

# TERRITORIAL VALUE IN A POSTINDUSTRIAL SOCIETY: TOWARDS VALUATION POLICIES

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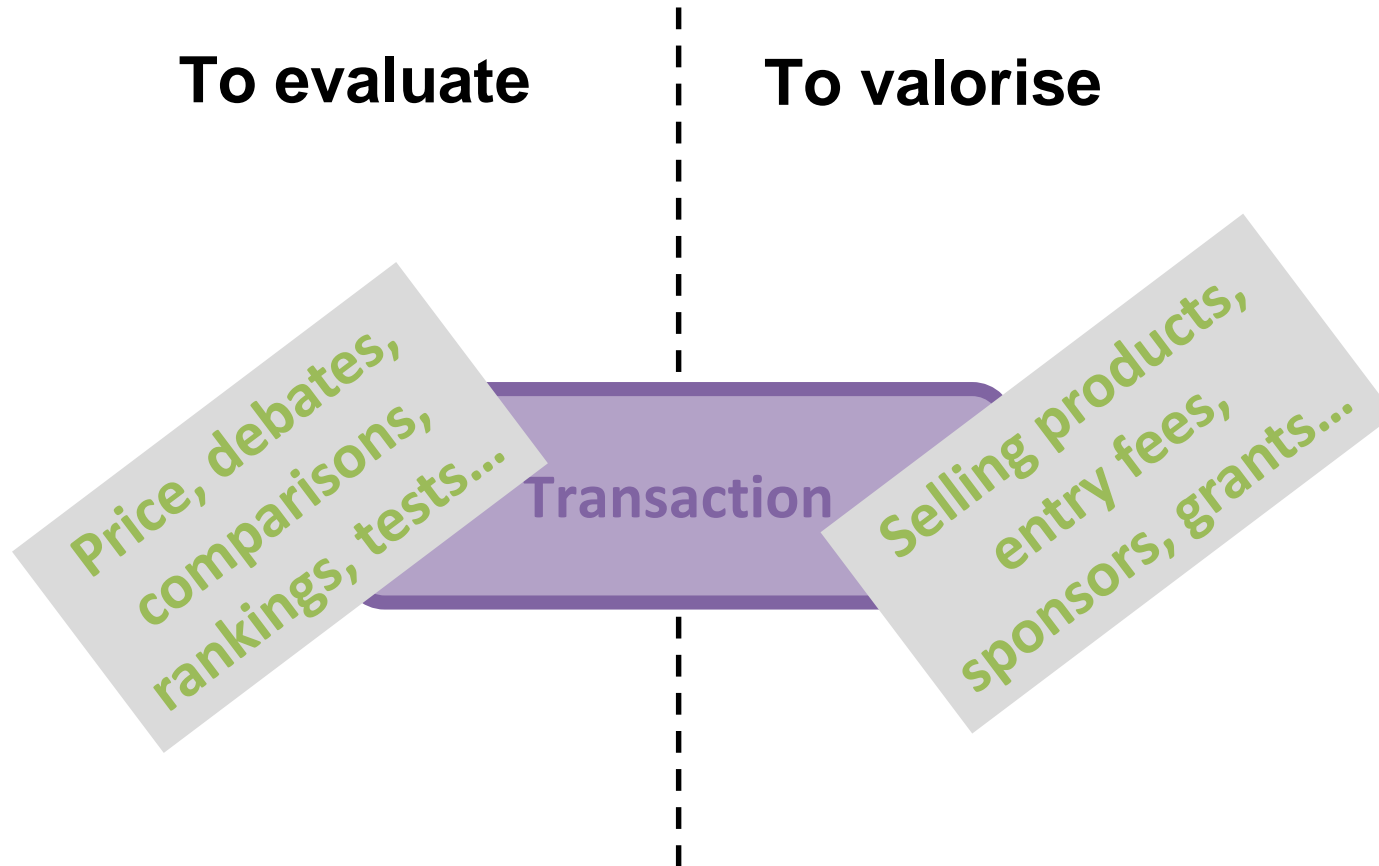
**MAKERS project**

