

Attractiveness and foresight scenarios - the example of Strasbourg

Innovation, territories and policies:
27 & 28 November 2014

Introduction



L'Agence
de Développement
et d'Urbanisme
de l'Agglomération
Strasbourgeoise

What is ADEUS ?

- * It is urban planning agency, a part of the network of the 51 French public
- * a common tool for the 38 partners of the agency

<http://www.adeus.org/>



What are our goals:

- * Formal planning
- * Planning
- * Observing
- * Anticipating
- * Setting up projects

I. Attractiveness

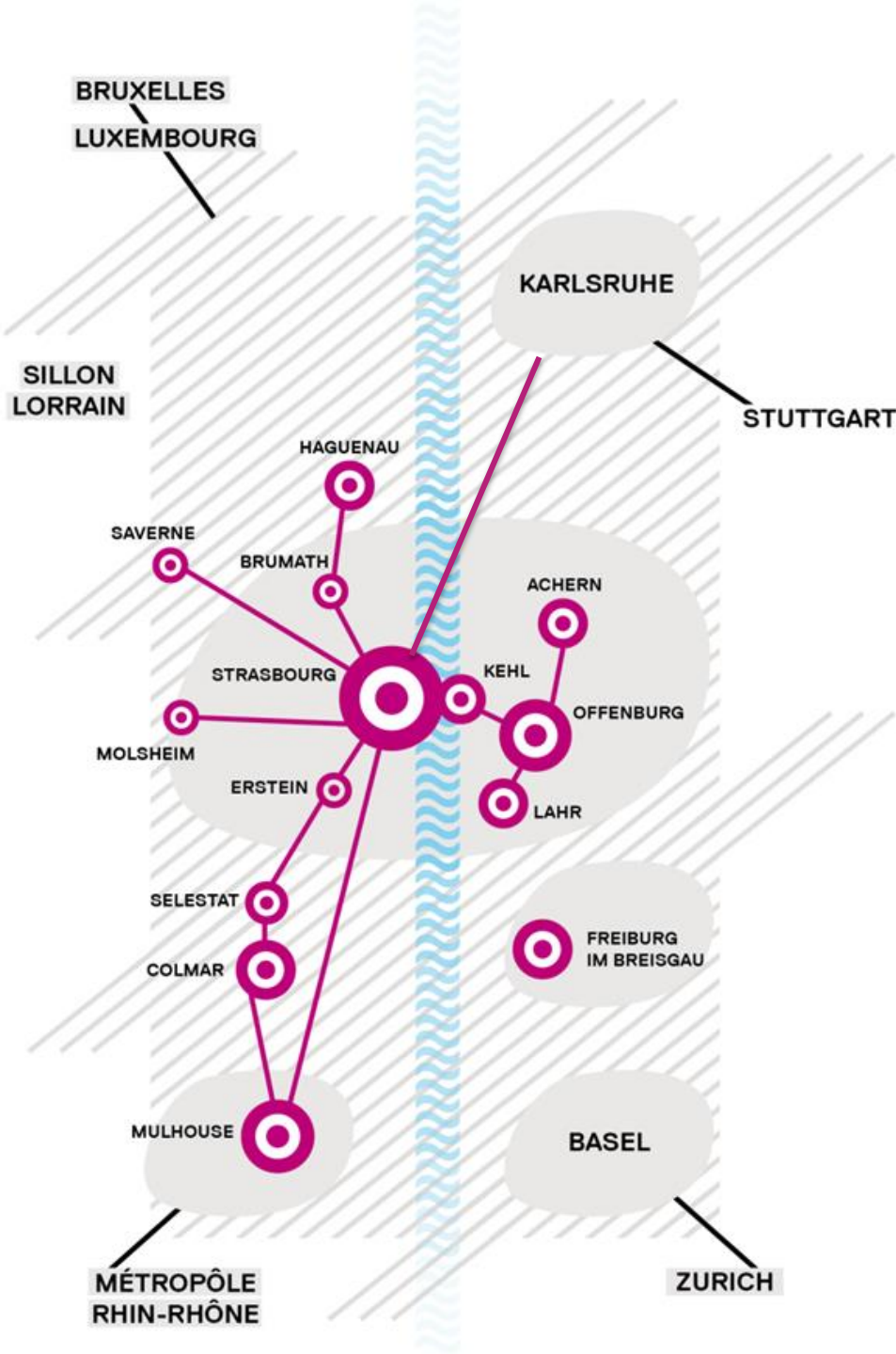
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II. Foresight

