Toward 'a fourth way': Lessons from Boston

MAPS-LED First Mid-term Meeting
05/06.12.16
Sapienza University FoCus unit, Rome

Clare Devaney
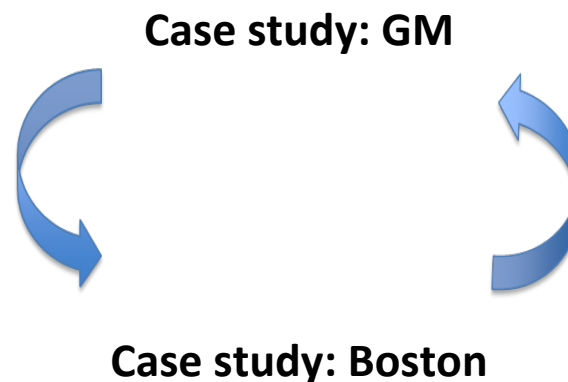*SOBE, University of Salford*

Boston Case Study - context

- **A dynamic model of comparative case study**
- **Framework tested on GM**
- **Lessons applied in real-time**

Case study: GM

Case study: Boston

Framework – Sustainable S3 Wheel

Sustainable S3 Wheel

PLACE-BASED INDICATORS

ENTREPRENEURIAL DISCOVERY
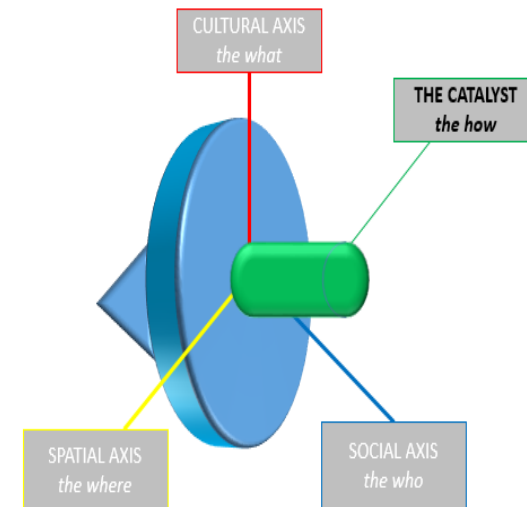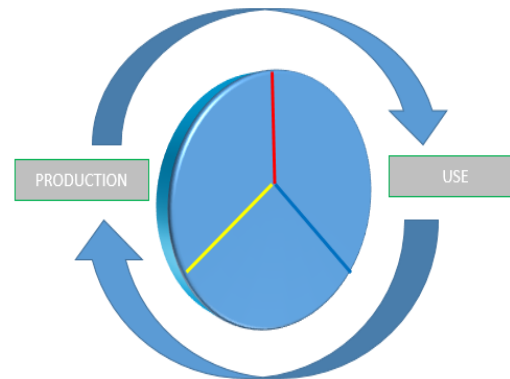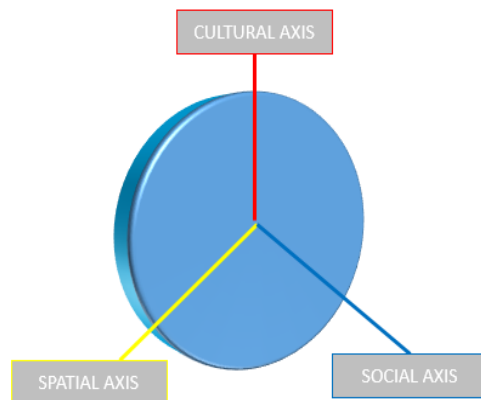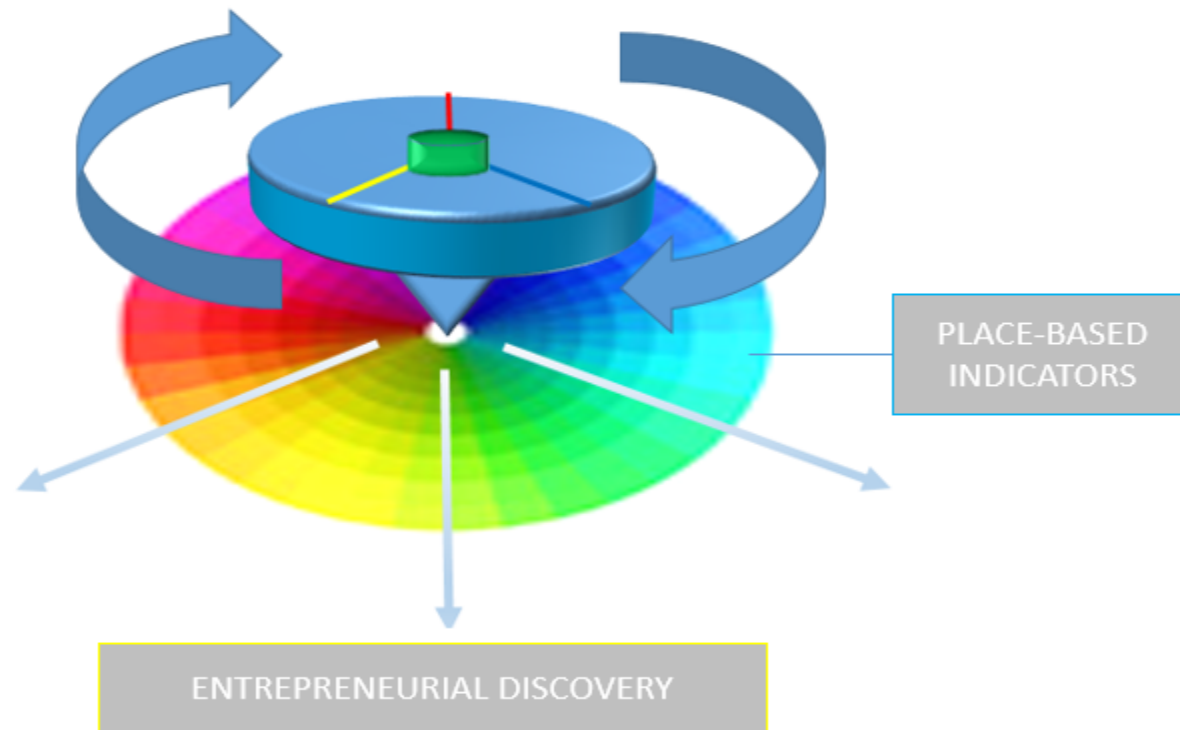
Boston case study – initial findings

