

An aerial photograph of a city, likely Stockholm, with a teal overlay. The image shows a dense urban landscape with numerous buildings, including a prominent church with a tall spire on the right. The text is overlaid on the image.

The Value of the Brand – the Baltic Sea as a green tourist destination

Electrifying Potential conference
3 December

About Future Place Leadership

Business areas

- Place branding & place marketing
- Talent Attraction Management for Cities and Regions
- Business Attraction Management for Cities and Region
- Tourism destination development & marketing
- Placemaking & urban development



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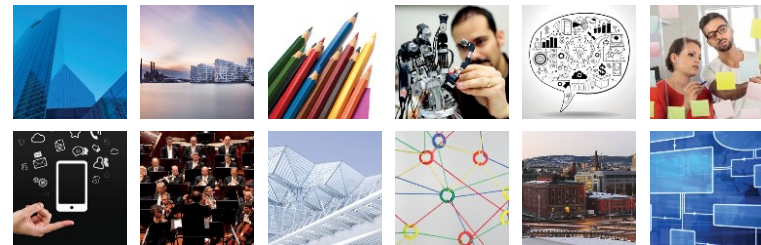
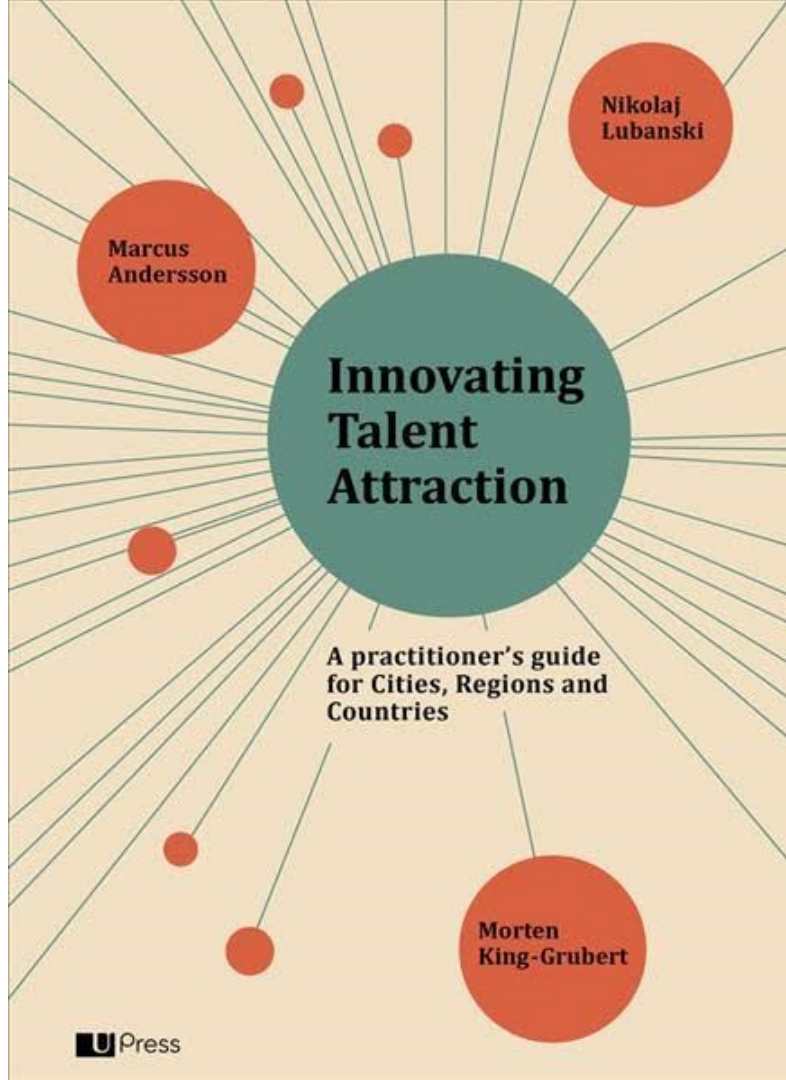
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CRISIS MANAGEMENT IN THE TOURISM INDUSTRY