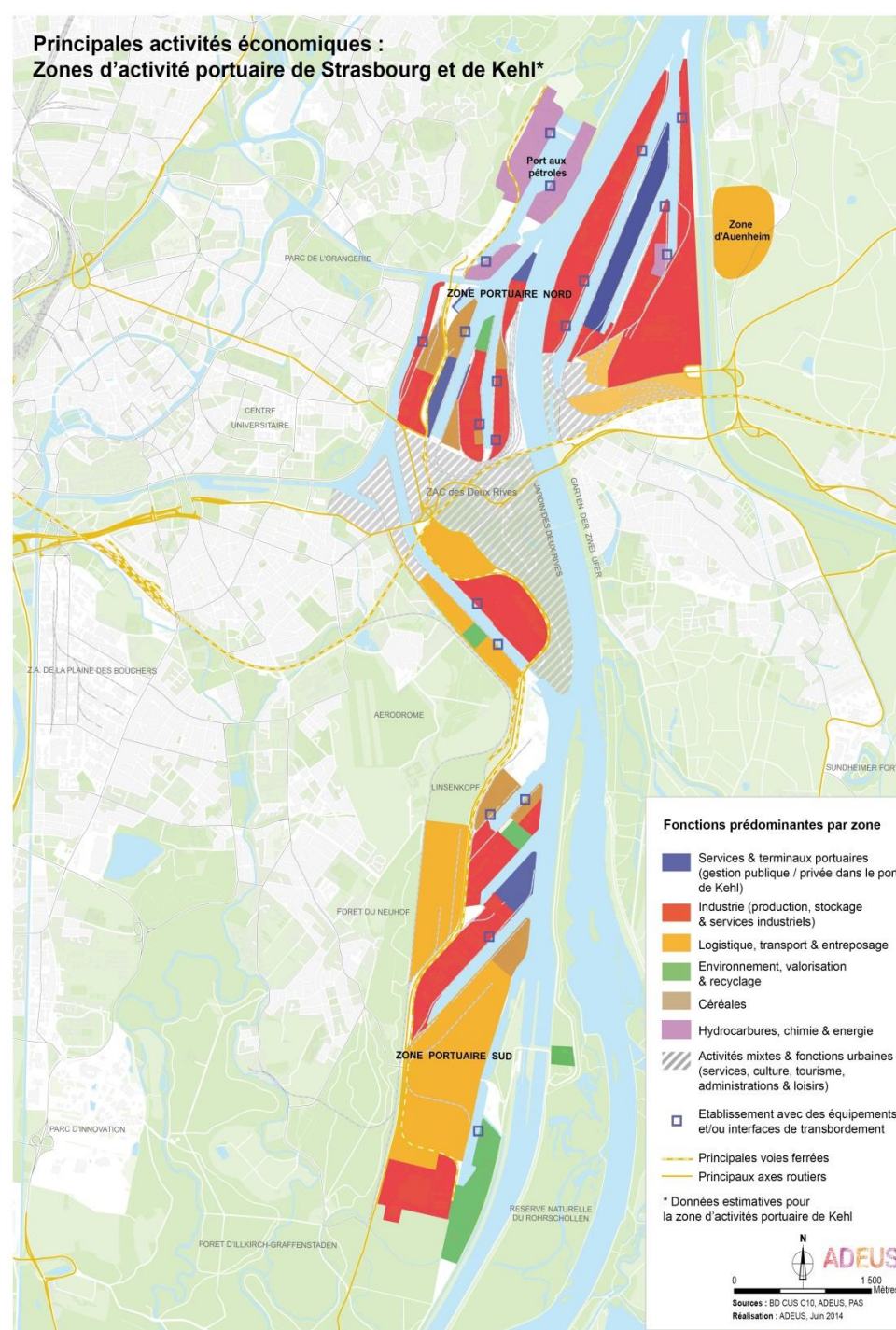
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What do we do about Innovation for attractiveness ?

