

Table 2: Overview of elements in the four macro-regions

	EUSBSR	EUSDR	EUSAIR	EUSALP
Key structures and pre-existing institutions				
(Predominantly) territorial scope	<ul style="list-style-type: none"> Northern Dimension (ND)-1999 Council of the Baltic Sea States (CBSS)- 1992 	<ul style="list-style-type: none"> Dambe Counties Working Group (ARGE Doumländer)- 1990 Central Europe Initiative (CEI)- 1989 Regional Cooperation Council (RCC)- 2008 	<ul style="list-style-type: none"> Adriatic-Ionian Initiative (AII)- 1999 	<ul style="list-style-type: none"> Alpine Convention- 1995
(Predominantly) functional scope	<ul style="list-style-type: none"> Helsinki Commission (HELCOM)- 1992 Vision and Strategies around the Baltic Sea (VASAB)- 1992 	<ul style="list-style-type: none"> Dambe Commission- 1948 International Commission for the Protection of the Danube River (ICPDR)-1998 		<ul style="list-style-type: none"> International Commission for the Protection of the Alps CIPRA (CIPRA)- 1952
Substantive content of macro-regional strategies				
Overall scope	<ul style="list-style-type: none"> to reinforce the regional cooperation of countries in the Baltics 	<ul style="list-style-type: none"> a new project of regional cooperation 	<ul style="list-style-type: none"> a tool for building prosperity in the region integration process of the Western Balkans 	<ul style="list-style-type: none"> an EU laboratory for effective cross-sectorial and multi-level governance
Motives	<ul style="list-style-type: none"> environmental pressures disparate development paths routes for trade and communication risks because of maritime traffic 	<ul style="list-style-type: none"> The world's most international river basin The Danube can open the EU to its near neighbours 	<ul style="list-style-type: none"> functional area defined by the Adriatic and Ionian Seas prospect of EU accession for other countries in the Region port hinterlands impacts of land-based activities 	<ul style="list-style-type: none"> one of the richest areas in the world and among the economically most dynamic, innovative and competitive areas in Europe with unique geographical and natural features
Challenges	<ul style="list-style-type: none"> To enable a sustainable environment To enhance the region's prosperity To increase accessibility and attractiveness To ensure safety and security in the region 	<ul style="list-style-type: none"> Mobility Energy Environment Risks Socio-economic Security, serious and organized crime 	<ul style="list-style-type: none"> Socio-economic disparities Transport Energy Environment Natural and man-made hazards and risks entailed by climate change Administrative and institutional issues 	<ul style="list-style-type: none"> economic globalization demographic trends high vulnerability to climate change and its foreseeable effects on the environment energy challenge geographical position in Europe, as a transit region high degree of seasonality
Overall objective	The area could be a model of regional co-operation where new ideas and approaches can be tested and developed over time as best practice examples	By 2020, all citizens of the Region should enjoy better prospects of higher education, employment and prosperity in their own home area. The Strategy should make this a truly	to promote sustainable economic and social prosperity in the Region through growth and jobs creation, and by improving its attractiveness, competitiveness and connectivity, while	to promote sustainable economic and social prosperity of the Alpine Region through growth and job creation, by improving its attractiveness, competitiveness and connectivity, while at the
Main goals/pillars				
	<ul style="list-style-type: none"> Save the Sea Connect the Region Increase Prosperity 	<ul style="list-style-type: none"> 21st century region, secure and confident, and one of the most attractive in Europe Connecting the Danube Region Protecting the Environment in the Danube Region Building Prosperity in the Danube Region Strengthening the Danube Region 	<ul style="list-style-type: none"> preserving the environment and ensuring healthy and balanced marine and coastal ecosystems Blue Growth Connecting the Region (transport and energy networks) Environmental quality Sustainable tourism 	<ul style="list-style-type: none"> same time preserving the environment and ensuring healthy and balanced ecosystems Economic growth and innovation Mobility and connectivity Environment and energy
Governance structures				
Political level	<ul style="list-style-type: none"> European Commission European Council/ Council of Ministers High-level Group 	<ul style="list-style-type: none"> European Commission European Council/ Council of Ministers High-level Group 	<ul style="list-style-type: none"> European Commission European Council/ Council of Ministers High-level Group 	<ul style="list-style-type: none"> European Commission European Council/ Council of Ministers High-level Group General Assembly
Coordination level	National Coordinators Group	<ul style="list-style-type: none"> Meetings of National Coordinators Dambe Strategy Point 	<ul style="list-style-type: none"> Governing Board Facility Point 	<ul style="list-style-type: none"> Executive Board (former Steering Committee) National Coordinators
Implementation level	<ul style="list-style-type: none"> Policy Area Steering Committee/ Coordination Group Horizontal Action Steering Group 	<ul style="list-style-type: none"> Dambe Strategy Point Priority Area Steering Groups 	<ul style="list-style-type: none"> Facility Point Thematic Steering Groups 	Action Groups

