

Build and Brand World Class Clusters

Quercus Group & Future Place Leadership
March 12-14, Copenhagen



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This is an invitation to

- 3-day Master Class
- Building strong impactful cluster organizations +
- Building strong cluster and regional brands in order to
- Stand out in the global race for talents and investments



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+



What's at stake?

Cities and regions all over the world strive for innovation, investments, and international awareness. A cool brand or a nice label is not enough to win the beauty contest.

The winner is the one that manages to **build, organize** and **communicate** a **strong competitive ecosystem** that start-ups, talents, researchers, organisations and businesses just have to be part of.

This way, clusters become real brands.



Cluster Marketing

=

Selling the products, services,
resources and attractions of the
cluster more effectively



Cluster Branding

=

Improving the overall image or
reputation of the cluster



Value offer

- Share experience and learn together with your peers
- Receive training from practitioners and experts in their field
- Improve your cluster management skills
- Change management in multi-stakeholder environment
- Learn and harness key insights for branding a place and cluster



CLUSTER BRAND MANAGEMENT

“How a cluster manages its reputation and achieves a distinct position based on its identity and what it does most effectively”



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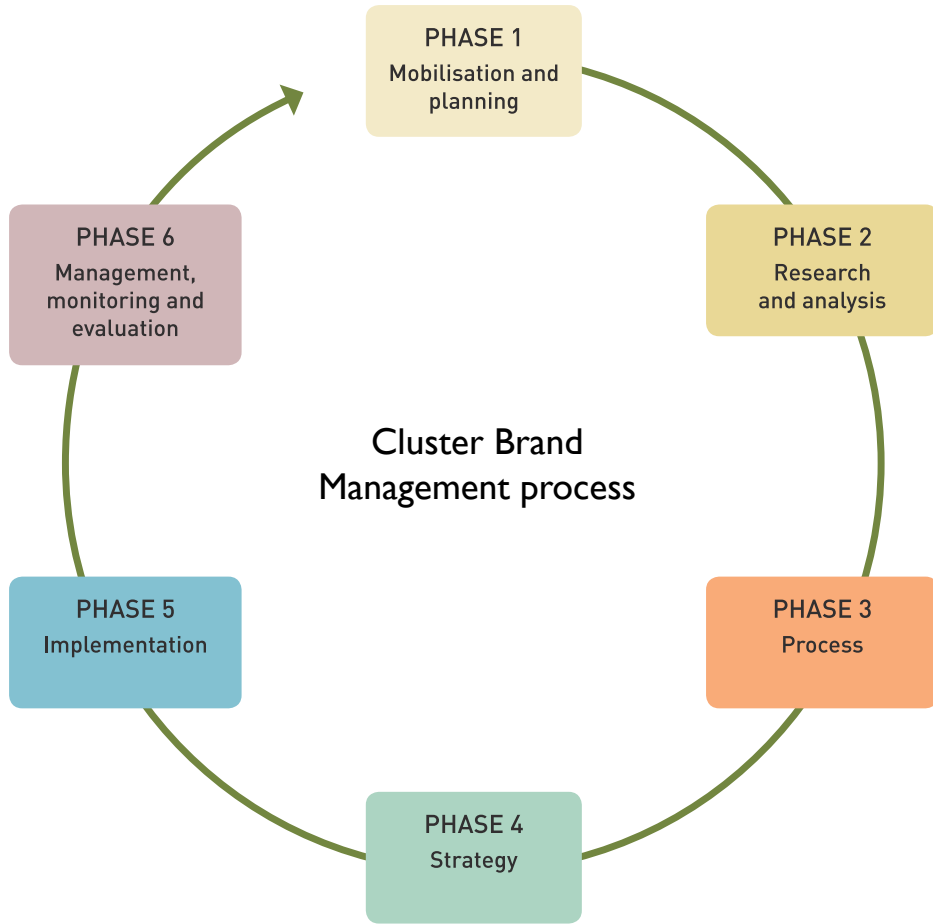
Target group

- Cluster practitioners working for cluster organizations, cluster initiatives or science and agriparks
- Public servants and individuals at city, regional or national level working with regional economic development
- Investment promotion practitioners on regional and national level
- Business Membership Organisations seeking to create impact thorough multi-stakeholder engagement and management