- We acknowledge that productive systems doesn't work exclusively in geographical convex spaces (territories), nor in clusters
- We are developing projects for studying specialized networks of productive territories
- We work in creative economics
- We are proposing projects for working in happynomics and



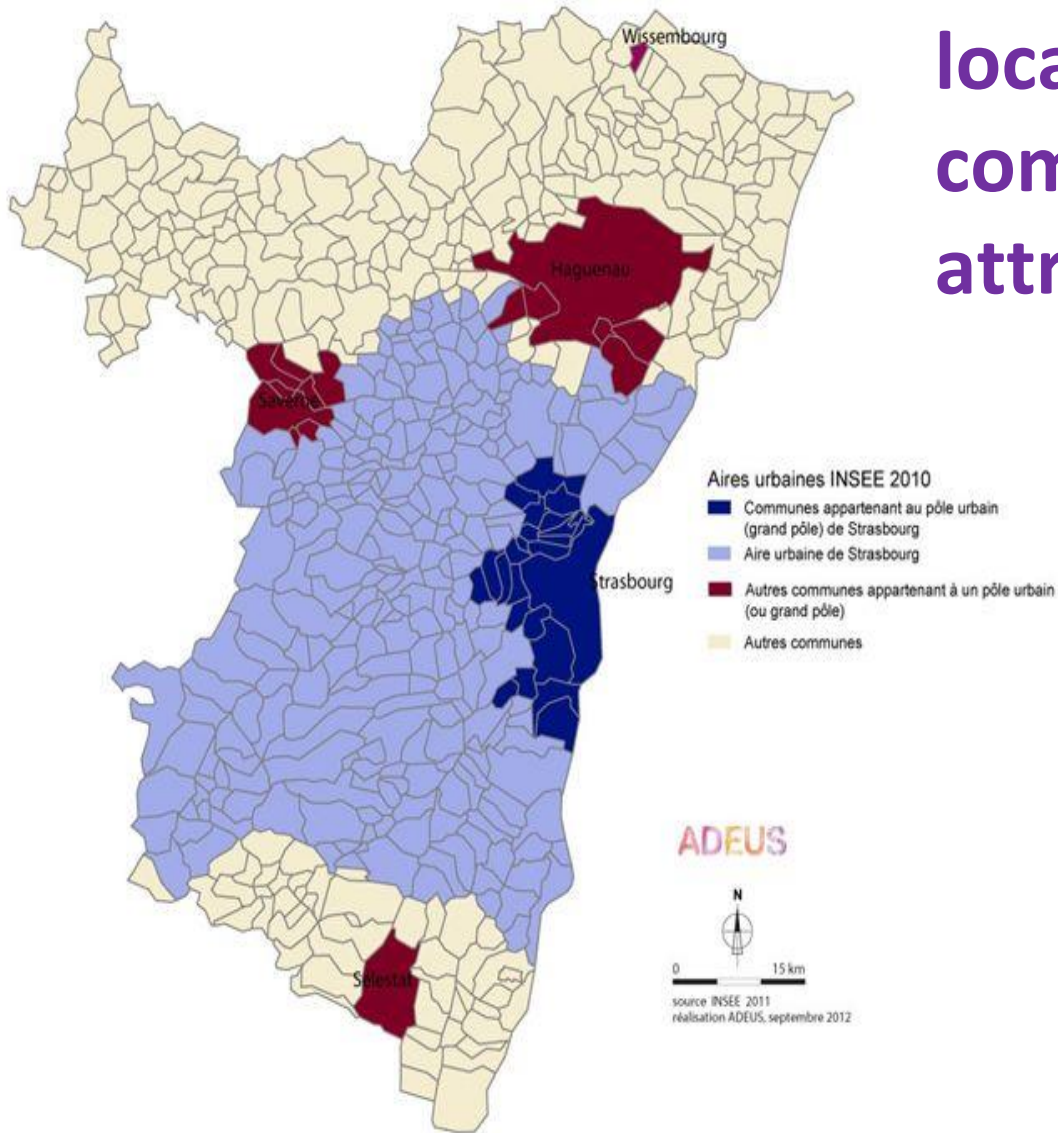
Principales activités économiques :
Zones d'activité portuaire de Strasbourg et de Kehl*



What do we do about territorial policies for attractiveness ?