Sources: EC, 2009; EC, 2010; EC, 2013; EC, 2014a; EC, 2015a; EC, 2015b

ID 1488 | THE ROLE OF ARTS FESTIVALS IN THE EUROMETROPOLIS LILLE-KORTRIJK-TOURNAI: BRIDGING GAPS IN THE FRENCH-BELGIAN CROSS-BORDER METROPOLIS

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1 INTRODUCTION

The 21th century is when the globalisation of capital has found, as of now, its pinnacle. According to Sassen (2007), this phenomenon has been responsible for the destabilisation of past scale hierarchies, previously almost totally centred at the national level, depicted by the nation state figure. The proliferation of multinational capitalist organisations with their structures based on a network of branches spread across the globe with its strategic functions concentrated in a unique place (or in just a few of them) contribute to

the complexity of the world's multiscale configuration. This dynamic that involves the global capital puts under scrutiny the autonomy and centrality of the national sphere. Hence, other forms of spatial scales may rise to a more prominent role, such as the subnational (i.e. cities; regions), cross-border regions that include two or more subnational units, and supranational entities, like global electronic markets and free trade zones (Sassen, 2007).

That is the case of Eurometropolis Lille-Kortrijk-Tournai – ELKT (founded in 2008), which spans across the French-Belgian border and have been introduced in the global capital market through regional level politics, in a logic that is concomitantly transnational and subnational. To overturn the economic fortunes of a deprived region, this Eurometropolis seeks to benefit from an extremely strategic position in Europe's geography to put itself in the spotlight for the big international private capital and investments. Thus, ELKT's transnational governing committee has decided to make use of territorial marketing tools to promote the cross-border metropolis, investing in big cultural events and the subsequent reinvention of the region's image: from an underprivileged and charmless former industrial site into a new cultural bustling hub, open to creative and fresh talents. The idea behind such course of action is that the region must portray an attractive image for the foreign investors amid a 'locational war', boosted by the new hierarchy of scales, against other subnational and transnational entities.

Nevertheless, the strategies for this territorial marketing vary according to the position the city occupies in the global context. Cities with local or regional influence, like Lille – and by extension – the ELKT, need a more aggressive marketing approach so the range of its economic activities can be expanded. Braun (2008) states that it is a tendency that cities with industrial backgrounds start to delve deeper into territorial marketing tools in their quest for changing their image, both inwards (to the eyes of its own population) and outwards (for the investors).

Since 2004 Lille has been exploring this sort of experience. It has intensified after the formation of the ELKT in 2008, with an annual transnational arts festival called NEXT taking place in both sides of the border. The main goal of this initiative is to rework the image of the entire region that compounds the Eurometropolis and build a feeling of pride and attachment in their 2,1 million inhabitants over the fact that the 'industrial stigma' is now long gone and that they are embracing a thriving future based on arts and other dynamic related activities (e.g. creative industries and tourism). Thus, the main goal of this paper is to debate the role of big cultural and artistic events – and its inherent dimensions of identity and image – as a trigger for a transnational economic project such as the ELKT.

2 LITERATURE REVIEW

2.1 GLOBALISATION AND THE RISE OF CITIES AND REGIONS

The 21st century, as stated above, is when the globalisation of capital has reached its peak so far. Such a phenomenon has led to a new configuration of spatial scales, putting the classic centrality and primacy of the national level in a new perspective (Sassen, 2007). Multinational enterprises have proliferated around the globe, and their organizational structures lend a concrete contribution to the complexity of this multiscale world.

The global capital markets are, in fact, partially embedded in subnational places and move around intricate combinations of spatial scales. For example, the global capital markets are composed by electronic markets with global outreach and – at the same time – by locally rooted conditions, like financial centres and everything else they entail, from infrastructure to systems of trust (Sassen, 2007).

This dynamic of the global capital puts under scrutiny the autonomy and centrality of the national sphere (Sassen, 2007). As the 'national' is highly institutionalized and dense, the global structuration inside the national encompass a partial and generally very specialised and specific denationalisation of certain national components. Therefore, the new networks that connect cities through a variety of new activities and institutions are an example of a global scaling process constituted by the means of subnational places and the growing intensity of their cross-border transactions. Following the operationality and the logistics of the capital reproduction in this new configuration, subnational regions or cities are put in direct contact, ones with the others. That would allow the surging of other unities or spatial scales, notably the

subnational (i.e. cities and regions), the cross-border regions (which encompass two or more subnational entities) and the supranational cities (free-trade zones and electronic global markets).

