

*CITIZEN REGAINING AND EXPERIENCED SOLIDARITY,
TOWARDS STRUCTURING THE LINK*

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Summary: Beyond the relationship and therefore the link, territorial intelligence cannot be considered outside the study of the information sphere. In other words, the intelligence as a grid covers the ability of actors to exchange information, credit and build around these networks relevant the actions envisaged. Territorial intelligence would consist of relationship intelligence or communicational intelligence and an informational intelligence.

Keywords: territorial intelligence, social tie, citizenship, collective intelligence

Citizen regaining and experienced solidarity, towards structuring the link

The territorial intelligence has to our mind a particular resonance within the framework of the issues of local development or more generally to the European regionalization. In fact, we consider that the territorial intelligence is in the first place a scale reflecting the social and societal reality. Then, by strategically organizing the use of technologies of information to the commitment of the actors, it allows the operational establishment of a territorial project. The European construction reveals in its essence itself fundamental questions, connected to the future of crossed cultures, identities, histories. This comes to question the role of the “citizen-individual” socially committed in the future of his life environment. The model of the European construction asks therefore a complex question to the meaning of (Morin, 1997). How can these territories, nations or regions, with people with specific history, culture and identity, acknowledge and make a force out of their diversity, by being included into a “European complex”, without being dissolved by an overwhelming globalization? As emphasized by (Morin, 1997) dealing with the complex thinking, it is certainly about approaching the problem of one and a multitude, or to conceive unity in diversity. Whether we adopt an objective or a subjective view point according to (Giddens, 1987), i.e. we focus upon the structure or the individual, we deal here with the ability of commitment of the social actors to draft together the scenarios of development. We will focus upon the informational and communicational dimensions of this issue. This will inevitably lead to circulate among other human sciences. The current importance of the questioning around the relation global/local cannot be eclipsed by the Sciences of Information and Communication. The multidimensionality of this debate is in our case approached in a pragmatic way through the eyes of the territorial intelligence.

We will therefore attempt in this article to present our vision of territorial intelligence as strategic action for supporting the development of the territories of project. We will also have to mention the field of human sciences and the constructive links that the territorial intelligence maintains with its neighbour disciplines. We will hence be able to develop what we call the link intelligence. This contributes to the inclusion of the territorial intelligence into the field of sciences of information and communication. Finally, we will deal with the relation information/individual-collective space. We will try in this way to approach and define our perspective of territorial intelligence as informational, anthropological and systemic process.

1. TERRITORIAL INTELLIGENCE, SIC AND SHS.

In order to define the disciplinary inclusion of the territorial intelligence such as considered in our researches, we will mention in this first part the theoretical point we are based on. We also have to suggest our approach of the territorial intelligence which will be here closer to the human sciences than to economical sciences. After a short look upon our theoretical references in SIC, we will propose some semantic specifications on the notions of intelligence and that of territory. Our objective is to plead in favour of an active participation of the territorial intelligence to maintaining the interdisciplinary character of the sciences of information and communication.

1.1. References in SIC

According to (A&M. Mattelart, 2004), “the SIC have been historically included in the tension between the physical and immaterial networks, the biological and the social, the nature and the culture, the technical devices and the discourse, the economy and the culture, the micro

