

Towards a Basque City?

*Comparative territorial benchmarking
from Social Innovation*

Social Innovation



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Designed by: Doble Sentido

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Author Biography

Current academic status

PhD from Mondragon University in Business Administration. Currently Professor, Senior Fellow and Director of Projects at Mondragon University, School of Business. Teaching (in English) and researching, publishing and managing projects in the following subject areas: Territories: Cities and Regions, Innovation: Urban, Social and Political, Social Capital and Entrepreneurship, Strategy and Planning: Territorial, (e) - governance and Citizen Participation; Technologies: Social, 2.0 and Networks.

Career

Previously, his career has passed, among others, the following professional milestones. He has been Research Associate at the Centre for Basque Studies at the University of Nevada, Reno (USA). He has worked as Director of Coordination of the Vice-Ministry for Language Policy of the Basque Government. He has carried out work in academic, institutional and international business areas, in particular the 5th, 6th and 7th Framework Programmes of the EU in the field of innovation. Specifically, he has worked for 10 years in the Mondragon Group Cooperative Corporation (<http://www.mcc.es>), working in the field of Innovation and Creativity, leading Summer Schools (<http://www.elcapitalcreativo.org> and <http://www.thecreativesociety.org>) and carrying out projects for institutions and Basque companies. He has worked as a Strategic and Innovation Advisor for institutions, companies and research/technology centres. He started out in management posts in SMEs in the Basque Country.

Education

His training and academic training is summarized thus; he obtained the Diploma of Advanced Studies (DEA) at the Research Centre on Action Research at the University of Helsinki (Finland) and the Faculty of Humanities and Business Studies at the University of Deusto. He has an MBA from the Faculty of Economics and Business Administration in the University of Deusto. He is certified in Total Quality Management by Euskalit. He graduated in Political Science and Sociology from the University of Deusto. He is a member of Eusko Ikaskuntza and of Lokarri. He has occasionally contributed to the following Basque newspapers: Berri, Noticias de Gipuzkoa, Diario Vasco and Gara.

Introduction

We need another ascent, to climb out of these two circles that still govern the life of the people of this country too closely. I believe this will occur precisely when we look at the new Basque reality from another viewpoint, able to create, to invent; a utopia, not a heroic utopia - we have already had enough of those - but a utopia that is directed in our dreams at a better way of living together for all those who live here. I call this utopia Euskal Hiria. Others will, perhaps, give it another name.

It will not be a thing of today, nor tomorrow, but that utopian moment will come. But to get there, we have to pitch ideas, and throw them, like the Salzburg pine branch, to the bottom of some mine, to see if it will transform and we can pull it out covered with crystals, bright and shining.

Bernardo Atxaga



Figure 1

Towards a "Euskal Hiria"?

Approached from Social Innovation

*The city for someone who passes without entering is one thing,
and another for someone who is in prison within it and cannot leave;
one thing is the city that you get to
for the first time,
another the one which you leave, never to return;
each deserves a different name.*

Italo Calvino
Invisible Cities



Figura 2
“Euskal Herria” in National
Geographic

*Hiria, euskararena, beste hizkuntzena. Bizikidetzarena, auzoena. Herriena. Konektatuena. Sortzaileena, erabiltzaileena eta alderantziz. Iritziena eta ideiena. Zurea eta nirea. Gurea. Baita zurea, zatozena eta atzean uzten duzunarena. Oroimenean gordeko duzunarena. Bizikleta eta kafearena. Hemendik, kanpora dihoana. Kanpotik barrura konektatua dagoena. Maletan daramaguna, pozik eta duin. Mundu zabalean leku bat duena, duin (berriro diot). Zabalik ikusten duguna, horrela sentitzen dugulako. Gurea ere, sentitzen dugulako. Handia ez, zabala. **Hesirik gabea. Irlak?** Bai, norberak aukeratzen dituenak. Ez inposatuak. Gibeletatik ikasiz, aurrekoa egiteko beldurrik ez eta atzekoarekin itsuturik bizi ez dena. Txikien, herrien, auzoen, ... azoken, ... sare zabala. Geografi txiki ezberdin askoren atxikimenduaren baturarekin osatzen dena. **Hiri-sarea.***

Hiria, herrien konstelazio urbanoa, baita landatarra ere. Biak, batera, nahasturik.

Berria baina eraikin zaharrekin egina. Umeena. Umeentzako izango baita, heurentzat uzten duguna. Urrunak gertukoekin konektatuak. Geografiaren erpin batekoak beste erpinekoekin hartuemanean. Elkarrentzute, Elkarrulertze, Elkar hitzegitearen hiria.

Elkar hizketen hiria.

Hitzen hiria.

Euskal Herria.

Today approximately 50% of the world's population is **urban**, but in 2025 75% of the population will be living in **cities**. Changes in understanding and policies of the urban reality and cities themselves are presented as a key unifying element for any Network Society (Castells) as advanced as the Basque Country. However, as is occurring in places that are references to others, particularly in cities of the U.S. and the EU, cities need proposals that start from the perspective of Social Innovation more than ever, provided that they aspire to creating a leading referential position in the way they are built, as cities and geopolitical nodes with a strategic vision.¹

In this context, the book¹ "Towards a Basque City? Approached from Social Innovation" offers an analysis of the **situation of change** that the **Basque Regions** and more specifically, the Autonomous Community of the Basque Country (CAV) is going through at present: (a) ways of overcoming the economic crisis (b) the rotation of the Basque Government and the emergence of left-wing nationalists in the Basque institutions, (c) the transition to a productive and energetic model different to the current one, (d) the impact of immigration, (e) globalisation and the importance of talent as a lever for entrepreneurship, (f) mobility and digital connectivity as means of leverage for progress and welfare, (g) the scientific-technological revolution and its impact on the industrial fabric, (h) the rise in infrastructure for mobility and physical connectivity, such as the High Speed __Rail link ('the Basque Y'), (i) unprecedented urban renewal (the Guggenheim effect), (j) the great impact of 2.0 technologies and social networks, and last but not least, (k), the new scenario of hypothetical peacekeeping, which seems to be inexorably approaching.

All these social facts constitute an amalgam of factors for change (among others) that should lead to at least investigating the feasibility of beginning to structure the Basque Regions (with the CAV as the central node) as if they were a City-Region.

Following the latest trends in regional development, the need for the idea and exploitation of the potential of the City-Region is becoming increasingly widespread. Leading experts have backed the idea that the Basque Regions could become a very important strategic axis if they were structured as a City-Region. However, this idea seems not yet to have found its way or a clear pathway of articulation. Here we propose to subject the concept of **Euskal Hiria** to analysis as the best example of the tensions and structural contradictions, arising from the make-up of the Basque Regions, and to consider that it may be a wide-ranging structural proposal which is applicable from many different ideological perspectives.

In his book, Dr. Calzada sets out a proposal for Euskal Hiria as the Reinvention of a New Socio-Territorial Model of a Basque City-Region for the Basques.

The author adopts the following scientific methodological approach:

1. Methodologically there has been an effort to avoid loading Euskal Hiria with ideological values.

1

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Figure 3

Somewhere in Euskal Hiria

2. By Euskal Hiria, we mean all of the “Basque Regions” as parts of the Basque identity.
3. Euskal Hiria will be determined “geographically” by the number and intensity of the flows and relationships that may exist within and between each of the Basque Regions. Informational, relational, cultural-identity, linguistic, economic, business, physical, infrastructure, community, institutional, and even political flows are anticipated. (M. Castells)
4. Euskal Hiria as a geographical map without prior borders or references to any ideological value, to avoid bias and inertias of the past: A New Model for Analysis and Socio-Territorial Structuring of the City-Region in the Basque Network or the “Euskal Herria” of the 21st century.
5. The 5 Basque Areas which make up EUSKAL HIRIA are:
 - The Autonomous Community of the Basque Country.
 - The Community of Navarre or Nafarroa.
 - The Pays Basque or Iparralde.
 - CyberEuskadi.
 - The Basque Diaspora.

A. Here

A.1. 3 Background

Before explaining A.2., A.3 and B.1., the key issues related to Euskal Hiria and Comparative Territorial Benchmarking must be set out:

A.1.1. Euskal Hiria

Why is it necessary to propose a concept like Euskal Hiria?

There are 4 reasons why it is necessary and urgent to adopt the approach of Euskal Hiria from the perspective of Social Innovation:

1. For the pressing **SOCIAL NEED** which exists for it:
 - Euskal Hiria = A conceptual artefact that goes beyond even the dual/antagonist reality (nationalist or non-nationalist)
 - Because we have a conceptual chaos in which we try to impose our view over the rest: With a multitude of nomenclatures and many names for the same reality: Euskadi, Euzkadi, Euskal Herria, the Basque Country, the CAV ...
 - Euskal Hiria would act as an integrator of all past nomenclatures that refer “to the Basque”: “Basque Regions ”.
 - Reinventing a new Socio-Territorial Model for the Basques (designed by and for them) from a concept adapted to the underlying reality of the European Union. Always able to develop the concept from the “sovereignty” of the territory or the power of decision from within the City-Region. Setting it up as a geopolitical centre and node. Never as a mere “branch”, something that is far from the views of experts such as Sassen, Castells and Florida, among others.
2. For the **GENERAL COMPREHENSION** that we need to bring to the current new situation.
 - Territorial Structuring: Assuming and managing the Basque reality with an increasing social complexity. Neutralising the ideological extremes that bombard the transverse bridges, as these constitute the first active front for coexistence, social peace and democratic government of the territory. In turn, facilitating dialogue without ideological boundaries, so there are no vetoes.
 - Pacification: Overcoming and repairing social fragmentation (connecting archipelagos) and the consequences of the political violence. There is now a clear need to restore the moral and social fabric of the Basque citizens.
3. For an **EXISTENCE and OBJECTIVITY of a TECHNICAL type**:
 - This coincides with the latest Territorial Trends: in relation with which we are increasingly faced with a Basque City-Region.
4. For a **MODERNISATION** which is happening at international level of the **concept of TERRITORY**
 - TERRITORY = LAND (ground) + IDENTITY (community) + NETWORK (flow).
 - Error of the past. Myopia of the present. What has led to the crisis of the extreme nationalists is simply that they considered the construction only

from the point of view of physical territoriality. It must include strategies and structuring of the territory, assuming that you have to structure based on physical, digital and social networks. There must be agreements or arrangements between key Basque areas to create co-sovereignty.

In short, because “the city(-region) is a territoriality that best fits a society as complex as the Basque one” .

A.1.2. City-Region

2 What is a City-Region?

Kloosterman, R.C. and Lambregts, B. “Clustering of Economic Activities in Polycentric Urban Regions: The Case of the Randstad” *Urban Studies*, vol. 38, No. 4, pp.717-732, 2001.

“They are collections of historically authentic and administrative or politically independent cities located within a certain proximity, well connected by infrastructures, with facilities for daily mobility between professional and personal life (commuting) making use of collaborative inter-business linkages and networks, acting as sole and singular functional economic areas”.

At all times, the main premise and the parallelism is to consider that Euskal Hiria = Basque City-Region in a Network. A warning that it is appropriate to make is that the City-Region is not a political concept that refers to regionalism. It is a dynamic technical territorial concept which leaves open all possibilities for structuring it in a legal-political way: constitutionalism, autonomism and sovereignty/independence.

Therefore, the City-Region is more a territorial container than a previously pre-established content.

The potentiality and virtuality of the City-Region concept is that it is a territorial concept based on the flow and the concept of a territory as if it were a physical, digital and social network. That is why many projects on an EU, U.S. and Asian scale are seriously considering the concept of identifying City-Regions. Universities and the most advanced research centres on land issues are identifying and explaining how the City-Regions behave and why they are advanced in the field of Social Innovation. (All information in detail in Calzada, 2011, p.117-128)

The ultimate goal of working with the territorial unity of a City-Region is to compare, extract analysis factors and lessons learned from the Territories. They are developing leading practices in one or more of the 4 strategic areas of Social Innovation: Community, Connectivity, Creativity and Participation.