Tips and guidance for
destinations, municipalities and regions

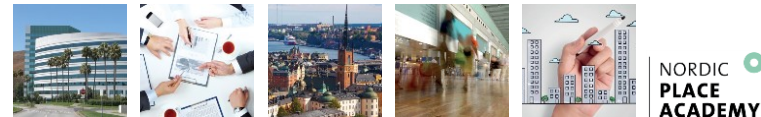
Based on experience sharing between destinations, spring 2020

WEBINARS' HANDBOOK



BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

– Handbook of strategies, tools and activities



Agenda

- Place branding and region branding – what is it? What are the innovative practices?
- The value of the brand: The potential for the region
- Q & A





Place branding and region branding – what is it? What are the innovative practices?

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PLACE BRANDING: STARTING POINT

Places *earn* a reputation

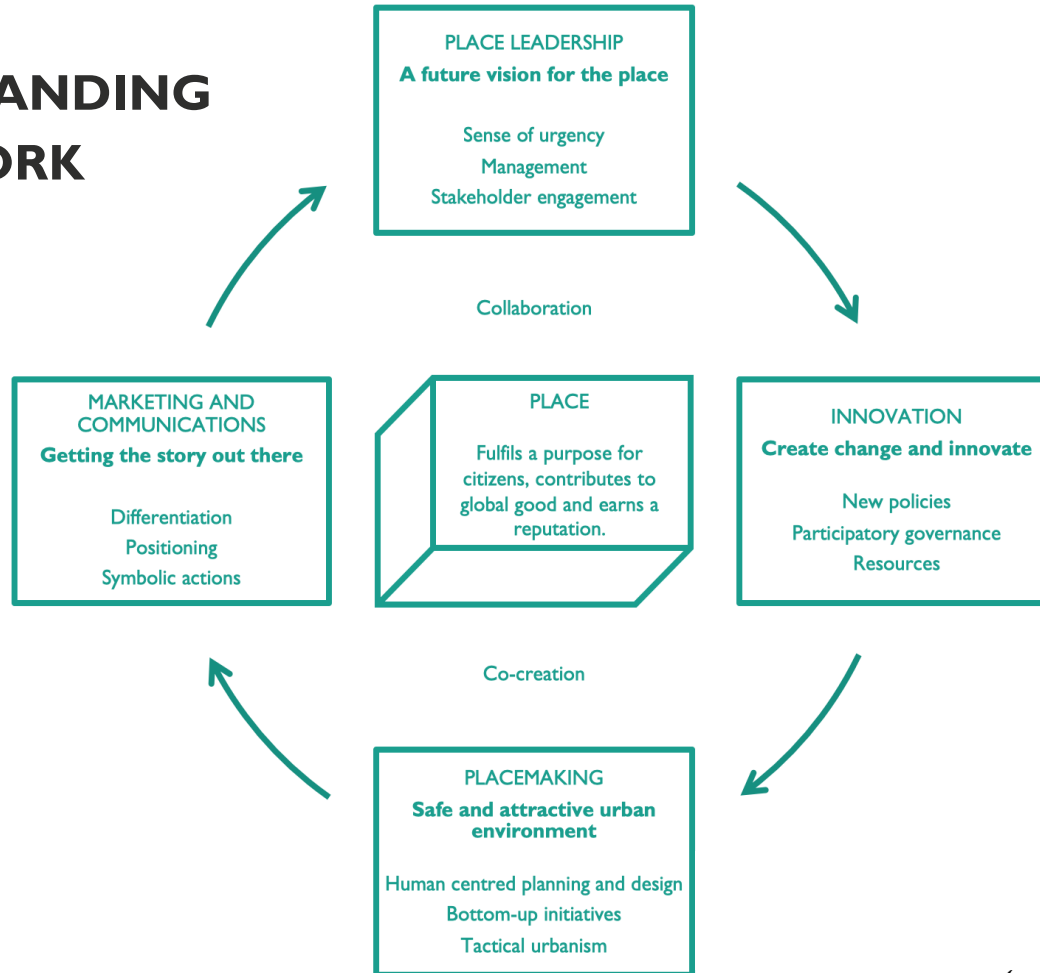
DEEDS + WORDS

= PLACE BRANDING

PLACEMAKING + PLACE MARKETING

= PLACE BRANDING

PLACE BRANDING FRAMEWORK



The Oslo case



Car free city life in Oslo

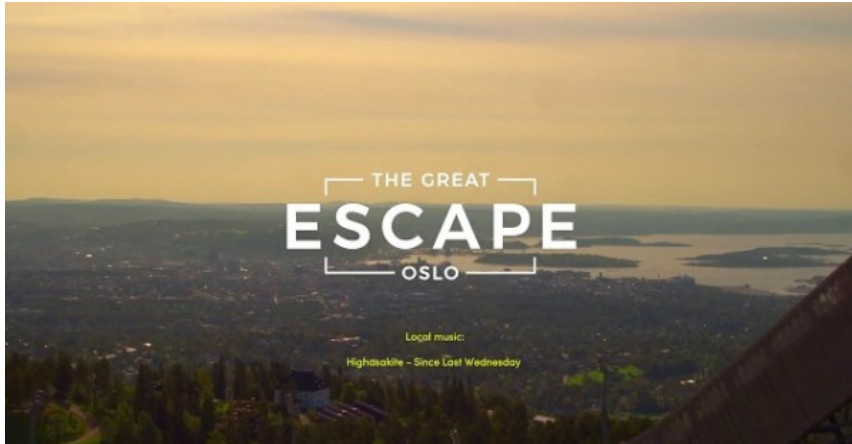




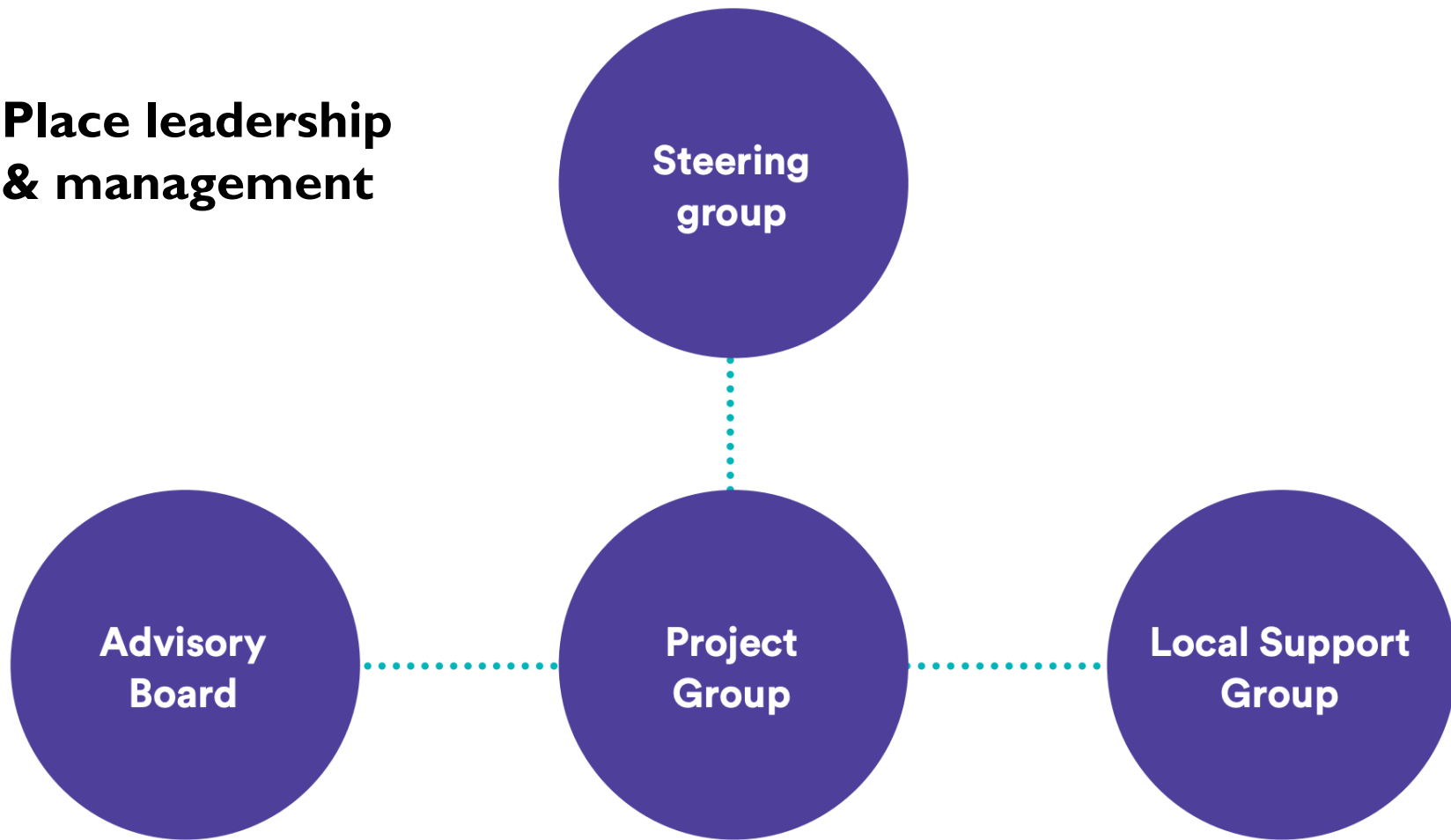
Placemaking and walkability



“The Great Escape” – symbolic action marketing



Place leadership & management



5 principles of innovative **PLACE BRANDING**



#1 It's not (only) about you



Copenhagen
Carbon Neutral
by 2025

