

An aerial photograph of a city, likely Copenhagen, with a teal color overlay. The image shows a dense urban landscape with various buildings, including a prominent church with a tall spire. The sky is filled with soft, white clouds.

Digitalisation for attractive cities and regions

– a Nordic development & innovation project



Future Place
Leadership™

Discussion points for telephone conference

- 1. Objectives**
- 2. Project up-date**
- 3. Project activities and time plan**
- 3. Some Practical considerations**
- 4. Digital themes to explore**
- 5. Project format background**



Project objectives for places

This Nordic project enable you to become frontrunners in digitalisation, with the aim of becoming a more attractive places for residents, companies, investors, talent and visitors.

Benefits

1. Learn from best practices and tools for digitalisation of cities and regions
2. Learn, network and share experiences with Nordic colleagues
3. Learn how to implement digitalisation and how to achieve long-term transformation
4. Workshop and co-create innovative work methods
5. Test and prototype potential solutions in your own place/organisation



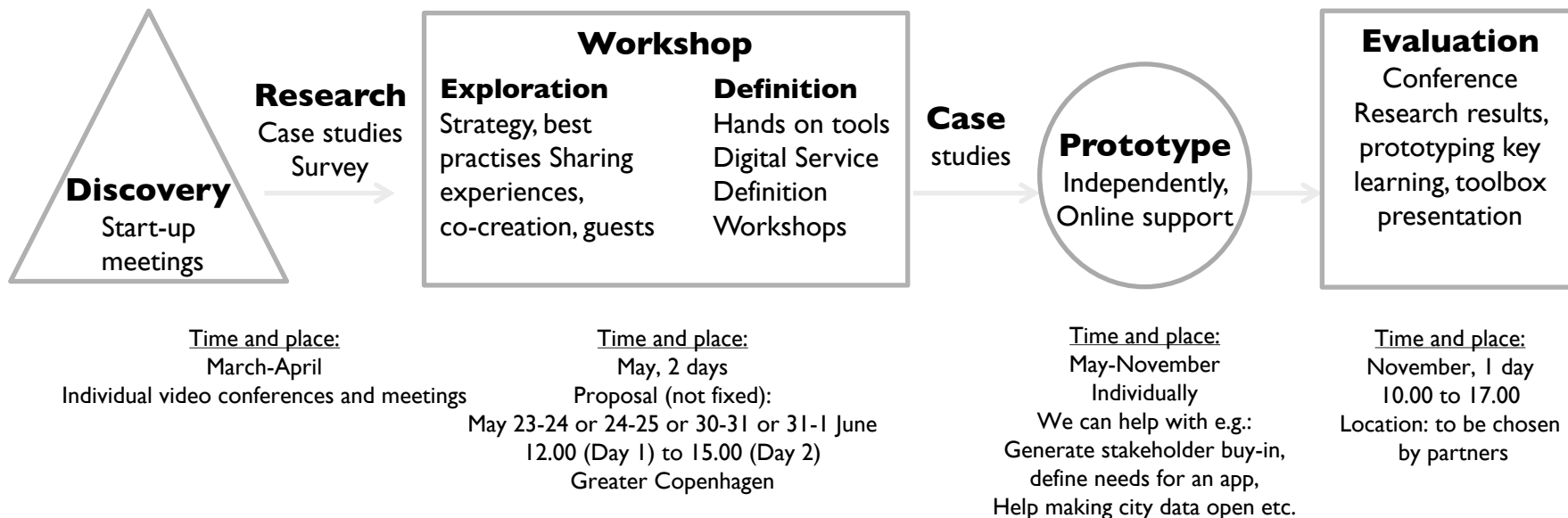
Update – participants

1. Region Östergötland SE
2. Turku (Turku Science Park) FI
3. Arendal city, NO
4. Telemark region, NO
5. Tierp city SE
6. Enköping city SE
7. Älvkarleby city SE
8. The Techno Creatives, Göteborg SE

Interested parties: Gnosjö Business Region SE, Viborg DK, Business Region Midtvest DK, Vantaa city FI, Nyland Region FI,



Timeline: April-November 2018



Practical considerations

1. How digitally mature do participating Places need to be?

- Most important is an interest in exploring the potential of digitalisation to improve the way your place works
- Some participants already have a digital agenda, an action plan/strategy or similar
- It is not necessary to have a long track record of digitalisation work

2. How much time will Places need to spend on the project?

- Nordic project runs from April – November
- Effective time spent is 3-5 days/participant

3. What are the requirements on each Place's "prototyping" project that is brought to the Nordic project?

With our support during the prototyping phase;

- Either start up a NEW digitalisation project, short or long term
- or continue and improve your existing work on digitalisation by using our input (tools, studies and knowledge you receive from your Nordic peers)



Thematic focus area examples

Given a mix of different participants, we will have a thematic approach, with sub-groups formed around special interests

Example of potential groups

- open data for citizens and business;
- open source solutions;
- strategic stakeholder management;
- talent attraction management and digitalisation;
- long-term transformation and anchoring digital solutions in a city;
- creating a digital strategy;
- using technologies like AR/VR etc.

The participants will of course make the final decision.



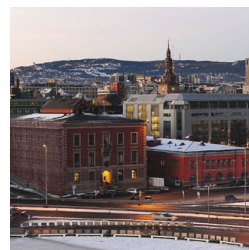
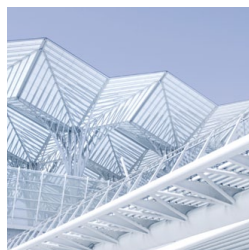
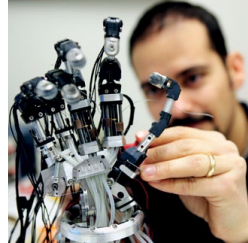
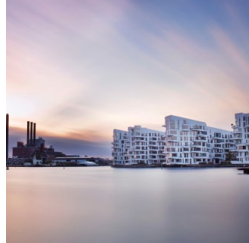
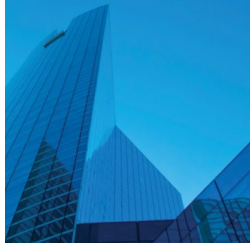
Format of the project

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

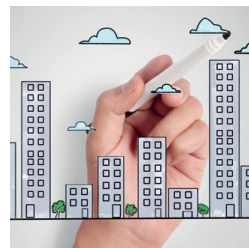
Concrete results: new tools and strategies, knowledge and training, network, handbook and change. See BAM handbook: <https://futureplaceleadership.com/toolboxes/>





BUSINESS ATTRACTION MANAGEMENT FOR CITIES AND REGIONS

– *Handbook of strategies, tools and activities*



**NORDIC
PLACE
ACADEMY**

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