**The 26<sup>th</sup> of June 2016**

Birmingham Business School

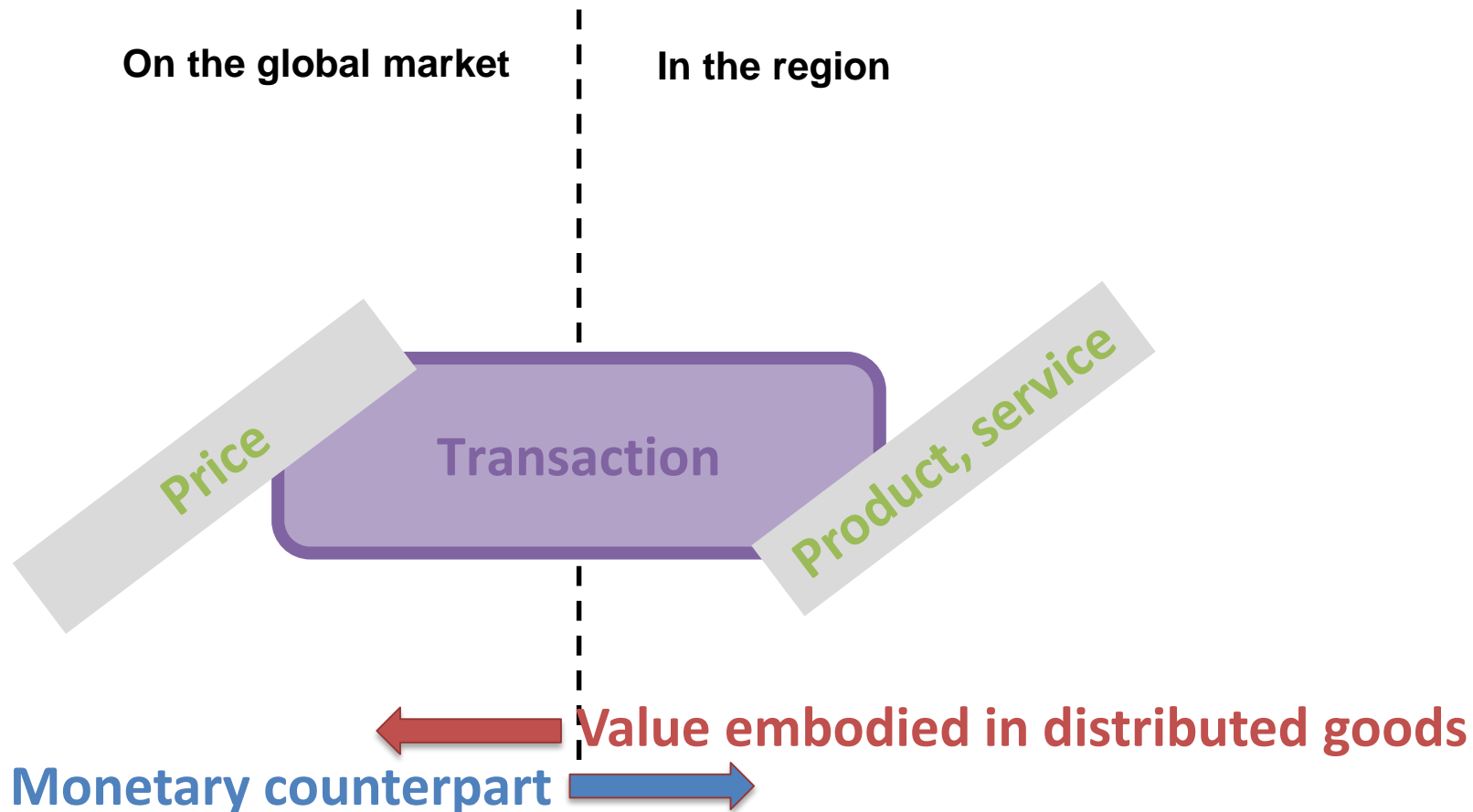
- **Classic sociology** (*Marx, Durkheim, Weber, Tönnies, Polanyi,...*): Modern, market and industrial society is characterized by the **mobility of goods** and the technical, social and spatial division of labour.
  - Value is constructed by innovation, by **embodying** knowledge in goods.
- **Sociology of valuation** (*Dewey, Aspers et Beckert, Starck, Vatin, Schultze, Honnet,...*): Postindustrial society is characterized by a generalised infosphere (the «buzz») and by the **increased mobility of people and of capital and by an increased access to knowledge**.
  - Value is constructed by **embedding / anchoring** goods, services or activities in meanings, cultures in places and/or significant events.

