Digitalisation for attractive cities and regions

ustwo

Future Place Leadership™

Building the right product. Building the product right.

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ustwo,
a Malmö and London based digital
product studio provides insights into
digital tools for developing apps,
working smart cities etc.
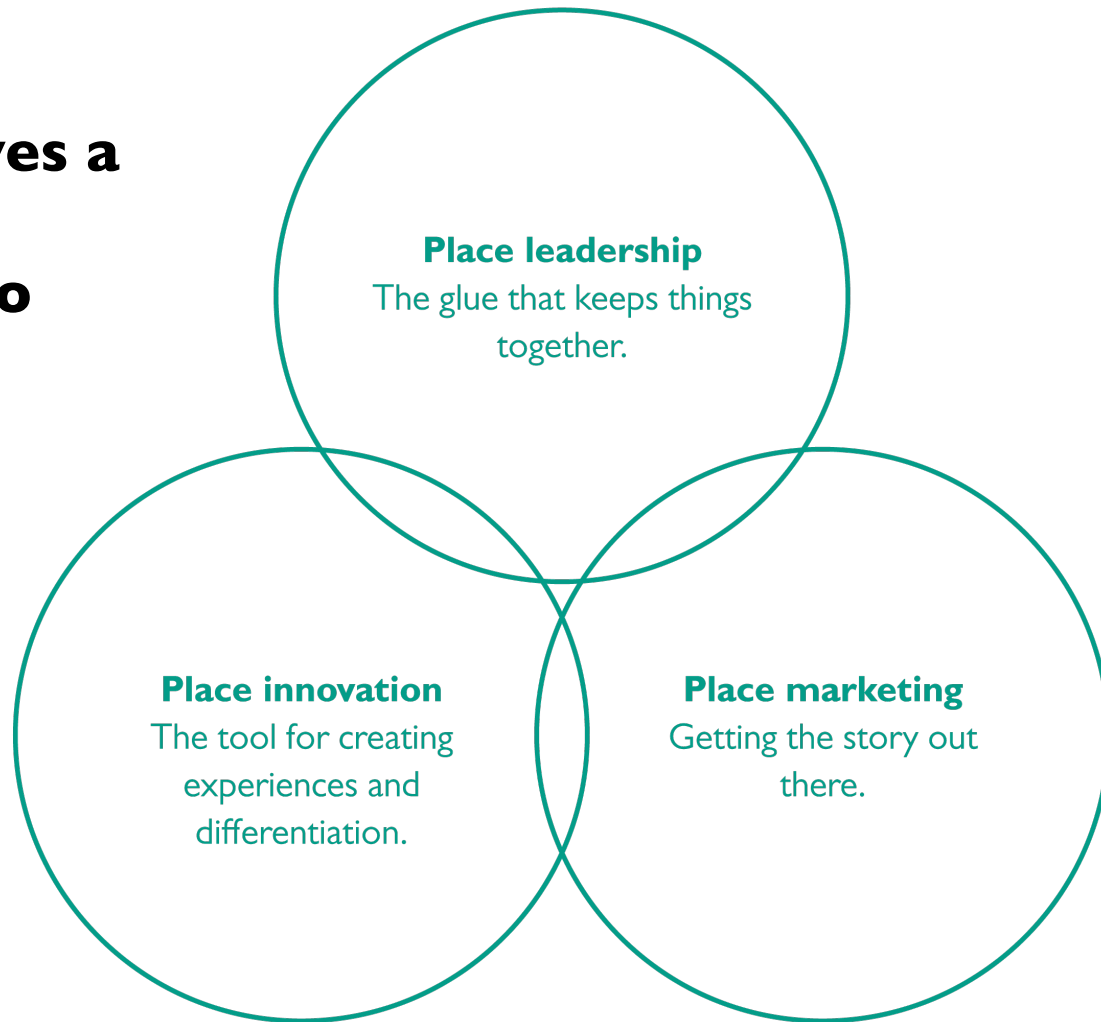
Future Place Leadership,
a Stockholm based place
management consultancy
provides the strategic change
and management tools.

Together, we will provide all the necessary
facilitation to get from words to action.

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**What drives a place's capacity to attract?**

Place leadership
The glue that keeps things together.

Place innovation
The tool for creating experiences and differentiation.

Place marketing
Getting the story out there.