- 🕒 We work in the evolution of trans-national local zones
- 🕒 We work in attractiveness of infra-levels of territories We study local economic cycles from a geographical point of view

What do we do to enrich local focus to better comprehend attractiveness ?



- We mix different dimensions of study (economics, sustainable development, urbanism, regional engineering...)...
- To enlighten the “user’s manual of regional economics”, we use non-administrative perimeters



Foresight scenario for Strasbourg and Alsace

Workshop Evoreg
Karlsruhe, 28 november 2014

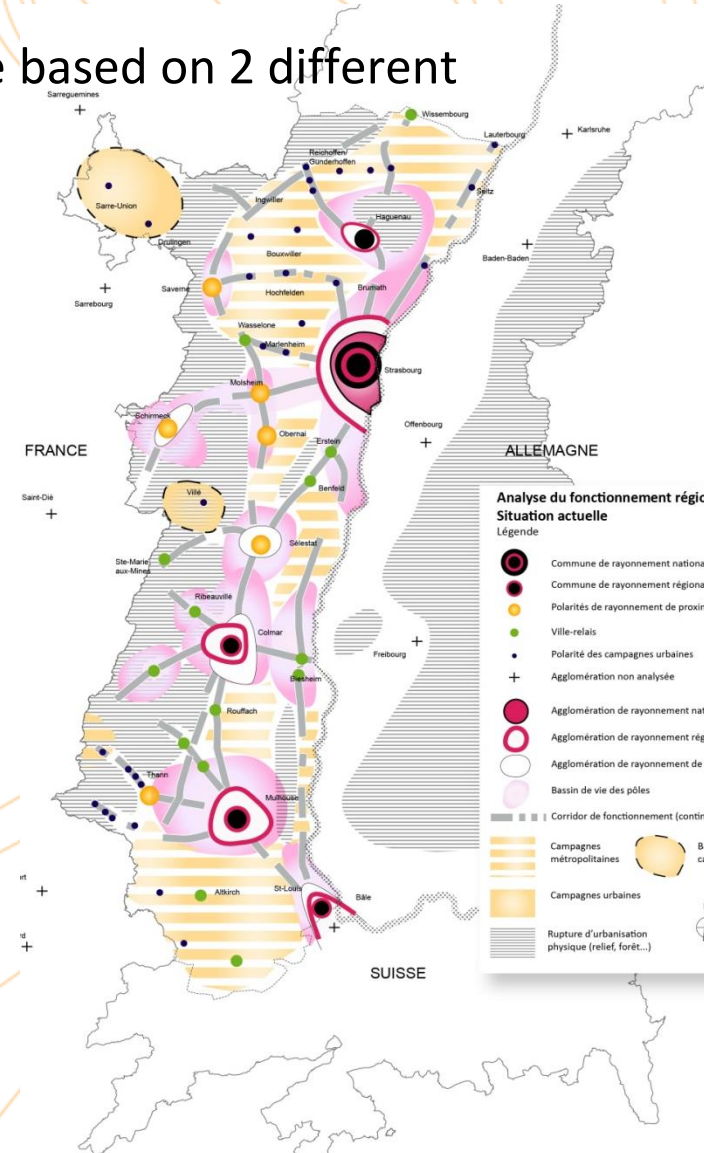
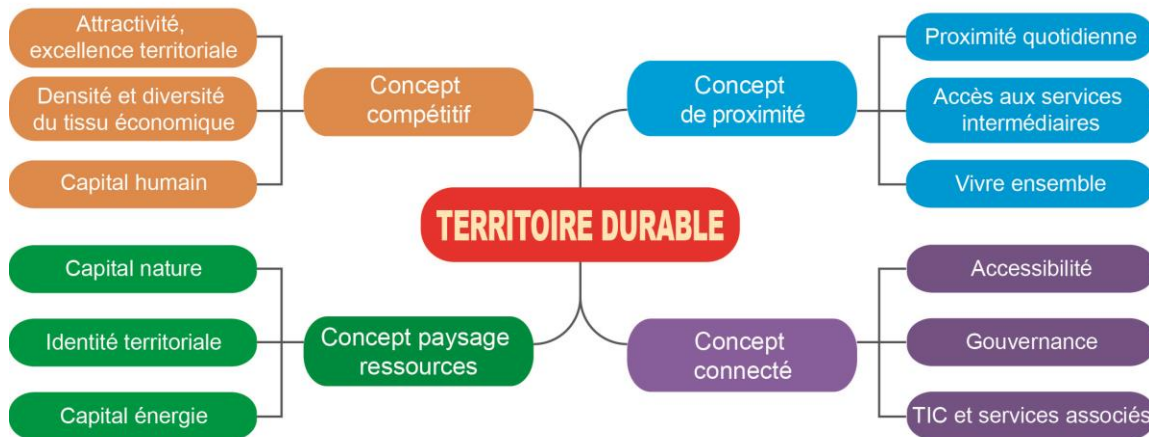
The aims of prospective studies in ADEUS : territorialized prospective

