

Internationalising Cities. Urban fabric and urban policies in a globalizing world

Putting Cities on the World Map

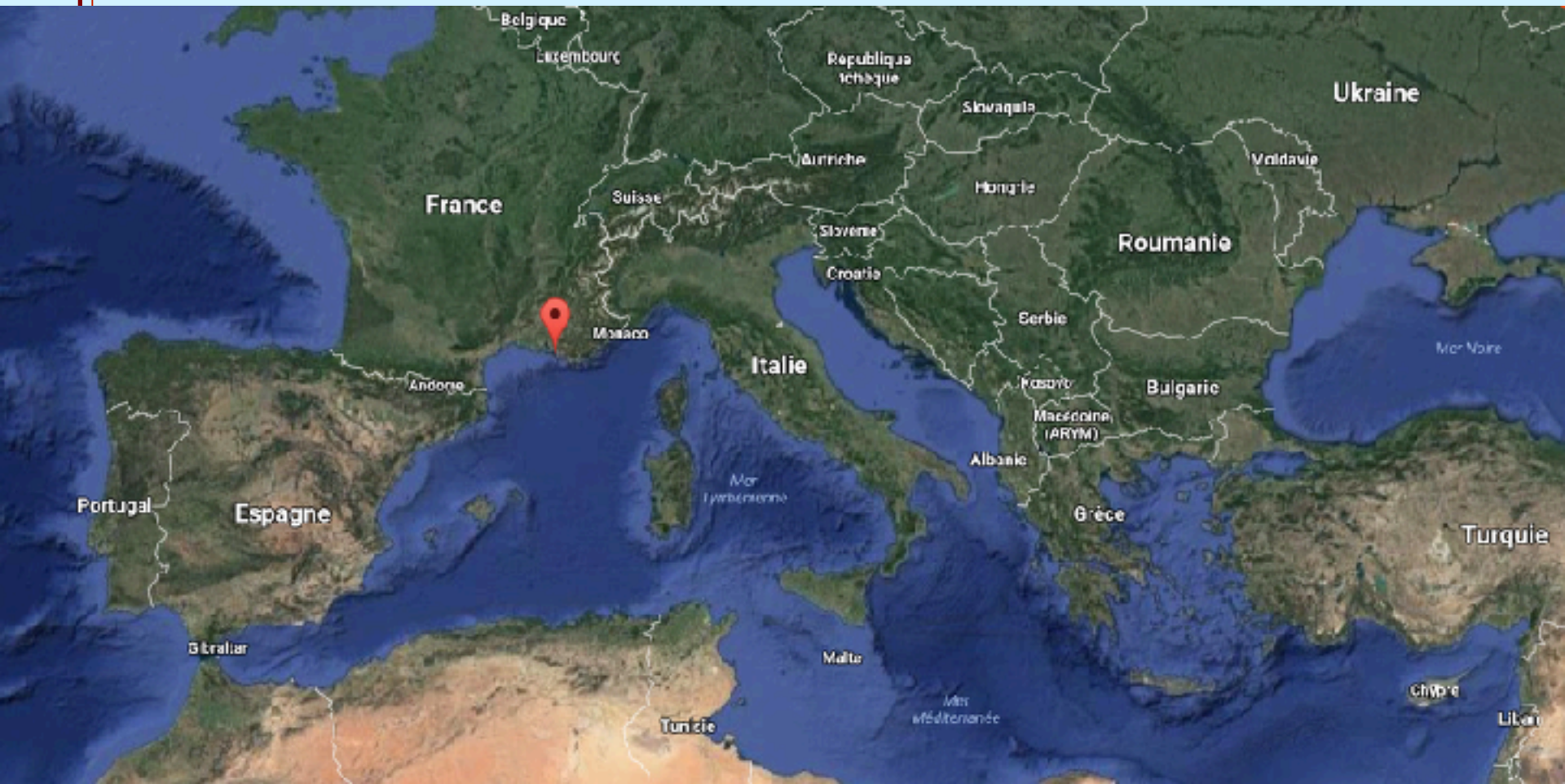
The crisis of the Mediterranean ambition of Marseilles