## VALUATION IS...



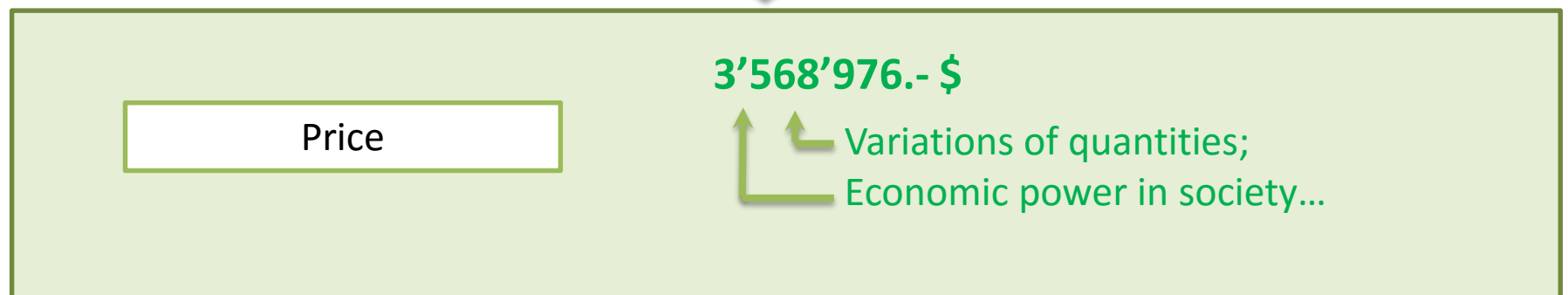
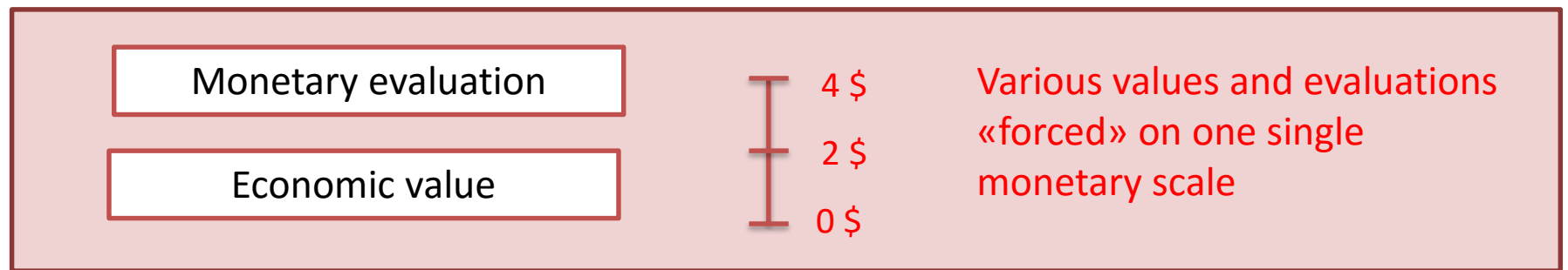
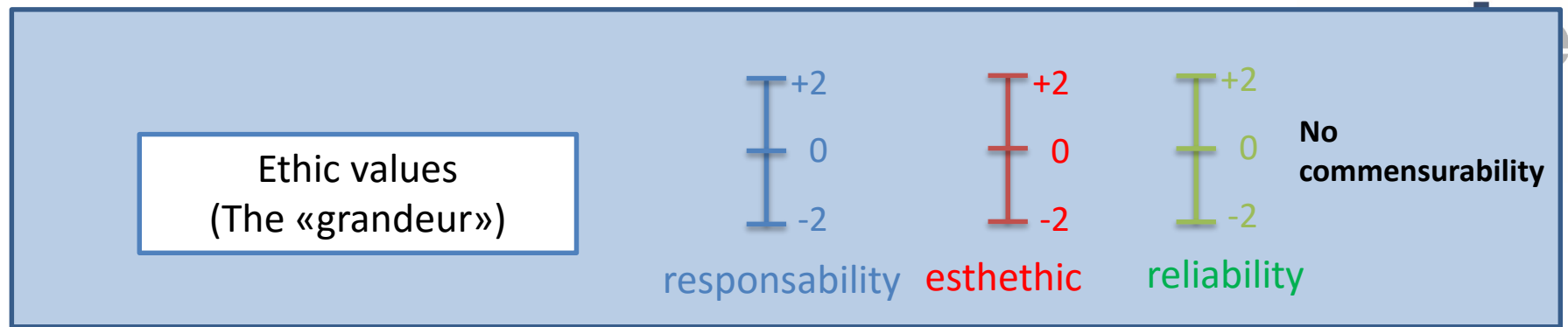
Source: Own elaboration

# VALUE CONSTRUCTION IN INDUSTRIAL SOCIETY



Source: Own elaboration

# 1. Value construction in a postindustrial context: communication, shared knowledge and experience



Source: elaborated from Beckert et Aspers (2011).