A.1.3. Social Innovation

In the case of Euskal Hiria, these were the 10 strategic priorities for Social Innovation identified as key ideas (Calzada, 2011: p.156):

STRATEGIC PRIORITIES OF SOCIAL INNOVATION	ATTRIBUTES AND SYSTEMS OF THE BASQUE CITY
Idea-Force 1 Complete the <i>hard</i> with the <i>soft</i> .	
Idea-Force 2 Make a balance between rural and urban.	
Idea-Force 3 Take advantage of immigration as an opportunity for cultural diversity and multiculturalism.	SUSTAINABLE CITY =URBS [2/9/10]
Idea-Force 4 Be aware of the importance of local identities like ours on a global map [gloCalisation].	
Idea-Force 5 Find synergies between the three types of creativity [economic, technological and artistic]	CONNECTED CITY=CYBER [1/6]
Idea-Force 6 Find the best ally in technology.	
Idea-Force 7 Encourage citizen participation processes at any level and for any type of decision.	
Idea-Force 8 Pay special attention to the new generations [generation V] as active members of this creative society.	CREATIVE CITY = CIVITAS [3/5/8]
Idea-Force 9 Attach great importance to urban planning as a mechanism for the management of public and social life.	
Idea-Force 10 Be aware that experiences and emotions are at the heart of all human interaction [we already talked about the economy of experience]	PARTICIPATIVE CITY = POLIS [4/7]

Figure 4
Strategic Priorities for Social Innovation. Attributes and Systems of the Basque City.

This leads us to:

- Consider Euskal Hiria as a Sustainable, Connected, Creative and Participative Basque City-Region.
- Compare Euskal Hiria with two other cases of City-Regions:
 - Dublin (in Ireland), as a Connected, Creative City-Region.
 - Portland (in Oregon-U.S.A.), as a Sustainable, Participative City-Region
- And obtain the Socio-Territorial Model of the Basque City-Region or Euskal Hiria as:
 - The sum of the interdependence of 4 interlocking systems:
 - > Urbs, Urban System (Community)
 - > Cyber, Relational System (Connectivity)
 - > Civitas, Socio-Cultural System (Creativity)
 - > Polis, Socio-Political System (Participation)
 - With their subsequent 12 Structuring factors.

Socio-Territorial Model for Euskal Hiria from Social Innovation.				
Systems (4)	URBS Urban System	CYBER Relational System	CIVITAS Socio-Cultural System.	POLIS Socio-Political System.
Factors (12) (Subchapters)	5.1.- Human Geography. 5.2.- Creative Society. 5.3.- City-Network.	6.1.- Physical Connectivity. 6.2.- Digital Connectivity. 6.3.- Social Connectivity.	7.1.- Multiculturalism: Immigration. 7.2.- Creativity/ Education/ Talent/ Entrepreneurship. 7.3.- Local Communities.	8.1.- Glocalisation, Identity, Diaspora and the Basque Language. 8.2.- Civic Participation and Citizenship 2.0 8.3.- Territorial Regulation: Law of Historical Territories.
Strategic Areas of Social Innovation	COMMUNITY	CONNECTIVITY	CREATIVITY	PARTICIPATION
Attribute	SUSTAINABLE City-Region	CONNECTED City-Region	CREATIVE City-Region	PARTICIPATIVE City-Region
City-Region Benchmarking	Portland (OR-U.S.A.)	Dublin (IRL-EU)	Dublin (IRL-EU)	Portland (OR-U.S.A.)
Seminal Author	<i>Jane Jacobs</i>	<i>Manuel Castells</i>	<i>Richard Florida</i>	<i>Robert Putnam</i>

Figure 5

Socio-Territorial Model of Euskal
Hiria from Social Innovation

A.2. Euskal Hiria = Socio-Territorial Model for a Basque City-Region

This is how we can get to Euskal Hiria:



Figure 6
Socio-Territorial Model for Euskal Hiria from Social Innovation: 4 Systems and 12 Factors

A.2.1. 4 Systems and 12 Factors:

A.2.1.1. *Urbs: Urban System Sustainable City-Region.*

This consists of 3 factors:

- (1) Human Geography,
- (2) Creative Society and
- (3) City-Network.

This is the most visible part (streets, buildings, infrastructure, ports, airports, roads, trains ...) and open to criticism of the Hiria Euskal concept has been both object and target of biased and, dare I say, flawed and simplistic interpretations. Deeper and less propagandistic analysis should be made by both the institutions and social movements.

Issues which are involved:

- 1. Aging of the population at Japanese levels,
- 2. The appearance of the mobility phenomenon of Commuters,
- 3. Social values of pleasure-seeking, with protected individualism in clear dominance.
- 4. New guidelines on austere consumption and sustainable habits.
- 5. The emergence of a Rurban lifestyle and its resistance.
- 6. Therefore, the challenge of rurbanising rather than metropolising, implementing strategies for a discontinuous, balanced City-Region.
- 7. The role and management of Interaction Spaces in a Creative Society; we analyse the case of TABAKALERA (TBK).

8. At macro level: it is necessary to give impetus to the interdependence between the Basque Areas. We mention the EURO CITY or Basque Euroregion and its relationship with Euskal Hiria. Euskal Hiria includes within it the Eurocity (not viceversa).
9. And finally, at micro level: the importance of Regional Polycentrism.

*A.2.1.2. Cyber: Relational System
Connected City-Region*

This consists of 3 factors:

- (1) Physical,
- (2) Digital and
- (3) Social Connectivity.

This part is about means and accesses to connecting people, of tangible assets (commodities, goods and products) and intangible assets (flows of finance, knowledge, language, culture and understanding). Internal territorial synergies and strategic positioning in international networks are sought. It is a relational system; it is about flows and relationships between people, institutions and territories. It is how the Basque Regions associate with each other to form a Connected City-Region, so that it could fit in at any type of legal-administrative level. But there is a strong determinant; if there is no flow, there is no Euskal Hiria.

Issues which are involved:

1. The Guggenheim as a global icon, brand, advertising and magnet for Euskal Hiria; we would ask, do we have centrality?
2. The Basque Y as a high-speed train link that connects us with the EU; we would ask how has it been managed by the Basque Government? And by the Green Social Movements?
3. "History repeats itself over and over again": Leizarán, the Basque Y, Pasaia; we would ask Do we not present a potential social pathology tending towards conflict when it comes to infrastructures? This social pathology and structural contradiction of the system is merely a consequence of the failure to manage ideological disagreements over infrastructure projects.
4. Are we promoting equal, social and healthy digital access? Is access a civil right?
5. The origin of the high community social capital; two good historical practices. The Mondragon Cooperative Experience and the Ikastolas (Basque schools).
6. The deterioration of the moral fabric as a result of political antagonism.
7. The gradual fragmentation of Social Community Capital.
8. The transitory present situation, with the emergence of the phenomenon of social networks, and finally
9. The necessary social connectivity via a new reconfiguration in local communities.

*A.2.1.3. Civitas: Socio-Cultural System
Creative City-Region*

This consists of 3 factors:

- (1) Multiculturalism-Immigration,
- (2) Creativity/Education/Talent/Entrepreneurship and
- (3) Local Community.

This is the part of Euskal Hiria which consists of people/citizens, and their daily relationships.

It is true that it restructures itself daily with civic interactions of various kinds in the Basque Regions.

Issues which are involved:

1. Civic coexistence cannot be guaranteed only through multicultural assimilation, as is happening in many rural nodes of Euskal Hiria.
2. Consequently, we must make the leap from multiculturalism to interculturality, by designing meeting zones in neighbourhoods and towns.
3. This is one of the major structural contradictions of Euskal Hiria, "The system asks for dynamism and obtains stagnation." That is, we ask for entrepreneurship and creativity and we get bureaucratisation and conformity. "It's rude to talk about problems in those societies where apparently there is no problem and people live very well".
4. Then what attention you are paying to local talent, to the upcoming generation and the urgency of generating a cultural-educational creative habitat to get us out of lethargy? Or maybe, contrary to what John Lennon said, "Being a working class hero is no longer important."
5. Perhaps, we could mobilize the talent through Collaborative Entrepreneurial Projects?
6. And as for attracting global talent and a transfer policy... anything goes?
7. And how does all this translate to the areas of neighbourhoods and towns? Could we generate rurban dynamics so that local communities could self-structure into Special Districts?
8. Aren't we talking of recovering or at least making a renewed version of Auzolan?
9. Design Auzolabs: Community Laboratories for the Co-Creation of Special Districts.

*A.2.1.4. Polis: Socio-Political System
Participative City-Region*

This consists of 3 factors:

- (1) GloCalization, Identity, Diaspora and the Basque Language.
- (2) Civic Participation and Citizenship 2.0
- (3) Territorial Regulation: Law of Historical Territories.

This is about the relations of power and influence between the Basque Regions, and between the Basque City and the Global Village. It is the unfinished business of Euskal Hiria. As Euskal Hiria is built, we will need to equip ourselves with a corpus of Basque Polis:

- What place of centrality do we want to have on the Global Map?
- Subject = Euskara. It is NOT Hiria. It is Euskal Hiria.
- What relations do we want there to be between the Basque Regions?
- What political and legal corpus do we give ourselves?
- What relationship do we want to maintain or not with neighbouring States?
- Outward Image: How do we design our institutional, business and scientific outreach so that we can make a space for ourselves in the global village?
- What territorial regulatory mechanisms do we need within? Review and redo. LTH, Statute, Constitution, Sovereignty, Self-Determination,...
- In short, where do we begin again to build Euskal Hiria together?

Issues which are involved:

1. Can we still conceive and manage the Diaspora in its Euskal-Etxeak version or 1.0, as the sum of geographically cohesive ethnic communities? Is it not time to propose a Diaspora 2.0? That is, deterritorialized scattered citizen social networks, which exceed the folk tradition cultural revival by the dynamic construction of the Basque cultural identity based on real-time creation remix?
2. Basque is the great mark of the Basque city without a doubt. Can we move from Euskera 1.0 to 2.0, depoliticizing and managing the language with advanced tools and forms? This is, moreover, what it deserves.
3. The complete absence of violence is the sine qua non for Euskal Hiria. It looks as if we are moving correctly in this direction.
4. How do we found a new political culture with total institutional representation of all ideological options?
5. In this case, and with the present scenario, the Parties Law is/was only an obstacle to democratic government.
6. Are we near to implementing the new mechanisms of participation in e-Governance?
7. What about the LTH Law of 1983?

A.3.- Future Evolution of Euskal Hiria

What will be the natural evolution ³ of Euskal Hiria in the future?

URBS:

The urban system of the Basque Regions will follow its own natural development, slowed down and focused on the human scale.

The consequences of the current financial and economic crisis are going to leave their mark in what pertains to: (a) strategic decisions on investments in infrastructure, (b) optimisation of resources, (c) demographic changes, (d) emerging sustainable urbanism, (e) the need to seek solutions on a small scale (Micro-Territories), (f) the unquestionable need to reduce costs by applying network logic and its tools, (g) desired consumer austerity, sustainable energy and local food alternatives, (h) the halting of over-development and the increase in viable slow-down⁴, (i) the consciousness of peak-oil and re-structuring in local communities and (j) the necessary inter-agency collaboration in territory-wide projects.

In summary, the strategies of urban structuring should propose more sustainable and human creative solutions than in the past. Limited strategies as far as construction, infrastructure and investment in tangible terms are concerned but intensive in mobilising and managing flows of people and their social needs. It is thus desirable that between the Basque Regions the level of interdependence increases parallel to relational flows.

CYBER:

The relational system of the Basque Regions must undertake major changes in mindset needed for a positive use of all internal and external flows.

The next generations will present a less closed vision of its symbolic world and identity. At the same time, the mixture and the openness may be two features when observing the environment. Mobility and physical connectivity will lead to big changes in people and their lives, as well as the perception they have about the environment, gradually overcoming the false dichotomy between rural and urban. A major challenge for Euskal Hiria is to become structured with the great value of both and manage traditional and modern values well. For this to happen, Euskal Hiria as City-Network must have all its accesses available. The most difficult aspect, because of its emotional and historical burden, is still the regeneration of the moral and human fabric as a result of the archipelagos created over decades for political reasons. Meeting places and bridges between different people are the only short-term antidotes to overcoming this dialectic and transporting them to another possible, desirable scenario.

CIVITAS:

The socio-cultural system of the Basque Regions will need a shock to get out of the lethargy in which it finds itself and the inertia that prevents it from facing challenges which advanced societies are already responding to.

3

<http://www.unibertsitatea.net/blogak/hiripublika/urbs-polis-eta-civitas-i-hiriaren-gaineko-erabaki-estrategikoak-hiritarren-partaidetza-lehenetsi-gabe> Interesting contribution of the Basque City at local-municipal level. In the sense that the author proposes that Civitas should be above Polis. This means that public participation exceeds the level of formal government. Moreover, that Urbs should be subject to Polis and Civitas. Basically, as demonstrated in the case of Dublin, for Urbs should have a more independent development and longer time (in the case of Dublin, 10 years) and the Polis, as we know, only 4 years.

