The crisis of the Mediterranean ambition of Marseilles

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The crisis of the Mediterranean ambition of Marseilles

- Introduction
  - Case study
  - Internationalising cities, legitimation, crisis
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- The invention of the strategic Mediterranean ambition of Marseilles
  - Understanding the narrative logic of the internationalisation of cities
  - Making up the Mediterranean narrative in Marseilles
  - Linking narrative and internationalisation policies
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- **Marseilles’ Mediterranean politics and policies**
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The crisis of the Mediterranean narrative
- Putting the narrative put to the test
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The invention of the strategic Mediterranean ambition of Marseille

Mediterranean Marseilles, a « magnificent consensus »
Understanding the narrative logic of the internationalisation of cities

- Mediterranean, Mediterranean everywhere
Understanding the narrative logic of the internationalisation of cities

- Mediterranean, Mediterranean everywhere
- The interpretative turn in policy analysis (Fisher, 1993; Radaelli, 2000; Zittoun, 2007)
Understanding the narrative logic of the internationalisation of cities

- Mediterranean, Mediterranean everywhere
- The interpretative turn in policy analysis (Fisher, 1993; Radaelli, 2000; Zittoun, 2007)
- The nexus between narrative and policies
Making up the Mediterranean narrative in Marseilles

The mysterious « Mediterranean legitimacy »
Making up the Mediterranean narrative in Marseilles

- The mysterious « Mediterranean legitimacy »
- Funding events
  - Local
    - L’Orient des Provençaux exhibit (1983)
Making up the Mediterranean narrative in Marseilles

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    - Euromediterranée urban project (1995)
  - International
    - Maastricht Treaty and the opening of boundaries
    - Oslo agreements and Barcelona Process
Marseilles’ Mediterranean politics and policies

Internalizing cities, a map
Marseilles’ Mediterranean politics and policies

**EUROPEAN LOCAL POLICIES**
- Lobbying
- European program management
- Representation in the Comitee of the Regions
- Policy transfer

**ATTRACTIONESS POLICIES**
- Firm localisations
- City branding
- Metropolisation (institutional reform)
- International organisation implantation
- Touristic policy

**DECENTRALISED COOPERATIONS**
- Decentralized diplomacy
- Business cooperation
- International networking
- Capacity building project
- Humanitarian operations

**PROTOCOL POLITICS**
- Awards and labels
- Event and Congress
- Foreign visit
- Promotion of local « good practices »

**MEGA-EVENTS**

**High internationalisation**

**Low internationalisation**
Marseilles’ Mediterranean politics and policies

**ATTRACTIVENESS POLICIES**
- Firm localisations
- City branding
- Metropolisation (institutional reform)
- International organisation implantation
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*Outward internationalisation*  
*Inward internationalisation*

*High internationalisation*

*Low internationalisation*
Marseilles’ Mediterranean politics and policies

The Mediterranean web of Marseilles’ foreign policy

- twinning, humanitarian operations, networks and economic cooperation
- … succession or coexistence?
Marseilles’ Mediterranean politics and policies

Les partenariats internationaux de la ville de Marseille

Serments de jumelage

<table>
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<td><img src="image2" alt="1989-1994" /></td>
<td><img src="image3" alt="1995-1999" /></td>
<td><img src="image4" alt="Après 2000" /></td>
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Accords de coopération

![Map of Mediterranean cities with symbols indicating different partnership periods](map)
Attractiveness policies: from narrative to the « Capital » ambition

- Internationalising to stimulate the local growth
- Public policies arrangements
- Model initiatives
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<tr>
<th>Name</th>
<th>Description</th>
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<tr>
<td>European Commission and European Parlaient - Representative office</td>
<td>Decentralization of EU communication policies</td>
<td>1985</td>
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<td>United Nations of Industrial Development Organization (UNIDO) - Office of Investment and technology promotion for the Mediterranean Area.</td>
<td>UN Agency for industrial growth in developing countries</td>
<td>2004…2014</td>
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<td>Mediterranean Commission of United Cities and Local Government</td>
<td>The cluster for Mediterranean issues</td>
<td>2005</td>
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<td>International organisation for Migration - France office</td>
<td>Non-governmental Organization - Promoting international cooperation about migration issues</td>
<td>2007</td>
</tr>
<tr>
<td>Center for Mediterranean Integration - World Bank and European Bank of Investment (and Mediterranean governments)</td>
<td>Expertise in urban redevelopment in South-Mediterranean countries</td>
<td>2009</td>
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</table>
Attractiveness policies
Attractiveness policies
The crisis of the Mediterranean narrative

Another end for the « Mediterranean dream » ?
The crisis of the Mediterranean narrative

Another end for the « Mediterranean dream » ?
The Mediterranean narrative crisis

- Putting the narrative into the test
  - International factor
Putting the narrative into the test

- International factor
- Internal political factor
The Mediterranean narrative crisis

- Putting the narrative into the test
  - International factor
  - Internal political factor
  - Alternative narratives
Conséquences and forecasts

The new international strategy
Conséquences and forecasts

- The new international strategy
- Selling the Villas
The Mediterranean narrative crisis