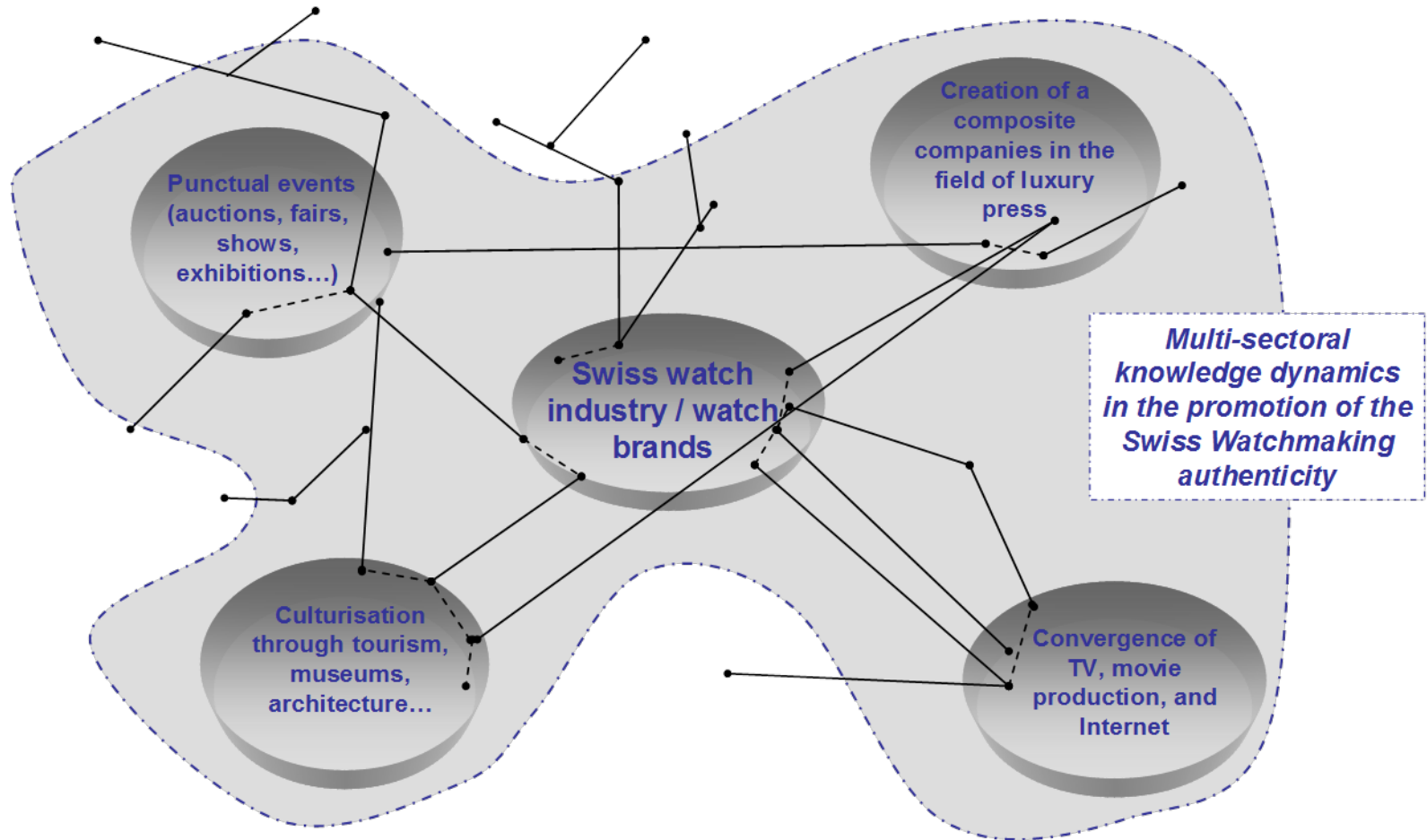
# VALUATION IN THE SWISS WATCHMAKING INDUSTRY: AUTHENTICITY

- Valuation is about what is **‘fake or real’**;
- It relates to an idealised past origin;
- The territorial staging system organizes a continuity between production and consumption contexts.
- Experiences* are organised and increase both the players’ knowledge and the value of watchmaking.