4

Linz, Manfred, Riechmann, Jorge and Sempere, Joaquim, *Vivir (bien) con menos: sobre suficiencia y sostenibilidad*, Barcelona, Icaria, 2007.

While there are speeches in favour of innovation, entrepreneurship, diversity or difference, initiative, creativity and the value of the local, action does not follow. The structural changes which the Basque Regions will come to know require fast, bold and progressive measures which can reverse the whole. The problem is that the inertia of previous generations is a very high barrier and difficult to penetrate. Basque society, because of its small population and territory, is in a unique position to seize the opportunity provided by scale.

Looking ahead, economic and social structure will gradually change the relationship of work, home and life of people. The mosaic of lifestyles and patterns of relationships between people in critical areas are going to be altered.

The Basque city should mobilize its changing socio-cultural composition as one of the most important assets for its future, because of its weakness in resources and its heavy dependence. It should flee from bureaucracy and encourage dynamism. This requires social innovation inevitably involving social transformation in fields such as education, immigration, businesses, public institutions and associations of civil society at local community level.

POLIS:

The socio-political system of the Basque Regions should be amended from the negative, perverse effects that prevent it from structuring itself.

A possible administrative review with exclusive criteria of efficiency would seem to be advisable. In turn, the legal-political structure could be submitted for discussion as an opportunity for open dialogue without any veto or exclusivity from any party, resulting no doubt in a scenario of democratic government and political normalisation on which to build a new genesis for the practice of a participatory political culture in mutual coexistence.

In short, Euskal Hiria should channel and give opportunities to each and every one of the ideological structuring strategies that exist in the Basque Regions. As a result, the socio-political system would be a consequence of free play and everyday political praxis. This, of course, with the sine qua non of a total absence of political violence.

Finally, Euskal Hiria would need to be recognized and have an exterior image on the global map. The Basque language already exists in this future scenario, but will play an increasingly dominant and notorious part, depending on how it is managed, taking into account advanced tools and trends for its projection. The diaspora dimension of Euskal Hiria is another great element to restore and renew its content and form. This diaspora will certainly be a dimension which will amplify and condition what Euskal Hiria can become.



B. There

B.1. Territorial Benchmarking Compared. 2 City-Region Cases

B.1.1. Dublin⁵ (IRL, EU): Connected and Creative City Region

*The Irish are the blacks of Europe. And Dubliners are the blacks of Ireland.
And the Northside Dubliners are the blacks of Dublin. So say it once, say it loud:
I'm black and I'm proud.*

The Commitments
Jimmy Rabbite

When I die Dublin will be written in my heart.

James Joyce

*Sometimes I need your revelation, Sometimes it's all too hard to take
And sometimes I need a revelation, But this time I'm making my own now*

The Frames
Glen Hansard

Here I present some of the features that align with the approach from social innovation for the City-Region of Dublin, with special emphasis on creativity and connectivity as benchmarking factors. After analysing documentation, case studies, interviews and direct observation, and after a study of the information collected, I would like to present it as follows:

B.1.1.1. Description

Richard Florida was probably the author who found something that I myself was already seeing in the countless visits and experiences in the capital of Van Morrison⁶, U2 and High-Tech⁷. From 2000 to the present, 2010, I've been to Dublin many times to observe the ongoing changes and profound transformations that the capital of Ireland has undergone. Changes in many ways that begin to light our way towards a possible City-Region with serious attributes of creativity and connectivity.

After reviewing the literature, making relevant visits and interviewing key people about the case of Dublin, we can say that its emergence is due to the Celtic Tiger effect, so-named by economists to designate the fastest growth spurt of any of the economies of developed countries within the OECD. Basically, the fact that 19 of the 25 leading technology companies in the world have their R & D or production plants in Ireland has meant that universities have been able to develop graduate programs in related subjects. As a result, the university

5

Recently a reference was published that gives a complete overview of Dublin and its great conversion, amid the economic crisis that has seen Ireland in the eye of the hurricane and in need of a bailout by the EU. Kearns, Paul and Ruimy, Motti, Redrawing Dublin, Oysterhaven, Ed Gandon, 2010



Figure 7
Dublin City: Liffey River

6

Florida is mistaken when he refers to the musician Van Morrison as hailing from Dublin, as he is from Belfast. http://es.wikipedia.org/wiki/Van_Morrison

7

Florida, Richard, *The Rise of the Creative Class*, National Bestseller, 2004, 1ª Edición, s.l., Basic Book. pp. 300-302

8 education system in recent decades has trained people in areas of technology with a clear competitive advantage. Moreover, as Vegara⁸ notes, strategic successes and good economic times have made the whole urban evolution of the City-Region of Dublin possible. But without doubt, one aspect of benchmarking to highlight is the figure of the City Manager, who operates with great power and for periods of 8 years, independently of the figure of the Lord Mayor, who is dedicated more to institutional representation functions. The favourable economic environment, European integration, the absorption of European structural funds and the IDA Ireland agency, which is designed to promote Ireland internationally, are key elements in this geopolitical position. A mild fiscal policy⁹ for businesses and moderate salary policies for local professionals have also meant an additional advantage for attracting foreign venture capital. Also, the English language, as well as the value of the Irish diaspora in the U.S., (7 million emigrants who went to the other continent), have been instrumental in the establishment of Ireland and particularly Dublin as an operating base. Also collateral as two-way relationship of cause and effect has been the peace process in Northern Ireland and the Good Friday Agreement, in addition to planning policies and the availability of land prepared for implanting high-tech industries and projects as paradigmatic as the Digital Hub.¹⁰

Vegara, Alfonso, Territorios inteligentes: Nuevos horizontes del urbanismo, Madrid, Fundación Metrópoli, 2004

9 This policy is now taking its toll in times of crisis

10 O'Connor, Joyce, Dublin Creative City Region, 2007. (ppt) <http://www.thedigitalhub.com>



Figure 8

Dublin City-Region

Fuente: Dublin City, Funding the Dublin City Region, 2009. p. 17

11 However, not all is positive¹¹. Dublin as City-Region now faces three problems that have been detected: the lack of affordable housing, traffic congestion and suburban sprawl. We could also consider the fact of having detected the intrinsic problems as a position of competitive advantage, compared with a city that has not yet self-diagnosed.

Fundación Metrópoli, Building a Sustainable Future, Madrid, Fundación Metrópoli, 2006. ISBN: 84-609-9743-X. p.60

But what is the position of Dublin City-Region in the context of the EU?

Here, briefly, and linking strategic position in terms of creativity and connectivity, which is what concerns us, I will show you how Ireland fares as a country in two rankings:

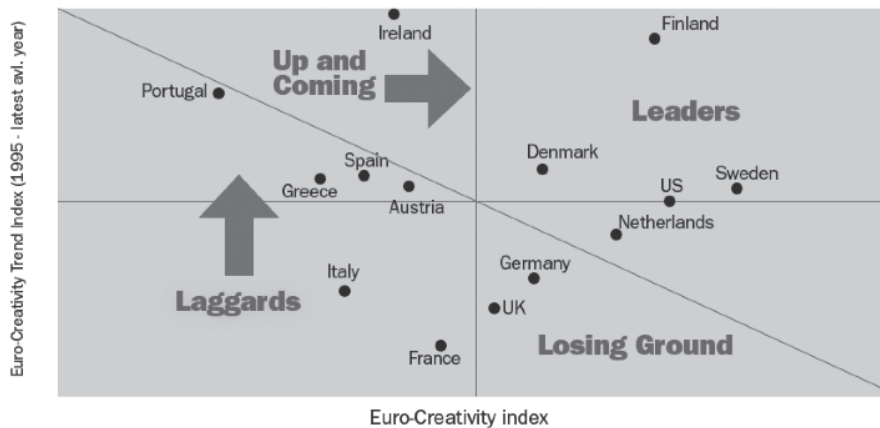


Figura 9

Euro-Creativity Matrix

Fuente: Florida, Richard, and Tinagli, Irene, Europe in the Creative Age, London, Demos, 2004. p. 39

- a. **Euro-Creativity Index by Richard Florida**¹², or the approach of the creative classes (as it is known), uses some elements of analysis that may be thought softer or more intangible. Based on factors such as Talent, Technology and Tolerance, Ireland appears with a tendency towards being set up as a very euro-creative country. Therefore, in terms of the soft or creative variable, it is a positive position.
- b. I propose to also compare it with the analysis which, maybe from the field of innovation of a more technological type, was used as the **European Innovation Scoreboard 2008**. Based on factors related to technological innovation, patents and entrepreneurship, we could say that Ireland does not appear related to the Nordic vanguard.

12

Florida, Richard, and Tinagli, Irene, Europe in the Creative Age, London, Demos, 2004

Figura 10

European Innovation Scoreboard
(EIS) en Europa

Fuente: European Union, European
Innovation Scoreboard (EIS) 2009-
ProInnoEurope, Paper N°15.
European Commission, 2010. Pág. 5



In short, the position seems more interesting in terms of creativity than in terms of connectivity. As can be seen in summary in the period 1996-2001¹³, population change has been one of the highest in the EU (see Figure 11), wealth measured in GDP per capita has increased as in the major European nodes (see Figure 12)); and lastly, in regard to the global node, we cannot say that it is at the top, not being a 'powerful' city (see Figure 13). There is here an open debate on Global Cities and the intermediate or 'second division' cities, as there are people who are announcing the advantages of the intermediate City-Regions on the global map. As Jon Azua says, maybe Dublin is one of those "small players"¹⁴, like the Basque City.

13 European Union Regional Policy, State of European Cities Report- Adding Value To The European Urban Audit, European Commission, 2007

14 Small players: regional areas with policy making capacity and own resource management. In Europe, this phenomenon is reflected in the German and Austrian Länder, and the Belgian region of Wallonia and Flanders. Euskadi itself could be classified within this category for its ability for self-management. Azua, Jon, Clusterizar y globalizar la economía. Editorial Oveja Negra – Quintero Editores. Bogotá, 2008. Azua, Jon, Proyecto Cities-Euskadi Ciudad Global (Informe Arthur Andersen). 2005. p.8.

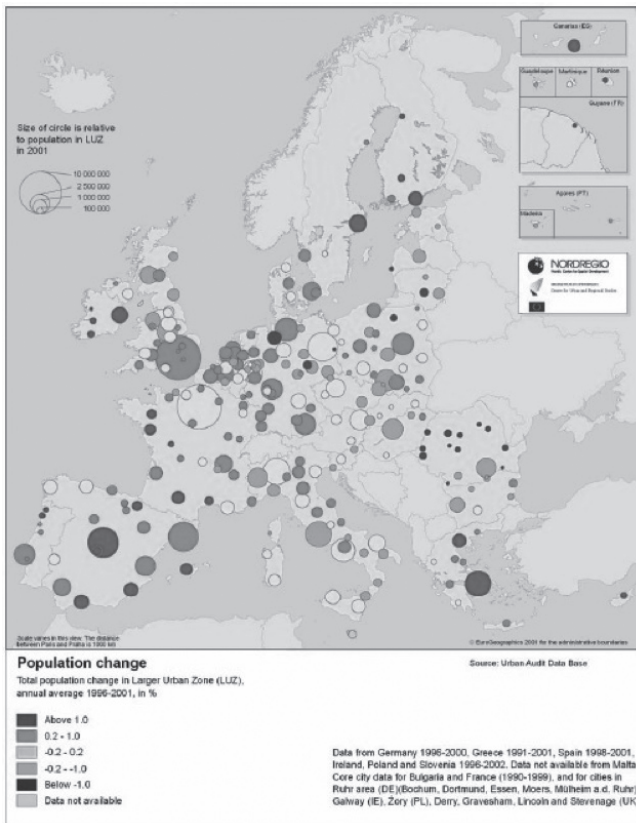


Figure 11

Population Change in Europe and Dublin.

Source: European Union Regional Policy, State of European Cities Report- Adding Value To The European Urban Audit, European Commission, 2007. p.11.

