

The background is a teal-tinted aerial photograph of a city. A prominent church spire is visible on the right side. The sky is filled with clouds. The overall color scheme is a monochromatic teal.

Digitalisation for attractive cities and regions

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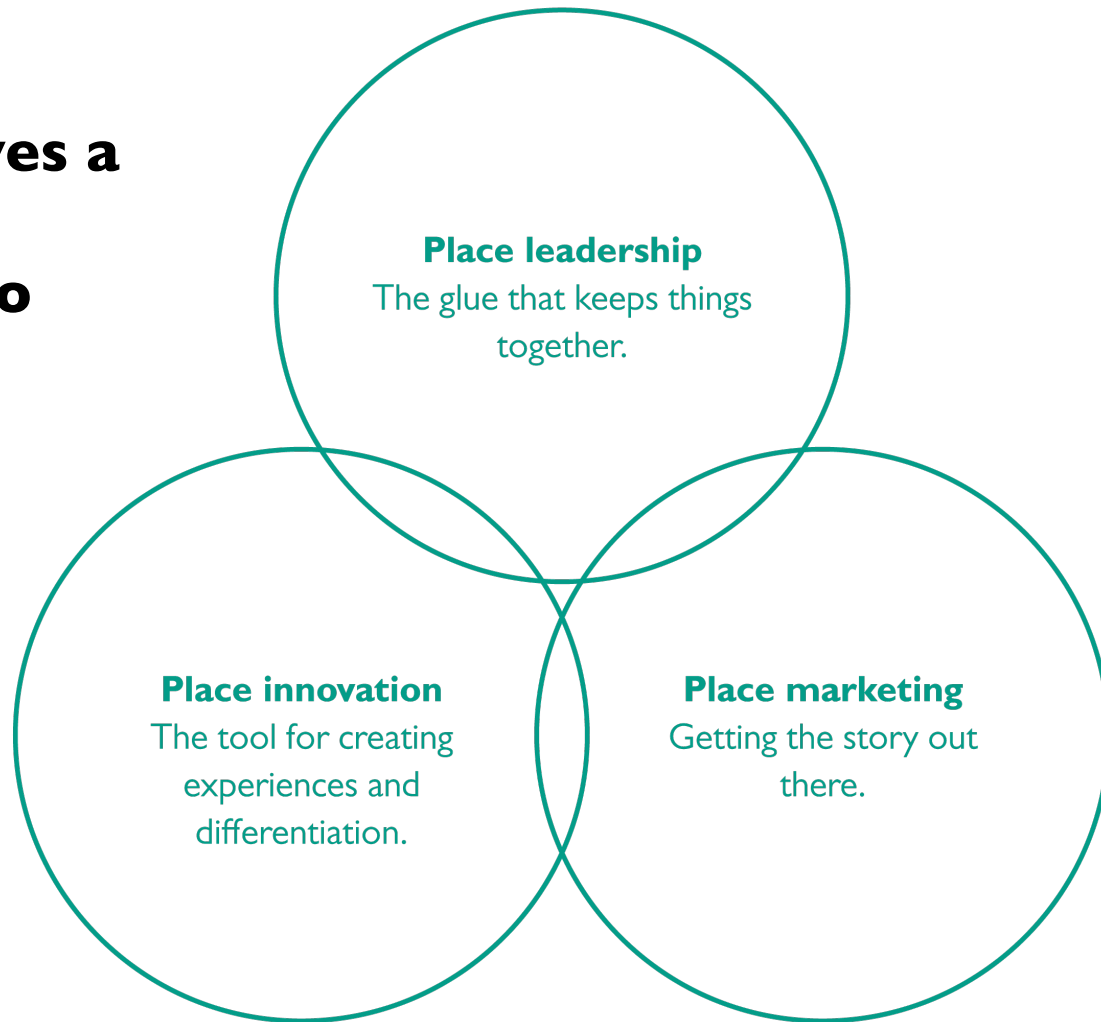
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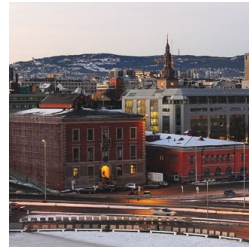
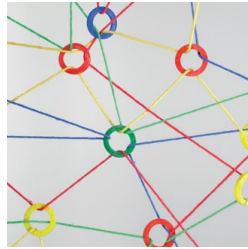
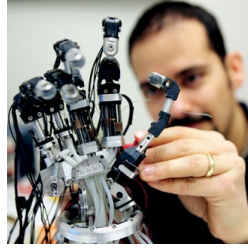
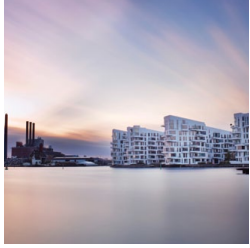
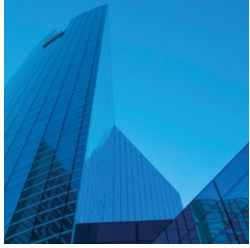
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What drives a place's capacity to attract?