Sassen (2007) also observes that these aforementioned phenomena have led to denationalised Estate agendas that are growingly managed in confluence with norms set by the big global private capital. Even though the geographical limits of the nation state territory remain largely unchanged, this movement changes the meaning of the exclusive authority of the Estate over its own territory, transforming its role in the face of the current scenario.

In a moment when virtually every Estate in the world adopts a governance that aligns to the neoliberal practices of economic competitiveness, it has become usual – specially from the 1990s onwards – the institutionalisation of ‘rights’ of the non-national enterprises. The deregulation of cross-border transactions and the influence or crescent power of some supranational institutions (big multinational enterprises, e.g.) have been reshaping the classic role of the Estate: confronted with the current global economic scenario, a self-diffidence in the regulation of its own economy can be observed, leaving gaps in its structure that will be eventually fulfilled – directly or indirectly – by the big multinational enterprises.

According to Sassen (2007), the analysis of this new ‘geography of power’ that the nation state face allows to identify and conceptualise a specific set of operations that take place in the interior of national institutions but that are now turned to subnational and transnational agendas. It is in this sense that territorial organisations with local, cross-border or supranational scale earns an increasing significance in the current global economic scenario.

2.2 GLOBAL CITIES NETWORK

Amidst the context exposed above (2.1), namely the rise of the strategic significance of local and regional spheres amongst globalisation and the subsequent dispute for market, GaWC (Globalisation and World Cities Research Network) has started, in 2000 (GaWC, 2000) to classify cities around the world in accordance to its insertion in the global network. This classification is based upon four ‘advanced producer services’: (i) accountancy, (ii) advertising, (iii) banking/finance, and (iv) law (Beaverstock et al., 1999). The GaWC inventory identifies three different levels of global cities and 12 sub-levels. Following the rankings of 2016 (GaWC, 2016):

- Alpha++ cities: are cities most integrated with the global economy. Examples: London and New York (the only two in this category);
- Alpha+ cities: are advanced service niches for the global economy. Examples: Sydney, Tokyo, Paris, Shanghai, Dubai;
- Alpha e Alpha- cities: are cities that link major economic regions into the world economy. Examples: Chicago, São Paulo, Moscow, Brussels, Mumbai (Alpha); Buenos Aires, Barcelona, Vienna, Seoul, Miami, Johannesburg (Alpha-);
- Beta (Beta+, Beta e Beta-) cities: are cities that link moderate economic regions into the world economy. Examples: Dallas, Lisbon, Berlin (Beta+); Rio de Janeiro, Oslo, Manchester (Beta); Lagos, San Diego, Bratislava (Beta-);
- Gamma (Gamma+, Gamma e Gamma-) cities: are cities that link smaller economic regions into the world economy. Examples: Guayaquil, Adelaide (Gamma+); Glasgow, Marseille (Gamma); Orlando, Sevilla, Porto (Gamma-);
- Sufficiency level cities (High Sufficiency and Sufficiency): are cities that have a sufficient degree of services so as not to be obviously dependent on world cities. Examples: Lille, Indianapolis, Belo Horizonte (High Sufficiency); Florence, San Antonio (USA), Jerusalem (Sufficiency).

The global cities network arises as a new terrain for politic-cultural debates as they create different geopolitics, parallel to that centred on the nation state, once they become ‘... a strategic site not only for global capital, but also for the transnationalization of labour and the formation of translocal communities and identities’ (Sassen, 2005, p. 38).

An exam of the globalisation through the prism of the ‘global city’ concept introduces a strong emphasis on the strategic components of the global economy beyond the broad, diffuse, and somewhat homogenising

dynamics to which we are habituated to associate globalisation with: the one of the consumer market (Sassen, 2005).

2.3 CITY MARKETING

City marketing, as a field of academic research, originates itself mainly from two perspectives: the first one, related to the expansion of the traditional Marketing and its applications; the second one from the disciplines that have studied the city, the regions and the development (Urban and Regional Economy, Economic Geography, Urban Planning, Social Geography, between others).

In the first perspective, cities are considered an object to which the marketing tools are employable. From the 1960s onwards, Marketing ceases to be conceived as something related strictly to business management activities: Kotler and Levy (1969) and Kotler (1972) were pioneers in expanding the concept of marketing. In the second perspective, marketing has been gaining significance for the cities because of the local and global processes related to globalisation described above (entailing, for example, locational competition). Cities and regions have been developing marketing politics as a result – or as an answer – to these processes, adapting themselves for different contexts and needs (respecting the particularities of each place).

Therefore, City marketing is the coordinated use of marketing tools supported by a shared customer-oriented philosophy, for creating, communicating, delivering, and exchanging urban offerings that have value for the city's customers and the city's community at large (Braun, 2008, p. 43).

The strategies for city marketing vary following the framing of the city in the global context. Global cities with high levels of insertion, centrality and influence (London or New York, for example) do not need aggressive city marketing strategies once their position in the world is already established, which guarantees a comfortable position in relation to the amount and quality of investments they receive from the global capital (Braun, 2008).

