

Effects of the structural change in the automotive industry on metropolitan regions

A case study comparing Munich and Stuttgart

How does the structural change in the automotive industry effect the metropolitan regions of Stuttgart and Munich and their mobility cultures?

A few statements within the discourse of structural change:

„[D]ie Automobilindustrie [steht] sicherlich vor einer ihrer größten Revolutionen seit der Erfindung des Autos (...).“

- Angela Merkel, 2017 (W1)

„Fest steht: Die Automobilindustrie befindet sich mitten in einem fundamentalen Wandel.“

- Harald Krüger, 2017 (BMW AG) (W2)

„Es wird keine Disruption geben, trotz der Trends Elektromobilität und Digitalisierung.“

- Oliver Zander, 2017 (Gesamtmetall-Hauptgeschäftsführer) (W3)

Some forces driving the process of change:

- Globalization
- Change of sales markets
- Climate change
- Digitalization, new technologies and innovations
- Necessity of new fields of competences in production
- New emerging business models and economic competitiveness
- Scarcity of resources
- Health and noise issues (e.g. traffic, congestion)
- Political regulations
- Sustainable mobility as guideline in policy-making
- Increase of living in urban areas
- New mobility lifestyles and behaviors
- ...

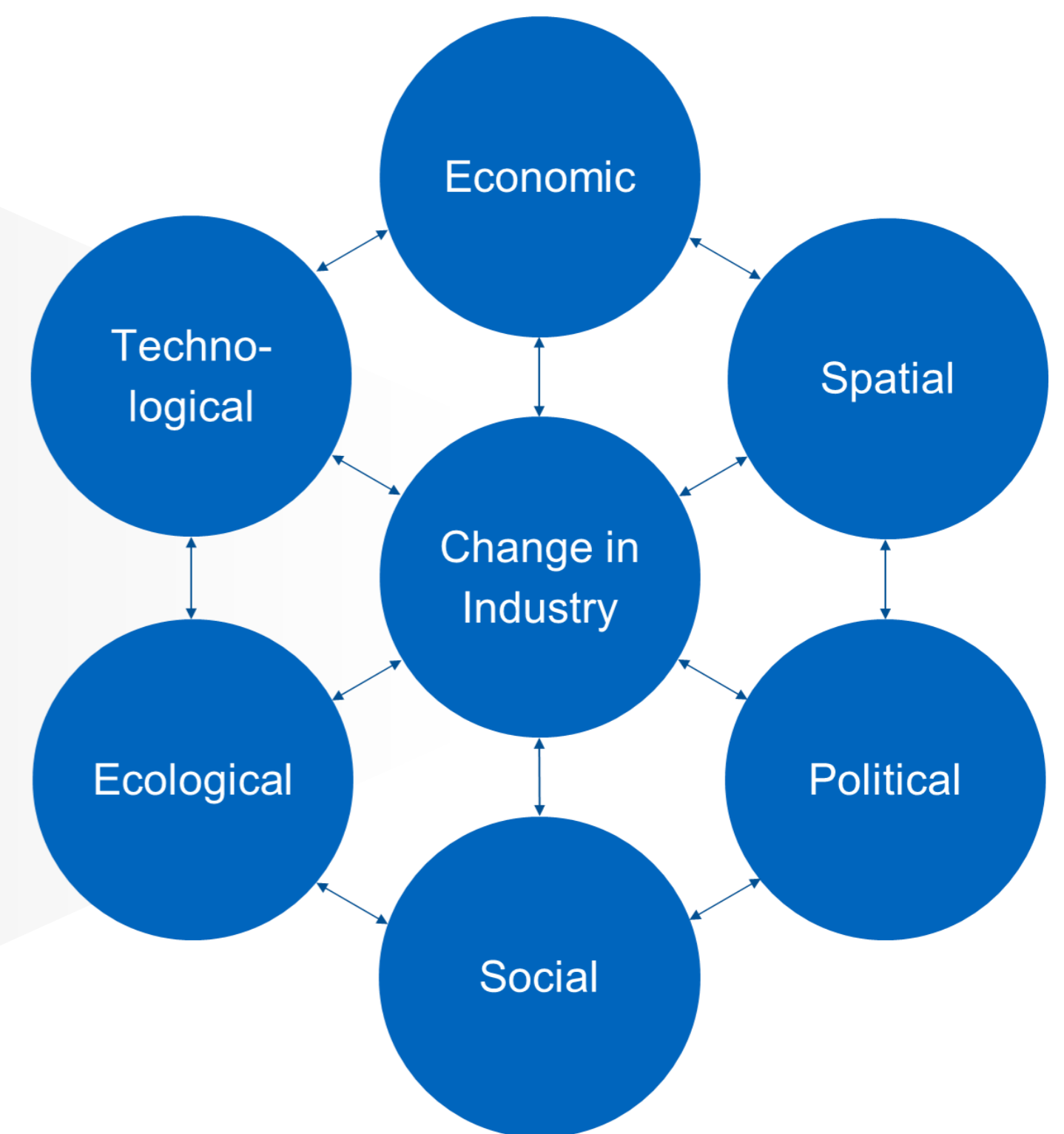


Fig 1: Area of tension around the change process

Conceptual Framework

Mobilities (Sheller & Urry 2006; Sheller 2014)

Social Practice Theory (Shove et al. 2012, Reckwitz 2002)

Discourse Analysis (Fairclough 1992; Hajer 1995, 2006)

Space as 'Social Product' (Lefebvre 1991, Smith 2008)

Methodology

Literature review

Secondary analysis (structural reports, statistical reports...)