CPH 2025 CLIMATE PLAN

A GREEN, SMART AND
CARBON NEUTRAL CITY

Cities

**Derek Robertson in
Copenhagen**

Fri 11 Oct 2019 10:00 BST



1161

**Inside Copenhagen's race to be the
first carbon-neutral city**

Search The
Guardian International edition



▲ The ski slope on the roof of Copenhagen's Amager Resource Centre. Photograph: Ritzau Scanpix Denmark/Reuters

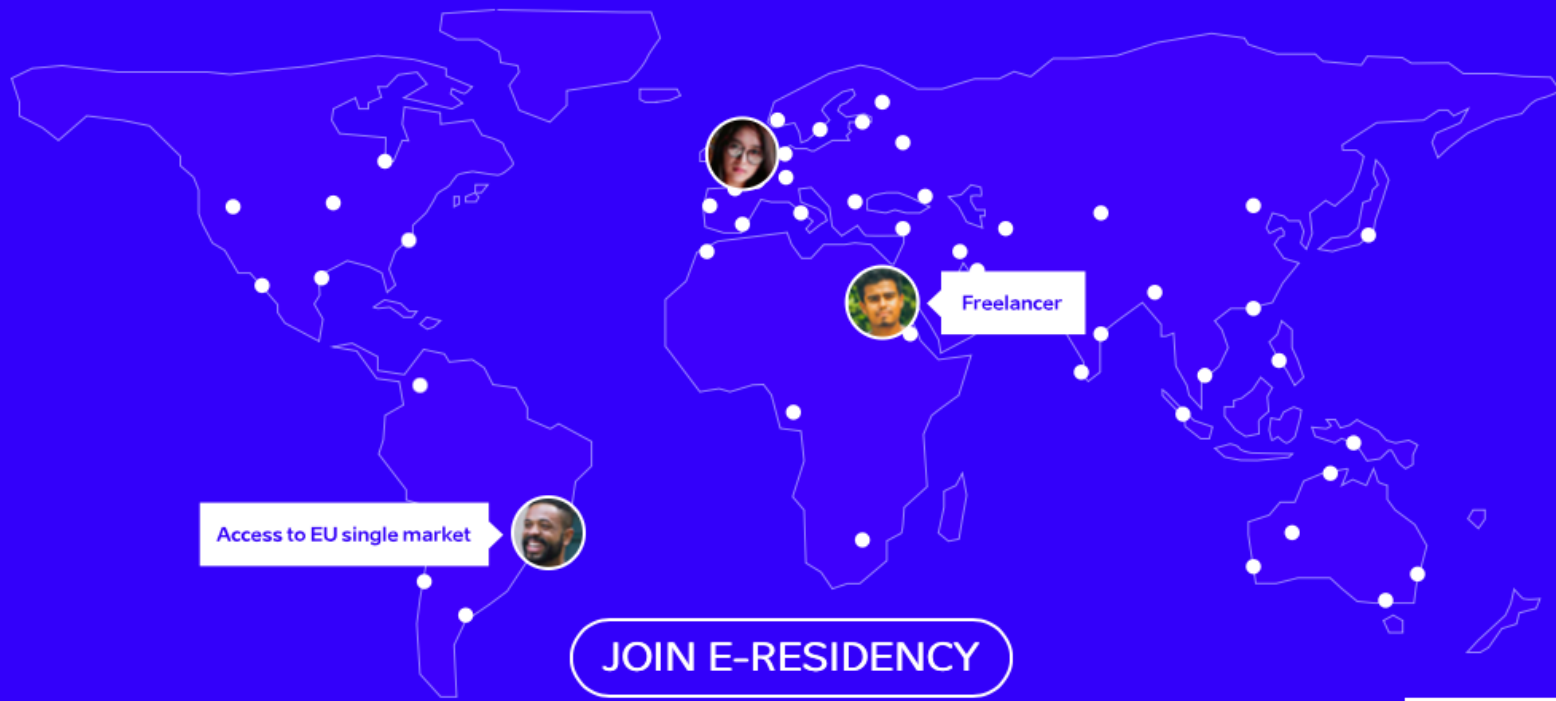
Green growth and 'hedonistic sustainability' have helped keep the public on board as the Danish capital seeks to reach its goal by 2025 - and so far it's all going according to plan

