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CREATIVE CITIES CONCEPT AS A TOOLKIT FOR URBAN INNOVATORS: CASE OF PARIS



Historically, creativity has always been the lifeblood of the city. Cities have always needed creativity to work as markets, trading and production centers, with their critical mass of entrepreneurs, artists, intellectuals, students, administrators and power-brokers. They have mostly been the places where races and cultures mix and where interaction creates new ideas, arte facts and institutions. And they have been the places which allow people room to live out

their ideas, needs, aspirations, dreams, projects, conflicts, memories, anxieties, loves, passions, obsessions and fears.

Growing urbanization, sustainable development, digital challenge, users' involvement, economic and cultural attractiveness, governance are parts of the main stakes cities have to tackle. To face this plural urban reality, it has become necessary to find adapted means to conceive cities and territorial development. A better consideration of the uses, the creation of real consultation methods have priority.

Thus, the new processes to imagine have to respond to a main stake: to restructure urban places to live and to invent a creative, sustainable and citizen-centered city.

Paris is the capital of diversity, both social and economic. Thus, in order to respond to pressing issues and reinvent itself, Paris adopted an open innovation approach, based on openness, connectivity and ingenuity. In this regard, the City collaborates with all the stakeholders: private sector, academia, residents, and administration of neighboring authorities in order to support an inclusive economic and social development, address environmental issues and improve the lives of its residents. The innovation path of Paris, detailed in the Smart and Sustainable City Strategy launched in 2014, addresses a wide range of urban issues, such as energy consumption, waste management, congestion, sustainability, employment, use of open data for public benefit, and digital urban services among others.

The city improves the business climate through specific programs supporting start-ups and SMEs in its rich network of incubators and co-working spaces and opens itself to foreign innovation by welcoming and incentivizing foreign start-ups on its territory. Additionally, the city procures innovation and has also opened its public space to experimentation in order to propagate innovative solutions.

Not only is the city modernizing from within, it also shares its data for an open innovation that can leverage its resources for the development of new services and solutions to the city's needs. Such an integrative and citizen-centric approach allows for a participatory innovation that benefits everyone. Paris also supports urban, social and economic inclusion of its poorer neighborhoods on the outskirts through new sustainable infrastructure, education programs and business implantation.

The City of Paris laid out its innovation strategy in 2015 in the Smart and Sustainable Paris: A view of 2020 and beyond document, which highlights the city's vision of transforming itself through innovation and technology in order to better address its residents' needs as well as

pressing economic, social and environment issues. Anne Hidalgo, the Mayor of the City, pledged 1 billion euros for a Smart and Sustainable City until 2020. The concept of the strategy is based on three main pillars:

- Open City, which places humans at the heart of the system and relies on collective intelligence;
- Connected City, which supports technological modernization of local administration to provide improved public services;
- Ingenious City, which optimizes resources through innovative practices that improve urban renewal and planning, consumption behavior, network and transport, based on Open City's methods and the Connected City's tools

Innovative instruments

Paris adopted an open innovation and resident-centric approach and it employs transparency, interoperability and collaboration with relevant stakeholders to be an innovative, smart and sustainable city. The following processes guide the City in achieving its innovation goals:

Inner transformation

The City administration modernizes for an improved public service delivery. In this context, the City has established a Smart City Unit, which coordinates the implementation and monitoring of innovative projects. The recent emergence of Paris&Co - economic development agency in charge of economic attractiveness, incubation, experimentation, gave an additional boost to the international attractiveness of the Parisian innovation ecosystem.

The City administration has also collaborated with 13 PhD students since 2012 through the CIFRE program benefiting from knowledge transfer from researchers on the most pressing issues for the city.

Opening towards citizens

The Smart City strategy of Paris relies on an open innovation model, which fosters participation and mobilization tools for residents, openness of the public data, as well as valorization of the public space by offering it up for experimentation. Paris invests in collective intelligence and collaboration with public institutions, companies, researchers and residents, placing them at the heart of its decision making process.

The City established a systematic and thorough resident consultation process. Among the initiatives is the participatory budgeting, by which the City dedicates 5% of its budget to projects proposed and voted by citizens.

Multi-stakeholder cooperation

The City partners with all the relevant stakeholders in order to reinvent itself, provide improved services to its residents as well as contribute to the economic and social development of its territory. Paris has recently started collaborating with start-ups on procuring innovation through innovative public procurement. The dynamic experimentation practices transformed Paris into an open air laboratory with over 100 experiments conducted from 2012. 13 new projects are currently being tested within the innovative waste management initiative.