Nevertheless, cities that exert limited centrality and has the influence disseminated only up to the local or regional level necessitate a more aggressive marketing policy so they can expand the scope of their economic activities: "This strategy is more compatible with a business that aims to gain market share or fight its way into a new market" (Braun, 2008, p. 23). Hence,

... it enables a new approach to strategic planning in the public sector. City marketing enables a new level of quality within the local development policy in terms of comprehensiveness, creativity and flexibility. New resources in form of ideas, capital, and local knowledge are mobilised for local policy. In this way city marketing enables a strategic approach to public planning in collaboration with the private sector (Rainisto, 2003, p. 61).

2.4 IDENTITY AND IMAGE

In the globalised world, local identities can be regarded as 'hybrid identities': local reviews of global and globalising cultural inputs (Hall, 1996). The role performed by these 'new identities' is another aspect of the globalisation effects on society, specially minority communities (ethnics, religious etc.) living in a western centre; they serve as needles and threads that sew them to this society. This feature of the new identities is what Laclau (1992) named 'common axe of equivalency': it is their 'lowest common denominator', the core of what unites them ultimately.

This kind of identification is essentially politic: it unites individuals – despite ethnic and cultural differences – through the social reality to which they are subjected as an outcome of a process of cultural hierarchisation. The intrinsic dichotomies between the different ethnic groups that composes this type of identity are not annulled, but are suspended – at least for a while – whilst social equality is still to be claimed. This appeal for social equality is what validates this kind of identification: it starts from several particularisms (ethnic questions, religious, genre) that by themselves or alienated from universal values

would not succeed in finding validation, but when connected to the universalism of social equality, they do succeed (Laclau, 1992).

Fontanille and Zilberberg (1998) point out that there are cultures that are perceived as a unity and others as a mixture. This implies that two different mechanisms rule them: the exclusion and the participation principle, creating two systems through which culture operates. The first one (i.e. exclusion) operates via a sorting/selection mechanism; once this process is over, comes to the surface the confrontation between exclusive and excluded, pure and impure cultures. The second one (participation) operates via a mixture/amalgamation mechanism, resulting in a comparison between what is alike and unlike. The alikeness assumes interchangeable magnitudes; the unlikeness involve magnitudes that opposes themselves as superior and inferior, an entailed hierarchy not always surpassed.

It must be reinforced that identity is one of the features operated by the city marketing: it works and reworks the image and the identity of a city. According to Noisette and Vallerugo (1996), these two concepts – identity and image – are not equivalents and come into tension in operations of territorial communication: the real identity morphs into a projected identity that is, on the other hand, what constitutes an image, a representation that is sought and has monetary value.

3 METHODOLOGY

This paper is based, in its opening moment, on the review of literature that is relevant to the discussions proposed here about globalisation and global cities, city marketing, identity and image. (Laclau, 1992; Hall, 1996; Rainisto, 2003; Braun, 2008; Sassen, 2005, 2007; GaWC, 2000, 2012, 2016, amongst others). In addition, the observations in loco regarding the subject of the research – namely the Eurometropolis Lille-Kortrijk-Tournai as an economic development project looked at through its cultural perspective – stems from several fieldworks conducted by the researcher, mainly based on participant observation. To add a new edge to the research and confront the fieldwork findings, documental sources were also consulted, such as reports and other studies related to the theme (Thiard, 2007; Durand, 2015), in conformity with the research validity and reliability criteria proposed by Yin (2014).

4 THE CASE IN QUESTION

4.1 THE LILLE-KORTRIJK-TOURNAI EUROMETROPOLIS

The social and economic structure of Hauts-de-France region was constructed, historically, over mining – the coal extraction, specifically – and industry, notably metallurgy and textile industry. Nevertheless, a complex succession of events in the 20th century brought several difficulties to a once thriving region: this includes the two World Wars, the oil crisis in 1973 and again in 1979 (coupled with the transition between energy sources: from coal to oil), the loss of productivity of the local mines and the intense internationalisation of capital (Siffert, 2016). This eventful century for the region found its nadir with the closure of the last coal mine in 1990 at the city of Oignies, decreeing the unavoidable death of the mining sector in Hauts-de-France.

Facing a rather difficult period, the region was compelled to reinvent itself economically. The plan for achieving that was structured over its strategic geographical position inside Europe (Figure 1), investing in the internationalisation of the region in close partnership with nearby Belgian cities, which became possible mainly because of the Schengen Agreement in 1985. Convinced that the creation of a transnational metropolis would be the trigger for the local development, political and economic stakeholders from both sides of the border decided for the creation of Eurometropolis Lille-Kortrijk-Tournai.



Figure 1: Location of Lille in relation to major European centres. Source: Eurométropole (n.d.)