Advertisement

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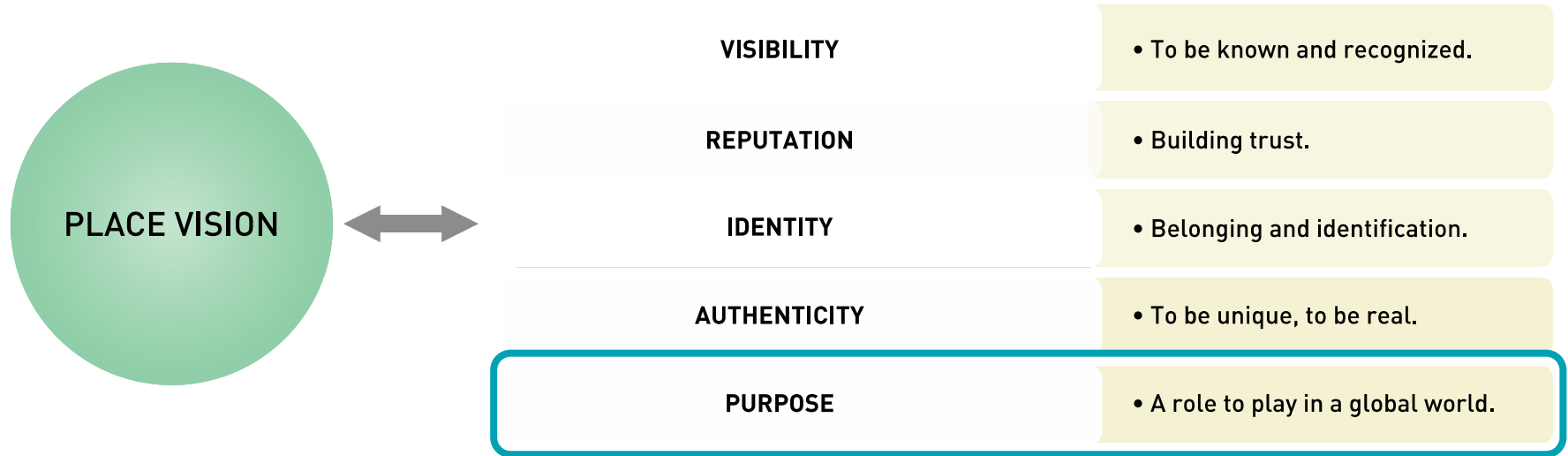