8-step Cluster Development Model

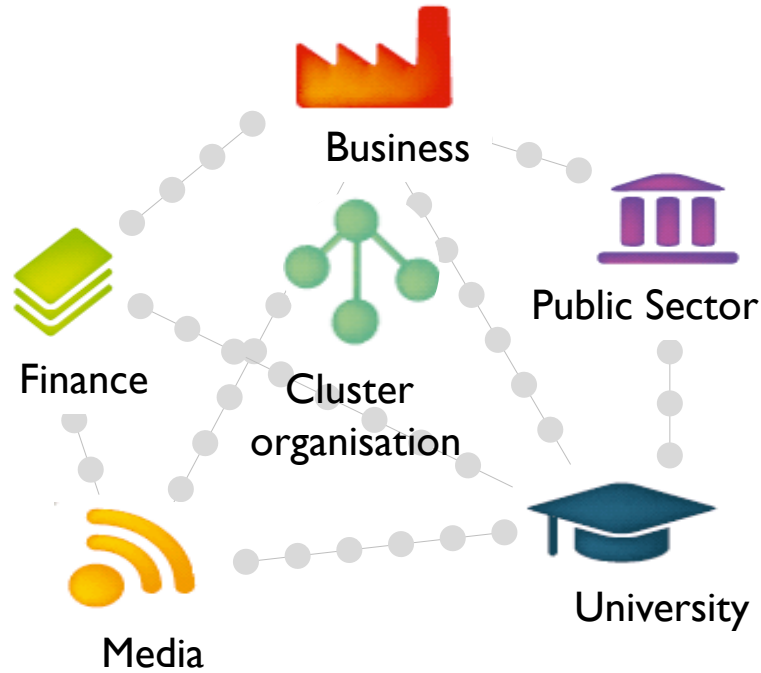




Questions addressed

1. What are the necessary steps and tools for building successful cluster organizations?
2. How to organize cluster organizations in order to create true impact?
3. How to create cluster business- and membership models that ensures financial meet the needs of the cluster ecosystem?
4. How to strategically position clusters as attractive hubs for investments and talent?
5. To build a cluster brand and identity that is strongly anchored in and supported by public, private and academia actors?





Practical information

When: 12-14th March 2018

Location: Copenhagen

Cost: € 1 550 per participant excl.VAT (€ 1 250 excl.VAT for 2 or more participants).

The fee covers training, course materials, dinner, lunch and refreshments.

Early bird valid until December 15th.



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Quercus Group

Advisory firm specialised in cluster development and multi-stakeholder collaborations.

Offices in Copenhagen, Nairobi and New Delhi. Clients in Europe, Asia, Africa and Northern America

www.quercus-group.com



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Future Place Leadership

Management consultants focusing on the development, innovation and marketing of places.

Clients mainly in Nordics and Europe. Network of partners in Europe and the US

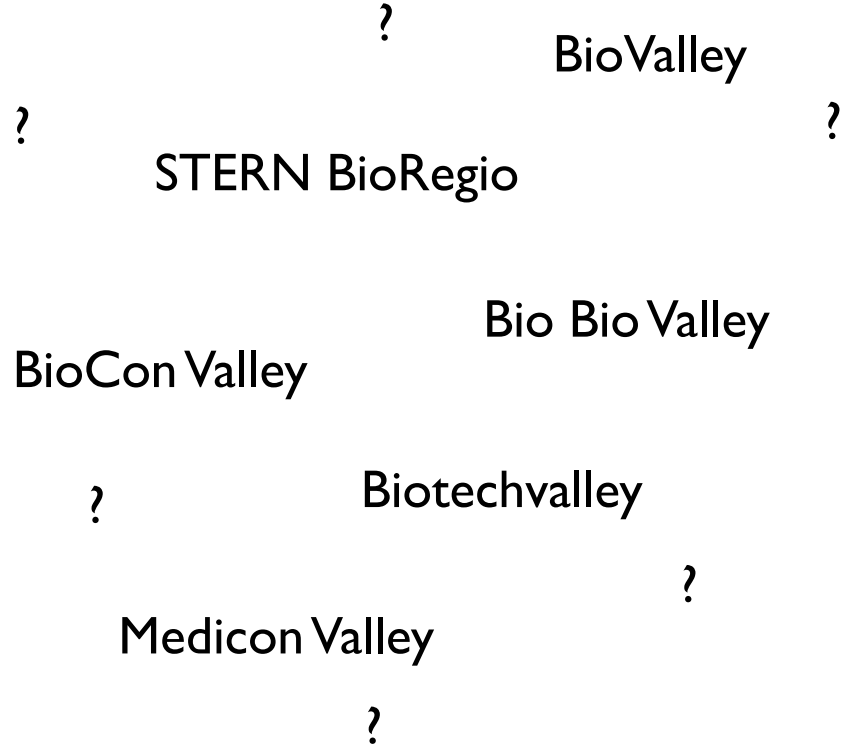
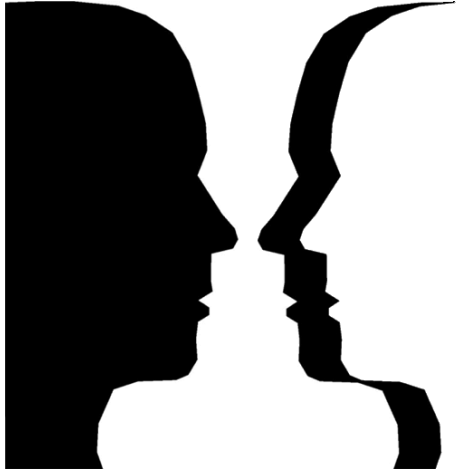
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Examples of cases covered