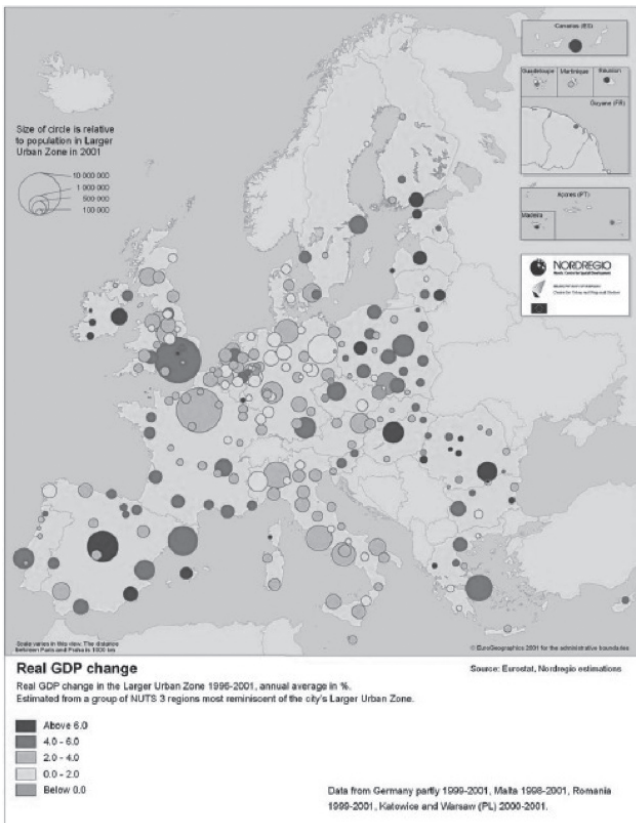


Figure 12

Variation in GDP in Europe and Dublin.

Source: European Union Regional Policy, State of European Cities Report- Adding Value To The European Urban Audit, European Commission, 2007. p.34.

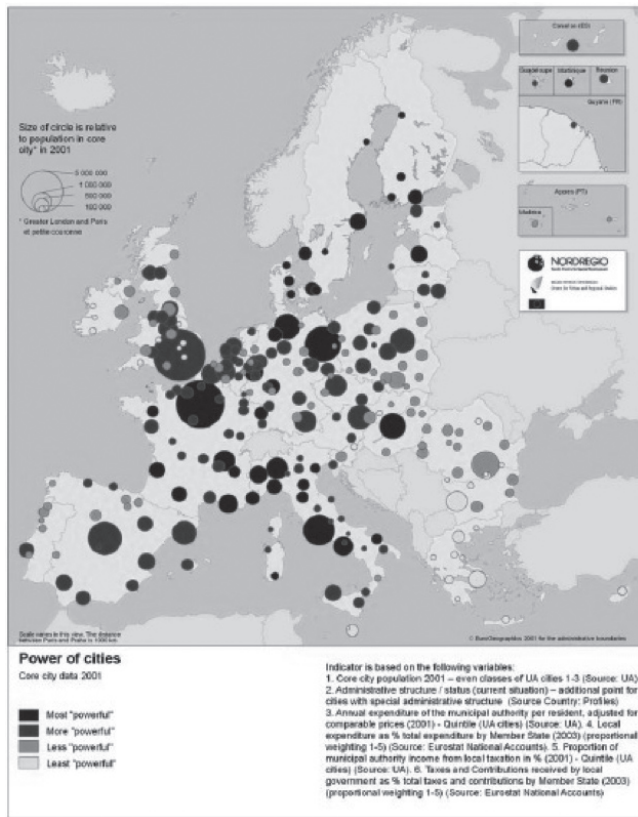


Figure 13

Power of the Cities in Europe and Dublin.
 Source: European Union Regional Policy, State of European Cities Report- Adding Value To The European Urban Audit, European Commission, 2007. p. XVII.

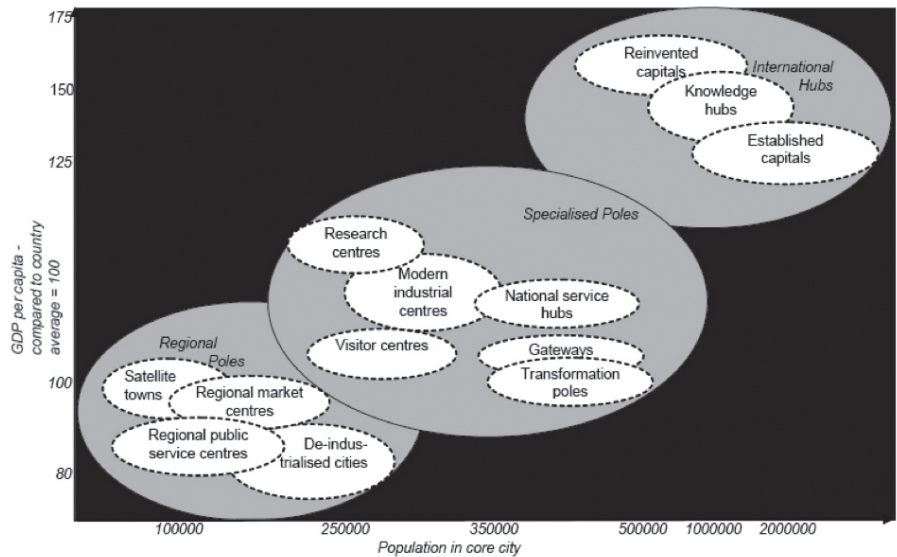


Figure 14

Positioning in Types of City.
 Source: European Union Regional Policy, State of European Cities Report- Adding Value To The European Urban Audit, European Commission, 2007. p. X.

Or, as the following classification says, we would be talking of Dublin as a KNOWLEDGE-HUB City-Region.

It is not the purpose of this section to give a detailed view of the case of Dublin City-Region. But I would like to roughly focus on the vision of clusters that the polycentric city-region has mapped recently. With this schematic vision (see Figure 14) we get a brief idea of what will appear in the benchmarking table at the end. Highlights: (1) the three corridors, (2) population centres, (3) Examples of clusters in emerging sectors and (4) the impact on the state's economy and international influence.

In the same document are the strategic goals that mean that Dublin City-Region is aligned with that vision of Connected and Creative City¹⁵. The vision is the following:

- To be a vibrant, dynamic City-Region that is safe, clean and green.
- To promote openness, diversity, creativity and equality.
- To attract highly qualified professionals/young talent.
- To be a centre of innovation and entrepreneurship.
- To attract multinationals to establish their regional and global plants.
- To have government leadership.
- To be competitive in R&D.
- Availability and access to venture capital.
- Increasing ICT.
- With an effective environment for environmental regulation.

15
Idem. p.13.

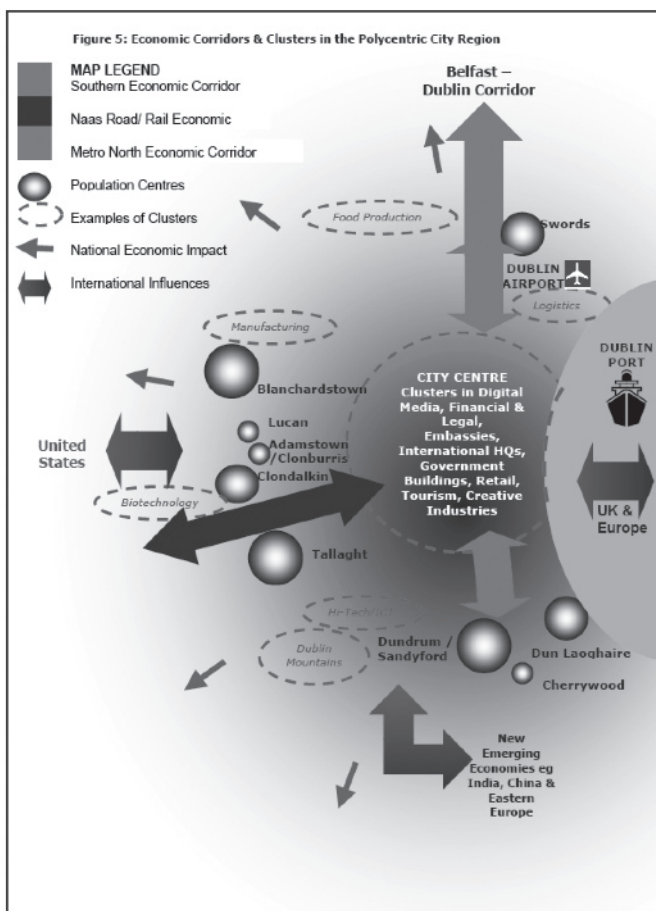


Figure 15
Economic Corridor and Clusters in the Polycentric City-Region of Dublin.
Source: Dublin City, Economic Development Action Plan for the Dublin City Region, July 2009. p.23.



Figure 16

Aerial view of the port and City-Region of Dublin.

Source: Dublin City, Funding the Dublin City Region, 2009. p.40.

16

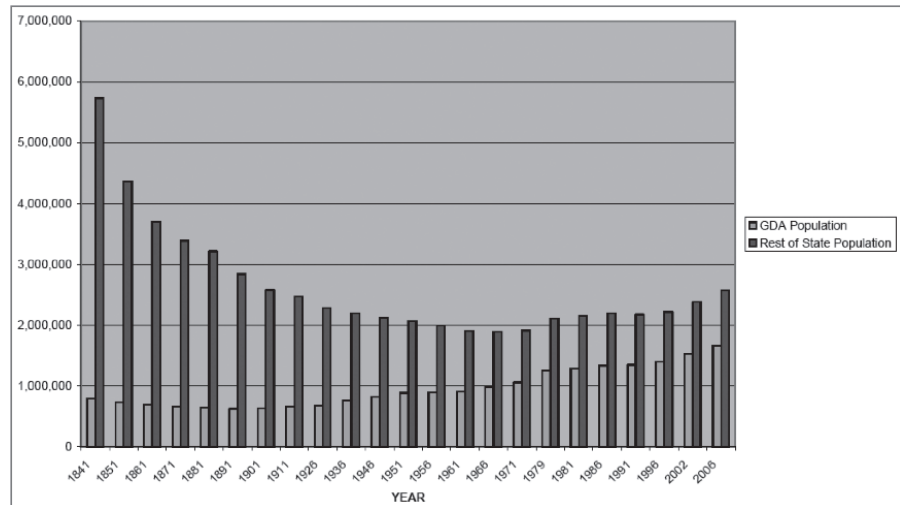
Basically a growth of 250,000 inhabitants by 2013, 440,000 by 2021 and a 50% increase in economic activity by 2020.

To conclude this macro view of Dublin City-Region, as indicated in the report “Funding the Dublin City Region”, the great challenge of funding the city-region is with (1) the population growth projection that exists¹⁶, (2) the lack of adequate infrastructure that can provide some mobility for this surge in population and (3) with the social and multicultural integration problems which must be planned for and managed with an open mind and efficiency

Figure 17

Large Comparison of the Population of the Dublin City Region and Ireland 1841-2006.

Source: CSO Census 2006, Compiled by Brian Hughes, Dublin Institute of Technology.



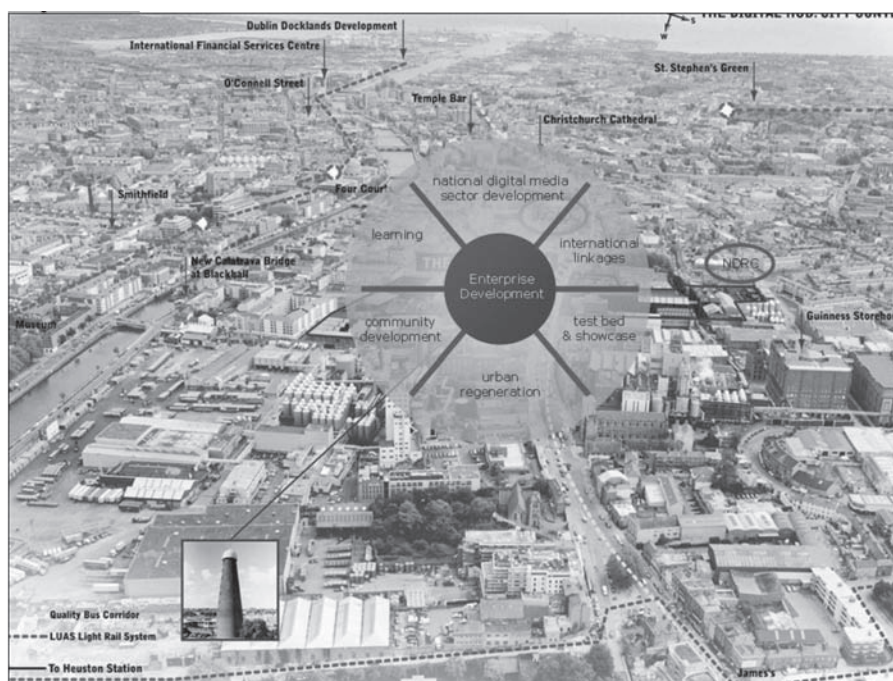
17

Hughes, Brian, Understanding and Shaping the greater Dublin Area as Ireland’s emerging city-state of the 21st century, Dublin Institute of Technology, August 2008

As shown in Figure 17 on demographic trends between 1841-2006, the City-Region has experienced sustained growth since the beginning, which differs from the continued decrease in the population throughout the state of Ireland. In other words, any growth that the state has had has been absorbed by Dublin¹⁷. Consequently, and entering the benchmarking analysis, if Dublin can be best-in-class as regards a City-Region, it is because it provides evidence of having developed two fields that are directly related with the two aspects we are trying to describe:

1. Promote and give rise to the challenge of Dublin as Digital or Connected City by creating a special district: (Connectivity)

• *Digital Hub*¹⁸



18

Digital Hub, The Development Plan, Dublin, 2003.