Thus, the ELKT is a binational metropolitan area centred on the French city of Lille and on the Belgians Kortrijk and Tournai. It covers three subnational regions: Hauts-de-France (Lille and its own metropolitan area), Flanders (with Kortrijk as the main axis and where Dutch is the main spoken language) and Wallonia (centred on Tournai and where French is more widely spoken). Overall, ELKT is composed by 147 municipalities and in 2008 it had circa 2.1 million inhabitants (Figure 2). The main goal of the Eurometropolis is to enhance the cross-border collaboration, to bring together the local stakeholders and the institutions involved in the project, and to develop a common strategy to overcome the daily problems for inhabitants on both the French and the Belgian sides.

The seed of ELKT traces back to the year of 1991, date when the Permanent Intercommunal Cross-Border Conference (Conférence Permanente Intercommunale Transfrontalière – COPIT) was created. The COPIT meetings resulted in the creation, in 2002, of the French-Belgian cooperation agreement signed by the Prime Ministers from both countries which installed a transnational parliamentary group of work. They were entitled to do an inventory of the cross-border problems and to formulate some initial guidelines for the cooperation between the countries. Finally, as a result of this parliamentary cooperation, the ELKT is officially established in January 2008, with Pierre Mauroy – then Lille’s mayor – as its first president.



Figure 2: Eurometropolis Lille-Kortrijk-Tournai and its main cities. The white line denotes the border between countries. Source: adapted from Ducuing (2008).

Durand (2015) points out in his study about the Eurometropolis Lille-Kortrijk-Tournai that the integration of a cross-border metropolitan could only be possible if multidimensional: (i) structural, (ii) functional, (iii) institutional and (iv) ideational. Amongst those dimensions, the one that interests the most in this paper is the fourth (i.e. ideational), once it is where culture, language and symbolism – as three of the main conforming features of an identity (Löfgren, 1991; Cuche, 2010) – are included.

Since 2001, Durand (2015) exposes, some efforts have been made seeking to create on the collective imaginary a sense of fellowship and attachment, specially through cartographic representations due to its symbolic force. We include in this same ideational category the big cultural festivals that grace the population with varied artistic performances. At the same time, those festivals can be a spark for the

conformation of an identity that proportionate a certain social cohesion for the inhabitants of ELKT (Siffert, 2016). For this reason, NEXT – International Arts Festival is going to be analysed in the next section (4.2) as a cultural event that contemplates Eurometropolis Lille-Kortrijk-Tournai.

4.2 NEXT – INTERNATIONAL ARTS FESTIVAL

Amidst the original themes proposed by the French-Belgian parliamentary working group involved in the ELKT creation and integration, no big scale cultural action had been previewed. However, artistic and cultural collaborations between organisations and stakeholders both sides of the border were something that had been happening beforehand, preceding the formal creation of the Eurometropolis. That contributed to encourage to some extent the inter-regional and international integration, even though it relied on scattered initiatives that lacked a more rigid systematisation.

Convinced that culture is an important tool to reinforce and promote the identity of Eurometropolis Lille-Kortrijk-Tournai, five cultural enterprises¹ decided – based on the experience of that previous cooperation – for organising an annual contemporary arts festival inside the cross-border domains of ELKT. This proved to be the cornerstone for the creation of NEXT, still in 2008. Such a cooperation was only made possible because of the legal assistance of Interreg IV², a device created by the European Parliament with the goal to help create political, institutional and economical basis for the integrations and development of cross-border territories:

NEXT was created due to financial support of INTERREG IV France-Wallonia-Flanders, the cross-border cooperative programme that seeks to reinforce the economic and social trades between the regions Nord-Pas de Calais³/Champagne-Ardenne/Picardie in France and Wallonia/Flanders in Belgium.

INTERREG – “Interreg erases the borders” – is for 20 years an important asset to the promising and innovative projects beyond the borders.

Four priorities are privileged by the programme: to favour the economic development of the zone; to develop and promote the identity of the cross-border territory; to reinforce the sense of attachment to a common territory; to stimulate the common management of the territory (NEXT, 2014, p. 47 –highlights not in the original).

Henceforth, and articulated with the guidelines of Interreg, NEXT – International Arts Festival was officially created, being quickly incorporated by the ELKT governors to their bigger economic project. Its first edition premiered already in 2008, between the months of November and December (NEXT, 2008a).

Formed by the cooperation between two countries and three subnational regions, ELKT is a territory essentially pluricultural. Therefore, a project that would contemplate this kaleidoscopic culture should take precedence in certain common values: the bilingualism, the interculturality and the European citizenship, features that would contribute to the appreciation of the territory and the rapprochement of its citizens (Eurométropole, n.d.).