and macro perspectives, the village and the planet, the actor and the system, the individual and the society, the free will and the social determinants. The history of the communication theories is that of division and of various attempts to structure or not the terms of what has too often appeared under the shape of dichotomy and binary oppositions rather than analysis levels". We acknowledge together with A&M. Mattelart the division trait which invites the SIC almost naturally to study the interfaces and to find themselves in scale or functioning contradictions. Being located between information and communication process (Bertacchini, 2004), the territorial intelligence takes part in the challenge outlined by (Mucchielli, 2004), the years to come will tell if the sciences of information and communication will get stronger in their interdisciplinary approach". By integrating the territory as object of reflection, analysis and research, the territorial intelligence bears in its name an interdisciplinary character, likely to overcome the framework of the human sciences. We therefore have to show that an approach "territorial intelligence" stays basically a communicational and informational approach, so an interdisciplinary one. This is why we underline the importance to specify within what references we locate our researches so as to clearly include them in SHS. The territorial intelligence as investigation and analysis field is situated in the interdisciplinary SIC and therefore has to prove constantly its inclusion in the SIC by specifying its research objectives and its theoretical references. For (JJ. Girardot, 2007) "the territorial intelligence puts the technologies of the knowledge society to the service of the sustainable development of the territories". The proposition of (Dumas, 2004) specifies that the territorial intelligence brings together "the territorial intelligence as a cognitive process and one of organization of information and the territory as a space of significant relationships". We finally mention the definition proposed by (Bertacchini, 2000) for whom the territorial intelligence constitutes "an informational and anthropological process, regular and constant, initiated by local actors physically present and/or at distance who seized the resources of a space by mobilizing and then turning the energy of the territorial system into project capacity. For this, the territorial intelligence can be assimilated to the territoriality that comes out of the phenomenon of appropriation of the resources of a territory then to the transfer of competences between local actors of different cultures. The objective of this action is to make sure that the territorial echelon to be developed is equipped with what we called territorial formal capital". We consider that these three propositions allow defining clearly the scientific and epistemic perspectives of the territorial intelligence. We will take out of it some reference points:

- The individual and the group are at the core of the situations.
 - The static vision of the territory is not acceptable anymore.
 - The intelligence is a cerebral phenomenon internal to the individual as well as a pragmatic collective capacity.
 - The human social action is inevitably territorialized.
- The individuals as well as the territory live from exchanges, information and communication.
- The social reality is unintelligible outside the processes of information and communication.

The nature of our approach leads us to consider that the framework of general reference in which we locate is that of the general systemic theory and more precisely the communication systemic theory as well as that of the complex thinking as defined by E. Morin.

For our approach of the analysis of the territorial system, we base our works on the structuralist, functionalist and constructivist trends. They constitute complementary reading scales to a communicational approach.

In order to structure a communicational approach, beside the systemic, we usefully refer to the "general medialogy", defined by R. Debray, "the communicational act" of J. Habermas, the "critic of the mass media communication" of M. MacLuhan.

1.2. Semantic and epistemic clarifications.

The notion of intelligence:

We will deal with this notion by specifying at first that we will try to distinguish two operational dimensions. In fact, we will explore a first path which will lead us to the human cognitive capacities, individual and collective. Afterwards, we will see how this notion refers to information and vigil.

In the first place, we will consider the Latin etymology “*intelligentia*” which refers to the human cognitive faculty of understanding. The intelligence would therefore be the faculty to understand, to perceive a meaning and hence to perceive one’s environment as a meaningful space. The intelligent being is therefore the one who is aware of one’s existence and presence in one’s world by acknowledging the exterior things that do not define him. Seen in this way, the intelligence is the primordial condition of adaptation of a living being to his environment. Limited to this, it defines a survival strategy, or simply a native cerebral aptitude. If “*intelligere*” which is formed of the prefix “*inter*” (and the root “*legere*” (choose, pick)), means understanding and more precisely treating elements through analysis and selection, then we can go to a superior step in our explanation. We now deal not only with the capacity of translating the meaningful nature, but beyond perceiving as meaningful things that are not so a priori. More particularly, it is a profiling aptitude which allows connecting elements which without “an intelligent action” would remain separate. Reading is the most significant example. The letters which form the words, which form the sentences, are only insignificant elements without the capacity of reading. This inevitably implies memory faculties. This leads us to consider that the intelligence is bond to learning.

