Geodesign Summit Europe

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HELP location preferences of higher educated workers

What is HELP?

- Part of ‘Urban Regions in the Delta’ program
- Joint effort of UvA and VU
- Persons involved: Sako Musterd, Marco Bontje, Jasper Dekkers, and others

Background

- Globalisation: more competition from abroad
- Skilled workers provide a competitive advantage for European and North American economies
- Attracting higher educated workers is therefore important
  - Moretti ‘New geography of jobs’
  - Eeckhout et al. ‘Spatial sorting’
    Extreme complementarity

How to make (Dutch) cities attractive for higher educated workers?

- Provide good labor market conditions
  - Agglomeration effects are important
- But work is not the only thing that matters
  - Why is central Paris rich and downtown Detroit poor?
    - Brueckner et al,: Because of amenities
  - Consumer city (Glaeser et al.)
    - Workers are attracted to cities (also) by shops, theatres and other facilties that require high density

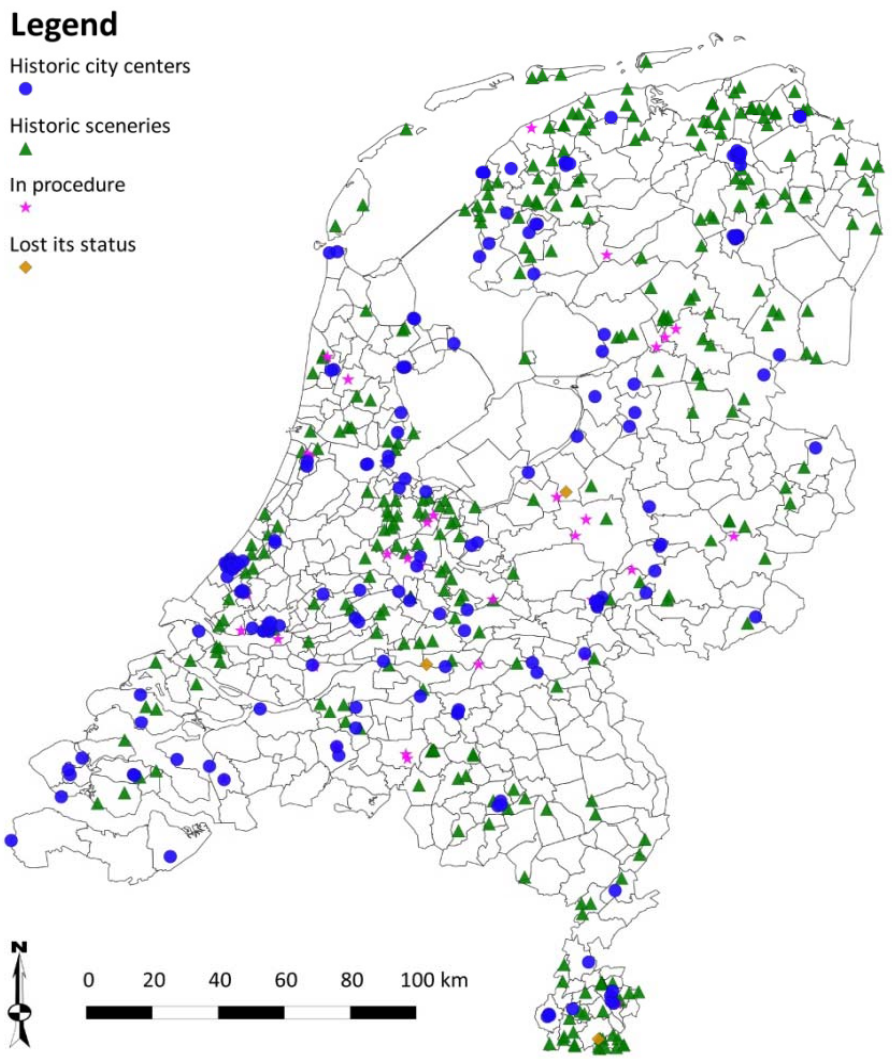
Example: cultural heritage

Important amenity

- E.g. canals in Amsterdam

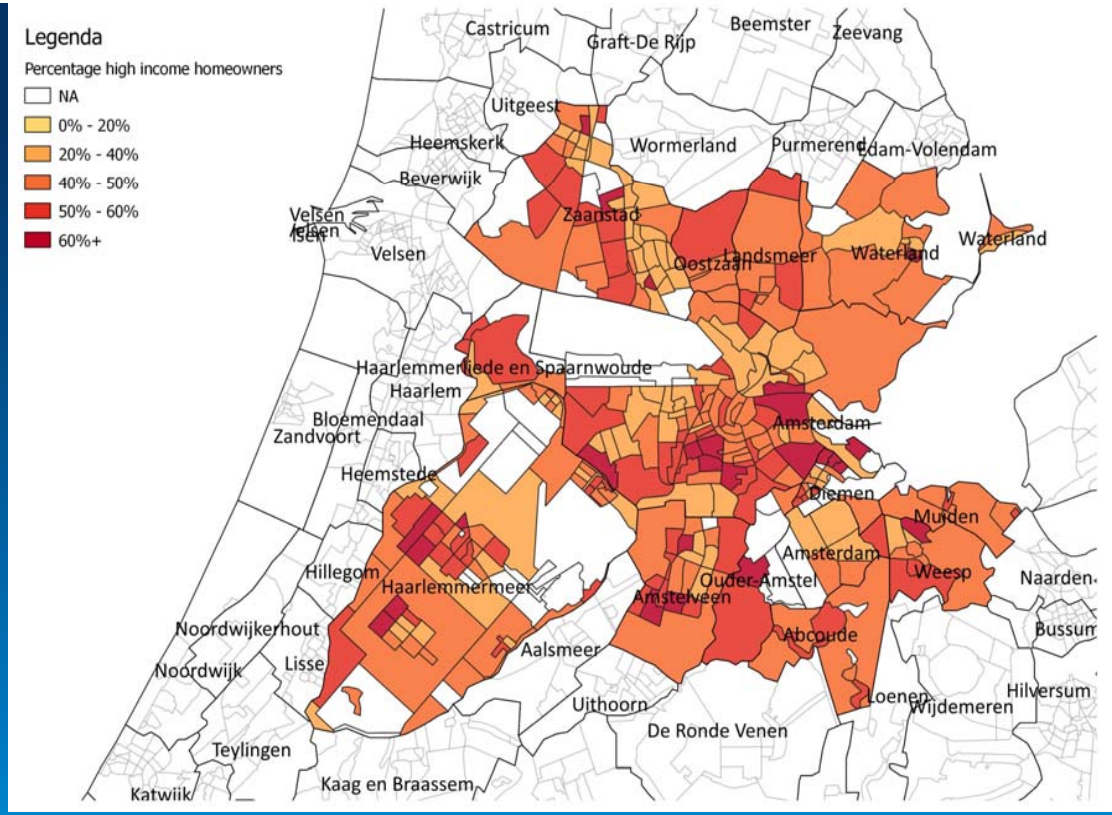
Does it attract households?