Issue: Differentiation: “Culture of sameness”



Umbrella brand

FINNISH CLEANTECH CLUSTER

Positioning: "Helps Finnish companies to establish contacts with international markets"
Brand promise: "Environmental Technology – Finland's Next Success Story"



Sub-brand
KUPIO REGION

Sub-brand
LAHTI REGION

Sub-brand
OULU REGION

Sub-brand
UUSIMAA REGION

Brand promise:
"Creating business with top research in environmental health."

Brand promise:
"Developing and internationalising business operations for cleantech companies."

Brand promise:
"Developing business in water technology and opening doors to global markets."

Brand promise:
"Combining ICT with environmental monitoring and energy efficiency in urban areas."

Focus areas:

- Environmental health and safety
- Environmental risk assessment
- Biogeochemistry
- Environmental microbiology
- Environmental informatics and monitoring

Focus areas:

- Cleantech venture capital
- International market entries to developing markets
- Cleantech invest in services

Focus areas:

- Water technology business and research
- Air purification technologies
- Eco-efficiency
- Renewable energy

Focus areas:

- Environmental monitoring
- Energy efficiency in urban areas
- Oil spill recovery



Individual firms

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INTERNATIONAL MARKETING COMMUNICATIONS ARM
CLEANTECH FINLAND
Positioning: "Let's solve the world's greatest problems"
Brand promise: "Solved!"

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Kista Science City, Sweden

Urban development as branding strategy

Science park → Science city

Attractiveness on the ground

Supply of services & amenities

Managing identity to earn a reputation



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Brainport Eindhoven Region, Netherlands

Attracting talent to the high-tech economy clusters



- 'Talent sharing'
- Involvement of global talent – content and peer-to-peer marketing



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Danish Trade Council

- Advise on how to use cities to accelerate internationalization of Danish solutions
- A multi-stakeholder (cluster) approach



Smart City World Labs (SCWL)



- Aims at establishing strategic collaborations between living labs in Singapore and Denmark in order to promote export and inward investments to both markets.
- Development of a long term, financial sustainable business model for the organisation



International Cleantech Network (ICN)



- Network of Cleantech clusters in Asia, Europe, Africa and North America.
- Creating and managing common brand and identity
- One platform for talent attraction



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Guest speaker – Great Copenhagen

Morten Friis-Olsen, brand manager for the Greater Copenhagen brand

As managers of the Greater Copenhagen brand, Copenhagen Capacity set out to create a strategy and plan to make Greater Copenhagen the frontrunner among European business regions.

The strategy aimed to identify a holistic and impactful strategic position of Greater Copenhagen resonating with both talents and businesses and applicable for different lines of businesses.

Using soft values – stressing quality of life – integrated in digital campaigns to support very targeted and measurable objectives, Greater Copenhagen is continuously strengthening the brand awareness to make the metropolis a top of mind business destination and ultimately attracting international companies, investments and talents.



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Sign up before December 15th for EARLY BIRD – 15% !

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For more information

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