Figure 18

Distrito Especial en la Ciudad-
Región de Dublín: Digital Hub

Fuente: Digital Hub, The
Development Plan, Dublín, 2003.

Pág. 4

There is no doubt that the most emblematic project with institutional, academic and business support on record is the Digital Hub; it is an ambitious urban improvement project in the digital stage. It is not only a smart recovery of a disused part of the city (an area of old factories, with Guinness next to it), but a new way of structuring and regenerating the city with a business centre serving the emerging sector professionals, with clear impact on the local and global community.

The Digital Hub is a project of the future that establishes an international business area linked to the development of new ICTs. A centre of innovation, creativity, research, entrepreneurship and learning for universities, businesses and institutions in the digital sector. The Digital Hub should be the catalyst for the media sector operating in a local context with global perspectives. The vision of the Digital Hub is very enlightening: it is to create information infrastructures in Ireland capable of countering the vulnerability of a sector engaged in a global economy. With public and private capital, it is a centre within the local community, with a great sense of belonging. In other words, the truly unique thing about the initiative is (1) that an entire neighbourhood is conceived as an incubator (2) and that it is aimed primarily at the learning of the various agents operating locally but with global networks.

It would be worth asking a question as a benchmarking exercise for the attribute of Creativity: Can we learn something from the Digital Hub that would work for Tabakalera (TBK)?

2. Urban renewal for Interaction and Creativity Spaces, with four paradigmatic cases. (Creativity)

19

http://en.wikipedia.org/wiki/Temple_Bar,_Dublin

• *Temple Bar*¹⁹

We can summarise Temple Bar²⁰ by saying that it was an institutional action with citizen participation from associations for urban regeneration in the district. The urban regeneration was carried out, after winning the relevant public contest, by a local Dublin studio (Group 91) which proposed a project that would encourage mixed uses²¹. It is probably one of the best practical applications of Jacobs' idea that "new ideas require old buildings"; rehabilitation of valuable existing buildings and completion of empty plots with suitable new architecture, respecting the original structure and always providing for mixed use.

20

The case is discussed in all phases of architectural and planning work in: Neal, Peter, *Urban Villages and the Making of Communities*, London, 2003, Spon Press. 212-215

21

Main idea of __the innovative, vanguardist anthropologist Jane Jacobs. Throughout this thesis reference is made to the vision and ideas of this author with regard to her vision of neighborhood as local community and the importance attached to participation

It was developed in a central location, next to Trinity College, Parliament, City Hall and Christ Church Cathedral; the neighbourhood was a run-down area of factories and bohemian artists. The urban regeneration led to a new city centre now dominated by the creative classes and tourists who make use of the cultural and entertainment options created. In the comparative literature²² on cities, and in particular on Special Districts and Local Communities, the case of Temple is one of the most commonly mentioned as a cultural district in a city.

22

Neal, Peter, *Urban Villages and the Making of Communities*, London, 2003, Spon Press. 212-215

• *Smithfield Civic Centre*

After the example of Temple bar, 1995, the northwest area of Dublin, across the river, was designated for regeneration. This is how the Historic Area Rejuvenation Project came about, with the initial action of the Smithfield Civic Space, a free public space.

• *Docklands*

Basically this was urban regeneration for the creation of a space for the country's financial services. Specifically, the International Financial Services Centre (IFSC).

23

Can we speak of a Cabrini Green? This case, an example in Chicago in terms of regenerating Special Districts with very high crime and deprivation problems, is explained in detail at <http://en.wikipedia.org/wiki/Cabrini%E2%80%93Green>

• *Ballymun*

Surely the only case outside the metropolitan area of the City-Region is the case of Ballymun. Certainly it is a demonstration that not only is the centre of the urban system in the metropolitan area being considered, but that the city planning is indeed being carried out with criteria of sustainability and social equity. Ballymun is surely one of the most deprived areas with many social problems²³. And in turn, it is the part of Dublin which is an interface with Belfast. That is why improving Ballymun is a strategy so that the corridor and relational flows between Dublin and Belfast should have a relationship midpoint.

Thus, the strategic vision of Ballymun is that it aims to become the node of the pharmaceutical industry, the third largest sector after ICT and finance. It is an urban centre with an involvement in the university of life sciences and applications in the pharmaceutical industry.

B.1.1.2. Benchmarking²⁴: Creativity + Connectivity

24

Esteban Galarza, María Soledad, Ugalde Sánchez, Miren Igone, Rodríguez Álvarez, Arantxa, Altuzarra Artola, Amaia, Territorios Inteligentes: Dimensiones y Experiencias Internacionales, La Coruña, Gesbiblo, 2008. Págs. 103-121

DUBLIN	
BENCHMARKING FACTORS	
CONNECTIVITY	CREATIVITY
0.- Good Friday Peace Process Agreement in Northern Ireland: International coverage, U.S. investments establishing bases in Ireland and other social connectivity factors have caused a virtuous cycle that trigger other effects.	3- Investment in Human Capital: Universities investing and specializing in post-graduate degrees, turning out skilled professionals in technical fields with a global profile
1-Macroeconomic: The rise of the Celtic Tiger (Favourable economic climate and strategic successes). Mild fiscal policy.	4- Irish universities participating in research programs of the EU Framework programmes.
2- 19 major ICT companies in Ireland: Foreign capital. Foreign investment in technology companies, mainly financial and pharmaceutical	5- Attracting the creative classes and foreign professionals from emerging sectors.
6- Partnerships and collaboration between the universities-industry-research centres	7.1.- Urban Regeneration Case Temple Bar: Process of bottom-up participation, collaboration between public institutions and civic associations. Achieving a mixed use district
7.3.- Urban Regeneration Case of Dublin Digital Hub. Connected/Digital City, through regeneration of an entire urban district	7.2.- Urban Regeneration Case Smithfield Civic Centre. Regeneration of the district for civic purposes.
7.4.- Urban Regeneration Case of Ballymun. Belfast-Dublin corridor and the implementation of activity in life sciences at universities and research centres, as well as in pharmaceutical companies. Trying to find a solution to the social problems of <i>urban sprawl</i> in Dublin	9- Urban creative habitat: Very active cultural and artistic life related to citizen participation.
8- Figure of the City Manager independent of Lord Mayor.	
10- Identification of three inhibitors: Affordable housing, traffic congestion and sprawl.	

Figure 19

DUBLIN: Benchmarking Factors

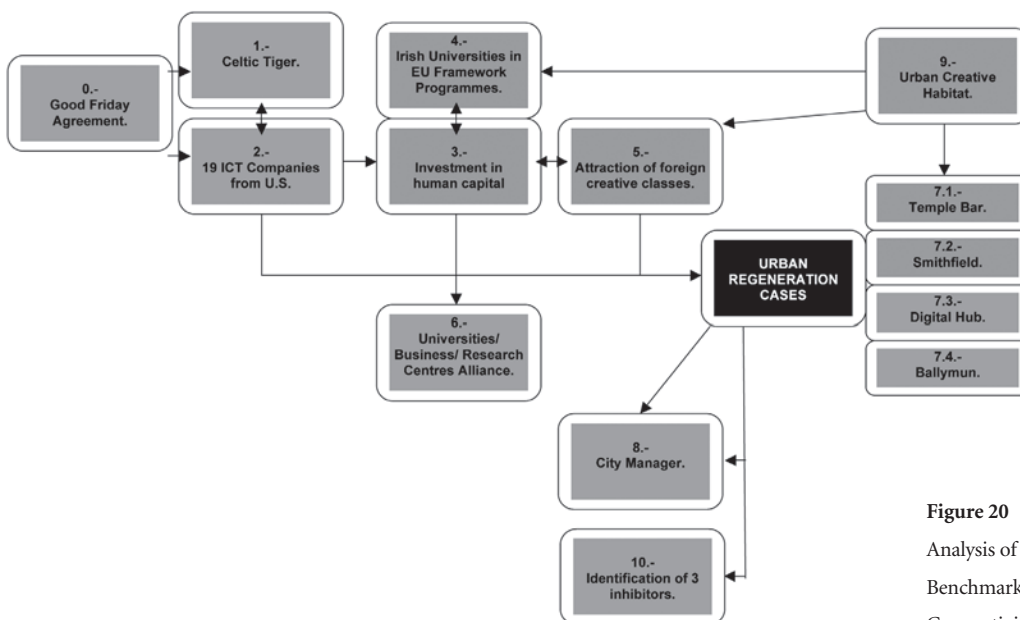


Figure 20

Analysis of the Dublin Case: Benchmarking Factors for Connectivity and Creativity

25

B.1.1.3. In summary²⁵

One of the best summaries about the reality Dublin is currently experiencing as a City-Region is by

Toby Scott y Charlie Leadbeater: Scott, Toby y Leadbeater, Charlie,

How Dublin can embrace Innovation: The role of innovation in sustaining competitive advantage and 10 rules for how we should invest in it, Conference 2009

26

Vegara, Alfonso, Territorios inteligentes: Nuevos horizontes del urbanismo, Madrid, Fundación Metrópoli, 2004. p. 261

27

Rose, Kieran, Diversity Powering Dublin's Success. 2007. p. 15

28

<http://www.glen.ie/>

29

Very remarkable and interesting work of the Fulbright Scholar in Residence Jack Pinkowski on the immigrant community and the level of entrepreneurship in Dublin. Pinkowski, Jack, Challenges and Promise for Immigrant Entrepreneurship in Dublin, Dublin City Council Economic Development Unit, 2009

I thought it was interesting to quote literally²⁶ from the - in my view - splendid summary that Dr. Vegara makes on Dublin. (After the interviews, literature search and ethnography at street level, I can subscribe to this view and might even give more evidence of the above):

“The versatility of the old container and the deployment of new technologies enable new uses to be made of old spaces, creating very special places. The case of Dublin, shows on one hand a continuous way of acting without bombast, with a great variety of initiatives in which the conservation of legacy buildings and the renovation of the urban fabric of the existing city are continuing arguments. But what allows it to progress in particular is the intelligence of the search for uses and the combination of public action and private initiative, based on a set of tools such as negotiated planning, an open fiscal policy and an effective strategy for business promotion.”

I would like to finish the section on Dublin as a connected and creative City-Region case study with the words with which Kieran Rose²⁷, Dublin City Council Planner and chairperson of the GLEN Association²⁸ (Gay and Lesbian Equality Network), ended a conference in the presence of the author Richard Florida.

The reason why I selected his words is because I think that it is indeed a forward-looking but in turn a realistic vision of the new challenges²⁹ that the process of transformation will impose on Dublin and I dare say, through leverage, on the rest of Ireland, which has grown from a traditional, poorly industrialised society with a primary sector and tourism as the axes of wealth and GDP, to a post-industrial knowledge-based society, rich in technology companies with increasingly skilled and globalised human capital. This view of Kieran Rose speaks of the future human geography of the City-Region of Dublin. A human geography that at each visit shows that it is so, and that surely the process is irreversible. What is important, therefore, is to be aware of the opportunities and threats of the future scenario

(...)

In his wonderful study Cities in Civilization on the evolution of great world creative cities such as Los Angeles, London, New York and other cities; Peter Hall asks the question what the next global creative city will be and concludes that it will be:

A SPECIAL KIND OF CITY, A CITY IN ECONOMIC AND SOCIAL FLUX WITH LARGE NUMBERS OF NEW AND YOUNG ARRIVALS, MIXING AND MERGING INTO A NEW KIND OF SOCIETY.

This sounds like Dublin, it could be Dublin, but only if we get rid of our limiting mind-sets and are ambitious, open and determined to succeed.

(...)