The new digital nation



JOIN E-RESIDENCY

Different place branding aims



#2 Innovation makes the difference

Oulu, Finland



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Træna island – reinventing an island of ca 450 people near the Arctic circle



- In residence programmes
- Most recent: *Try an island* and *Families in Residence*
- Attract people and businesses and revitalise the local culture

*#3 The way to gain a good reputation is
to endeavor to be what you desire to
appear.*

Socrates

The case of Amsterdam – responsible and sustainable tourism

LIVING

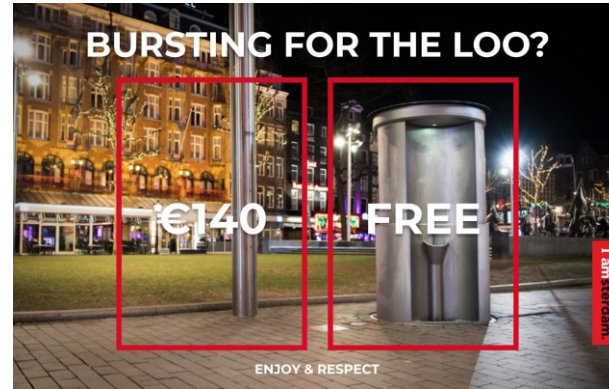
Dutch officials to stop promoting Netherlands as a tourist destination

By Janine Puhak, Fox News

May 10, 2019 | 2:17pm | Updated



In a major shift, Dutch tourism officials have formally ended their "destination promotion" approach in favor of a "destination management," as escalating



- From place marketing to sustainable & responsible destination management
- Decrease overtourism – destination enlargement

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TO REBUILD WITH HEALTH AND SAFETY IN MIND

Portugal launches the Clean & safe campaign

*#4 Who should do the marketing for
you?*

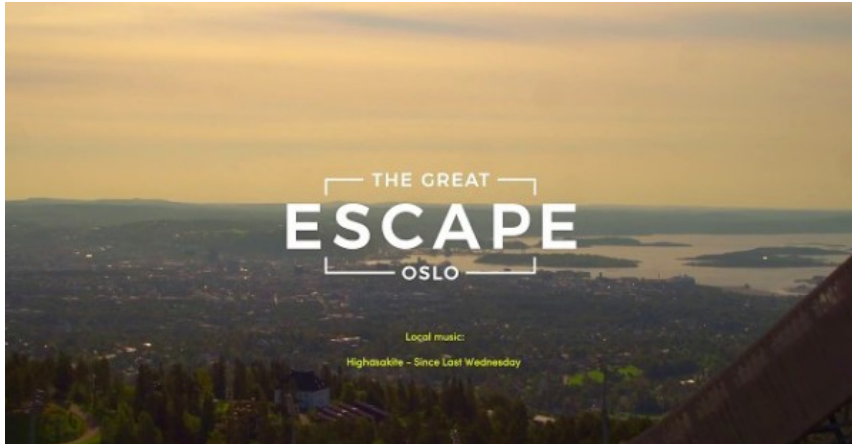


City as a Service

By Helsinki

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“The Great Escape” – symbolic action marketing



#5 If you can't beat them, join them

European Talent Mobility Forum – from foes to friends





The value of the brand: The potential for the region

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The Baltic Sea Region as a brand



Papers

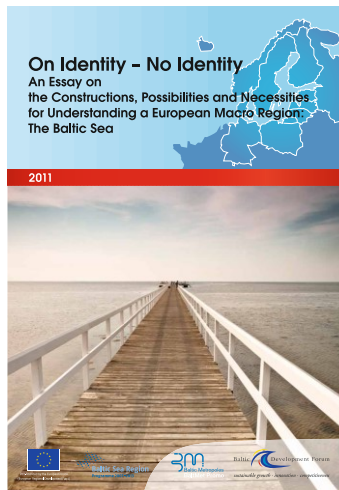
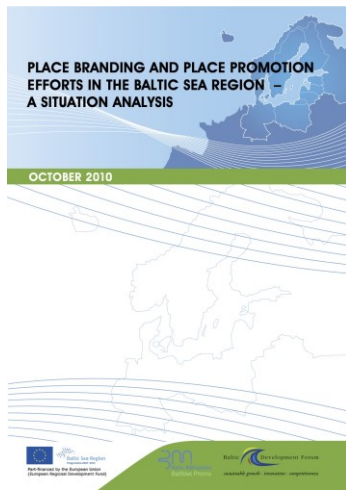
Region branding: The case of the Baltic Sea Region