A second accepted meaning is possible; it is an outcome of the first one. It refers to what we call vigil or more precisely information. We can notice that this dimension of the notion of intelligence is directly connected to the world of information and communication. No matter the means (or media) considered we are here in the register of analysis, of processing and transfer of data or information. The shift between information and intelligence reflects quite clearly the traits that we exposed previously. In fact, we are still in the framework of an “understanding” of the environment, of an appropriation of the meaningful elements and even, through the setting of an adequate system, in the will to gather “pieces” of the fragmented reality. This conception of the intelligence belongs to a social use generated by the cultural spreading. However, we keep the sense that we consider as first, by adding the notion of system, structure or network, containing the functioning of an “intelligent machine”. Whether we deal with the human brain, of a group psychic device (Kaes, 2000), of an informatics network or a system of agents, an intelligent structure refers to a complex organization and a data processing. An intelligent machine, living or robotic, constantly processes information therefore being systematically at the decrease of the uncertainty in its environment.

The notion of territory:

As we did for the previous notion, we will distinguish two aspects of the notion of territory. Firstly, by reminding that the essence of this notion lays in the definitions of physical and human geographies, then setting the basis of a dematerialized approach of the territory. In physical geography, the notion of territory refers to a delimited terrestrial space (a field). The national territory, for instance, is delimited by the borders that separate it from one or several other territories. The territory is therefore an entity whose main particularity is to be delimited, in distinction to another. This is why, according to the approaches, the notion of territory will be used by varying the nature of delimitations (ethology, economy, sociology). No matter what, the term refers inevitably in its first meaning to the earth and to the topos.

The territory is therefore a real topographic space. The human geography connects today quite systematically the territories with human occupation. Let's just remind that if we consider a territory, even if we deal with a terrestrial surface uninhabited by the men or the animals, we deal however with a human conception. What is hence considered by the man as a territory, it is so thanks to a shared mental conception and a human appropriation of the earth and of the meaning that we want to give and transfer to it.

Just like the intelligence, the territory is a notion which can prove to be complex. In fact, it could not be limited to this definition. We therefore have to approach two superior levels of this notion.

Firstly, by dematerializing the territory. Nowadays, private individuals, companies, administrations...create digital spaces on the internet (sites, portals, blogs...). This projection on a real entity in the virtual world participates to what we call the information society. The cyberspace (Levy, 1997) generated in this way is also cut up and composed of territories. A site is an immaterial space, but a totally visible one. We will come back to it, but we can notice that a negotiation starts between material and immaterial making the connection between the real territory and its digital projection complex.

Further more, this dialogical specification leads us to consider a more general vision of the notion and therefore to take into account what would be the current social use of the term. If the first geographic meaning is maintained, we can accept to consider a common use of the term which refers then more generally to the administrative division. The territory is then the region, the county...in the current issue of the relations on global and local level, the problem of territories takes another shape. More precisely in the framework of the decentralization, of the transfer of competences, or more generally of the discovery of particularity after the pressing globalization, the territory currently suffers from an abusive and often badly controlled use. The association of the terms intelligence and territory in the concept of territorial intelligence participates at the clear formulation of the notions.

We end this reflection by specifying that we will consider the territory in a view that allows conciliating the material and immaterial approaches. For this, we have to understand the territory as a symbolic construction. We consider that the existence of a territory cannot be an individual decree, ex nihilo. Inside and outside the administrative markers, the construction of a territory belongs to a human group, committed into a cooperative action of creation of meaning and value. Certain symbolic territories can coincide with their administrative borders; however they are living territories bearing a heritage to pass over. Others have to be built or refunded outside or inside the administrative borders. The territory cannot be reduced to a geographic delimitation; it also bears representations, meanings. We therefore consider this notion in a constructivist perspective, in constant social negotiation between the reality and symbols, being able to find its essence in the individual and collective imagination.

According to (Bertacchini, 2000), "As a system, the territory can be seen as a non isolated, non linear and self- organized system". We consider that the action of the project, available to little groups, has to be the place of revelation of territories of project. The territorial systems contained by the local development are not to be invented but have to be updated and have to evolve through informational intelligence. We add this proposal to what (Bertacchini, 2000) calls the territorial formal capital.