Source: *Jeannerat 2011*



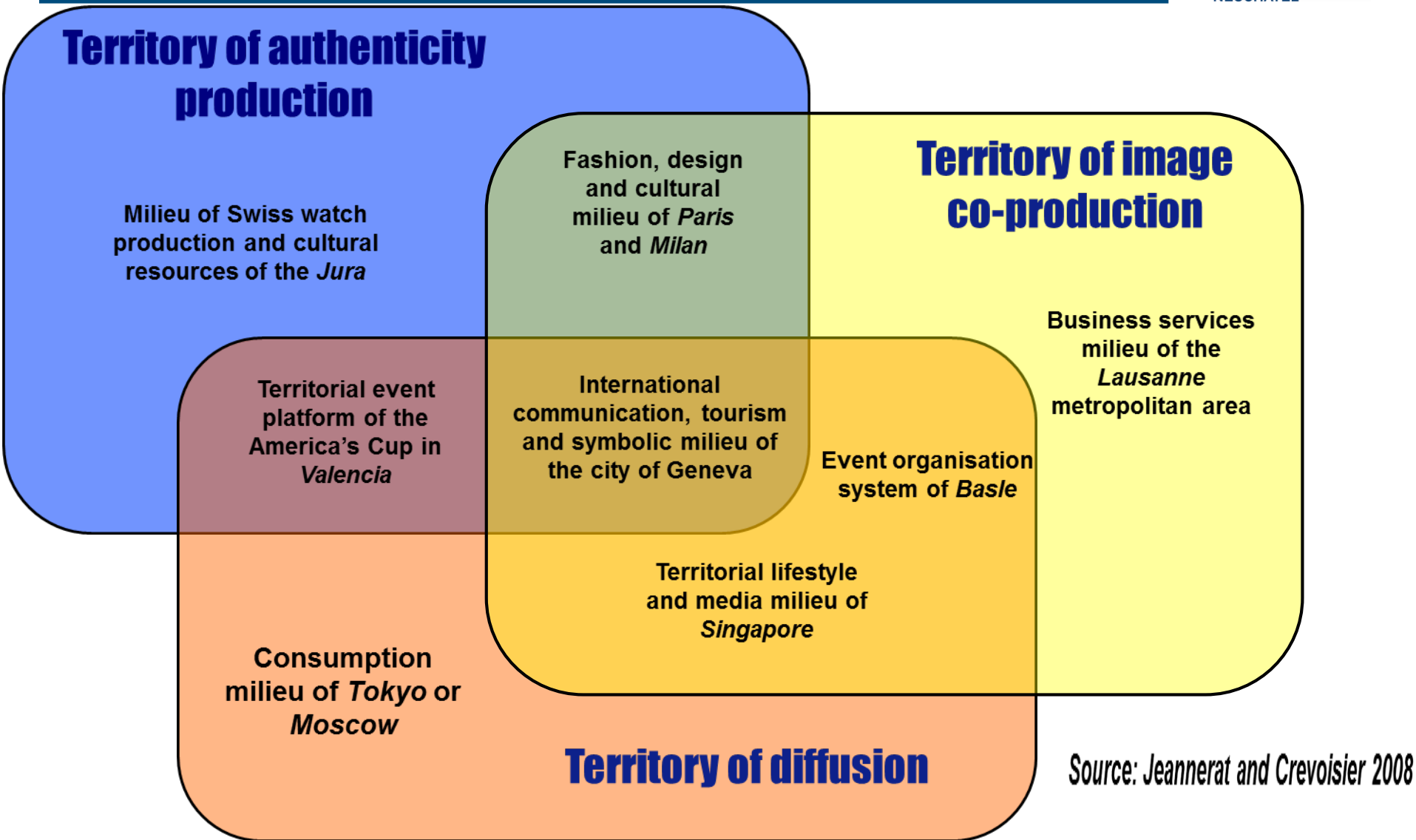
# THE "COMMODIFICATION OF AUTHENTICITY" AND EXPERIENCE (SERVITIZATIZATION) IN THE SWISS WATCH INDUSTRY



➔ *Jeannerat H. and Crevoisier O. 2010*



## THE TERRITORIAL STAGING SYSTEM OF WATCHMAKING



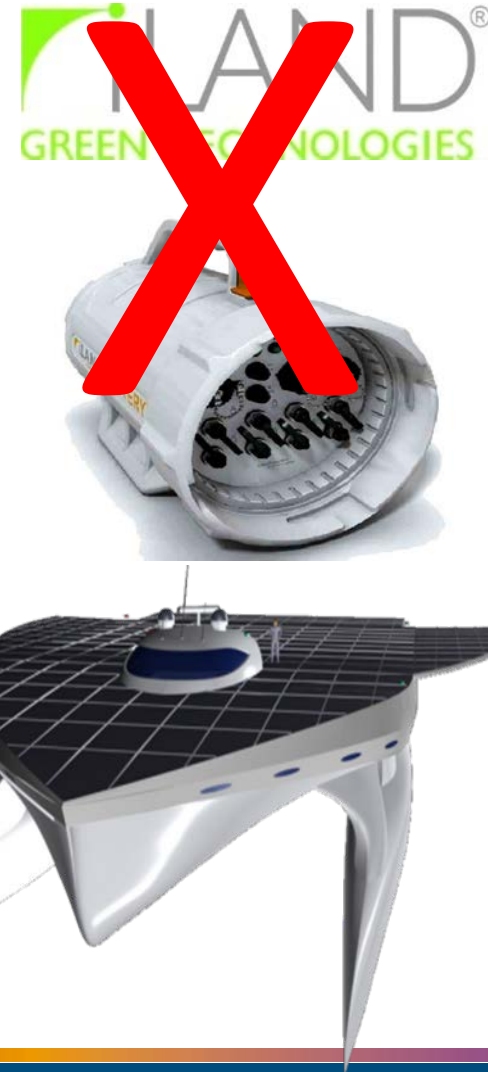
# SUSTAINABLE VALUATION IN THE SWISS PHOTOVOLTAIC TECHNOLOGIES



- Valuation is what is **“responsible”** and **“irresponsible”**
- It relates to a future, idealized, greener planet. It is partly measured by audience rates.
- The territorial staging system allows customer / citizens take part indirectly to the building of a greener future.