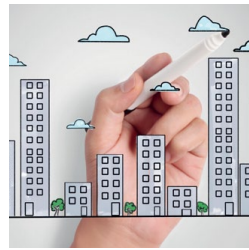
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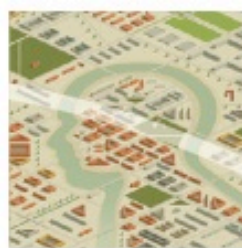
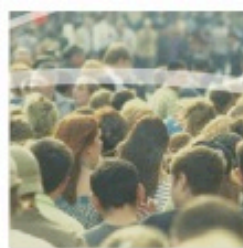
- A tried and tested Nordic co-creation approach
- Previous projects on investment promotion and talent attraction
- Up to 22 partners, 6-8 months, 2 seminars with 65-75 people
- Results: tools, knowledge, network, handbook, change



BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

– *Handbook of strategies, tools and activities*



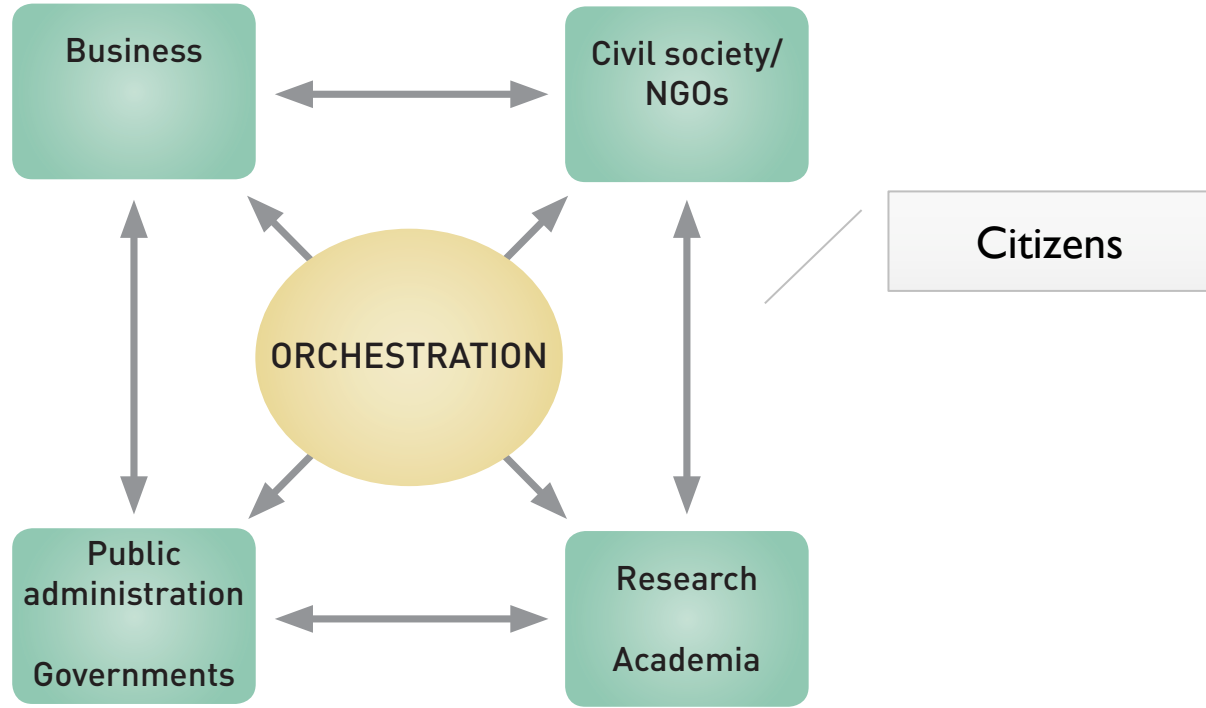


TOOLS AND STRATEGIES FOR INNOVATIVE TALENT ATTRACTION AND RETENTION

*– a Handbook on Talent Attraction Management
for Cities and Regions*



Digitalisation for places – a multistakeholder effort



Source: [Handbook for Business Attraction Management](#)

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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.