- * Provide assistance to the the partners of the Agency **to enable a coordinated development of the territory**
- * Two kinds of deliverables:
 - ↳ **3 scenarios which could describe the possible development of our territories**
 - ↳ **A tool which enable to territorialize foresight regionals scenarios**
- * The actual scope is the **Alsace region with the background of the upper Rhine area.**



The methodological pack

- * 12 variables divided in 4 concepts
- * A current situation of the municipality of Alsace based on 2 different focus of analysis and more than 50 indicators
- * 4 foresight scenarios to organize the debates



Collaboratives foresight scenarios (2011)

Trend scenario



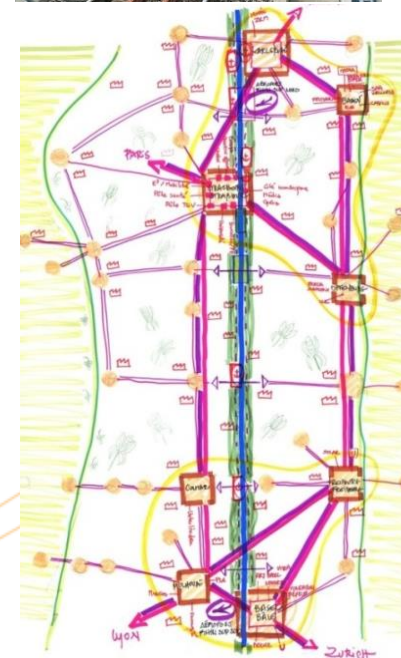
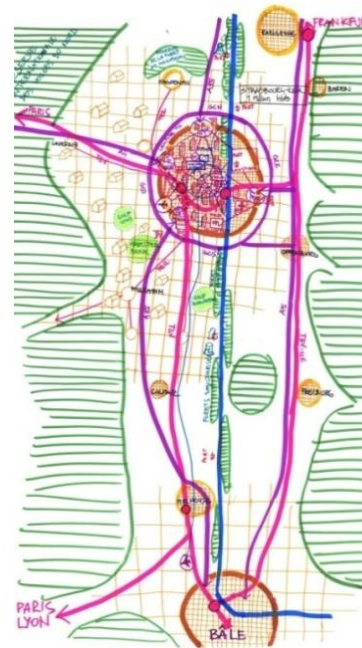
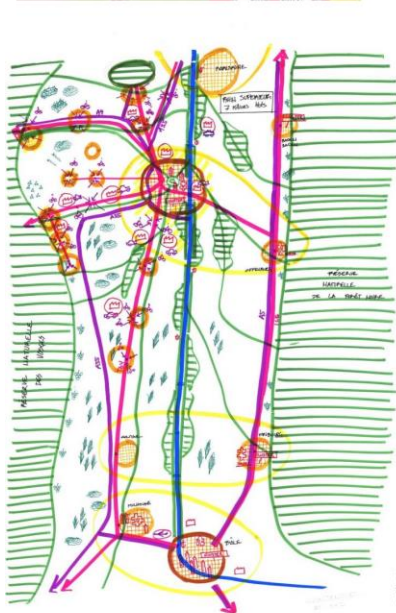
The high tech scenario



