

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

Digitalisation for attractive cities and regions

– a Nordic development & innovation project



Future Place
Leadership™

Purpose of the project

To help the participating cities and regions to become frontrunners in digitalisation in order to become more attractive places for residents, companies, investors, talent and visitors.

This will be done by:

1. Studying best practices and tools for digitalisation of cities and other places
2. Learning, networking and sharing experiences with Nordic colleagues
3. Learning about the potential digital solutions and their implementation
4. Workshopping and co-creating innovative work methods
5. Getting the chance to pilot potential solutions in your own place/organisation



Possible focus areas to explore together in the project:

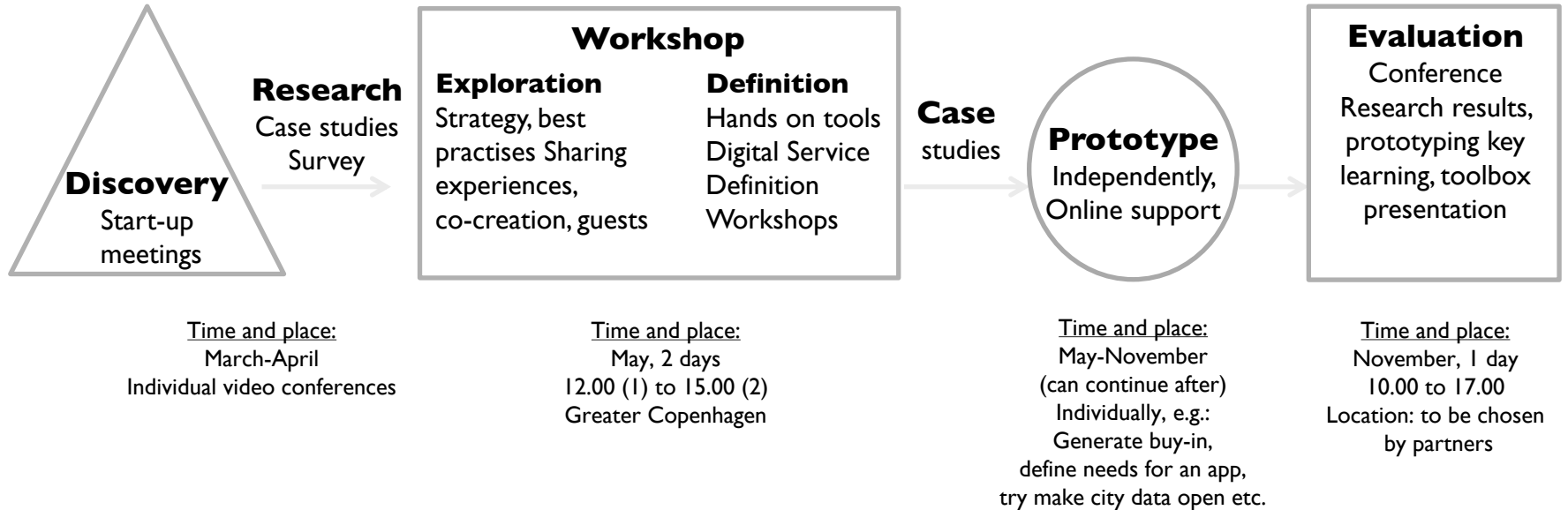
- **Vision & strategy:** How can different, scattered digitalisation initiatives be connected under an overarching approach and vision? How to create a common digital strategy and tools that organisations or departments therein can share – in order to improve the attractiveness of a city or region?
- **Technologies & solutions:** How can technologies/methods such as Virtual Reality (VR), Augmented Reality (AR), Big Data, blockchain and Machine Learning (AI) be used for making a place more attractive to residents, companies, investors, talents and tourists?
- **Collaboration & working methods:** How can different stakeholders – like a city/region, company, university and social entrepreneurs – collaborate on digitalisation's possibilities? Which approach and 'business model' can be used?
- **Change management & leadership:** How to drive the necessary change to implement new approaches or solutions? How to manage possible resistance towards new working methods and technologies?
- **Open data:** How to open up the data of a place, and how overcome not only the technological but political challenges? How to encourage entrepreneurs, students, researchers and other stakeholders to make use of it?



Preliminary project plan and timeline



Timeline: March-November 2018



Process for digitalising places – what you will do

Discovery startup meeting

Understand context and limitations

Lecture/talk:

- Intro to digital (learnings, what to think about) - "WHY"
- Tools and way of working - "HOW"

Project kick-off:

- Present project plan and process
- Your challenges/opportunities
- Define business needs
- Identify goals and success metrics
- Understand expectations
- Share existing material

Definition workshop

Understand the problem and define your focus - "WHAT"

- 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

Exploration workshop

Understand the opportunities and what the solution could be - "WHAT"

- Idea generation on value proposition
- Idea selection and refinement
- Fast prototyping
- Next step plan

Validation/prototyping

Understand if the product/service is the right thing and/or if it is built in the right way