**→ The question is not about producing substance, but meaning!**

- Source: *Livi et al. 2014*



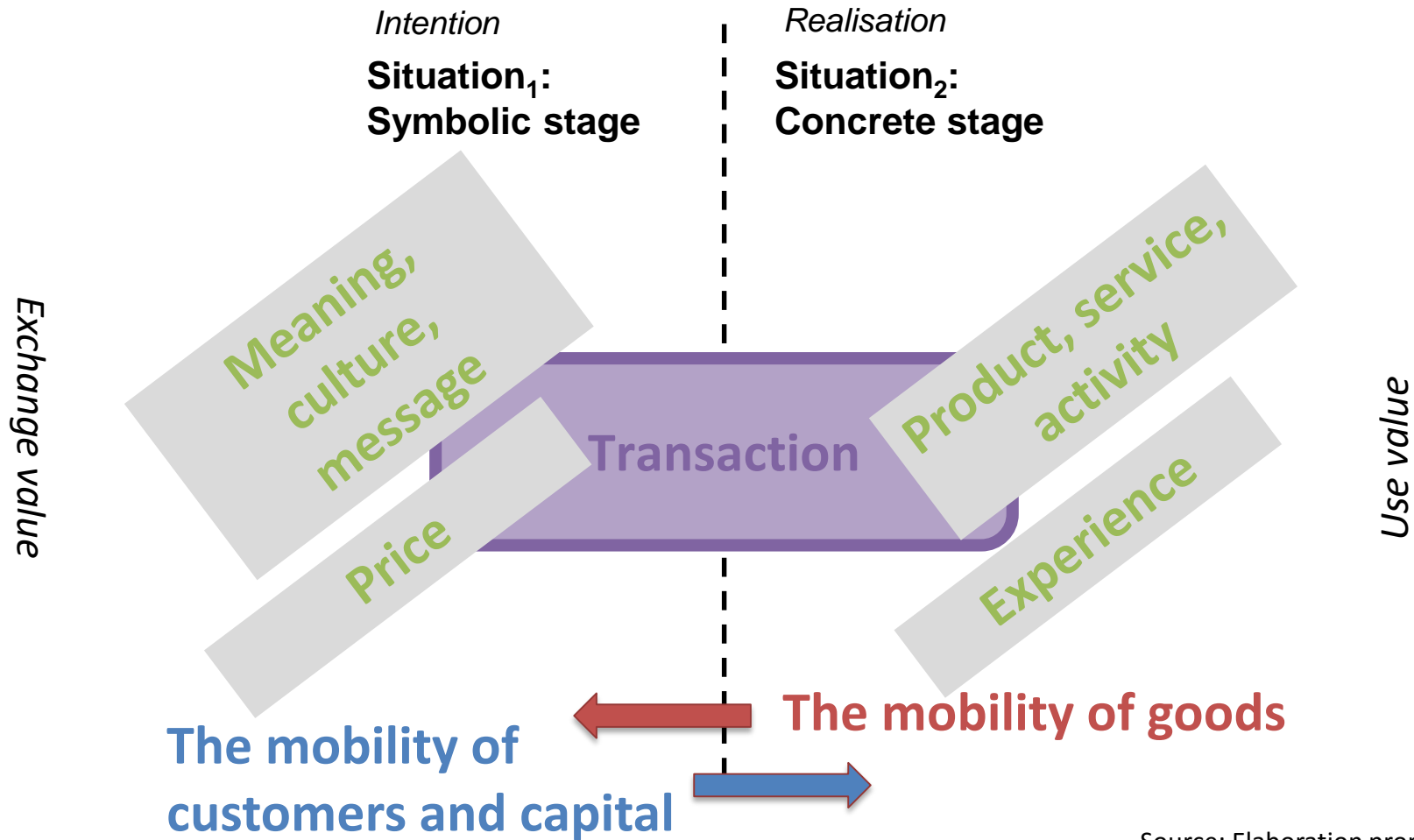


How to produce technology for significant value(s)?

➔ *Pilot and demonstration (P&D) projects are an answer (**valuation policies**)*