- Yes
  - especially the high educated



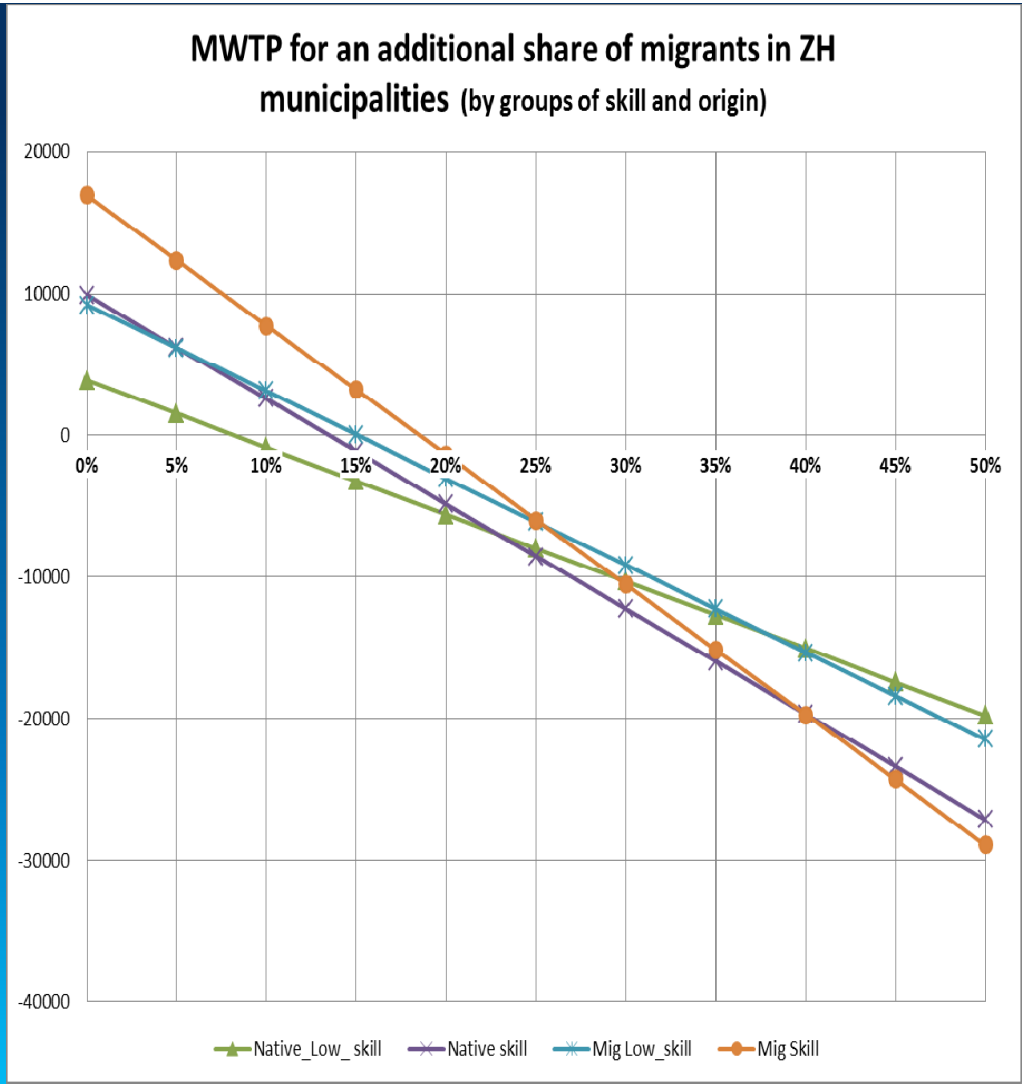
Example: high income households

- a neighborhood is more attractive if the share of high income households is larger
  - multiplier effect on other ameneities
  - path dependency



Example: migrants

- modest share may increase attractiveness
- larger share decreases it
  - also for migrants



What can (urban) planners do?

- Land use is an important tool
  - In the Netherlands: competing claims
  - HELP informs about the preferences of workers for (urban) amenities, recreational facilties, housing types, ….
    - Using imputs from various subprojects
  - And can be used to simulate the consequences of policy scenario's
    - Taking into account behavioral reactions on changes in demographic composition
  - Combination with Land Use Scanner