Document analysis (governmental documents, newspaper articles, press releases...)

Qualitative interviews with actors (e.g. planner, industry, politicians, NGO's)

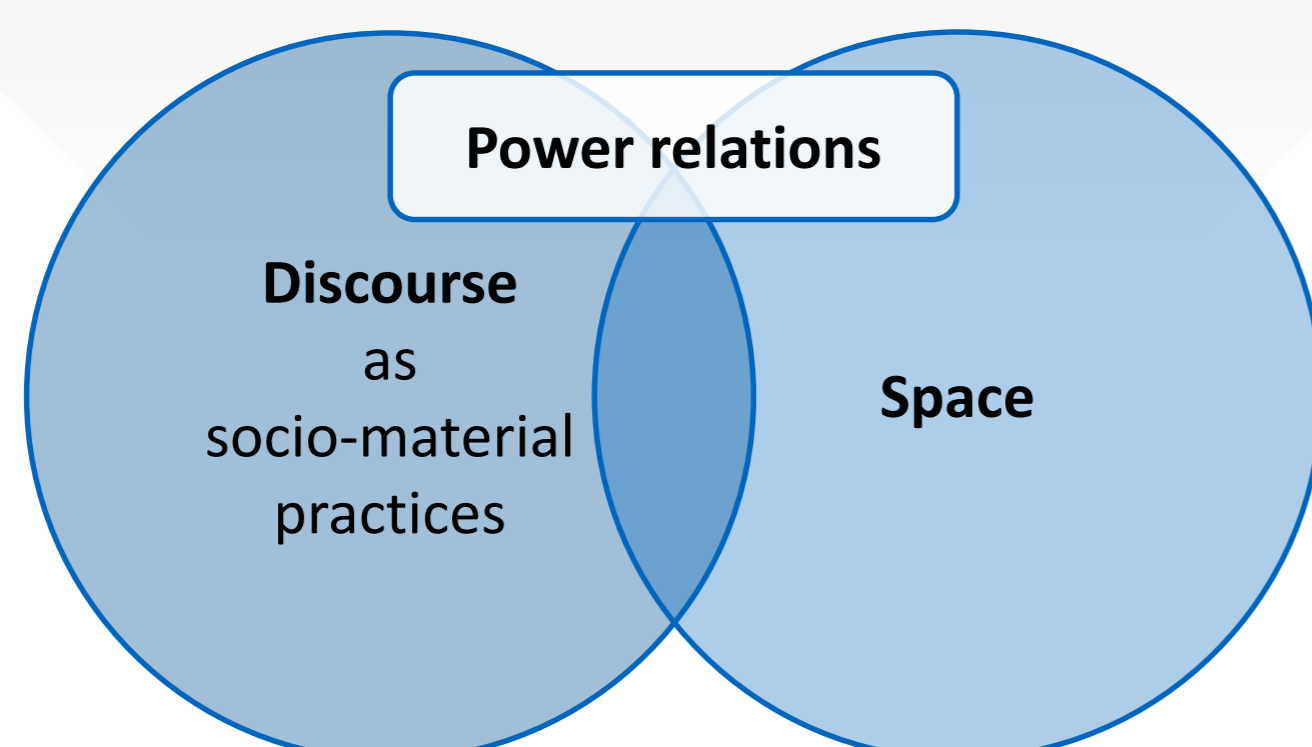


Fig 2: Relation of discourse and space

Objectives of analysis

- Similarities and differences within the mobility cultures of Stuttgart and Munich and related practices
- Identify involved actors and their understanding, meaning and guiding principles
- Power relations between actors
- Dominant coalitions of actors and mainly excluded actors
- Actors' influence on producing/reproducing/transforming predominant (policy-making) practices and relatively stable structures (infrastructure, employment relations, R&D sector ...)

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W1: <https://www.bundesregierung.de/Content/DE/Rede/2017/06/2017-06-20-rede-merkel-tdi.html> (accessed 08.10.2017)
W2: <https://www.press.bmwgroup.com/deutschland/article/detail/T0274210DE/aussagen-von-harald-krueger-vorsitzender-des-vorstands-der-bmw-ag-und-klaus-froehlich-mitglied-des-vorstands-der-bmw-ag-entwicklung-iaa-preview-2017> (accessed 08.10.2017)
W3: <https://www.gesamtmetall.de/aktuell/interviews/ohne-autoindustrie-koennten-wir-uns-grossteil-der-sozialen-wohltaten-nicht> (accessed 08.10.2017)