



BRAND EU PROJECT

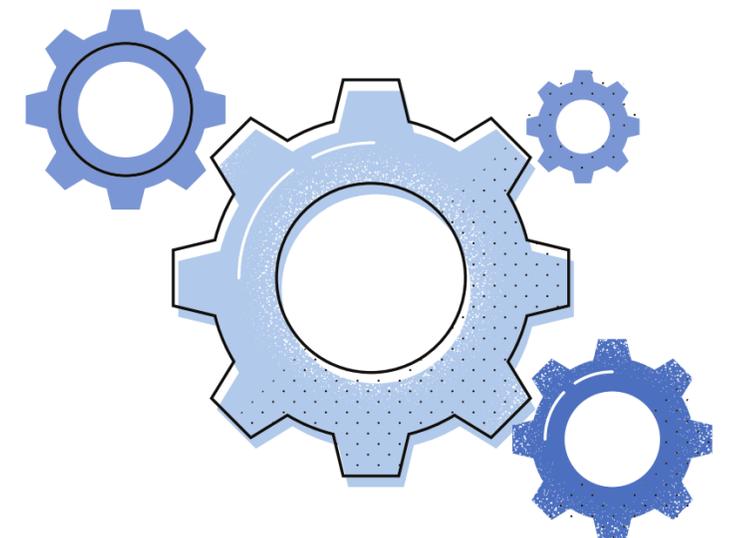
**ACQUIRING PLACE BRANDING
COMPETENCES AT WORK
THROUGH CONTINUING VET
TO INCREASE THE
ATTRACTIVENESS OF
EUROPEAN CITIES**

Co-funded by the
Erasmus+ Programme
of the European Union



THE OBJECTIVE

The general objective of this Erasmus + project was to raise the attractiveness of European cities through the exchange of best practices on place branding strategies designed and implemented by Municipalities themselves in order to create more favourable conditions for local development.



PARTNERS



THE EXPERT



Per Ekman is the founder & CEO of Tendensor. Since 2003, he is a trusted consultant, speaker and trainer in the field of place development, attractiveness and branding.



per.ekman@tendensor.se



www.tendensor.se/en/

CONCEPTS: PLACE BRANDING

THE PLACE BRAND CAN BE DEFINED AS “ALL THE ASSOCIATION OF FEELINGS AND ASSUMPTIONS THAT PEOPLE GET WHEN THEY HEAR ABOUT YOUR COUNTRY OR CITY”.

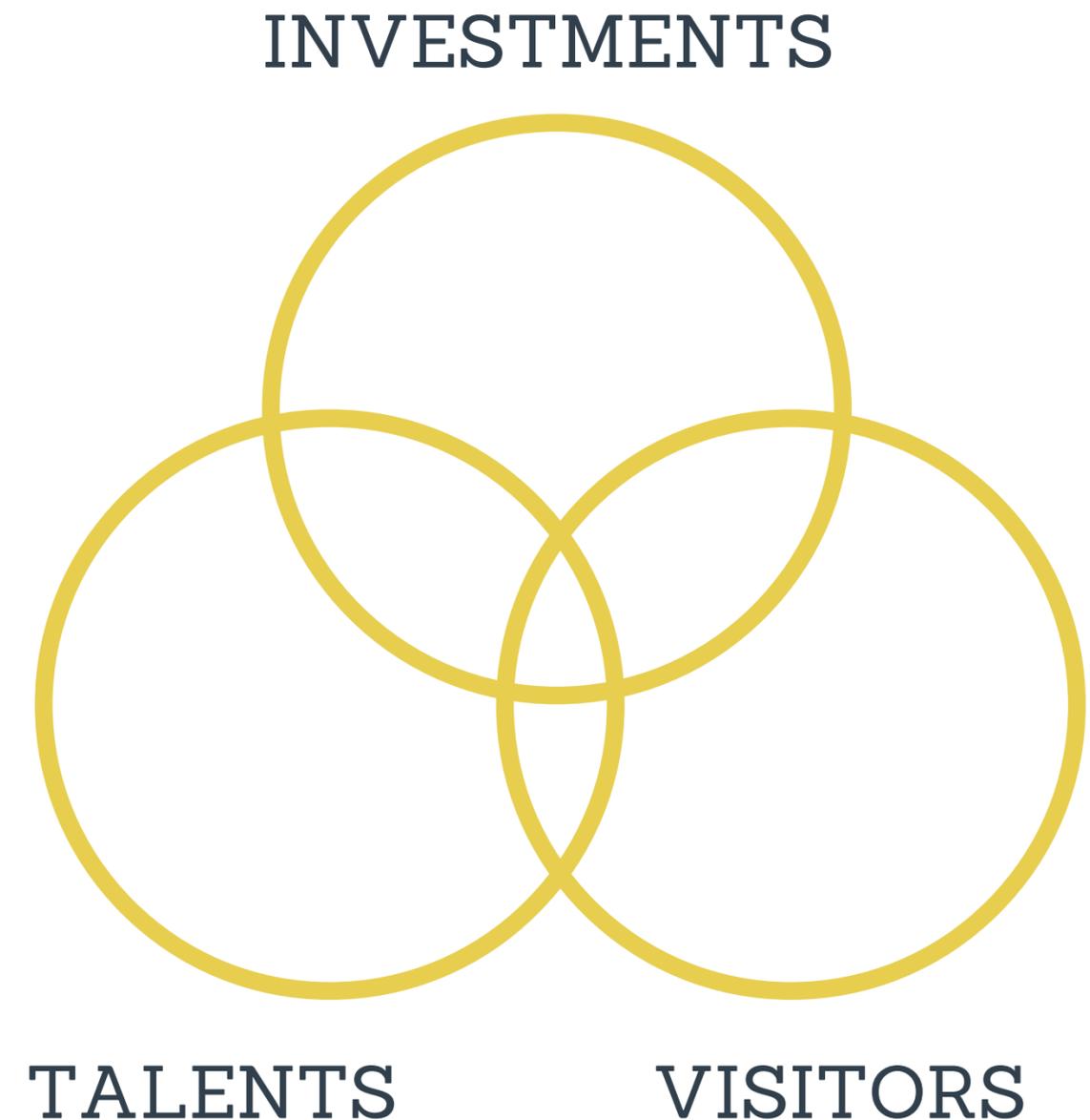
BRAND CAN ALSO BE DEFINED AS A STRONG IDEA OF WHAT MAKES A PLACE UNIQUE AND ATTRACTIVE, AND SHOWS HOW THE PLACE DIFFERS FROM OTHERS.

