

Enacting Regional Development at the Interface between Commercial and Societal Entrepreneurship

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Agenda

- Place as focus for commercial and social development
- Understanding entrepreneurship
- Societal entrepreneurship as a practice
- The duality of regional development
- Conclusions



Enacting Regional Dynamics and Entrepreneurship

Bridging the Territorial and Functional
Rationales

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SOCIETAL ENTREPRENEURSHIP

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Positioning, Penetrating, Promoting



Place is Important for Economic and Social Development

- New businesses are started where the founders live
- Public services are needed close at hand
- People get involved and take responsibility where they feel at home

The Scope of Space in Societal Development

Global community



Macro region



Nation state



Meso region

Municipality

Local community

Instigating and Energizing

Regional Development

- From above: Corporate strategy, EU-programs, national programs
- From within: Triple Helix, science parks, municipal planning
- From below: industrial districts, local mobilization

The Gnosjö Industrial District

- In the 1980s the economically most successful region in Sweden
- Few individual firms are entrepreneurial
- Offers denser networks than induced localized clusters such as science parks
- Invites to frequent lateral networking
- Practises organic clustering at different levels
- Firms balance local and non-local networking
- The collective (business) community is entrepreneurial

Images of Entrepreneurship

- Creative organizing as practiced across boundaries in order to enact opportunities
- Learning - from radical innovation to creative imitation in everyday (business) life
- Individual initiatives which end up in collective efforts

Societal Entrepreneurship

- Innovative interactivity that works across the boundaries between the market, the public sector and the civic/NPVO sector
- Mobilizes marginalized human capabilities by infusing self-confidence
- Triggers involvement that bridges between public and private spheres of social life

Three Sectors in Society with

Contrasting Logics

- The market – customers, standards, advancing technology, global perspective
- The public sector – clients, regulation, on-going reforming, local perspective
- The civic (NPVO) sector – citizens, shared values, mobilizing, ‘glocal’

Why Societal Entrepreneurship?

- Recognizes entrepreneurship as the making of a sustainable world
- Compensates for market and public-sector deficiencies
- Paves the road for private and public venturing
- Adds to both diversity and integration
- Opens up for new understandings of regional development

The Industrial District as a Role

Model – Mobilizing Paintridge

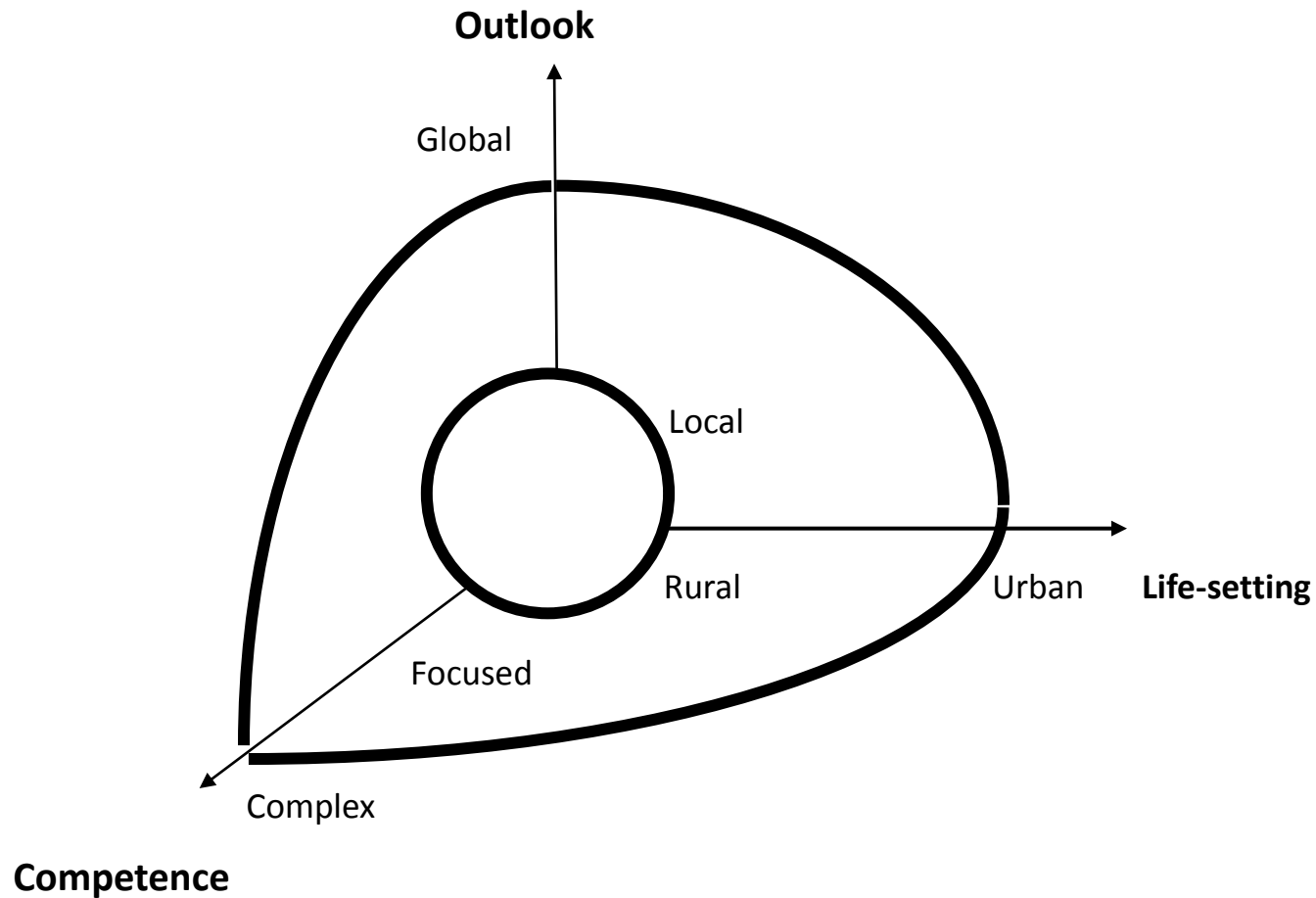
- The proposed close-down of the dominating glassworks threatens the community's existence
- A social entrepreneur mobilizes local potential entrepreneurs and attracts external supporters
- Strongly social networks feed an emergent new industrial structure
- A community cooperative acquires the glassworks
- Within a few years the glassworks is and remains the most profitable firm in the industry

Strategizing in Macken

- a Social Enterprise

- Originating in a journalist's vision of a sustainable society
- Getting 'things' done – such as integrating new Swedes – by social bricolage
- Thriving on immediacy, hands-on action
- Multiple social embeddedness in networks
- Create attention – business angels
volunteer

Contrasting Rationales for Local/Regional Development - the Territorial and the Functional



Conclusions

- Don't cut corners – recognize the benefits of social value and practices
- Accept that public measures only can provide the rules and resources for a game that has to be played by market and NPVO actors
- Recognize practical experience as an asset in the knowledge economy
- Appreciate regional collaboration, not just global competitiveness as a source of success