Areas for digitalisation

5 More

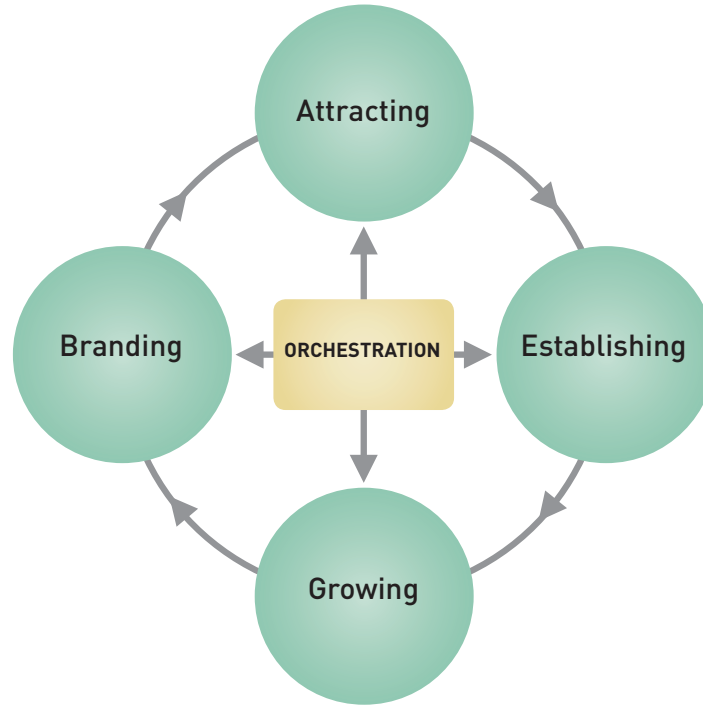
Trendspotting
Analysis
Decisionmaking

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

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, university, 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), Augmented 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

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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

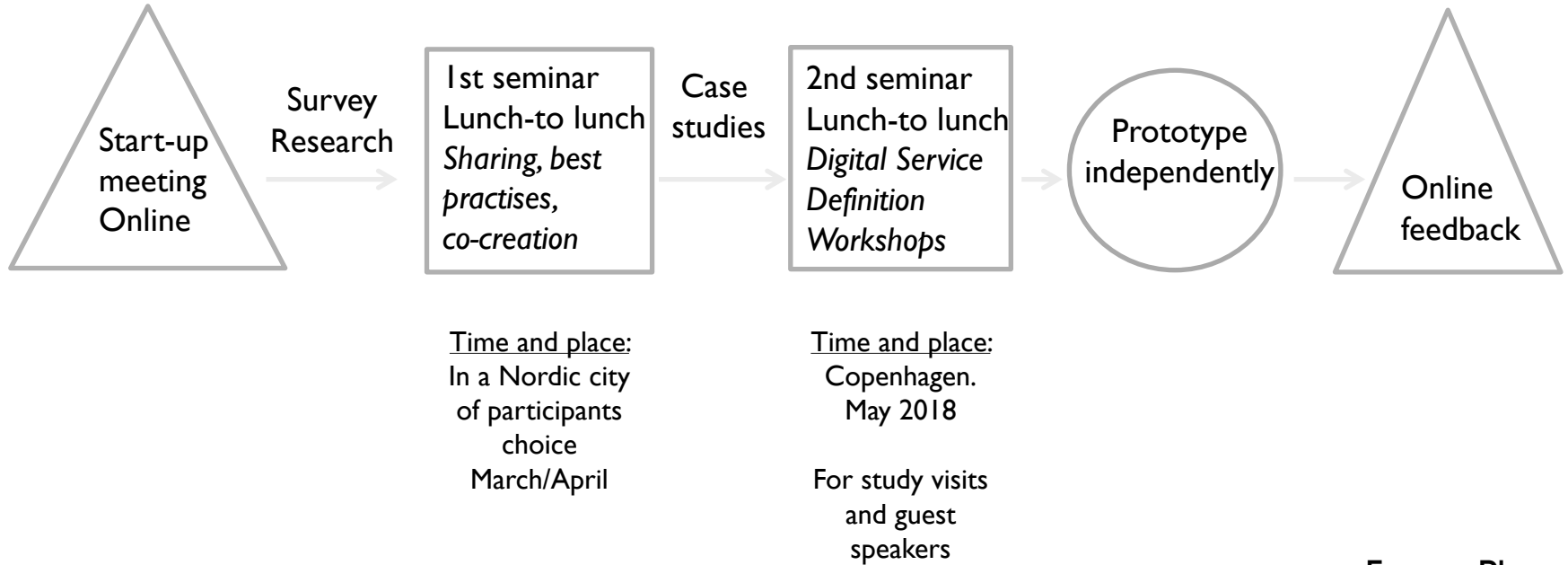
Co-create solutions – In a creative environment and design thinking workshop format, we will discuss new tools and crystallise the potential that is scattered out there

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

Structure

Timeline: March – September 2018



Seminar outlines

1st meeting

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 meeting

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

Outcome of the project:

- We aim to inspire, share learnings, co-create, connect you with peers, help you understand your digital opportunities and best practices for launching digital products on your own.

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