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Format

- A tried and tested Nordic co-creation approach
- Previous projects on investment promotion and talent attraction
- Up to 22 partners, 6-8 months, 2 seminars with 65-75 people
- Results: tools, knowledge, network, handbook, change
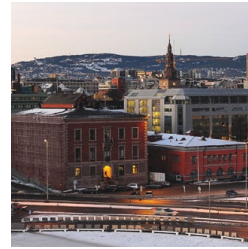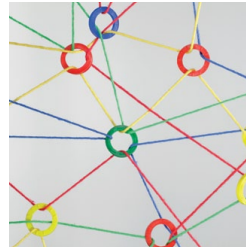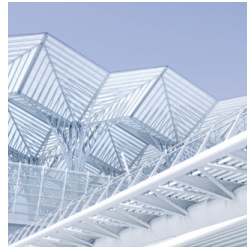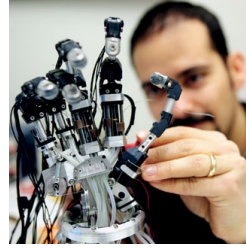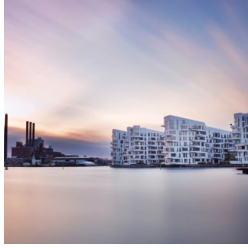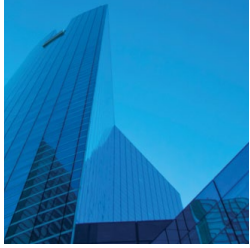
BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

– Handbook of strategies, tools and activities

NORDIC
**PLACE
ACADEMY**
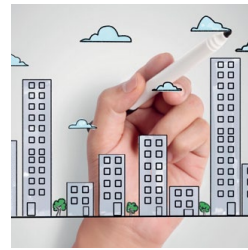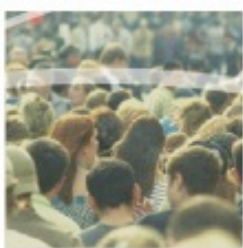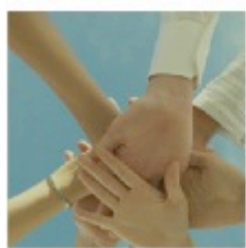
TOOLS AND STRATEGIES FOR INNOVATIVE TALENT ATTRACTION AND RETENTION

– a Handbook on Talent Attraction Management for Cities and Regions
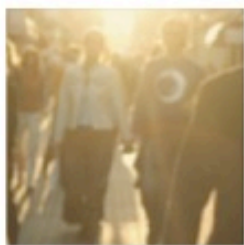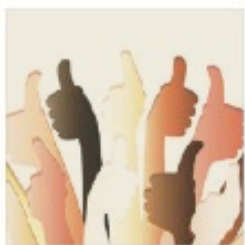
Digitalisation for places – a multistakeholder effort
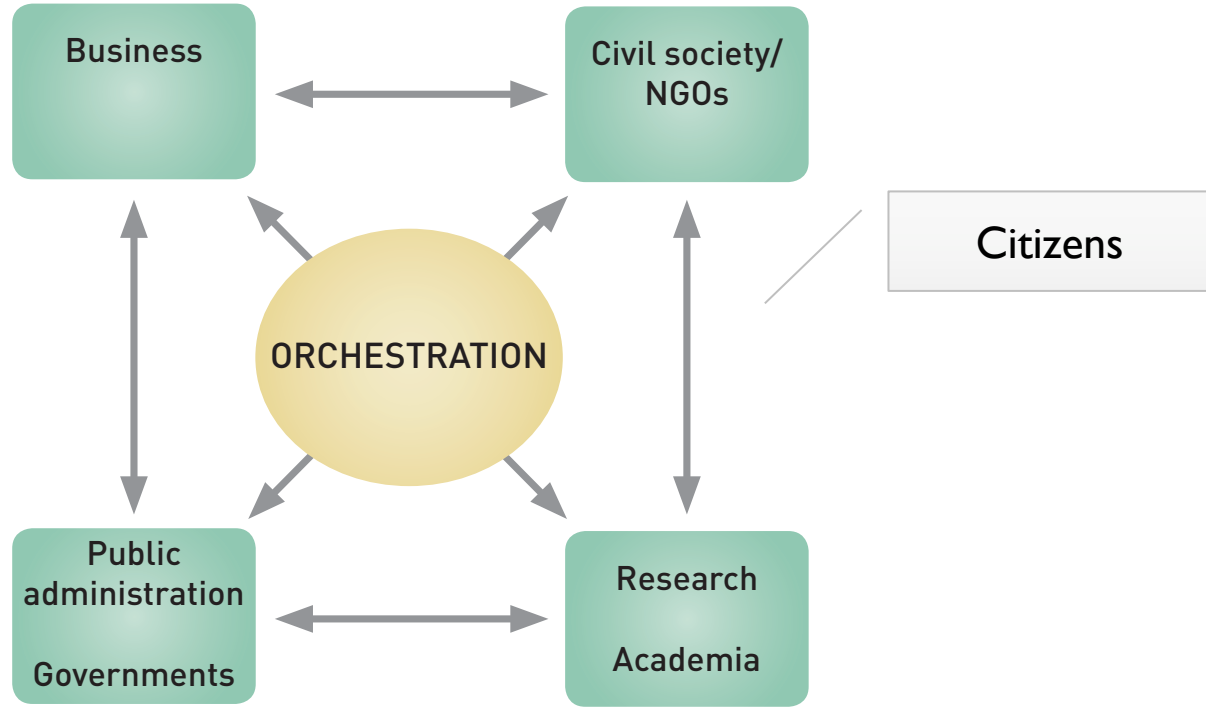
Source: Handbook for Business Attraction Management