B.1.2. Portland (OR, EE.UU.): Sustainable and Participative City Region

*In Portland, everyone has at least three Identities:
grocery store checker, archaeologist, biker guy...or poet, drag queen and
bookstore clerk.*

Fugitives&Refugees
Chuck Palahniuk

*Take a long drive with me, on California one, and the road, a-winding goes
from golden gate to roaring cliff-side.*

The Decemberists
Colin Meloy

Here are, in summary, some of the features that align with the approach from social innovation for the City-Region of Portland, with particular attention to sustainability (community) and participation as benchmarking factors. After studying the literature, case studies, interviews and after direct observation³⁰ and study of the information collected³¹, I would like to present the following aspects:

B.1.2.1. Description



Figure 22
Downtown de Portland: “*New Ideas
Require Old Buildings*” (J. Jacobs)

The first feeling when you arrive in downtown Portland is very strange: it’s an absolute contrast with the average reference of urban life in many cities, at least on the west coast. One simple story; when I asked where I could park the car³², I received no answer from passers-by, all equipped with bicycles or recently arrived at the TriMet³³ stop. From there everything is a pleasant surprise. From the quiet life, energy and sporty atmosphere, cultural interest (literary and musical) and the mixture of city and country that we see at first glance. The rest is to continue exploring and interviewing people who study their environment.



Figure 21
City-Region of Portland

30

The observation and study of various cities in the western U.S., has caused me to reject cities like Los Angeles, Phoenix and Reno without hesitation, as they do not fall in with the idea of best-in-class cities as far as a Sustainable Participative City is concerned. But paradoxically, cities like Portland, Seattle and San Francisco Bay Area (specifically, Silicon Valley), have attracted my interest so I focused on an in-depth study of why these cities have reached a very uneven development (and now, would qualify as successful in the U.S. developmental tonic) compared to their counterparts. The keys to the UGB and Growth Management developed in Portland and followed by second cities like Boise (Idaho) or Salt Lake City (Utah), are aspects that I feel are of great interest for this project.

While the European urban model is closer to the case of the Basque city than an American city without a doubt, I found it interesting to start from a broader vision and separate more from reality, to be able to observe the dialectics

we can find today in the CAV on the development models about sustainability, climate change and citizen participation. The latter three aspects I consider will be key.

31

Portland Development Commission, Fact Book: Portland Metropolitan Region Fact Book, Portland, 2008

32

Otro *storytelling* o relato urbano que ha parecido ilustrativo para el lector: <http://planologie.wordpress.com/2010/01/29/seattle-vancouver-and-portland-by-rail-bus-streetcar-and-foot-part-three/>

33

<http://trimet.org/>

34

Interesante informe que muestra la posición comparativa de las diversas ciudades: Center for Sustainable Systems- University of Michigan, US Cities Factsheet, 2009. No. CSS09-06. http://css.snre.umich.edu/css_doc/CSS09-06.pdf

35

<http://www.sustainlane.com/us-city-rankings/overall-rankings>

But what place does the Portland City-Region hold in the context of the U.S.?³⁴

To begin with one detail, it is worth noting the 2008 *U.S. City Sustainability Ranking*³⁵, with the following order of sustainability for the three city-regions:

- Portland (Oregon)
- San Francisco (California)
- Seattle (Washington)

Population 2008 IN MILLIONS	Minority population growth 2000-2008	B.A. or higher % OF RESIDENTS 25 OR OLDER	Brain gain ATTRACTION AND RETENTION OF 18- TO 34-YEAR-OLD TALENT % OVER U.S. AVERAGE	Artists, entertainers PER 100 K RESIDENTS	Gays and lesbians SAME-SEX COUPLE DENSITY INDEX NATIONAL AVERAGE = 1.0
L.A. 12.9	Austin 37.8%	San Jose 43.4%	Denver 78%	San Francisco 1,630	NATIONAL AVERAGE = 1.0
San Francisco 4.2	Sacramento 35.9%	San Francisco 42.4%	Seattle 47%	L.A. 1,598	San Francisco 2.10
Seattle 3.4	Greater Portland 33.8%	Austin 38.8%	San Francisco 41%	Austin 1,423	Greater Portland 1.56
San Diego 2.9	Denver 28.1%	Seattle 36.1%	Greater Portland 39%	Greater Portland 1,254	Austin 1.41
Denver 2.5	Seattle 27.8%	Denver 35.6%	San Jose 37%	Seattle 1,240	Seattle 1.36
Greater Portland 2.2	Albuquerque 24%	San Diego 33.3%	Austin 28%	Denver 1,058	San Diego 1.36
Sacramento 2.1	San Jose 19.3%	Greater Portland 31.9%	San Diego 16%	San Diego 1,040	Denver 1.25
San Jose 1.8	San Diego 17.7%	Sacramento 29.6%	Albuquerque 3%	Albuquerque 972	Albuquerque 1.21
Austin 1.6	L.A. 13.1%	Albuquerque 29.3%	Sacramento 2%	San Jose 954	Sacramento 1.19
Albuquerque 0.8	San Francisco 11.8%	L.A. 29.3%	L.A. 0%	Sacramento 764	L.A. 1.19
SOURCE: GLOBAL INSIGHT 2008	SOURCE: CLARITAS 2008	SOURCE: U.S. CENSUS, AMERICAN COMMUNITY SURVEY 2006	SOURCE: U.S. CENSUS, AMERICAN COMMUNITY SURVEY 2006	SOURCE: U.S. CENSUS, AMERICAN COMMUNITY SURVEY 2006	SOURCE: U.S. CENSUS, AMERICAN COMMUNITY SURVEY 2006

Figure 23

Comparative Indicators for Cities in the U.S.

Source: Greenlight-Greater Portland, 2008 Greater Portland Prosperity: A regional outlook, 2008. p.11

Moreover, in Figure 23 you will see some comparative indicators I consider key to describing the Human Geography of a City-Region. There are indicators divided into columns: (a) Population, (b) Minority Population Growth, (c) Human Capital or level of higher education, (d) Talent, (e) Creativity, (f) Homosexual Population. As we can see, Portland has a leading position among the other cities.

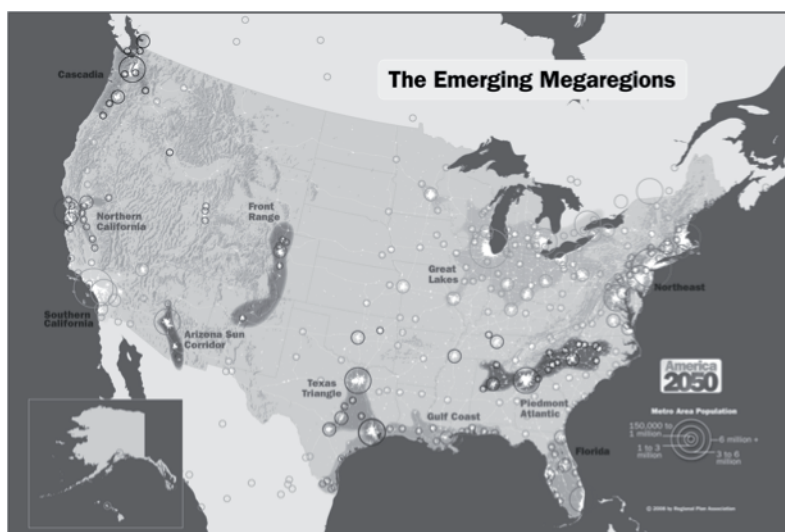


Figure 24

Mega-Regiones en EE.UU.: Cascadia la Mega-Región que engloba la Ciudad-Región de Portland

Fuente: Urban America 2050

Following the Urban *Urban America 2050*³⁶ project that is helping to lay the foundations of the new territorial and urban policies in the U.S., we have the following identification of 11 Megalopolis or Mega-Regions. Among these are those that include Seattle and Portland in the U.S. and Vancouver (British Columbia) in Canada, called Cascadia . This is a Megalopolis or Megaregion that has a larger dimension in scale to Euskal Hiria, as City-Region. So we are talking about two territorial scales, one inside the other; Cascadia as Megalopolis or Megaregion and Portland as City-Region³⁸. Dr. Seltzer proposes not to equate the concept of Megalopolis with Cascadia, arguing that the city-regions that make them up, Portland, Seattle and Vancouver, have two distinct features; (1) Living with the rural and natural environment and (2) the construction of the Mega-region through civic participation. In short, the megalopolis Cascadia is renamed Ecolopolis³⁹.

Today the question that is being asked in the Ecolopolis 3.0 conference is: What justifies the joint work of the 3 City-Regions (Portland, Seattle and Vancouver) in a case such as investment in a high-speed train⁴⁰? In this regard, and before going to the diagnosis of benchmarking, I consider it necessary to emphasize the uniqueness even within the idiosyncrasy and mainstream American development thinking, of the perception that the citizens of Cascadia have of themselves. Dr. Seltzer refers to the fact that “we found that local citizens should have their local preoccupations reflected on the megaregional scale (Ecolopolis 1.0). That said, we realized that Cascadia could act as a laboratory and a source of innovation for other references of cities internationally, as an example of good lifestyle and development guidelines for urban sustainability. Taking into account that there has to be a bridge that runs between urban sustainability and rural areas and districts (Ecolopolis 2.0). Noting the limitations of our resources, identity as a region and the need for dynamic planning, we started to investigate in two directions: (1) Sustainability: Local food systems, recycling, water conservation and energy, green buildings, and (2) Flows or Connectivity: Movement of people, goods, materials, information, ideas, (Ecolopolis 3.0). Finally, seeing the influence that could be held in models

36

<http://www.america2050.org/maps>

37

Artibise, Alan; Vernez Moudon, Anne; Seltzer, Ethan; Cascadia: An Emerging Regional Model, en: *Cities in Our Future*, Washington, Island Press, 1997. pp. 147-173

38

This would include all the MSA Metropolitan Statistical Area of the Portland region. The City-Region has its own government: METRO. <http://www.oregonmetro.gov>

39

Seltzer, Ethan et al, *Ecolopolis 3.0: Infrastructure and Sustainability in Cascadia*, Portland, 2008, Portland State University. pp.5-6. “Ecolopolis is a continental and global economic subunit that gets its identity and global “brand” identity from the unique Pacific Northwest bioregion and culture”. http://www.rpa.org/pdf/temp/America%202050%20Website/2008/Ecolopolis3.0_Final.pdf

40 *of urban innovation through the federal government and the entire Megalopolis of Cascadia, we begin to see differences that could make us references in Participation and Sustainability on an America-wide scale” (Seltzer, 2008).*

This is an aspect which in the case of the Basque City could be central in Physical Connectivity, because of the problem surrounding the TAV or Basque high speed train link. America 2050, Connecting Cascadia:

A high-speed rail vision for the Pacific Northwest, Metro, 2010

41

I should mention the case of Cabrini Green in Chicago (Illinois).

A case study that tells one of the most contradictory, hard but also interesting stories of how a troubled district can transform itself and solve the problems of crime and ghettoisation in the heart of the American dream. Cabrini Green could be like a story of past, present and future of the American dream; harder but at the same time hopeful. <http://www.youtube.com/watch?v=vITfR74Xk2M&feature=related>

42

<http://www.portlandonline.com/portlandplan/>

43

Seltzer, Ethan et al, Ecolopolis 4.0: Livability in Cascadia, Portland, 2009, Portland State University. http://www.america2050.org/upload/2010/04/Ecolopolis4.0_Final.pdf

44

In this regard it is worth mentioning the “Barrios 20 minutos” initiative which seeks maximum urban sustainability in the most micro level of the urban scale. <http://www.plataformaurbana.cl/archive/2010/08/16/plan-portland-%E2%80%9Cbarrios-20-minutos%E2%80%9D/>

As we can see, Cascadia as a Megaregion, Oregon as federal state and the Portland City-Region have been swept along by an epidemic native effect which set up the UGB. Since then it has opened a reference line that is already at state⁴¹ and international level. Today there are already two prospective approaches, which I will not go into further for purely pragmatic reasons, to make a summarised representative vision of why Portland is interesting from the two analysis attributes: Sustainability and Participation. The first is the Portland Plan⁴², which aims to be a vision of the future with the active participation of various stakeholders. It is a project that has been designed with Web 2.0 tools and a clear mission to promote a civil digital and presential participatory dynamic. The second is the Ecolopolis Project⁴³, now in its 4th edition and it certainly is opening new lines of work from a macro-scale of the mega-region, through the City-Region and reaching the hyperlocal level of neighbourhoods and districts⁴⁴.

What are the two main cornerstones of Portland⁴⁵?