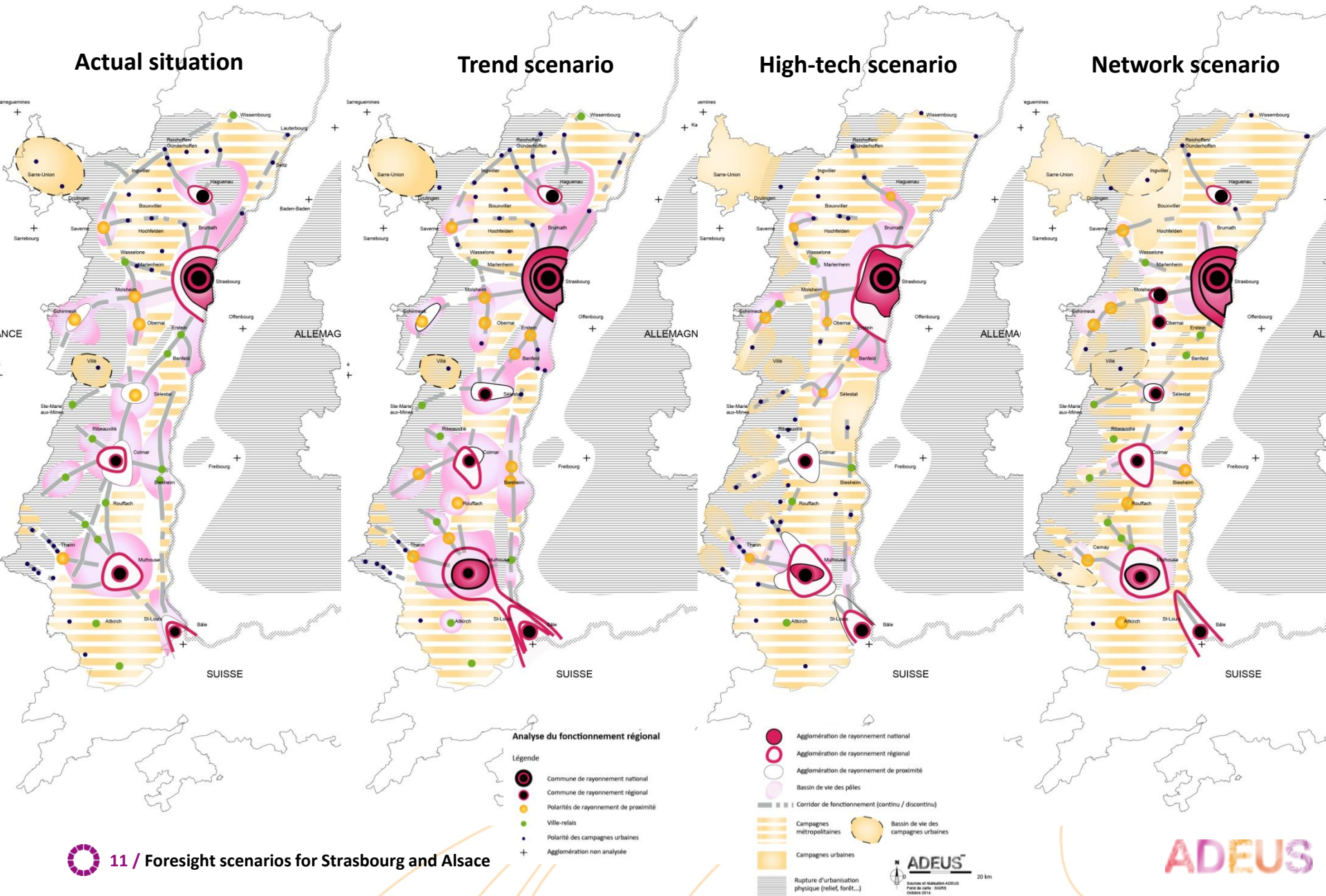
The network territory



Stand-bye territory



First regionals territorialized scenarios



First conclusions

- * A vision for all the Alsatian's territories without black hole
- * Different futures and different choices for today
- * The border's effects to remove !

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Thank you for your attention

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