Actors and resources

Paris is one of the most attractive cities in the world. It has been inspiring through art, gastronomic tradition, fashion and urban innovation such as Haussmann buildings, sewerage system, electricity network, and metro. Paris' attractiveness is also based on the following attributes:

- A central position: access to 12M people in the regional market and to 360M consumers less than 2 hours away coupled with its strategic geographical location making it the first gateway to Africa and Middle East;
- An economic force: headquarters of 31 of the world's biggest companies and international organizations, such as OECD, International Chamber of Commerce and Industry, UNESCO and many others;
- An area of knowledge and innovation: 70 higher education institutions and prestigious research bodies like National Center for Scientific Research, INSERM and Pasteur Institute, as well as 7 competitive clusters, among which 3 are world class.

Attracting talents and resources

Leveraging on its vibrant tech scene, Paris embarked on ambitious start-up development efforts, which aim to transform Paris into one of the world's main innovation centers and a global start-up factory. Since 2012, over 300.000 m2 have been created and dedicated to business incubators, 20 co-working spaces and fab labs, supporting 1.500 start-ups each year. By 2020, additional 100.00 m2 will be dedicated to innovation activities in the metropolitan area.

Paris&Co launched in 2015 the Paris Landing Pack program, which enables foreign entrepreneurs to develop their business from Paris. This will foster local job creation and

internationalization of the Parisian ecosystem. It complements the French Tech Ticket program, which attracted almost 1,500 applicants willing to come to Paris.

The City also launched an exchange program for start-ups in partnership with New York City with a focus on tech, clean tech, fashion-design, tourism, food-beverage, and arts enterprises. Paris&Co further develops the open innovation ecosystem through the Open Innovation Club, which catalyzes business relationships building between companies and start-ups.

Attracting funding and investment

Paris dismantles the belief that France is a difficult business territory by offering a wide range of business incentivizing programs. Paris is among leading financial centers in Europe with the second largest stock exchange.

The leading innovation firms such as Ebay, Google and Twitter have offices in Paris. Facebook recently opened a R&D center, recruiting dozens of researchers in artificial intelligence. Cisco doubled its investments to \$200 million in Paris, Xavier Niel (CEO of Free) invested €150 million into the world's biggest incubator "Halle Freyssinet", which will open in 2016 and welcome 1,000 startups on 30,000 m. The launch of 2 more incubators Le Cargo and Le Tremplin sponsored by the City will follow.

The City has furthermore recently obtained for the first time an Integrated Territorial Investment of €10 million from ERDF to develop its 13 priority districts implementing its ambitious territorial strategy.

Policy, collaborative and partnering model

The publicly consulted Parisian Smart City strategy is interactive as it is reinventing the relationship with its residents. The city's management has long been the business of experts and elected representatives. Today, the city is moving towards open governance favoring the process of co-design and co-decision over the traditional decision/criticism dichotomy through a Quadruple Helix approach (collaboration between Residents, Public Administration, Stakeholders and Research Institutions). Residents are at the heart of the decision making process, interacting with the administration through a wide range of applications. Business partnerships and collaboration with academia contribute to the reform of the administration as well as valorization of public data for public benefit in the forms on new services.

One of the remarkable examples is the participatory budgeting launched in 2014, according to which 5% of the city's annual budget, or an equivalent of €500 million by 2020, is dedicated

to projects voted by residents. In 2015 only, the City devoted €75 million for this initiative. A constantly growing number of residents engage in issues of their concern, registering votes from nearly 67 000 residents, a 64% increase from 2014.

One of the inspiring implemented initiatives proposed by residents, which received over 15,000 votes and to which Paris devoted 2 Million euros, is the creation of 14 co-working spaces for students and entrepreneurs. By supporting this initiative, Paris reinforces its status of an open and interactive City and acquires valuable tools for promoting the employability of young people, while supporting the development of its business and the Parisian innovation.

The City has also designed and implemented a range of digital tools to foster residents' participation in city's life and decision-making process, such as "Madam Mayor, I have an idea" a co-creation platform for citizens, "Je m'engage" platform to strengthen solidarity initiatives and "DansMaRue" mobile application for crowdsourcing urban malfunctions.

