

## THE PHOTOVOLTAIC INDUSTRY IN WESTERN SWITZERLAND: THE EMERGENCE OF A MULTI-LOCAL VALUATION MILIEU?

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Belfort, 29.08.2013

## TERRITORIAL INNOVATION MODELS AND THE INNOVATIVE MILIEU APPROACH

- Territorial innovation models share **certain common conceptual approaches** to the phenomena of economic development and innovation:
  - **Technological evolution** is seen as the basis of competitive innovation.
  - **Innovation** is seen as the main driving force behind economic change and as a process which reflects the ability of local players to respond autonomously to challenges presented by the wider socio-economic environment.
  - **Regional innovation** is seen as a process of generating and using financial and cognitive resources, representing local cumulative and distributive practices specific to a particular territory.
  - TIMs are based on a **production-based vision of economic development** (Grabher et al. 2008).

## WHICH NEW CONTEMPORARY REFLECTIONS?

- In the last decade, the approach to economic change and innovation taken by TIMs, particularly innovative milieus, has become subject to **theoretical and empirical re-evaluation**.
  - Two major critical avenues are in our view particularly noteworthy in this regard:
    - So whilst the TIMs' approach focused primarily on the mobility of goods and services, we also have to consider the **increased mobility of production factors**, particularly knowledge and capital.
    - Such an approach mostly leaves aside the comprehension of the **socioeconomic market valuation of innovation**.

## RESEARCH QUESTIONS

1. How to understand photovoltaic innovations in Western Switzerland in a global economic context of photovoltaic sector?
2. How do these innovations develop and how are they valued?
3. What new forms of spatial organization they represent and what kind of political implication they convey ?

## METHODS AND FIELD WORK

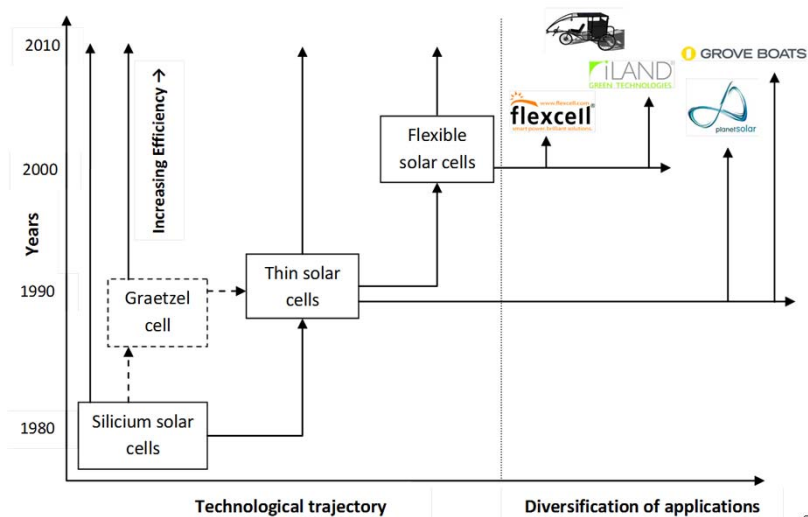
### Field Work:

#### 1. Qualitative methods:

In-depth case studies of 20 photovoltaic actors in the region of Western Switzerland (local start-ups, MNEs, entrepreneurs, associations, investors) and 3 participant observations of specialized forums.

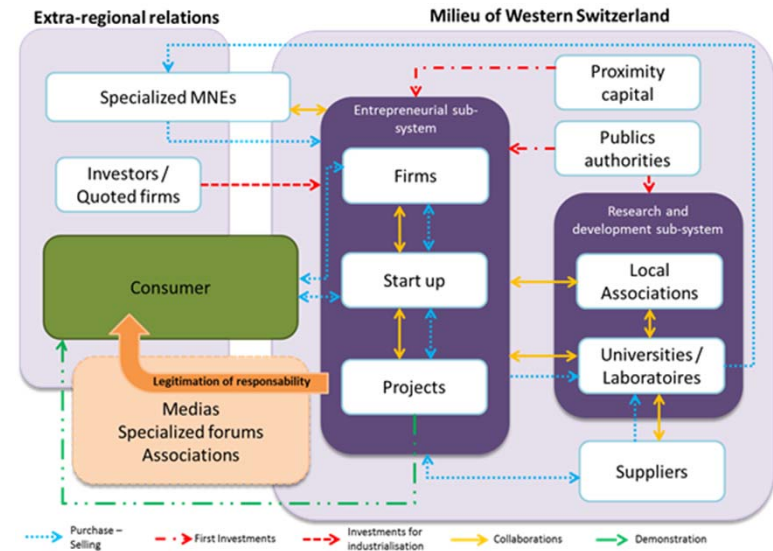


## TECHNOLOGICAL TRAJECTORY AND DIVERSIFICATION OF APPLICATIONS



Source: Livi, Araujo et Crevoisier 2012.

## MULTI-LOCAL RELATIONS AND THE SOCIO-ECONOMIC VALORISATION OF RESPONSIBILITY



Source: Livi, Jeannerat and Crevoisier 2013.

## FROM «LOCAL INNOVATIVE MILIEU» TO «MULTI-LOCAL VALUATION MILIEU»?

	Local innovative milieu	Multi-local valuation milieu
Players	Players involved in the production system (research laboratories, businesses, etc.)	Players involved in the market (manufacturers, investors, consumers and media and consumer groups)
Innovation	Result of endogenous technological and production processes	Result of socio-economic processes based on production, exemplarity and demonstration of discourse
Socio-economic legitimisation and valuation of innovation	Technical device	Link between discourse and technical device subject to critical attention
Strategic relations	Networking in production milieu	Networking, co-creation of media-led discourse and social control in market
Type of territorial innovation	Productive local combination	Multi-local and with media involvement

Source: Livi, Jeannerat and Crevoisier (forthcoming 2014).

## WHICH POLICY IMPLICATIONS AND NEW CHALLENGES?

- Support to technology: political subsidies finance start-ups creation but start-ups are bought by MNEs.
- How to improve local photovoltaïc industry in a globalised world characterized by most competitive photovoltaïc industries (like for instance China, Japan, Taiwan, USA, Germany)?
- What is the regional impact of public support to start up incubation? Is there a new creation of local employment?
- What do our regions sell/export today?

## THANK YOU FOR YOUR ATTENTION!

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