1. Central axis for enabling Portland to structure itself as a Sustainable City:

- *Urban Growth Boundary (UGB)*



Figure 25
View of downtown Portland,
from the Hawthorne bridge

Dr. Ethan Seltzer⁴⁶, when asked why Portland is a paradigmatic case⁴⁷, talks of history and of the Urban Growth Boundary (UGB). This is the fork that Portland and Oregon took before the great “mainstream” of capitalist development accelerated in cities like Los Angeles and Phoenix (among others) and moved them in the direction of great urban decay and a place hard to return from, taking Portland and Oregon to a future which required moderate and more sustainable growth. The principles⁴⁸ of the UGB are: (a) Manage the location and character of urban expansion. (b) Preserve natural resources, the qualities and characteristics of the environment. (c) Ensure adequate community

infrastructure and service systems. (d) Maintain or create the desired quality of community life. (e) Improve economic opportunity and social equity. (f) Guide local development in its relations with regional and state systems.

In the late 1960s, something happened in Portland; the young and not so young began to weave a series of complicities in favour of civic issues. It was as if the whole city put on the brakes, compared to the speed at which other cities were used to imposing their urban planning, to tell the world how things should be done. Portland began with its heart; it began with a planning process in the *downtown* area in the 1960s. It was a highly participatory process, with great force in preserving the values, architecture and historical heritage, but at the same time visionary and looking to the future. As an example, the *downtown* Urban Plan 1972, rejected with total opposition the construction of a car park where today stands Pioneer Courthouse Square. The plan focused on citizens rather than cars. Portland was the watchword for Oregon; In 1973, the UGB was applied to the entire state legislation, creating the *Friends of Oregon Association*⁴⁹, so that citizens of the state had a voice in land and environmental policies. Critical future vision, planning and sustainable moderate growth, preservation and conservation of land use, *sprawl* containment, legislation and civic involvement were the bases in the 1960s and 1970s for laying the foundations of Portland as the paradigmatic city it is now known as.

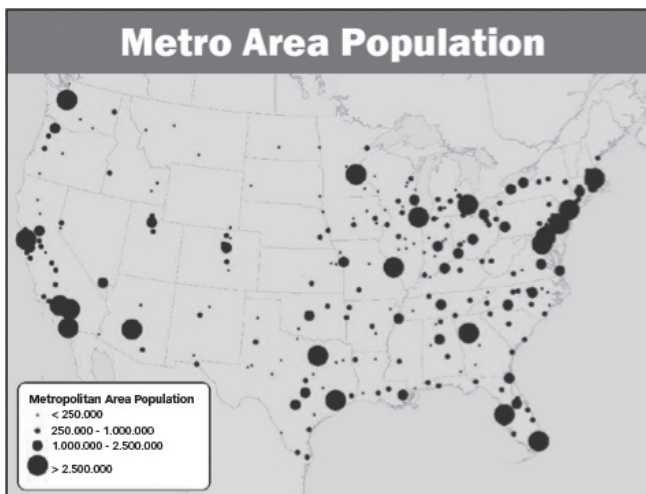


Figure 26
Size of the Total
Population in
Metropolitan Areas.
Source: PDC

Perhaps some mention should be made here of the vanguardist model city Portland as a core of good practice in the U.S. under the UGB (Vegara, 2004)⁵⁰:

“With the work of pioneers such as Ian McHarg, a reactivation of the planning strategies of land use in USA begins to materialize, one of whose keys is to show the contradictions of the obsession with growing using the suburban model of sprawl. A quiet revolution in land planning starts in the shadow of federal services such as the National Forest or the U.S. Soil Conservation Service, which anticipate the ideas of sustainability and eco-development and promote active techniques to curb urban sprawl and its negative impacts; Hawaii, Vermont, Maine, Oregon, San Francisco Bay Area and Massachusetts are the most sensitive states. There starts growing an awareness that you have to build a development of the territory with respect to its

45

Without doubt, the best summary of the Portland case is in the following article which has been revised by its authors and that I found most useful to follow through the interviews, as they provide a more condensed and updated version of the phenomenon: Ozawa, Connie P., *The Portland Edge: Challenges and Successes in Growing Communities*, s.l., 2004, Island Press. pp. 9-33

46

Director of the Nohad A. Toulan School of Urban Studies and Planning del Portland State University PSU.
Seltzer, Ethan, *Maintaining the Working Landscape: The Portland Metro Urban Boundary*, Portland, 2008, Portland State University

47

<http://bustownoh.com/content/lessons-learned-portland-and-toronto>

48

Vegara, Alfonso, *Territorios inteligentes: Nuevos horizontes del urbanismo*, Madrid, Fundación Metrópoli, 2004. p.226

49

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

50

Vegara, Alfonso, *Territorios inteligentes: Nuevos horizontes del urbanismo*, Madrid, Fundación Metrópoli, 2004. p. 225

natural values and positive control of growth and transformation, in fact all the techniques used in planning, called Growth Management”.

After the model *downtown* of Portland comes the green state of Oregon. A city in the centre of a state facing the sea. A river, Willamette⁵¹, divides Portland in two. A typical pattern of urban mobility is the almost daily trail of bikes and people jogging across the Hawthorne Bridge or Ironbridge. As well as seeing that Nike, North Face, Adidas and Columbia are also local activewear brands, which for some reason we could investigate (some other time), they cause the practice of sporting life. That is, living in Portland is associated with living a sporting, healthy, organic, sustainable and in some cases participatory life.

As Ms. Sarah King, from the PDC (*Portland Development Commission*) tells us, the fact that there is a state regulation like the Land Use Act of 1973 is an exception for U.S. Federal Government. Moreover, she attaches great importance to having a regional government like METRO⁵². There are only two major U.S. cities with regional governments; one is Portland and the other is Minneapolis⁵³. The objective of PDC as an independent entity is economic promotion and support so that the private sector invests and sets up in areas that have regenerated urban areas.

• *Urban Regeneration: Pearl District and EcoDistrict*⁵⁴

Dr. Connie Ozawa insists that Portland City-Region is less culturally diverse⁵⁵ than other areas of the U.S. This is an aspect to consider in order to understand that all is not done yet. While the UGB laid the groundwork for Portland to structure itself as a sustainable City-Region with high levels of citizen participation, the fact of not having a population of high cultural diversity suggests that it has not yet resulted in an urban transformation in questions of creativity and attracting talent. This, together with Florida's thesis⁵⁶, leads us to the thought that perhaps Portland requires a transformation based around attracting talent and fostering the creative spirit, which could translate into entrepreneurship and the creation of new emerging sectors⁵⁷ from a perspective of regional competitiveness.

In this regard, urban transformation through regeneration of districts appears to be a local policy to be strengthened, as the Pearl and EcoDistrict cases are showing. Not to mention the legacy of the most native areas such as Hawthorne or Alberta. In the case of the Pearl district, until the 1950s the district was an extension or support area of warehouses and manufacturing companies. We could sum it up in three ideas:

1. The area developed a rather bohemian character⁵⁸, acting as an incubator for start-up small businesses and in turn favouring the growth of a creative community that took advantage of spacious warehouses converted into lofts that functioned as working and living space with a manufacturing past all around. Appropriately, it became known as “pearl” as a synonym for the artistic wealth in art galleries and art studios.
2. However, we must not forget that the strategic objective of regenerating the Pearl District was none other than helping create an urban village (Neal, 2003)

51 El caso de Dublín (Irlanda) es similar al encontrarnos con el Liffey que separa el norte del sur de la ciudad

52 <http://www.metro-region.org/>

53 <http://en.wikipedia.org/wiki/Minneapolis>

54 Bennet, Rob, EcoDistricts Framework Concept for Metro Portland, Portland, 2009. <http://www.pdxinstitute.org/index.php/ecodistricts>

55 Portland State University, Center for Intercultural Organizing Bridgetown Voices, Uniting Cultures in Portland: Bridging the Gaps in City Policy, 2006

56 Florida, Richard, The Economic Geography of Talent. *Annals of the Association of American Geographers* 92(4): 743-755. 2002

57 Greenlight-Greater Portland, The Greater Portland-Vancouver Solar Industry, 2006

or an urban district with high population density to achieve implementation of the UGB in the central area of the city.

3. Finally, following the legacy of Jane Jacobs, what was intended was to create a special district with a high population density and a mixed use of the social, economic and cultural life. (Neal, 2003: 17)

Dr. Ethan Seltzer⁵⁹ is already working on the innovative EcoDistrict project, in which various concepts and methods are being designed for advanced sustainability in neighbourhoods. A central theme of future prospective for Local Communities: the creation of special districts or EcoDistricts⁶⁰.

• *Urban + Rural Link*

Dr. Connie Ozawa and Dr. Ethan Seltzer agree that the origin of the success of the Portland model is the combination of rural and urban. Two idiosyncratic worlds differentiated culturally and even anthropologically who, as a result of a common agreement to respect and conserve natural resources and the environment, have started living together ever more closely. Even nowadays, where the great challenge according to Dr. Seltzer is how to find the synergies of both worlds, rural and urban, to overcome the gaps and build a multimodal infrastructures not only for Portland City-Region, but also for the entire state of Oregon. According to both scholars, the initial development of the UGB approach has brought both symbolic and geographical worlds together in a very interesting way. But there are still bridges to be able to make the connection between both worlds more fluid.

This idea seems central as an aspect of benchmarking for Euskal Hiria. The dichotomy to which we are accustomed should go gradually, giving rise to an area of overlap between the rural and urban. That is, Euskal Herria should have space in Euskal Hiria as mentioned in Section 1.2.2.- There should be a balance between rural and urban.

• *Public Transport*

TriMet is the intermodal public transportation service for the Portland City-Region: Bus, Max, Wes commuter rail⁶¹ and the Streetcar work together. In terms of public transport, Portland is exemplary and this is certainly an element of benchmarking. It would be very complex to explain in particular the implications, paths and key knowledge that TriMet has developed. Some facts: 300,000 daily trips are made, the intermodal system is 71 km long and there are 64 stations.

Below I present the data of evolution in terms of urban mobility that Portland has its various forms of physical connectivity.

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This is a point that Peter Neal stresses and which Richard Florida identified as a structural element prior to conversion to a special district in a creative area. This is an aspect to investigate from my point of view. What is the process of spontaneous generation of a creative area? Perhaps this should be one of the issues to be raised in Part II in Sections 5.2, 7.2 and 7.3. Neal, Peter, *Urban Villages and the Making of Communities*, London, 2003, Spon Press. p. 221

59

Seltzer, Ethan, *Making EcoDistricts: Concepts and Methods for Advancing Sustainability in Neighborhoods*, draft, 2010

60

Barton, Hugh, *Sustainable Communities: The Potential for Eco-neighbourhoods*, London, Earthscan, 2000

61

I think this new tool for calculating the ranking of physical connectivity that a person can have depending on where they live is remarkable: <http://www.walkscore.com>

Journey-to-Work Mode Share for City of Portland Residents, 1997-2008

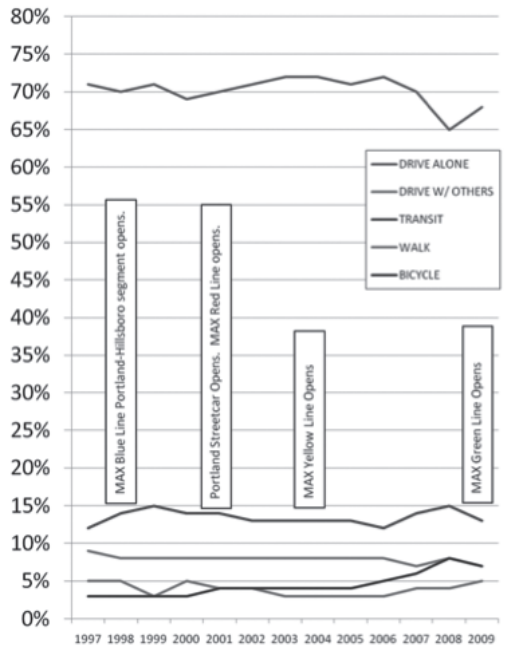


Figura 27

Modes of Commuter Transport for the Residents of Portland, 1997-2008.