PLACE BRANDING

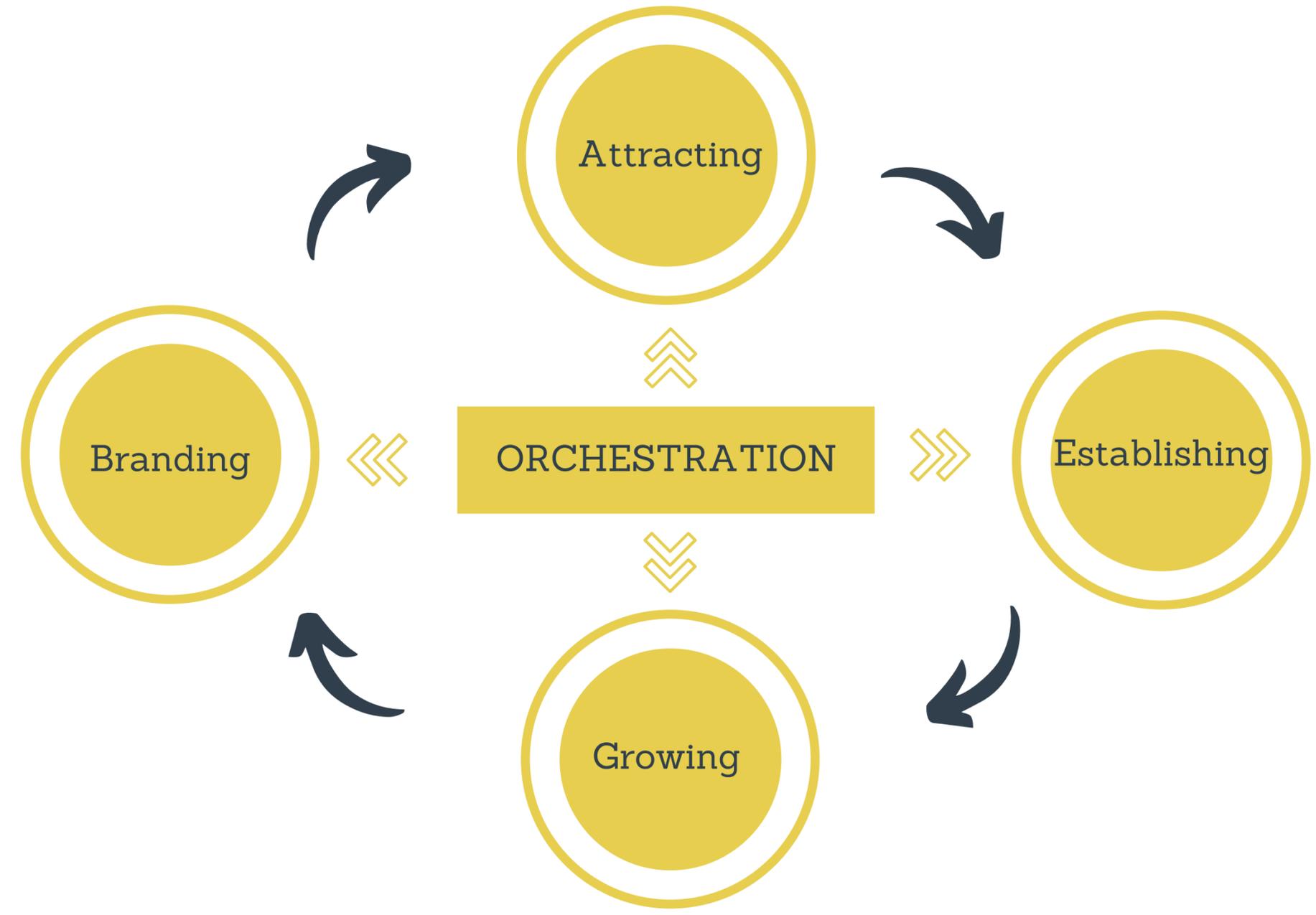


WE CAN SEE BRAND PLACE FROM THREE PERSPECTIVES, THE ABILITY TO ATTRACT VISITORS, INVESTORS AND TALENTS.

TO CREATE A SUSTAINABLE DEVELOPMENT OF A CITY/REGION/COUNTRY ALL THESE ASPECTS ARE EQUALLY IMPORTANT



BUSINESS ATTRACTION



There are three types of businesses to attract: capital, new companies and entrepreneurs.