According to the promotion brochure of the first edition of NEXT (2008b), the Festival is presented as a totally unique initiative, being ‘the first festival to laugh of the borders’ (p. 3). In the brochure, the public is summoned to cross unlimitedly the borders, themselves nothing more than attributes merely ‘inherited from history’, and to surpass the barriers of language, considered ‘invisible borders of the cultural differences’ (NEXT, 2008b, p. 3) between the three regions:

¹ The five cultural enterprises are : La Rose des Vents – Scène nationale Lille Métropole e Espace Pier Paolo Masolini – Théâtre Internationale à Valenciennes (on the French side); Kunstencentrum BUDA – Kortrijk, Cultuurcentrum Kortrijk e Maison de la Culture de Tournai (on the Belgian side).

² One of the main goals of Interreg is not to just stimulate the international cooperation, but to also to diminish the influence of national borders, favouring an equal and complete economic, social and cultural development of the territories that compose the European Union (Hamez, 2004).

³ Until 2016, the region now named Hauts-de-France was known as Nord-Pas de Calais/Picardie.

Strengthened by our long collaboration, inspired by the same demand and by the same will to touch the general public, we have the ambition to create an annual festival that will become an indispensable meeting of the Eurometropole's cultural life and an artistic event of international dimensions (NEXT, 2008b, p. 3).

And, beyond this cultural and artistic multidisciplinary ambition (embracing spectacles of varied natures), NEXT Festival was conceived, above all, as an important course for the promotion of cultural identity for the common territory, for its own inhabitants or to the outside of the cross-border zone (NEXT, 2011). After all, 'culture is one of the most efficient, the most visible and spectacular vector for building a sense of attachment to a common territory, to a common identity' (NEXT, 2011, p. 1). It is specially endorsed by the fact that NEXT events are spread across the whole Eurometropolis, between 18 structures (theatres, museums, maisons folies etc.) distributed both sides of the border, in addition to Valenciennes, that is not part of the ELKT but is annexed to the itinerary of the events.

As important as is to offer the spectacles, it is to guarantee the interurban transit (also interregional and international, in this case) of the festival attendees. To travel between cities is also a way for the inhabitants to get familiar with the Eurometropolis region and to build on the feeling of belonging and attachment. That is why since the first edition of the Festival 23 shuttle buses were put at the disposal, for free, of the general public connecting every city receiving an artistic event (NEXT, 2008a).

In 2013, the number of free buses put at disposal grew to 36 (NEXT, 2013); in 2014, a progress can be observed: 13 cities were contemplated with artistic events with 38 shuttle buses at disposal (NEXT, 2014). The boost in the number of buses offered by the NEXT Festival organisation between 2008 and 2013 sheds some light on the ever-growing concern in improving and expanding the transport structure. This significant increase, confirmed by the 2014 data, reinforce the key-role of the flux of the Eurometropolis inhabitants in the interior of its own territory.

In September 2016, NEXT received the EFFE Prize (Europe for Festivals, Festivals for Europe Prize): it was elected as one of the 12 most innovative festivals in Europe (La Rose des Vents, 2017). Having been chose amongst 760 candidates in 31 countries, NEXT was awarded for its creativity, '... its artistic programme, its "innovative perspective", its international partnerships, its values and its engagement with sustainable development' (idem, n.p.).

5 DISCUSSION

5.1 GLOBAL CITIES NETWORK AND THE POSITION OF LILLE: TERRITORIAL MARKETING APPLICATIONS

The simultaneous dynamic of geographical spread and concentration of activities is one of the key-elements in the organisational architecture of the economic global system. Nevertheless, Sassen (2005, 2007) observes that cities in the Northern hemisphere gather significantly more than half of the global capital market, being observed that the most robust part of the financial activities of the countries are concentrated of their biggest internal urban centres. In general, those are municipalities with greater insertion in the global cities network – the ones that are connected to major economic regions with extensive expression in the world economy – without necessarily being national capitals (GaWC, 2016). According to the 2016 GaWC ranking, those are the cases, for example, of Shanghai (Alpha+); Chicago, Milan, São Paulo, Los Angeles (Alpha); and San Francisco, Boston, Miami, Barcelona and Munich (Alpha).

This proeminence of the local and regional spheres and the insertion in the globalisation context on different levels stimulate the competitiveness for the attraction of capital investment and deflagrate a true locational war, that also follows the basic law of supply and demand. The more places being sold (the bigger the supply), the higher will be the competitiveness between those places for capital.

To Braun (2008), it is exactly this improvement in competitiveness – and the complexity that it brings to the urban development hurdles – that urges the cities to adopt city marketing policies. According to the same author, this kind of marketing encompasses the coordinated use of the marketing tools, endorsed by a

philosophy oriented by creation, communication and the exchange of urban offers that have added value for both the city's stakeholders but also for its community at large.