Source: OSU

• *Cycling*⁶²

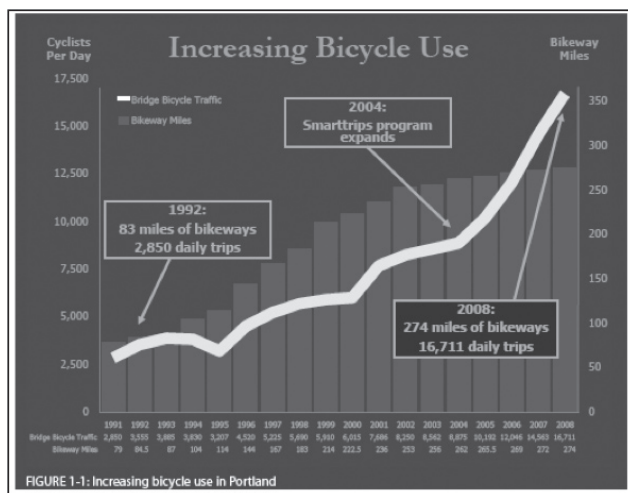
62

Parast, Adam B., Portland and Seattle Cycle Analysis. (pdf)

Figure 28

In.- Increase in the Use of Bicycles. 1991-2008.

Source: City of Portland, Office of Transportation, Portland Bicycle Plan for 2030, Portland, 2010



There can be no doubt that, after looking at Figure 27 on public transport and Figure 28 on cycling, the combination of train and bicycle is a means of transport on the increase. In this sense, although it has not been possible to find any ranking of bike-friendly cities with any rigour or prestige, I can say that Copenhagen (Denmark), Amsterdam (Netherlands) and Portland (Oregon) are the best-in-class. In Figure 29 we see that the average in U.S. cities shows good news for cycling but not so good for public transport. The pattern for individual driving is still increasing, even if only slightly.

% Change in Mode Share, 2000-2009, Averaged Across America's Biggest Cities							
	Total Auto	Total Non-Auto	Driving Alone	Carpooling	Transit	Biking	Walking
All Cities	-3.4	-2.0	1.5	-25.9	-6.4	58.5	1.8

Figure 29

Variation in Means of Transport, averaged across America's Biggest Cities, 2000-2009

Source <http://www.thetransportpolitic.com/2010/10/13/transit-mode-share-trends-looking-steady-rail-appears-to-encourage-non-automobile-commutes/>

- *Recycling*⁶³

The other aspect that is of particular interest is recycling⁶⁴. So much so that there is already a cluster of companies for recycling technologies and environmental engineering, for example; GeoDesign Inc., CH2M Hill, David Evans and Associates, URS Corp. and PBS Engineering.

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<http://www.metro-region.org/index.cfm/go/by.web/id=24197>

64

Oregon Department of Energy, Oregon Business Tax Credit, 2008

2. Central axis to ensure that Portland is structured as a Participative city:

- *Civil involvement*⁶⁵

The author Dr. Vegara⁶⁶ describes evidence of an initial milestone; in the 1970s, Governor Macall helped in the creation of the Thousand Friends of Oregon, an association of volunteers actively engaged in the defence of the environment. In 1973 they achieved the enactment of the Land Use Act for the State, very close to what some European countries are trying to do, imposing limits on urban sprawl, activating public transport strategies and social housing, mobilising and coordinating public services and facilitating cooperative action between the government, the developers and local entrepreneurs. Since this initial milestone, partnerships have multiplied to this day. As mentioned in the article *Oregon's Future*⁶⁷, the possibility that civil society should lose social capital⁶⁸, and as a result citizen participation, is a reality that must be faced. However, what this means is that Portland appears to have reacted more belatedly probably because it is more prepared in terms of its levels of social cohesion.

65

Markus, Gregory B., Civic Participation in American Cities, Institute for Social Research, University of Michigan, 2002

66

Vegara, Alfonso, Territorios inteligentes: Nuevos horizontes del urbanismo, Madrid, Fundación Metrópoli, 2004. p. 226

67

Radmacher-Willis, Wendy, Civic Engagement in Oregon, Oregon's Future, In the Works, 2006

68

Putnam, Robert D., Bowling Alone: The Collapse and Revival of American Community, New York, Simon&Schuster, 2000

Dr. Connie Ozawa indicates that the 1960s were the starting point for the changes, through neighbourhood associations and unprecedented civic participation. The participation was face-to-face and with direct contact with citizens. Citizen participation processes⁶⁹ which use interactive tools and 2.0 have not been implemented to date. Ozawa believes that this aspect may be implemented shortly because of levels of digitalisation and network usage that people have today.

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There is more information on the processes, methods and other questions about the case of Portland at <http://www.cpn.org/topics/community/portland.html>

- *Triad of Institutions+ Civil Society +Business*

The management systems of the public administration have been crucial to the success of urban innovation model in the matter of participation. So says the author (Vegara, 2004): "*Thanks to the Land Conservation and Development Commission, where the mayor of Portland and the governor of Oregon are able to work together, there is a common area that enables them to address problems. Thus today Portland metro reaches 3 counties and 24 municipalities. This is just*

one example of how they have developed new ways to manage urban growth and transformation”.

As Dr. Connie Ozawa mentions in the interview with her, the big difference between Seattle and Portland is the subsequent situation caused by the adoption of the Law of the Land Use 73. Portland began its journey with controlled growth shared by a number of public institutions at various levels, in addition to the active participation of citizens in civic associations, so that business and market control must pass through this filter first. This means that the Portland City-Region is a consequence of shared leadership⁷⁰ of public institutions and civil society against the pressure of the market and the multinationals. Seattle simply maintained the order of priorities that is common in American society: business first, then stakeholders and public institutions.

70

Barandiaran, Xabier et al.,
Participación Ciudadana: Nueva
cultura política en un contexto
de liderazgo compartido, San
Sebastián, 2009, Diputación Foral de
Gipuzkoa

This is something we can learn for Euskal Hiria in its URBS system and also in POLIS.

PORTLAND BENCHMARKING FACTORS	
SUSTAINABILITY (COMMUNITY)	PARTICIPATION
0.- Urban Growth Boundary (UGB). From the Land Use Act of 73 and the origin of the Friends of Oregon, a model of urban transformation as international paradigm was established, overcoming the contradictions of the development model prevailing in the capitalist world. An intermediate option for sustainable social development	3.- Triad of Institutions+ Civil Society +Business: This is a highly coordinated institutional structure using shared leadership with associations and civil society, without neglecting the private sector. Without this feature, the Portland model would have been impossible .
1.- Urban Regeneration: Pearl District + EcoDistrict. These micro-scale transformations are Special Districts or <i>Urban Villages</i> , with three characteristics: (1) Creative Community (artists, bohemians) and also entrepreneurial activity, (2) mixed uses in a specific urban area (social, economic and cultural), (3) high population density. From a design following parameters of Sustainability and Participation, Portland is now facing how to be creative and connected	4.- Civil involvement: Neighbourhood associations and 'guilds' (cycling, composting,).
2.- Urban+Rural Link: With the progress of physical connectivity, the distance between the state and the city-region is reduced This results in higher levels of social connectedness, which does not deter confrontation and clash of urban vs. rural mentality, but somehow both worlds move closer together.	
5.- Public Transport: Fully intermodal and meeting the needs of renewable energy. It involves putting the citizen at the centre and not the car.	
6.- Cycling: Part of the phenomenon of sustainable public transport would be the increased use of bicycles. A civic habit linked to corporate planning in support of this mode of mobility, with special reference to urban cyclists associations	
7.- Recycling The creation of new companies in the renewable energy sector is being promoted as a factor in regional competitiveness.	

Figure 30

Analysis of the Portland Case: Benchmarking Factors for Sustainability (Community) and Participation

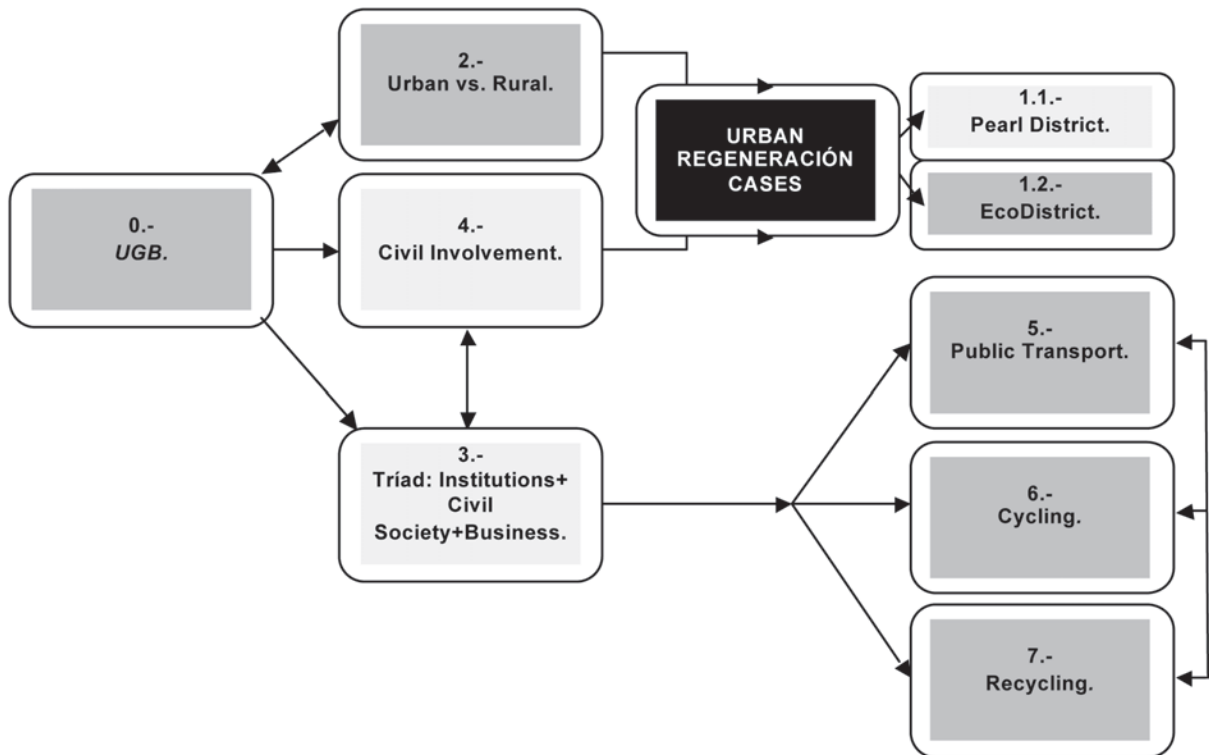


Figure 31 B.1.2.3. In summary

Analysis of the Portland Case: Benchmarking Factors for Sustainability (Community) and Participation.

As in the case of Dublin, I would like to quote from Dr. Vegara (2004), who warns that the UGB model successfully implemented by Portland from the 1970s is not the dominant standard in the U.S. urbanism:

“However, the reality of recent developments in U.S. cities is very far from the sustainable model. The idea of an edge city, metapolis or diffuse city which we refer to in Chapter 12, seem to confirm an anti-ecological tendency of urban development in different parts of the world”.



Figura 32

Pionner Sq. en el downtown de Portland: Antes y Después de 1971

preventing the construction of a car park in what is now Pioneer Square, changed the fate and course of the history of Portland and Oregon as a whole⁷¹.

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“Rebuilding our cities will be one of the major tasks of the next generation...in providing for new developments you have the opportunity here to do a job of city planning like nowhere else in the world”⁷²

Worllner, Craig, Provo, John and Schablisky, Julie, Brief History of Urban Renewal in Portland, Oregon, 2003

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The Socio-Territorial Model tries to situate Euskal Hiria in comparison with DUBLIN (within the EU) as a Connected and Creative City-Region and PORTLAND (within the USA) as a Participative and Sustainable City-Region.

The words of Lewis Mumford in Breen, Ann and Rigby, Dick, Intown Living: A Different American Dream, s.l., 2004, Praeger. p.175

A finding is that Dublin has undergone a regional development process which has developed competitive factors based on connectivity and creativity because of a series of short-term factors and, as we have seen, a number of “successful” public policies, with good results to date. What DUBLIN is now beginning to diagnose is that once the architecture of a connected and creative city-region is under way, you must complete these policies with regional public policies that promote sustainability and participation. Perhaps aspects that it did not focus on initially.

PORTLAND, rightly, responds to the approach in reverse. Its model of development of the City-Region has begun by considering sustainability and participation as major levers for competitiveness and internal structuring of the territory. These are aspects that are now being completed with connectivity and creativity.

In other words, we are faced with two city-regions with two complementary structuring models. With their structural differences they are complementary

and are trying to find what the other has developed. The same path in opposite directions, but complementary.

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Figure 32 *Pioneer Square in downtown Portland: Before and After 1971*

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