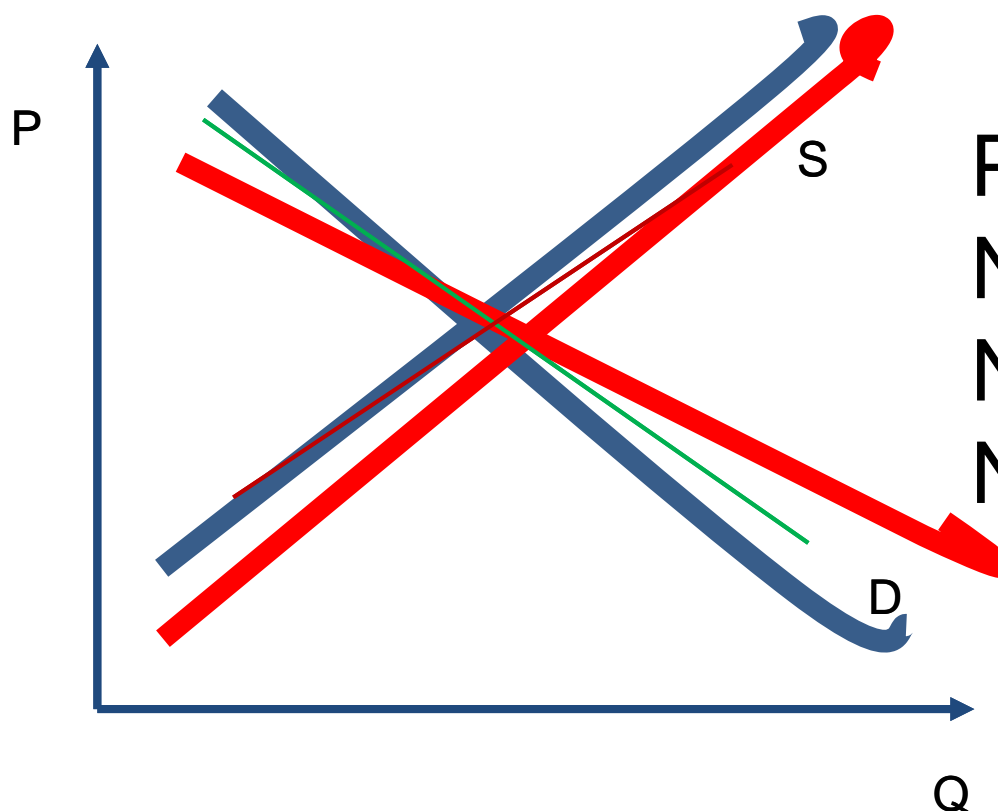
Source: Huguenin et al. 2016

# VALUE CONSTRUCTION IN A POSTINDUSTRIAL ECONOMY



Source: Elaboration propre

# HOW TO FORGET ABOUT THE USUAL CONCEPTUALISATION OF « MARKET » ?

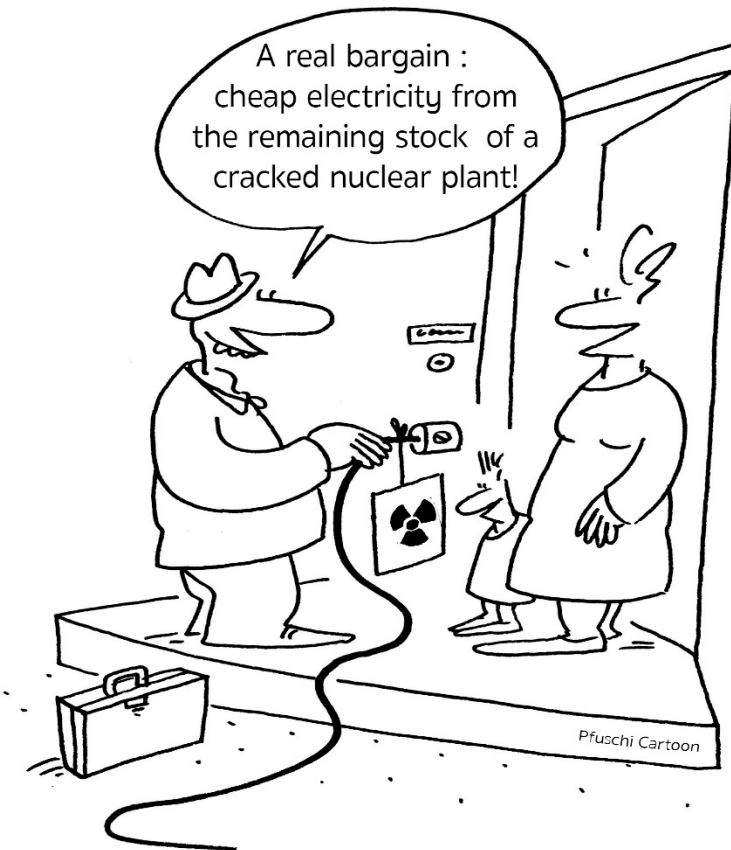


## 2. Postindustrial resources: *Substantive* and *significant* knowledge



	<b>Substantive</b> knowledge (owned, controlled)	<b>Significant</b> knowledge, (authored, shared)
<i>Economic value</i>	Based on the <b>content</b> of knowledge.  Due to <b>exclusivity</b>	<b>Linked to people</b> , to communities and to contexts. Due to <b>sharing</b> and diffusion
<i>Concrete forms</i>	Usually <b>embodied</b> in goods and capital goods (software, reports, etc.).	<b>Embedded</b> in human interactions, in cultures and in objects (books, technological experiments...).
<i>Institutions</i>	Rights concerning the control, use and dissemination of knowledge (IP, confidentiality, etc.)	Recognition of the status of author, football players, etc.  Role of the <b>critique</b> (social valuation)

# TERRITORIAL DEVELOPMENT IS ABOUT CREATING SIGNIFICANT AND LIVELY ACTIVITIES



→ *Territorial development consists today in:*

- ***substituting the imports of substantial goods by significant (meaningful) solutions in the residential / presential economy*** (energy management, food short circuits, fashion buzz, health services and technologies, intelligent building and urban planning...)!
- ***and/or inserting local players in some global raking culture*** (football, academic work, Swissness...).