The strategies for this city marketing, nevertheless, varies according to the framing of the city in the global context. To Braun (2008), global cities with high levels of insertion, centrality and influence (e.g. London and New York) do not need to implement such aggressive techniques of city marketing, once their positions in the world are already established and guarantees them a comfortable situation in relation to the investments they already receive from the global capital.

On the other hand, cities which exert limited centrality and which the influence is limited to the local or regional level necessitate a more aggressive marketing policy so that they can expand the scope of their economic activities. This kind of strategy is more recommendable to cities which seek to gain a bigger share of the international capital market or insert themselves in a new market niche (Braun, 2008). It is exactly the case for Lille, a city considered by GaWC (2016) to be of "high sufficiency" in services; it means that, by the standards stipulated, Lille is not a global city, but has services enough so it does not become overly dependent of other cities (GaWC, 2016).

THE DISTINCTION IN TERMS OF CITY MARKETING

(...) is between the cities that are well placed in the urban hierarchy with diversified economies, agglomeration economies, high quality amenities and embedded in productive global networks on the one hand, and the cities that still struggle to overcome economic decline with a relatively weakly diversified economy and a legacy of an industrial past that once symbolised the city but it is now associated with decline, on the other hand. The first is well endowed to compete in the knowledge economy and one can expect a consolidated marketing strategy; the latter has a stronger incentive to deploy a more entrepreneurial city marketing strategy (Braun, 2008, p. 27).

Cities with symbolic functions based on a past of industrial excellence and that have experienced a process of decline tend to sense a strong incentive to diversify and change the ways they are perceived through the adoption of city marketing policies. According to Braun (2008), the selling of post-industrial cities is directly linked to the decline of their former more prominent activities. It is a universal tendency that cities with an industrial past start to delve increasingly deeper in city marketing tools to attract investments in new structures and events in a quest to change their image. This is exactly the case for Lille, a city that from 1990 onwards started to face a situation of economic adversity in the wake of the extinction of what was the prime activity for the region during two centuries, namely the coal mining (Siffert, 2016).

The city marketing contributes to the underscoring of a region and serves, mainly, as a factor of differentiation of a specific region in relation to other regions that compete for the same market niche. In implementing this type of strategy – and based on that to conduct the NEXT Festival, a major scale event and with international publicity – the binational governing committee of the ELKT sought to internationalise the region with the aim of seizing the opportunities to capture the international capital. The final goal for that is promoting the economic dynamization and development of the whole region.

Between 2000 and 2016, according to the GaWC reports, Lille went from being a city with sufficiency to being a city with high sufficiency. That denotes, in some ways, a relative success of the internationalisation strategy adopted by governors; nevertheless, it is still out to be explored and measured (quantitatively) the influence of the cultural policies implemented and, specifically, to which extent NEXT Festival had an impact in this process.

5.2 NEXT ARTS FESTIVAL: IDENTITY AND IMAGE

The relative similarities in the historic and cultural roots both sides of the French-Belgian borders renders to the collaboration and exchanges between the two national populations. Yet, the linguistic barrier between the francophones (in France and Wallonia) and the Flemish (in Flanders) tends to set some obstacles in integration both at the individual perceptions level and the spatial practices towards the neighbours (Hamez, 2004).

The role of culture as a crucial agent for the development of the integration plan is clear: ‘... the artistic creation would have a fundamental place as the main driving force for the attractiveness of the territory and the well-being provided to the population’ (Eurométropole, n.d.). Furthermore, ‘culture is this indispensable link that sustains the conviviality’ (idem), this cement of the social cohesion of the Eurometropolis.

Culture, represented by the NEXT Festival, puts itself as one of the catalysts of the social change so hardly sought for Lille – the main hub of ELKT – and the whole region. More than this, those cultural events reflect the need to change the image of a city and a region in a way that would prepare them for the future, so they can become attractive to the international capital. This is perceived by the local governors as fundamental for the economic development of a regions that aims to overcome decades of hardship after the deindustrialisation. The project behind NEXT is, in sum, the project of Lille: it is the split up – if not total, at least radical – with the mining and industrial past towards a dynamic future that welcomes innovation, technology and the specialisation of services. The Festival is, at the same time, the path through where this image change is sought and the final product of this project of territorial and aesthetical metamorphosis.

NEXT Festival, henceforth, presents itself as an urban event that responds to the missions that the city marketing delegates to this kind of promotional action. Therefore, it is an instrument of internal communication that aims to reinforce in its inhabitants a sense of attachment to the Eurometropolis and externally it communicates the newfound ambitions of the city, positioning itself strategically amidst the increasingly edgy competition for international capital.

There is a distance, an offset, between the ‘image’ and the ‘identity’ (Noisette and Vallerugo, 1996) of the ELKT, where the urban image bears the representational dimension whilst the urban identity is more tied to the reality. The effects of this distortion between representation and reality, previously carefully avoided, seem to be systematically pursued by the stakeholders of the ELKT, because it is exactly the image of the city the saleable parcel of the urban product (Thiard, 2007).