2. THE INTELLIGENCE OF THE LINK

In a global sphere where Men are interconnected, in spite of some persisting "digital fractures", the question of the link is raised in a preponderant and crucial way in relation to the aims and the perspectives of the upcoming century. In fact, if the territorial conquests are achieved and internet connects people from different corners of the world, the community

barriers stay omnipresent, the dislocation and atomisation of the social bodies increase, despite the imperious need of maintaining the balance on the planet. To this subject Edgar Morin underlines the importance of raising the general awareness around “the human community of destiny”, that of saving the Earth, where every human being is ineluctably caught.

2.1. The SIC, the Other and the question of link.

It appears therefore that no matter the issue that the SIC might try to solve, an approach called “information-communication” remains an approach centred on human relations. In other words, any situation of mediation or mediatisation is a human object out of which the SIC make a natural reading scale. It is hence the link that we question when building a research object. We question its nature, its forms and modalities, its purposes, its cultural instances, its relations with the technique. For this, we remind a proposal of (Bougnoux, 2001) for whom “the communication is the cursed or wrongly understood part of our exchange, the one that does not allow us quantifying, render technical, or describing objectively”. The SIC as part of the SHS “exercise a suite right” (Bougnoux, 2001) by crossing the other disciplines as long as human mediation or mediatisation are concerned. Hence, the questioning around the relation global/local, concerns directly the SIC and in particular the territorial intelligence. If “the universal is found in the particular”, the inclusion of Men in a “world society” is certainly found firstly in their inclusion in a life territory. It is the territorial affirmation of an experienced identity that has to allow the access meeting and sharing forms and if there is no culture without closing, it is the openness towards the community that creates the link with the Other. This link based on the “living-together” and on the “living-together” to rebuild, can represent a transversal object of study in territorial intelligence. Beyond the relation and therefore the link, the territorial intelligence cannot be considered outside the study of the informational sphere. In other words, the territorial intelligence as reading scale approaches the actors’ capacity to exchange information, to give it credit and to build around these pragmatic exchanges relevant networks in relation to the planned actions (Bertacchini, 2006). The territorial intelligence would therefore be composed of an “intelligence of the link or communicational” and of an informational intelligence.

This dissociation is only useful for explaining our theory within this article. As stated before, we consider that the territories live from exchanges between actors. The information is therefore the link between territorial relations. Even if we agree with (Bougnoux, 2001) that man does not live only from information contents, not only from truths, but firstly from excellent relations, it appears that the access to significant territories goes inevitably through the mutualisation of the relevant information. The community or territorial link is formed out of the emphasis and the spreading of the informational resource. The communicational intelligence would therefore come to make the third hypothesis of the territoriality operational.

2.2. The link and the dematerialized information, towards the collective intelligence?

The informational intelligence would be engineering comprising the communicational intelligence. It is also the acknowledgement of the need of a tool to administrate, organize and optimize the informational resource. The TIC and internet in particular have been for about fifteen years now essential in the approaches of the SIC. We could see in this new medium an evolution of the technique and therefore an evolution of the nature of the transmission of information having an impact on the communication forms. This consideration seems to be difficult to contradict. However, if the internet medium as a transmission and spreading tool

opened new perspectives in the SIC and multiple applications in the professional and daily practices, we will consider as particularly relevant the approach of (Levy, 1997) when he questions the anthropology of the cyberspace, “as the previous anthropologic spaces, the Space of knowledge would be meant to command on the previous spaces and not to make them disappear. In fact, it is now the capacities of fast learning or collective imagination of human beings who inhabit them that the economical networks as well as territorial forces depend on”. If this idea is still to get operational, we consider that a proactive approach concerning the use of information technologies cannot make economy from such a perspective. Without complying with an effect of the kind “internet bubble”, it appears dangerous not to anticipate the anthropological impacts of the structural evolutions of the information processing and spreading.