Areas and questions

- Given a mix of different participants, we will have a thematic approaches with sub-groups
- For example: a group interested in open data, open source solutions, strategic stakeholder management or technologies like AR/VR.

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Areas for digitalisation

5 More
Trendspotting
Analysis
Decisionmaking

4 Branding and attraction
Differentiation & character
Storytelling, marketing
Urbanism, communal services
Traffic, transport
Digital strategy

3 Growth and development
Consultations
Export capacity
Digital business models
Talent attraction and development
Digital services and co-creation
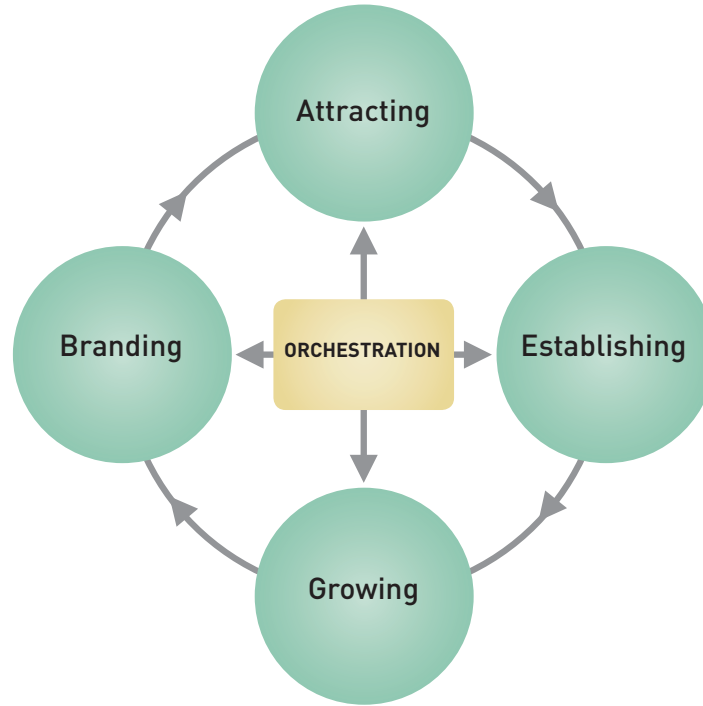
Business Attraction Management phases

1 Attraction
Marketing
Network, community
Sharing information
Tools for SMEs, tourism industry

2 Establishing / Reception
Services for entrepreneurs, SMEs,
investors (permits, infrastructure,
recruitment etc)
Networks, supply chains
Tailor made infor
(visitors, companies & talent)
Housing

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Areas we would explore

- *Vision and strategy*: How can different, scattered digitalisation initiatives be connected under an overarching approach and vision? How to create a common digital strategy and tools that organisations or departments therein can share – in order to improve the attractiveness of a city or region?

- *Collaborate and working methods*: How can different stakeholders – like a city/region, company, unversity, social entrepreneurs – collaborate on digitalisation's possibilities? Which approach and "business model"can be used?

- *Change management:* How can change be driven and implemented? How to manage possible resistance towards new working methods and technologies?

- *Decisionmaking and co-operation*: How can economic development professionals, civil servants and politicians work to unlock the potential of digitalisation?

- *Open data*: How to open up the data of a place, how overcome not only the technological but political challenges? How to encourage entrepreneurs, students, researchers and other stakeholders?

- *Technologies and solutions:* How can Virtual Reality (VR), Augumented Reality (AR), big data, blockchain and Machine Learning (AI) be used for making a place more attractive?

Which digital technologies and how to use for places?

Virtual reality (VR)

Social media

Machine learning/AI

Augmented reality (AR)

Big data

Blockchain

What will we do?

We will

Learn, be inspired and analyse best practises – what do best in class do?

