

The city-region and the dominance of an economic imaginary

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Commenting the presentation with three examples

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Final seminar, BEMINE research project

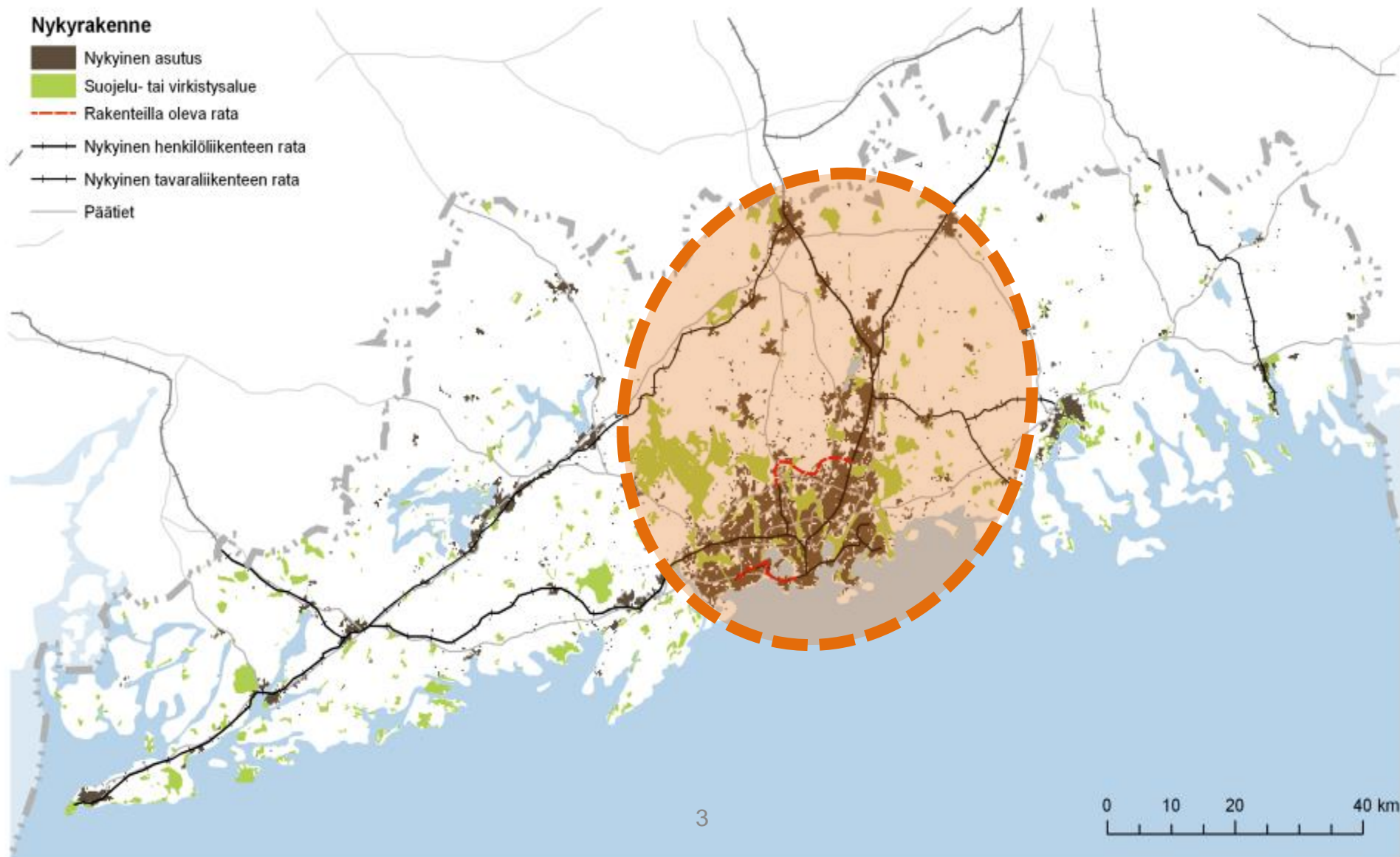
14 June 2019, Helsinki

Proposal (2011) for metropolitan governance to be established for 14 municipalities that, however, preferred to remain independent and self-sufficient...

HELSINKI METROPOLITAN REGION – A CITY-REGION THAT NEVER BECAME ONE

Nykyrakenne

-  Nykyinen asutus
-  Suojelu- tai virkistysalue
-  Rakenteilla oleva rata
-  Nykyinen henkilöliikenteen rata
-  Nykyinen tavaraliikenteen rata
-  Päätiät



Chain of arguments, driven by economic thinking, to build a case for a "cultural project".