- Established and globally-renowned innovation infrastructure

- Dominated by anchors (universities) and corporates

- Demonstrable strengths spatially and socially (proximity, density, clustering and green space)

- Attempts to curate or re-appropriate cultural elements and sense of place eg. Seaport/District Hall and Roxbury

- Growing recognition of needs and threats, eg. inequality & rising water levels - and to respond to the city's needs, eg water cleaning bio-pellets from food waste

- Evidence of emerging civic agency, eg. Our Harvard Square (citizen-led spatial development)

Boston case study – interviews

SPATIAL

"Eighty percent of seafood comes in by plane from Europe or Asia"

CULTURAL

"We are watering the seedlings after having almost no municipal-level funding for arts and culture"

SOCIAL

"There's a new generation of people in Cambridge who were born here"

CIVIC

"The greenway is our lab."

MAPS-LED International Workshop
05/06.12.16
Sapienza University FoCus unit, Rome, Italy
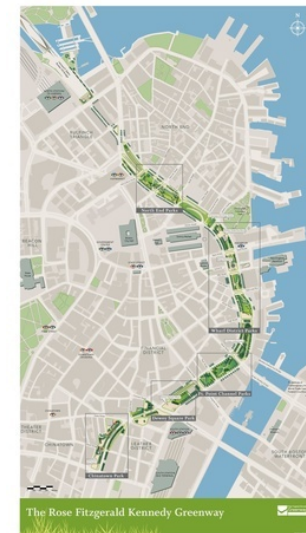
Three typologies of 'innovation districts' – (Katz/ Wagner 2014)

Anchor-plus

Kendall Square

Cambridge

Regenerated Urban

South Lake Union

Seattle

Science Park

Raleigh Triangle

NC (GM)

Lessons from Seattle

- South Lake Union dominated by Amazon estate/work units

  "Thirty-thousand people burrowed away in their little boxes thinking how to make online purchasing easier is not innovation"

- Public realm/ space designed by private sector developer - *"It feels like 'The Truman Show"*

MAPS-LED International Workshop
*05/06.12.16*
Sapienza University FoCus unit, Rome, Italy

Lessons from Seattle

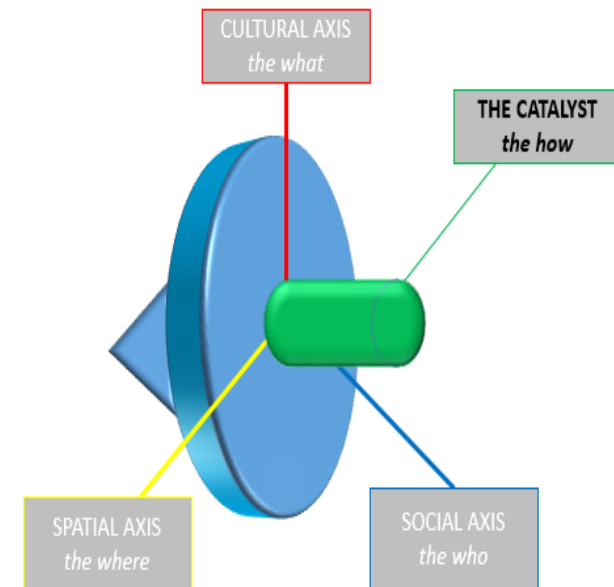- Pioneer Square in downtown Seattle emerging as a social innovation and arts district

  "*What can we do to harness Seattle's famed creativity to solve our big social problems*"

- Move toward systemic change, for example in evaluating impact – attempt by Mayor's office to quantify and measure 'hope', 'belief', 'happiness' – "*To what extent does somebody believe in you?*"

MAPS-LED International Workshop
05/06.12.16
Sapienza University FoCus unit, Rome, Italy
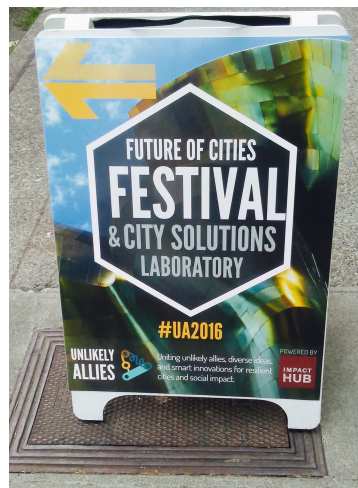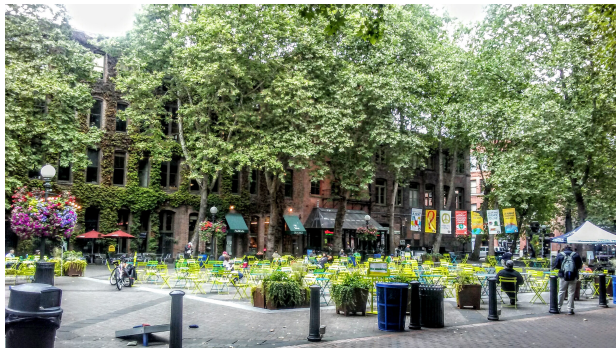
Initial assessments

- GM strong culturally, fair spatially and weak socially

- Boston/Cambridge strong spatially and socially, but weak (Kendal Sq) to fair (Seaport) culturally.