The benefits of investment are various: economic growth, direct and indirect job opportunities, Innovation & technology, Know-how & talents.

7 STRATEGIES DEVELOPED BY PARTNERS

In different strategy areas:

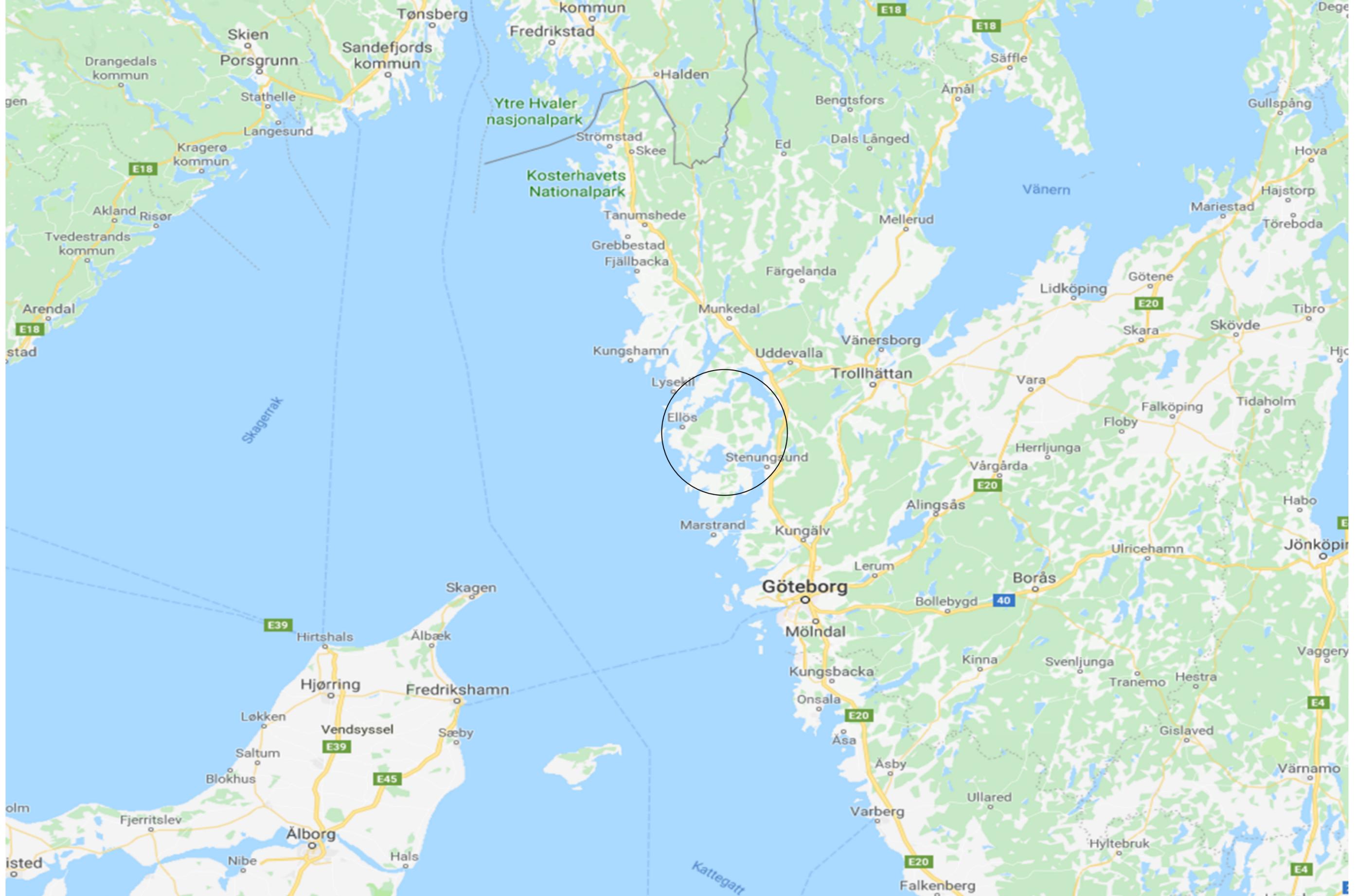
- Tourism attraction
- Business attraction
- Place Branding