Nicolas Maisetti
Post-Doc, LATTS

The crisis of the Mediterranean ambition of Marseilles

► Introduction

- Case study
- Internationalising cities, legitimation, crisis



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- Internationalising cities, legitimation, crisis

▶ **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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- The Mediterranean web of Marseilles' foreign policy
- Attractiveness policies : from the narrative to the « Capital » ambition

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▶ **The crisis of the Mediterranean narrative**

- Putting the narrative put to the test
- Consequences and forecasts

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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)

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- The nexus between narrative and policies

► Making up the Mediterranean narrative in Marseilles

- The mysterious « Mediterranean legitimacy »



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- Funding events
 - *Local*
 - L'Orient des Provençaux exhibit (1983)



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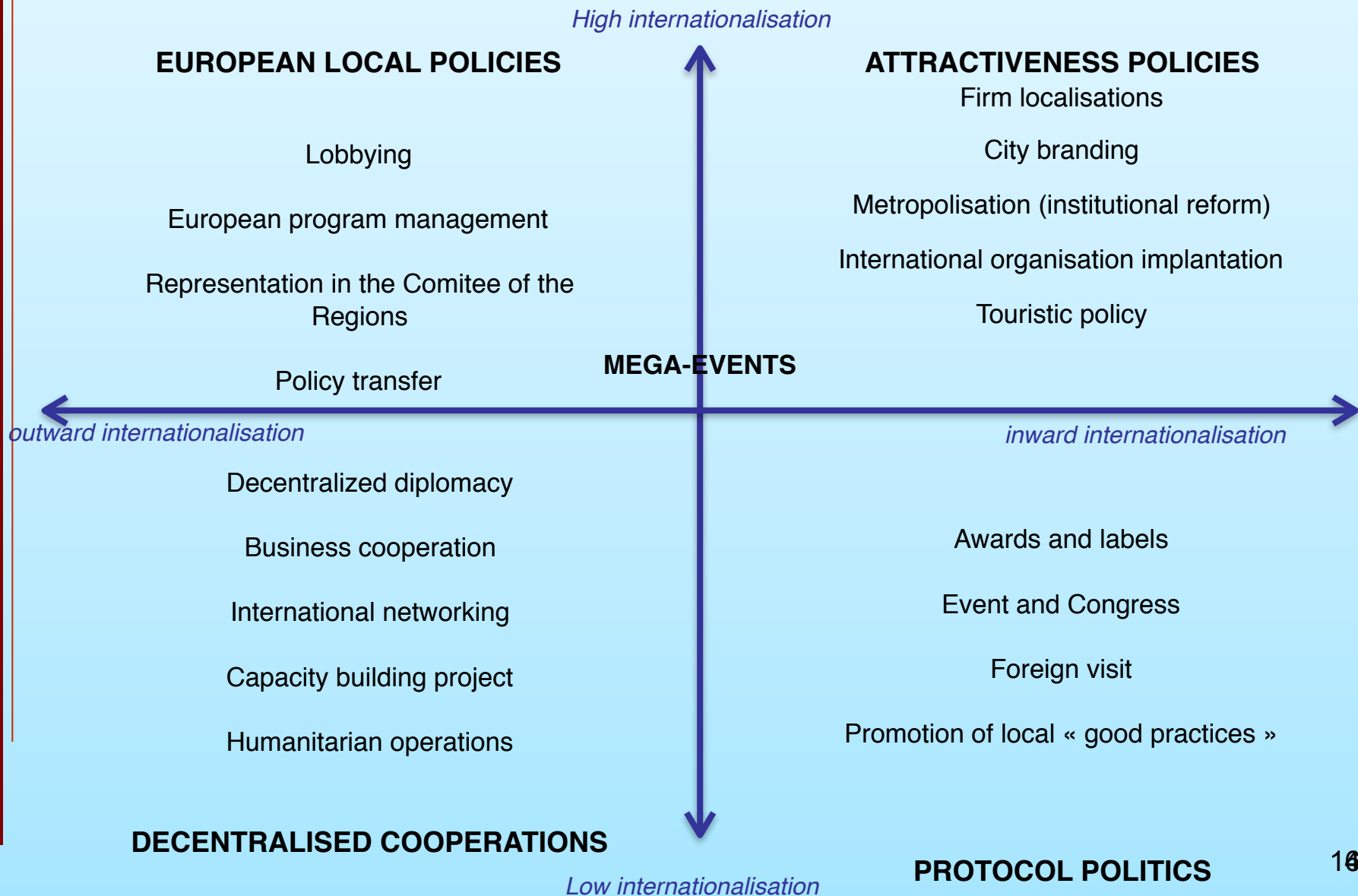
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 - International
 - Maastricht Treaty and the opening of boundaries
 - Oslo agreements and Barcelona Process