Learn and be inspired by each other – sharing experiences between participants from all Nordic countries

Co-create solutions – In a creative environment and design thinking workshop format, we will discuss new tools and crystallise the potential that is scattered out there

Understanding the tools for digitalisation – all you need to know about to analyse and work on your challenge and solutions, (stakeholder mapping, customer journeys, data mapping)
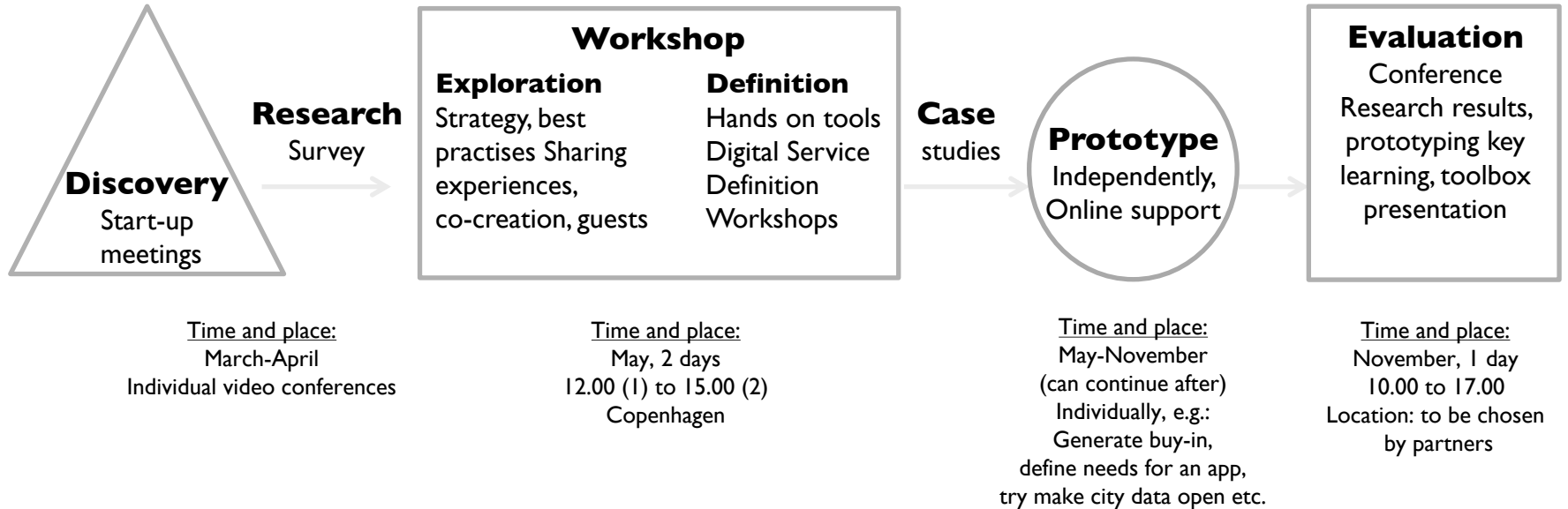
Test yourself and receive coaching – there will be a period where you will be able tot take what you have learned and apply this in your own organisation or city. We will provide you with coaching support

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Structure

Timeline: March-November 2018

Discovery
Start-up meetings

Research
Survey

Workshop

Exploration
Strategy, best practises Sharing experiences, co-creation, guests

Definition
Hands on tools Digital Service Definition Workshops

Case
studies

Prototype
Independently, Online support

Evaluation
Conference Research results, prototyping key learning, toolbox presentation

<u>Time and place:</u>
March-April
Individual video conferences

<u>Time and place:</u>
May, 2 days
12.00 (1) to 15.00 (2)
Copenhagen

<u>Time and place:</u>
May-November
(can continue after)
Individually, e.g.:
Generate buy-in,
define needs for an app,
try make city data open etc.

<u>Time and place:</u>
November, 1 day
10.00 to 17.00
Location: to be chosen
by partners

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Workshop in May

1ˢᵗ day

Focus: Knowledge sharing, best practises, co-creation, understand context and limitations, ways of working. WHY?

- Sharing experiences and challenges
- What makes a (successful) digital manager in a city or region?
- How to work with stakeholders?
- Best practises from the Nordics and beyond
- Co-creating new solutions

2ⁿᵈ day

Focus: Understand your digital challenge and defining your focus, target groups and methods.
WHAT and HOW?

- Stakeholder mapping
- Assumption mapping
- Define and align (why, how, who, what)
- Key potential users and needs
- Map Customer Data Journey (from Collect data, generate insights, to potential actions/use)
- Opportunity mapping
- Define focus area

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Outcome of the project:
- You will receive inspiration, share learnings, co-create and connect with Nordic peers. You will be able to validate your ideas, get advice, resulting in a concrete roadmap to digital opportunities, and best practices for launching digital products on your own.

Digitalisation for attractive cities and regions

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