- Revisit next step
- Set up time plan
- Design user validation actions (metrics, resources)
- Prioritize what to validate
- Guidance in further prototyping/development
- Retrospective (what was good, what failed, insights, learnings)



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



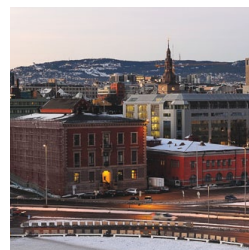
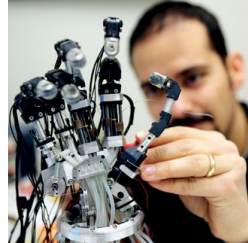
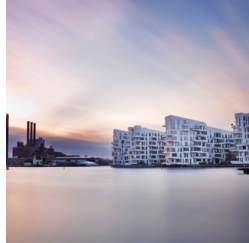
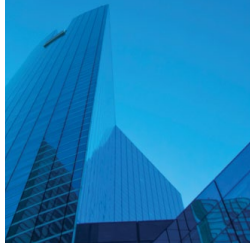
Format and approach



Format

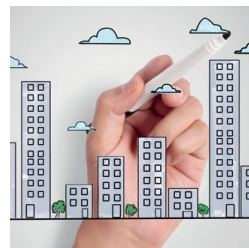
- A tried and tested Nordic co-creation approach
- Previous projects on investment promotion and talent attraction, with up to 22 partners, 6-8 months, 2-3 seminars and training session with 30 to 70 people
- Concrete results: new tools and strategies, knowledge and training, network, handbook and change





BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

– Handbook of strategies, tools and activities



**NORDIC
PLACE
ACADEMY**

Thematic focus areas and questions

- Given a mix of different participants, we will have a thematic approach, with sub-groups formed around special interests
- For example: groups interested in open data for citizens and business; open source solutions; strategic stakeholder management; creating digital strategy; or using technologies like AR/VR.



How will you benefit from the project?



Main project activities – to help you become more attractive through digitalisation:

- ✓ **Learn & be inspired from best practices** – case studies of what the best in class do.
- ✓ **Learn & be inspired by each other** – sharing experiences – in meetings and online – between the participants from all Nordic countries.
- ✓ **Co-create new solutions** – in a creative environment and design-thinking workshop format, we will discuss and try to co-create new work modes, approaches and tools.
- ✓ **Provide insights into tools for digitalisation** – all you need to know about to analyse and work on your challenge and solutions, (stakeholder mapping, customer journeys, data mapping etc.)
- ✓ **Prototyping: Get the chance to pilot new solutions at home** – every participating organisation will get the chance to try a solution discovered in the project in their own organisation/place, with guidance and coaching from Future Place Leadership and ustwo.



Possible technologies for making places more attractive



Virtual reality (VR)



**Social media /
digital marketing**



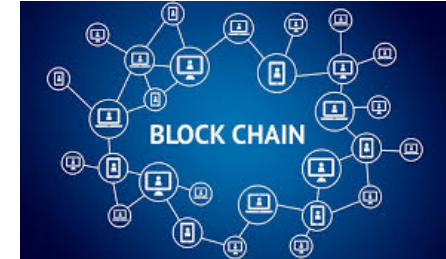
Machine learning/AI



Augmented reality (AR)



Big data



Blockchain

Why participate in the project?



Participation entitles project partners to the following specific benefits and deliverables:

1. Opportunity to influence the focus of the project by proposing questions and cases to be explored.
2. Participation of three people from your organisation/place in all project activities. All meeting meetings will be held in locations in the Nordic countries that are easy to reach for the participants.
3. Exclusive access to all best-practice case studies as well as the final toolbox on *Digitalisation for place attractiveness*.
4. Exclusive access to the continuous sharing of experiences and best practices between project partners, facilitated by a digital project platform that will be set up for the project.



After the project, you will have:

- received inspiration and new learnings on how digitalisation and digital transformation can be employed to make your place more attractive.
- co-created, shared experiences and connected with Nordic peers.
- had a chance to test and validate your ideas and gotten advice and coaching on how to pilot new solutions.
- resulting in a concrete roadmap to digital opportunities.
- leading to the best conditions possible for launching new digital products/solutions in your city/region.



Project funding

Project participants pay a fee according to their category and number of inhabitants of their location:

- National government agencies and ministries: € 12,900
- City/regional organisations (more than 100,000 inhabitants): € 9,900
- City/regional organisations (between 50,000-100,000 inhabitants): € 7,900
- City/regional organisations (less than 50,000 inhabitants): € 5,900
- Clusters and science parks: € 5,900



About the initiators and project managers

[ustwo](#),

a Malmö and London based digital product studio that provides insights into digital tools for developing apps, working smart cities etc.

[Future Place Leadership](#),

a Nordic place management consultancy that provides strategic change and leadership tools.

Together we will provide all the necessary facilitation to help the participants take the next step in digitalisation for place attractiveness.



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Building the right product. Building the product right.



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