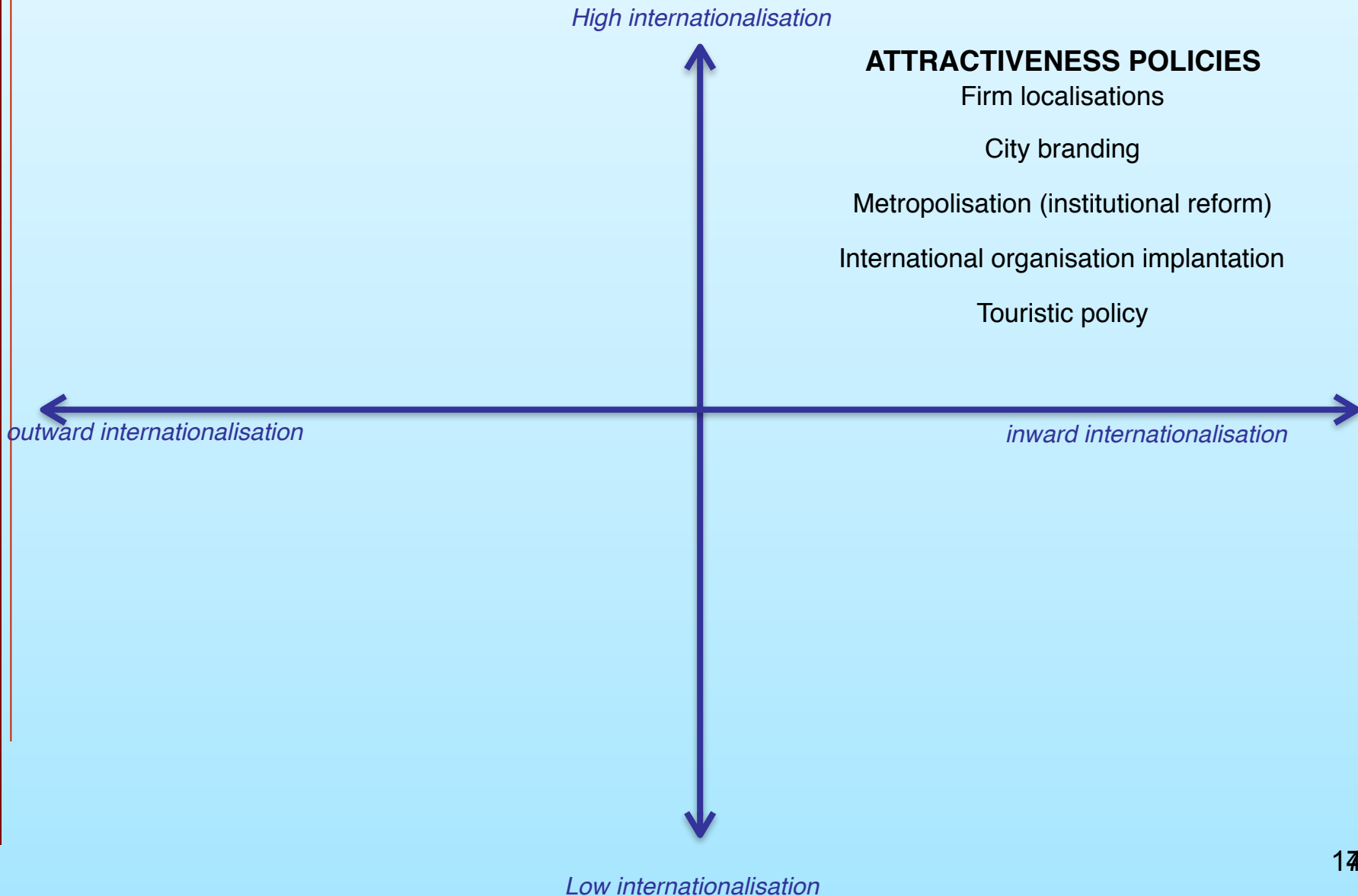
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- ▶ Internalizing cities, a map

