

## Chapter 8.6

# City 2.0 as a Platform for Global E–Entrepreneurship and Innovation

Ari-Veikko Anttiroiko  
*University of Tampere, Finland*

### ABSTRACT

*Due to increased cross-boundary flows of resources, local governments have become more concerned with global economic development. In this regard, in this paper, the author discusses how globalisation and related intercity competition pose challenges to the development of cities. The objective is to describe innovative ways of dealing with global intercity competition with special reference to how the tools of City 2.0 may be used to support e-entrepreneurship by connecting local actors to different layers of innovation networks.*

### INTRODUCTION

Globalisation is a gradual macro-structuration of the world order, which implies a development towards a world-scale systemic interdependency. In such a process exchange and interactive relations and people's orientation bases become global, thus demolishing the institutional boundaries of territorial communities. This, in turn, is why globalisation is dramatically changing the context

of local communities as well as the premises of local development.

Due to increased cross-boundary flows of resources, local governments have become more concerned with global economic development than before. In a way, they are becoming networked cities, their strategic task being the adjustment of local communities to the conditions of global economy. Local governments may do this by enhancing their competitiveness and by trying to influence the overall context within which this intercity competition takes place. Creating successful responses to global intercity competition

DOI: 10.4018/978-1-4666-0882-5.ch8.6

poses a challenge to urban governance, strategic positioning, innovativeness and sustainability (Anttiroiko, 2009c).

This paper focuses on how globalisation and related intercity competition pose challenges to the development of cities. The objective is to describe innovative ways of dealing with global intercity competition with special reference to the idea of City 2.0. Special attention is paid to the utilisation of Web 2.0 applications in global innovation networking.

## **URBAN RESPONSE TO GLOBALISATION**

One of the manifestations of globalisation is that the number of countries promulgating favourable policies towards foreign direct investment (FDI) has skyrocketed since the early 1980s; hence the number of candidate locations for businesses has increased exponentially (Douglas, 2002, p. 56). Another sign of this trend is that the relocations of factories from Western and Northern Europe and the USA to low-cost countries have become daily news (e.g., Collins & Brainard, 2006; Markusen, 2005).

There are two fundamentally different ways of responding to this challenge: to increase the competitiveness of a local community or to affect the very condition within which these intercity relations are determined and regulated. In other words, local response to globalisation has two paradigmatic forms and arenas: (a) competitive development-oriented responses in a dynamic environment of economic competition by which cities attract values of global flows and local businesses produce products and services for global markets, and (b) collaborative welfare-oriented responses in an institutionalised environment, which are needed to promote solidarity and sustainability from the local to the global level as a joint effort of local governments and other public agencies. It goes without saying that it is more

difficult to realise transnational solidarity than to pursue local development policies that aim at benefitting an individual urban community (Anttiroiko, 2009c).

## **CITY 2.0 AS AN URBAN DIMENSION OF WEB 2.0**

### **Remarks on the Web 2.0 Trend**

The core service of the Internet, the World Wide Web (WWW), emerged in the 1990s essentially as the global publication and exchange network dominated by professional and business organisations. In the 2000s new forms of online communities, social networking and content sharing started to change the logic of the use of this global network. These new forms became known as Web 2.0, a concept launched by consultants aspiring to map out the then new trends revolving around the Internet. The term appeared for the first time at the Web 2.0 conference held in 2004 (O'Reilly, 2005).

Web 2.0 refers to the second generation of Web-based communities, networks and hosted services, which facilitates interaction between users. It does not refer to technology as such – i.e., a new technological version of WWW – but rather to the way software developers and end-users use the Web. Web 2.0 applications are illustrated in Figure 1. We focus here on two basic forms of social network services (SNS), which are relevant from a network perspective: profile-based SNS and content-based SNS.

*Social networking* is about the building and functioning of online social networks for people who share an interest in creating connections and sharing content. These networks are facilitated by hosted services known as social network services (SNS), which can be broadly defined as “*Internet- or mobile-device-based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts*” (digizen.org, 2008). Most SNSs are

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/city-platform-global-entrepreneurship-innovation/66190](http://www.igi-global.com/chapter/city-platform-global-entrepreneurship-innovation/66190)

## Related Content

---

### Innovation in Wireless Technologies

Diego Ragazzi (2005). *Encyclopedia of Developing Regional Communities with Information and Communication Technology* (pp. 458-462).

[www.irma-international.org/chapter/innovation-wireless-technologies/11422](http://www.irma-international.org/chapter/innovation-wireless-technologies/11422)

### Urban Planning 2.0

Ari-Veikko Anttiroiko (2012). *International Journal of E-Planning Research* (pp. 16-30).

[www.irma-international.org/article/urban-planning/62037](http://www.irma-international.org/article/urban-planning/62037)

### The Impact of Web-Based Media on Evolution of Participatory Urban Planning and E-Democracy in Poland

Maja Grabkowska, ukasz Pancewicz and Iwona Sagan (2013). *International Journal of E-Planning Research* (pp. 1-16).

[www.irma-international.org/article/the-impact-of-web-based-media-on-evolution-of-participatory-urban-planning-and-e-democracy-in-poland/95053](http://www.irma-international.org/article/the-impact-of-web-based-media-on-evolution-of-participatory-urban-planning-and-e-democracy-in-poland/95053)

### Communication-Oriented and Process-Sensitive Planning Support

Aija Staffans, Maarit Kahila-Tani, Stan Geertman, Pihla Sillanpää and Liisa Horelli (2020). *International Journal of E-Planning Research* (pp. 1-20).

[www.irma-international.org/article/communication-oriented-and-process-sensitive-planning-support/250321](http://www.irma-international.org/article/communication-oriented-and-process-sensitive-planning-support/250321)

### InViTo: An Interactive Visualisation Tool to Support Spatial Decision Processes

Stefano Pensa and Elena Masala (2014). *Technologies for Urban and Spatial Planning: Virtual Cities and Territories* (pp. 135-153).

[www.irma-international.org/chapter/invito/104214](http://www.irma-international.org/chapter/invito/104214)