2.3. The relation information, individual-collective space

At the “Etats généraux des pays” at Mâcon in June 1982, the following definition of the local development had been ratified: “The local development is not the increase; it is a cultural, economical, social movement which tends to increase the well-being of a society. It has to start at local level and spread to superior levels. It has to value the resources of a territory by and for the groups that occupy this territory. It has to be general and multidimensional, recomposing like this the sector logics.” This statement announces the end of centralized politics of land settlement and brings a notion that we will keep as essential i.e. the important place of the individual as major actor of the functioning of the territorial system. The territorial question appears then to be inseparable of the local development. According to P. Calame (2003), “The marginalization of the local territory is all in the ambiguity of the formula: “think globally and act locally”. This attractive formula is strongly wicked. It suggests that it is only starting from global data that we can think and in a way it disqualifies from the very beginning an idea that would be born locally and that would not be connected to international organizations. And, even more serious, it sends the citizen action to the local level. By doing this, it joins a thinking trend that states that: “the important transformations are made by international dynamics, the evolution of the sciences and techniques, the great actors of the world economy”.

By accepting together with the author the ambiguity of this reflection, we highlight two approaches or definitions of the territory. Firstly, a conception in connection to public policies would lead us to define the territory in terms of administrative grades. Secondly, we will formulate the notion of “territory of project” which will refer more precisely to the actors’ territories of action. It represents in this way an overlapping of different dimensions of a collective project, combining reality, imagination and symbolism. A modern vision of the local development could therefore come out of this dichotomy.

We want to consider the perspectives of a new conception of the human relations to knowledge, identity, territory, collective action and development. For this we have to question the relation information, individual-collective space, in which the social link can be revealed and can constitute the pedestal of the dynamic of the project.

The individuals are symbolically attached to a physical territory, bearing a significant historical, affective and symbolic charge. They can participate to the formation of other significant territorial grades. They can participate as well to the formulation of significant virtual territories. The individual is then defined by his knowledge; he enters the mediation of knowledge on the virtual territory and hence contributes to the formulation of the territorial informational resources. “It pre-exists the collective because each of them bears inside the ferments. It appears in the shared construction of common forms. It is located in a recursive evolution since it is the product of the collective that it produces in exchange. It conditions the

borders bearing the territoriality by coming out of the significant territory. Constantly available, it is the link and the result of a form of a shared intelligence that we could call with (Levy, 1997) collective intelligence” (Angelini, 2007).

We want to propose a vision of human relations in a collective space highlighted by a territorial approach such as we describe it. We deal with structuring the collective action around a territorial project. We believe that the collective space can be structured by the territories of projects born by the human communities that develop them. The notion of community refers to the necessary closure for the definition of identity of a territorial project.

Conclusion

In this article we wanted to briefly present our approach of the territorial intelligence as scientific field taking part in the inter-discipline constituted by the sciences of information and communication. If the will to consider the territorial intelligence as an economical intelligence applied to the territory is kept, we wanted to show another perspective. In fact, our approach could consequently propose an informational and communicational intelligence applied to the territory. However, this formulation suffers from lack of information concerning the notion of territory. It appears to us that this latter one presents an important conceptual shift and it needs a mutual explanation and comprehension.

In this way, the vision we propose has to consider as well the temporality of the human societies and their functioning. The researches conducted in this field allowed formulating concepts, proposing methodologies and building tools for the field. A certain number of researches-actions have reached concrete results allowing validating the scientific interest of the territorial intelligence. However, can we imagine another dimension of the applications opening the path towards a new conception of the citizenship? If the implication of an individual to the issues of the “city” comes from the personal will, the citizenship as social practice is obviously a communication activity. Actually, how to conceive differently the citizen as an individual becoming actor in his life space by knowing his environment? This knowledge cannot be developed otherwise than through the exchange of information. We therefore dare proposing that a sustainable development lays essentially in the implications of the actors of a territory involved in a collective dynamic. This issue comes certainly out of communicational practices, but does it come out of the territorial intelligence?

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