- Seattle South Lake Union weak culturally…

- … but strong on all three in Pioneer Square

- The 'HOW' is missing, the catalyst

Series of tri-partite frameworks

- Spatial, social, cultural

- Anchor-hub, regenerated urban area, science park

- Private sector, public sector, third sector

- Place, innovation, people

- Implicit place hierarchy emerging: place-blind, place-based (Foray, Barca, McCann), place-grounded (related to S3 'embeddedness' / sustainability)
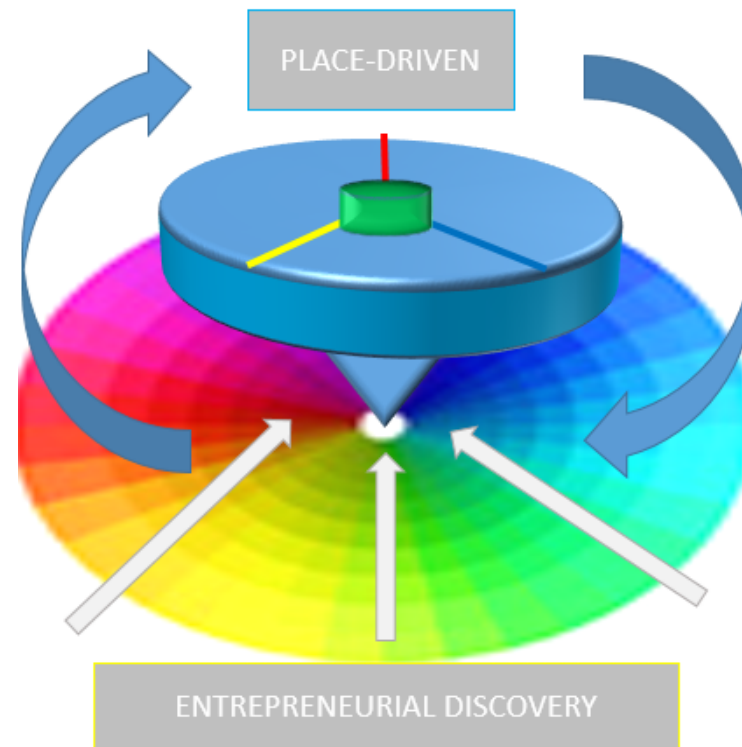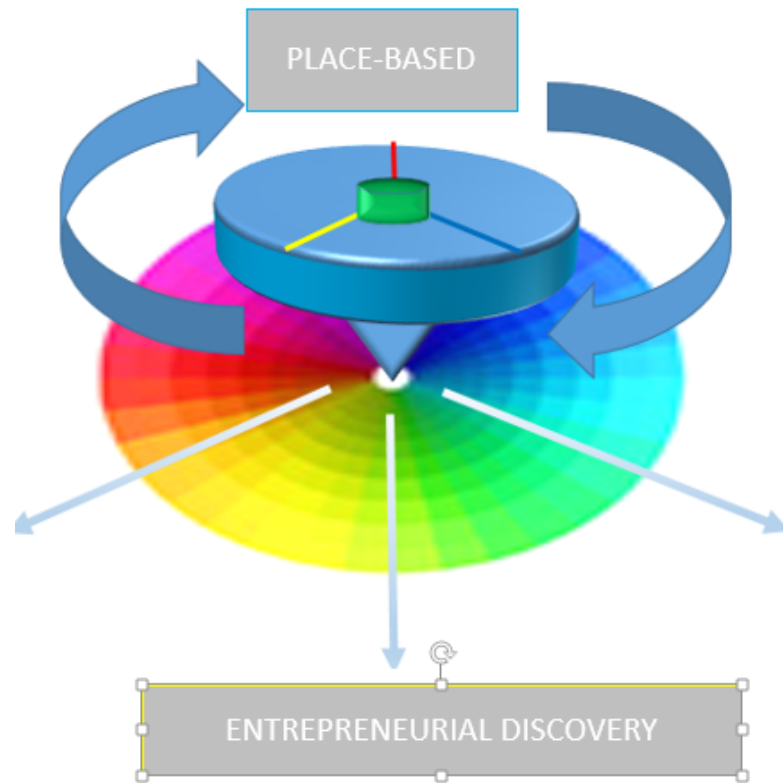
Considering 'a fourth way'