Marseilles' Mediterranean politics and policies



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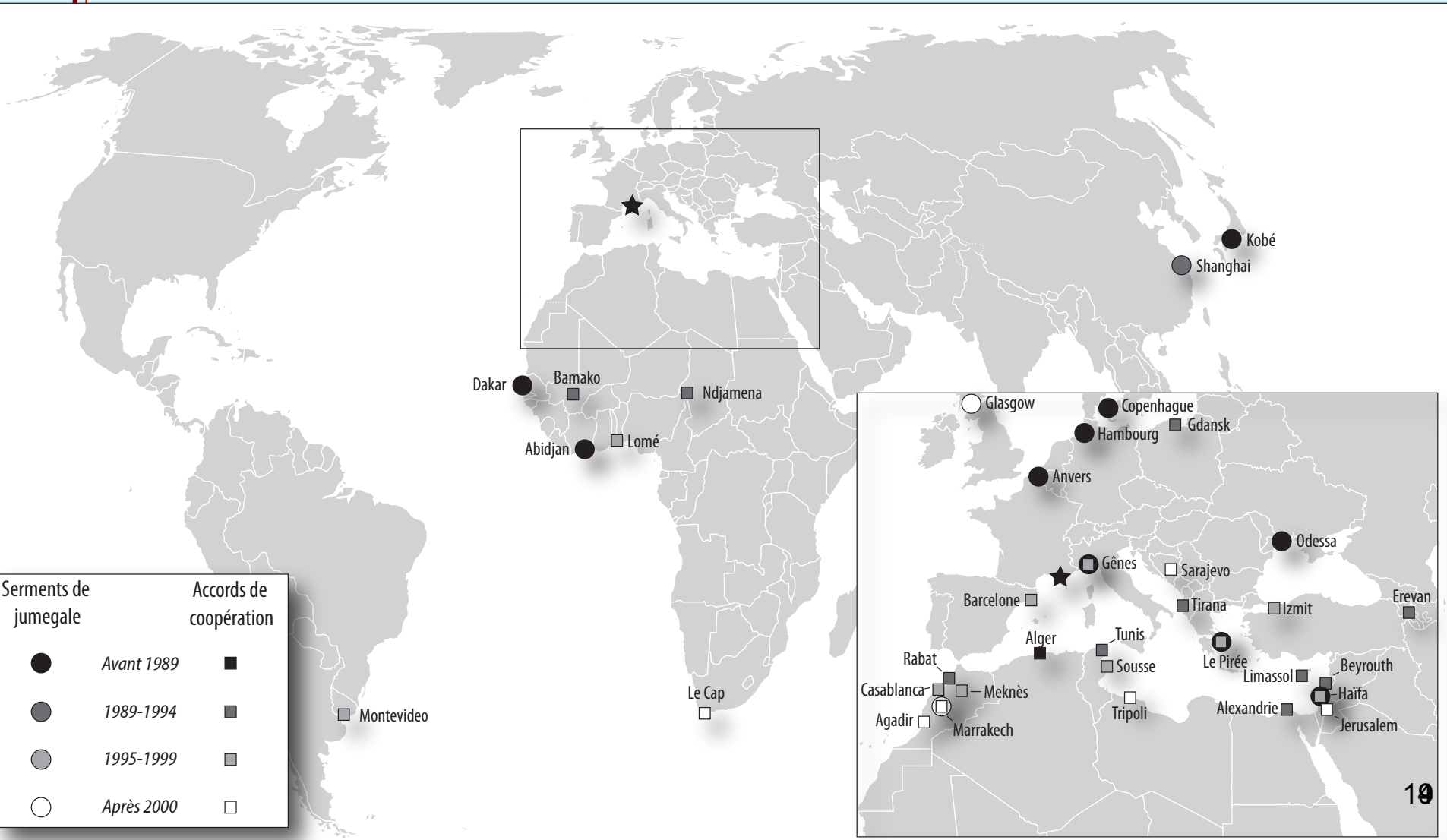