www.sern.eu/projects/brand-eu//

The experience of Orust





Skien

Sandefjords kommun

Ytre Hvaler nasjonalpark

Kosterhavets Nationalpark

Vänern

Skagerrak

Göteborg

Hjørring

Fredrikshamn

Ålborg

Kattegatt



Facts about Orust

Orust is Swedens fourth largest island

Approximately 15 300 inhabitants

Tripple that sum in the summer

More than 6 000 summer houses

Famuos for the the produktion of sailboats

1 200 commute to work in Orust

3 300 commute to work in other places outside Orust

3 950 live and work in the municipality



Business

- 2 000 enterprises
- Boats, manufacturing, repair, maintenance, storage
- Food-related enterprises
- craft-type enterprises
- Trading and commerce
- E-trade
- Tourism



Process business attraction

A working method to create a common goal in our organization



Business attraction

- Manual for
- Internal cooperation
- External contacts
- Create a good working relation between the municipality and existing and new companies
- Create goodwill locally and strengthen our brand

Business attraction

- Municipality politicians
- The environmental and building department
- School administration
- Municipality land and real estate department
- communication
- Position väst
- Fyrbodal Association of Local Authorities
- Almi business partner
- Banks
- Local businesses



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Discover the growth zone 
between Gothenburg and Oslo



Tourism strategy

- A policy instrument for development and planning for the municipality
- Increase our organizations engagement and create a broader cooperation for tourism
- Create more jobs, Increased attractiveness and attract more people to visit Orust
- Sustainability



Food from the sea New food from the sea complements the traditional food



Living on the water Make it possible to take a bath the whole year around. Floating houses Make the cold and dark season attractive.



Boat building tradition
Cultural heritage
Crafts and arts

Conclusions

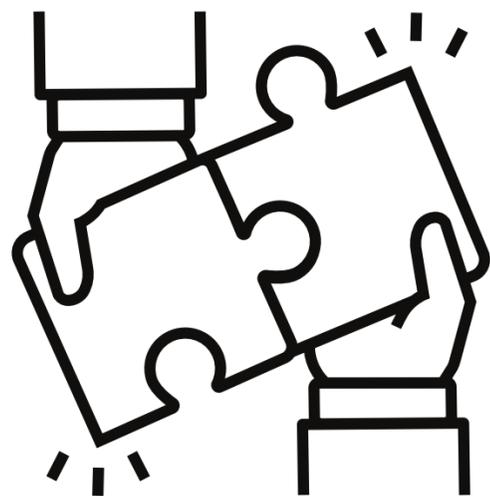
We were the smallest municipality in the project but.....

- Important to exchange ideas
- The need and the demand for businesses to change due to
- pandemic, war, environment is very fast,
- as a municipality we need to be alert
- Keep the process alive
- Talent attraction, the need for a lot more workers

Follow up: BAS project



BAS: Developing digital business attraction skills through continuing VET at work in the local public sector



Lenght: 2022-2024

Lead partner : MUNICIPALITY OF ORUST

Members involved: SERN, Municipality of Imola

Follow up: BAS project



The specific objectives:

1. To equip managers and civil servants from Municipalities with digital competencies in the field of business attraction
2. To exchange and identify innovative experiences on business attraction strategies among municipalities in Europe
3. To develop an online training module to help managers and civil servants.