INNOVATION DISTRICT	DRIVER	CONSTRUCT	CONCEPT	PLACE
Science Park	Private	Spatial	Where	Place-blind
Urban Regen	Social/ 3rd	Social	Who	Place-based
Anchor Hub	Public	Cultural	What	Place-grounded
Citizen-led	People	Civic	HOW	Place-driven

Sustainable S3 Wheel

Innovation DRIVEN by ALL aspects of place

Next Steps – research

- **Refine 'fourth way' taxonomy and place hierarchy/ research matrix**

- **Further interrogate relationship between place-driven an entrepreneurial discovery.**

- **Isolate success factors, differentiators and common denominators**

- **Test with expert interviews, research network and EC**

- **Focus on the 'HOW' – what is the catalyst for success?**

Next Steps – practical

- Building a civic innovation corridor

- Anchored by GM Impact Hub (CIC model), Co-op, University of Salford

- Bringing private, public, 3rd & civic together in a collaborative 'fourth way'

- Non-prescriptive, citizen-led, organic

- Tied to devolution & Mayoral election

- Series of participatory events – 'M4' - between Feb-May 2017

FEDERATION HOUSE: EXPLORING THE "HOW"

What happens when you introduce a civic innovation space into a city's ecosystem?

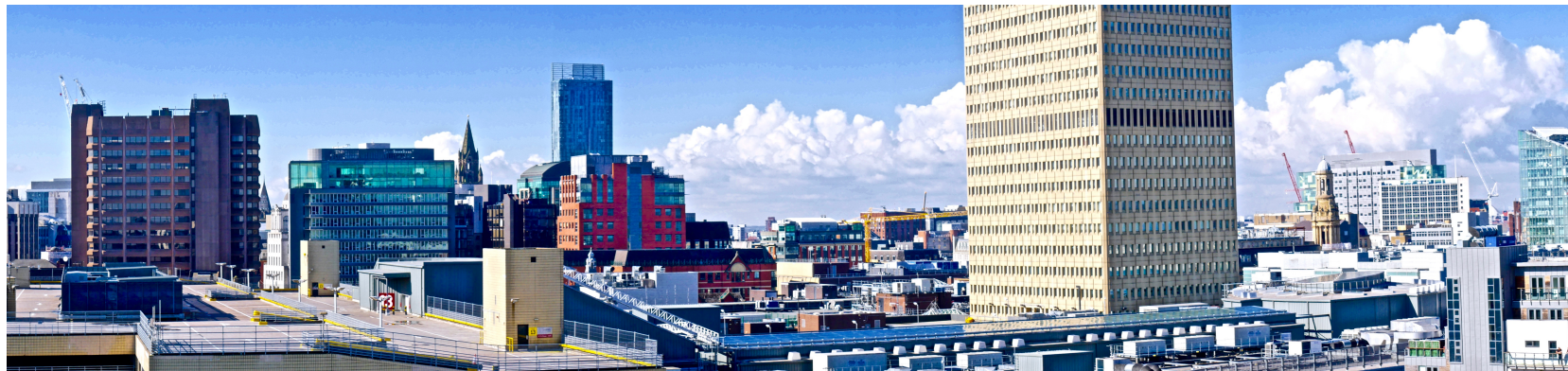## Working toward opening in SUMMER 2017

We look forward to welcoming you to our civic innovation space in Manchester for our workshop in September 2017

THANK YOU