Private sector is also involved in designing a smart and sustainable city through an innovative call for projects 'Reinvent Paris', which received 815 applications from 15 countries with over 30 professions mobilized to reinvent beyond architectural design 23 sites around the city.

In France, a full-scale experimentation is led in the south of Paris since 2007, in partnership with the Cité internationale universitaire de Paris. This exceptional area is turned into a unique observatory for urban, social and technologic innovation.

As a laboratory for urban innovation and social innovation on the topic of the smart, creative and sustainable city, SmartCity invites people from creative and digital economy, users, academics, local authorities, architects and urban planners to a sensitive rereading of urban space, and proposes an alternative vision of the city, balanced, sustainable and users-centered. It aims at developing process of open innovation in real urban environment. The methodology is based on a sensitive analysis of uses and territories stakes; this is acquired thanks to site specific experimentations, intending to test new urban uses, prototypes, technologies and operating process of users' collaboration.

SmartCity initiates an innovative way of supporting local development:

- To invent new means for consultation and conception of the city
- To enhance local resources, identities and memory of a territory
- To experiment new products and services on digital city
- To study new urban uses

–To mobilize users, local stakeholders around the territorial project

DEDALE and the Cité Internationale Universitaire de Paris associated in 2007 in order to transform this site and its exceptional architectural heritage into a laboratory of urban, social and digital innovation. At the border the city of Paris and its suburbs, this experiment is part of a strategy to enhance the South of Paris: Parc de la Cité Internationale, Gentilly, Arcueil, Paris 13th and 14th. It includes a program of regular artists residencies applied to the territory, actions conducted along with inhabitants, experiment schemes for mediation of digital heritage, conferences and events in urban space.

SmartMAP is a sensitive and collaborative map, based on co-creation of the content with users and local population in the frame of workshops, and on API's (Google Maps, Open Street Map, YouTube, Flickr).

PARK(ing) DAY is a annual open-source global event where citizens, artists and activists collaborate to temporarily transform metered parking spaces into "PARK(ing)" spaces: temporary public places.

Paris has a special place in people's imaginations. One of the first global cities, its allure has attracted the world's brightest for centuries, from émigrés and artists to writers and entrepreneurs. The city boasts a good quality of life and is a brilliant example of how planning can make a city beautiful. New and considerable investment in the transport system will make for a city better connected within itself and with the rest of the country. That creativity lives in both the contemporary Paris of the suburbs and in its centre. The greatest opportunity lies in widening the city's horizon, to include the energy beyond the *"geographical and psychological boundaries of the Peripherique"* (Rémi Babinet). Paris is hugely diverse, a genuinely global city, with hundreds of different nationalities. The opportunity for new ideas and connections, not just inside the city but beyond national borders, is massive. Its citizens of foreign ancestry can connect Paris to the world, but many of them are entrepreneurs too, ready to create social and economic value. But at present, many believe this resource is being overlooked, through fear or indifference.

"Population growth by 2030 creates new needs that should be anticipated: housing, services, and mobility to access urban amenities, improving quality of life and limiting social and territorial fragmentation." (Valérie Mancret-Taylor, Director, Ile-de-France Institute of Urban Planning).

Population growth means new housing, services, and transport will be needed to avoid worsening quality of life and social division. Gentrification of the city centre has priced all but the wealthiest out of the heart of Paris. Outer districts are cut off, physically and culturally. As part of the metropolitan project of Greater Paris, nearly 35 billion euros will be invested in linking the suburbs up with the existing transport network. This will enhance accessibility to education, employment and cultural activities.

Culture is undoubtedly one of the city's strengths. There have been policies to support the development of cultural and creative industries for a long time and public officials have been specifically charged with promoting culture at a national and local level for as long as anyone can remember. Major new venues have also sprung in the past two years; most notably the Frank Gehry designed Foundation Louis Vuitton and the publically funded Philharmonie de Paris in a new building by Jean Nouvel.

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КРЕАТИВНА ЕКОНОМІКА ЯК МОТИВАТОР РОЗВИТКУ КРЕАТИВНОГО МІСТА

Зміни, які відбулися в розвитку економіки за останнє десятиліття XXI століття – глобалізація, стрімкий розвиток ІТ-технологій, все більше використання досягнень економіки знань (інтелектуальної економіки) – створили фундамент для зародження і виникнення креативної економіки. Базисом для розвитку креативної економіки став