Revised (in revised form): 27th February, 2007

Marcus Andersson

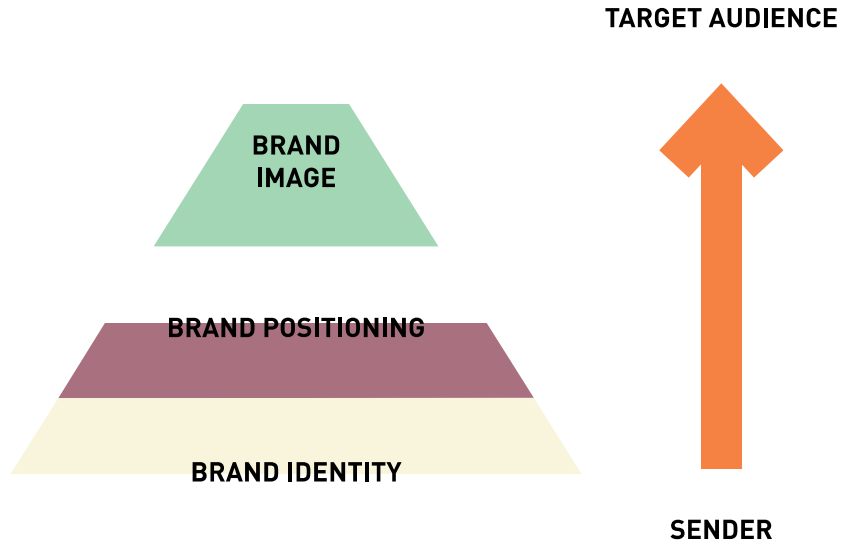
graduated from Stockholm School of Business in June 2005 with an MSc in Business and Economics and has an MA in Political Science from Uppsala University. He is currently doing in-service training at the European Commission in Brussels, and has previously worked for the Baltic Development Forum in Copenhagen, among other things, on a project aimed at building a brand for the Baltic Sea Region.

Abstract This paper examines the potential for the Baltic Sea Region (BSR) to create and maintain a brand. Providing an initial and overall look at the issue, it poses the question:



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The Baltic Sea Region as a brand



- Is there a common identity?
- Is there common decision making?



Mediterranean architecture

Mediterranean diet

Mediterranean holiday



Scandinavian design

Nordic noire

Nordic welfare state



Alp landscape

The Alps

Alpinist

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Baltic Sea cuisine

Baltic Sea holiday

Baltic cruises

Baltic Sea market

Baltic Sea Region Strategy



#2 Remote work & office space

An economic identity



A political identity



A touristic identity



Two emergencies

The climate emergency



The Baltic Sea





The potential for the region – four opportunities

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The Baltic Sea Region as.... what?

#1 A common purpose with global reach



Inspo: Nordic region's vision for 2030

The Nordic Region will become the most sustainable and integrated region in the world

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#2 Invite the world to save the Baltic Sea

- No green brand can be built without a credible plan for saving our common sea
- Let's innovate – and invite the rest of the world to help us – hack the Baltic Sea!
- Challenge-driven place branding



#3 Destination enlargement & slow cruising



#4 The ports as hubs for sustainability, innovation and attractiveness

Sthlm + Tallinn – liveability and loveability



HafeCity, Hamburg



Foto: Stockholm Stad

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Foto: Stockholm Stad

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Summing up

1. A common purpose with global reach
2. Invite the world to save the Baltic Sea
3. Destination enlargement & slow cruising
4. The ports as hubs for sustainability and attractiveness



The background of the slide is a teal-tinted aerial photograph of a city, likely Stockholm, Sweden. A prominent church spire is visible on the right side of the image. The text is overlaid on this background.

Thanks!

Marcus Andersson

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www.futureplaceleadership.com

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