Thus, based on what was exposed, it was possible to grasp that the cultural project is also the economic project conducted by important stakeholders for the region, politicians and capital investors. NEXT Festival is therefore a consequence of the communion between the interests of the public authorities and those from the private sector. This artistic event is not only the vector for the promotion of local identity, but also the promotion of political and marketing interests.

In brief, the cultural proposition of the ELKT is a project that is the outlining of a new common identity for its inhabitants, a fundamental part in the restructuring of the economy as envisaged by their own governors and investors. As it is based on three different cultural matrixes (following the subnational divides that compose the ELKT), it can be concluded that the project of the eurometropolitan identity has, at its core, the goal of amalgamating differences – avoiding the value judgement of what is pure and impure – on behalf of a new cultural reference (and, in this case, to be marketed as an image); that is what Fontanille and Zilberberg (1998) call “the culture as a mixture”.

6 CONCLUSION

The aim of this paper was to show how identity, even in rather transient times, is still something that holds strong meaning and power. On a moment where globalisation has, of now, found its pinnacle, new identities keep on emerging mainly as reinterpretations of already existing ones (Hall, 1996). The mechanisms for creating these new identities are presented in two ways by Fontanille and Zilberberg (1998): operating via exclusion and via participation. The second mechanism seems to be the one in use for the promotion of the Eurometropolis Lille-Kortrijk-Tournai project, once the cultural traits of inhabitants of three different subnational spheres are amalgamated together in a discourse that seeks the common ground between the three cultures – and the success of this discourse is pivotal for the broader economic project that entangles the ELKT region.

This course of action was spotted by the stakeholders – the political and financial ones – as the trigger for the rehabilitation of a deprived area in the wake of globalisation and in the aftermath of the crash of the former economic matrix, namely the coal mining. Using city marketing tools, they sought (and keep on

seeking) to promote the image of the region, aiming to put it in a prominent shelf at the 'shop window' of the city and regions that fight for the global market investment.

Nevertheless, there is still work to be done in this front: it is still out to be explored and measured (quantitatively) the influence of the cultural policies implemented in the Eurometropolis Lille-Kortrijk-Tournai and, specifically, to which extent NEXT Festival had an impact in this broader economic project for the region.

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ID 1517 | CROSS BORDER COOPERATION IN WESTERN BALKANS- A COMPARATIVE ANALYSIS OF CROSS BORDER EXPERIENCES BETWEEN ALBANIA-KOSOVO AND ALBANIA-GREECE

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ABSTRACT: The instrument for pre-accession assistance (IPA) is one of the main supporting tools for countries aspiring to join the EU. IPA II 2014-2020 programme strategy was approved and supports primarily Western-Balkan Countries in cross-cutting areas in order to prepare for EU-accession. As part of the strategy, territorial cooperation is also supported. Cross-border cooperation in the area is one of the main strands of territorial cooperation where different programs between the countries have been set. This paper investigates through a comparative analysis the experience of cross-border cooperation between Albania and Kosovo and Albania-Greece. The analysis spans not only at the analysis of the relative different projects and the ability of countries to make use of the program, but also looks at different and emerging themes in terms of cross border planning and governance. The analysis will delve into the first programming period 2007-2013 as well as the activities that have been held during the new programming period. The choice of the two different programs comes due to their distinctive characteristics, where on the one side one can find an EU member (Greece) cooperating with a non-EU member (Albania) and on the other side two non-EU states which have the same language, as well as Kosovo being a particular case study of state formation. The Albania-Kosovo case study is important to analyze also due to current development and cooperation between the two governments. So far, there have been two inter-governmental meetings between Albania and Kosovo to foster partnerships and greater collaboration between the two countries. Thus, it becomes very interesting to analyze whether the increase in cooperation between the two states is also reflected in the territorial cooperation programs, as well as their performance in terms of cross border cooperation.

KEYWORDS: territorial cooperation, cross border cooperation, spatial planning

1 INTRODUCTION

In 1991, as many other East-European countries, Albania gave an end to the dictatorial socialist regime. Very soon, the aspiration for joining the European Union and “becoming European” was articulated, forming the longest standing objective of every political party that has come into power in the country (Aliaj, 2008). Nevertheless, the road from a highly centralized and dictatorial regime towards an open and democratic one for sure has been a bumpy one. The “shock therapy” combined with political instability (Aliaj, 2008) (Aliaj, Shutina, & Dharmo, 2010), culminating in 1997, with the fall of “ponzy” pyramidal financial schemes (Aliaj, Janku, Allkja, & Dharmo, 2014) and the civil war in the country, have held the aspiration for joining the European Union back.