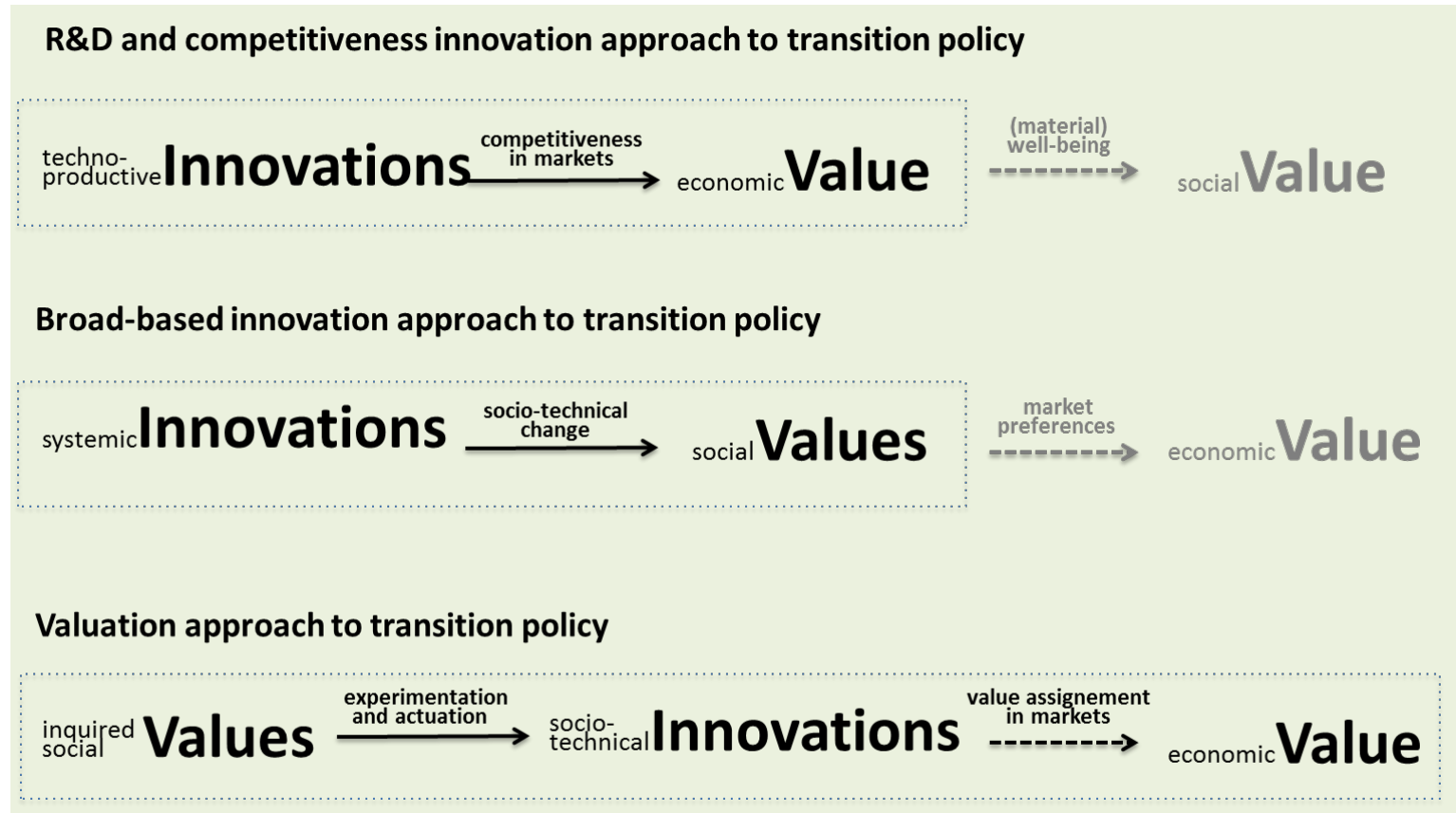


# 3. From innovation policies to *Territorial Valuation Policies*

## WHAT IS A «VALUATION POLICY»?

A ***valuation policy*** can broadly be defined as the public support provided to the collective creation, diffusion and implementation of **new social values** through concrete **technological and social innovations** that are economically **embedded in complex market constructions**

# THREE IDEAL-TYPICAL APPROACHES TO INNOVATION AND VALUE CREATION IN TRANSITION



Source: Huguenin, Jeannerat and Crevoisier 2016

# THANK YOU FOR YOUR ATTENTION !

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