► The Mediterranean web of Marseilles' foreign policy

- twinning, humanitarian operations, networks and economic cooperation
- ... succession or coexistence ?

Marseilles' Mediterranean politics and policies

Les partenariats internationaux de la ville de Marseille



- ▶ **Attractiveness policies: from narrative to the « Capital » ambition**
 - Internationalising to stimulate the local growth
 - Public policies arrangements
 - Model initiatives

International organizations in Marseilles

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LABORATOIRE TECHNIQUES
TERRITOIRES ET SOCIÉTÉS

Name	Description	Since/ until
European Commission and European Parliament - Representative office	Decentralization of EU communication policies	1985
United Nations of Industrial Development Organization (UNIDO) - Office of Investment and technology promotion for the Mediterranean Area.	UN Agency for industrial growth in developing countries	2004... 2014
Mediterranean Commission of United Cities and Local Government	The cluster for Mediterranean issues	2005
International organisation for Migration - France office	Non-govermental Organization - Promoting international cooperation about migration issues	2007
Center for Mediterranean Integration - World Bank and European Bank of Investment (and Mediterranean governments)	Expertise in urban redevelopment in South-Mediterranean countries	2009

Attractiveness policies

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Attractiveness policies

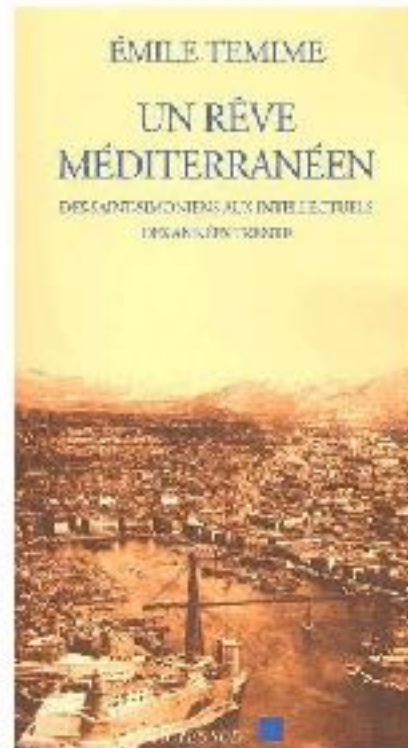


▶ The crisis of the Mediterranean narrative

- ▶ Another end for the « Mediterranean dream » ?

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- Another end for the « Mediterranean dream » ?



► Putting the narrative into the test

- International factor

► Putting the narrative into the test

- International factor
- Internal political factor

► 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