CASE GUGGENHEIM HELSINKI – AN ICONIC TRADEMARK THAT WAS NEVER BUILT

- ✓ Cities have to **compete** globally with each other.
- ✓ Indicators of competitiveness are ability to attract **FDI, tourists** and **skilled labor**.
- ✓ Cities are run as if they were **corporations**, and developed as if they were **products**.
- ✓ Products need **marketing** and a brand.
- ✓ Iconic **buildings** are tools for **branding** cities.

How to argue for a Mega-Project, when its Cost-Benefit Analysis (CBA) is negative, and even its Wider Economic Impacts (WEI) are not easy to show?

How to measure the value of an emerging cross-border twin city?

What is the WEI of strengthening European Cohesion?

CASE HELSINKI – TALLINN TUNNEL – TRANSPORT INFRA THAT NO ONE CAN AFFORD

BSR Access Project Platform

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Malla Paajanen, Chief adviser

Helsinki-Uusimaa Regional Council

EUSBSR PA Transport Coordination Group meeting

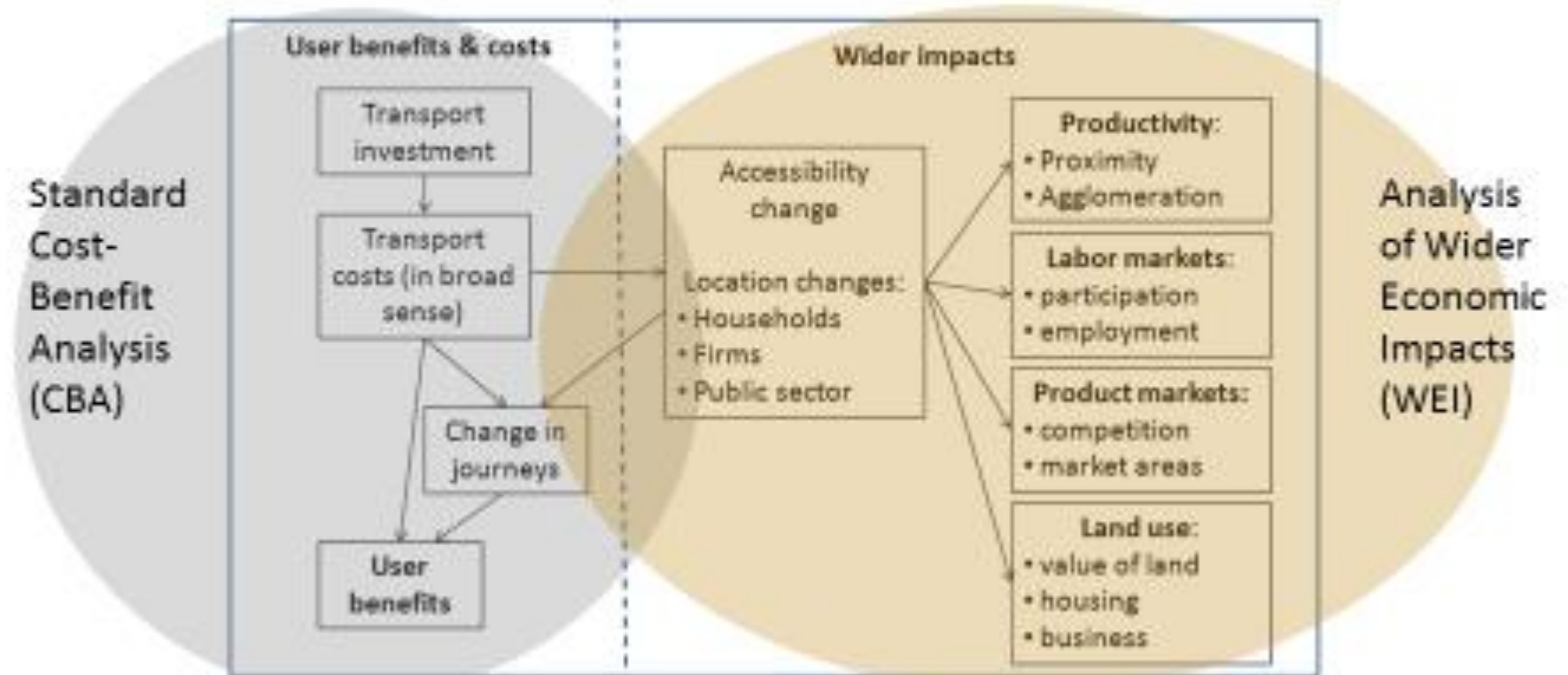
Gdansk 11.6.2019

Economic impacts of FinEstLink



Comprehensive approach to wider economic impacts of mega-projects

Structural change of economic life and society



Source: Laakso & Kostialainen & Metsäranta, 2016 (Originally Venables 2016)

THANK YOU!