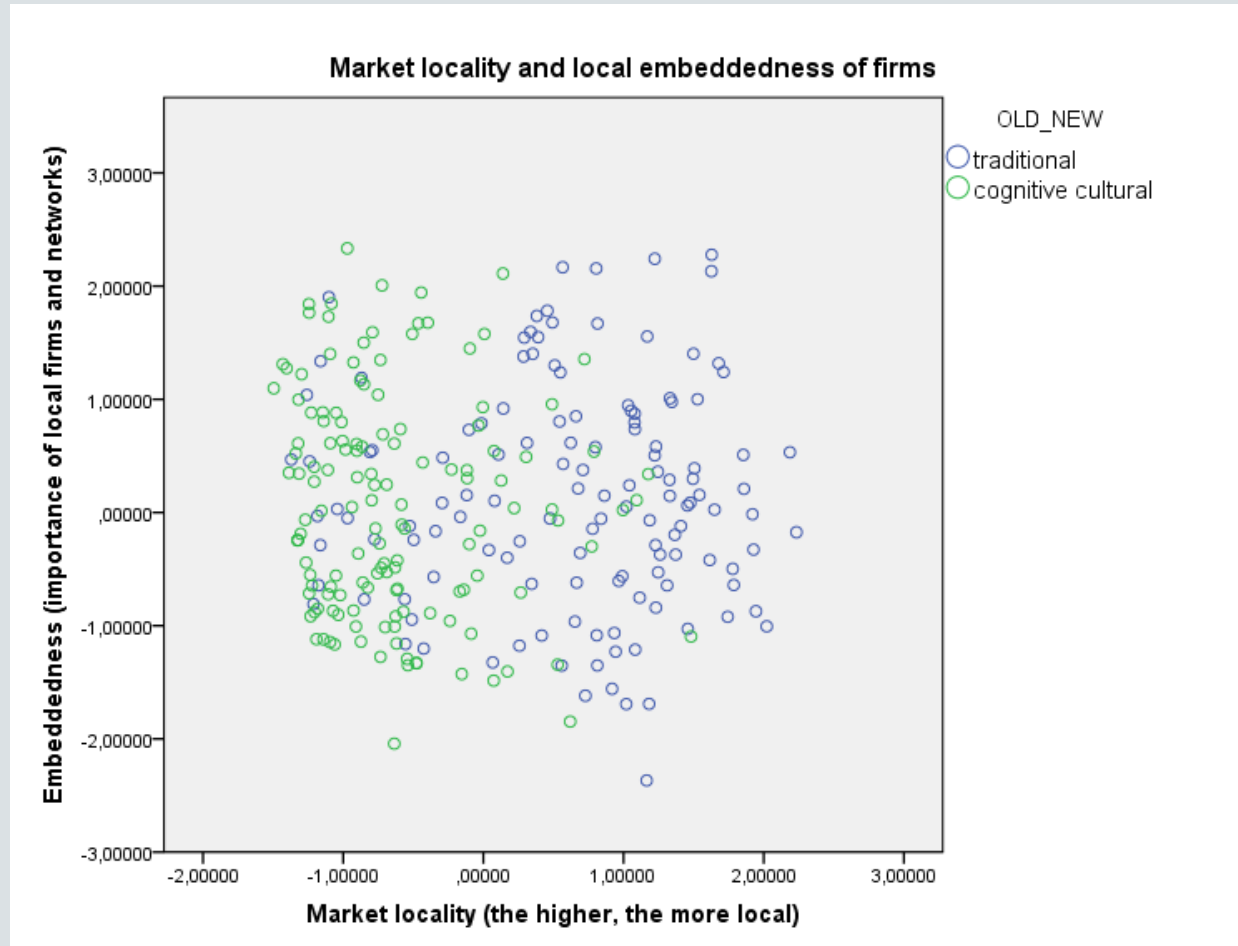
Factor analysis (principal component analysis) met the assumptions of the KMO and Bartlett's test. The analysis led to identification of two underlying factors:

- 1. Market orientation**
- 2. Spatial dimension of embeddedness**

4. Empirical findings

Market orientation	Spatial dimension of embeddedness
Share of local customers	Frequency of contact with other entrepreneurs in the own neighborhood
Share of supralocal customers	Having started collaborative projects with other local entrepreneurs
Share of customers being regular patrons	Attached importance to the proximity of other businesses and shops (in general)
Share of customers that are other firms	Attached importance to the proximity of other businesses and shops in the same sector
Share of local business relations	Attached importance to the proximity of other businesses and shops in different sector

4. Empirical findings



4. Empirical findings

Factor analysis shows:

Clear distinction between C-C and trad. firms with respect to market orientation

Less clear distinction is less clear and considerably more overlap with respect to spatial dimension of embeddedness

5. Implications

General implications:

New layer is added to urban economy, partly inserted in residential neighbourhoods

Residential neighbourhoods: so far neglected space of production

5. Implications

Changes in spatio-temporal division of labour affects all levels: individual dwellings, streets, neighbourhoods, cities and urban systems

Quality of place considerations for living (and working) become more important

5. Implications

As production activities become more integrated in residential quarters, built and regulatory environment should allow for more mixed use and less barriers to changes in combinations of use

Offers opportunities for cities with an extensive pre-industrial built environment

Offers opportunities for greener cities

5. Implications

Theoretical implications

Revision of theory of agglomeration economies as the concept of firm as a closed-off and spatially fixed unit is eroded.

Rethinking of the relationship between city as a site of production and a site of social reproduction as they become more intertwined.



**Many thanks for your
attention!**