

Nordic Lights

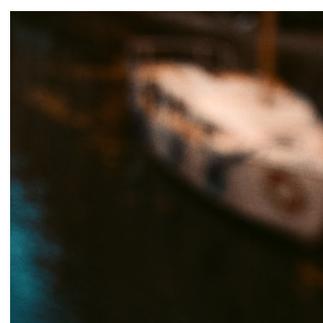
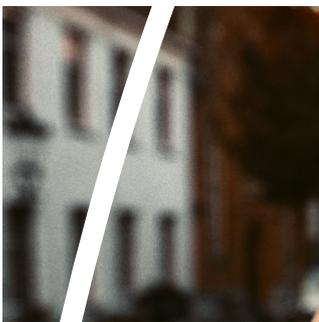
2019



The co-creation project Nordic Lights will pave the way for the future of Place Branding & Marketing in the Nordic countries.

Insights will be collected from well chosen placebranding initiatives from cities and regions in all Nordic countries and a new toolbox will take form.

14 swedish proactive places are already onboard. Welcome to join Nordic Lights 2019.



**A new toolbox
for branding
and marketing
Nordic places.**

Time to rethink the branding of Nordic places.

Strategic branding is becoming more important for place leaders in the Nordic countries. The ambitions are diverse; from an enhanced attractiveness for talents and investments to a stronger local identity and pride.

Despite the many brand initiatives and marketing from Nordic cities and regions, the effects are often unclear. Furthermore, it has turned out to be a real challenge to make place branding a value creating strategy for place development, in the eyes of politics and businesses.

The project Nordic Lights will pave the way for a new approach for how to manage the branding and marketing of Nordic cities and regions. We call it Nordic Place Brand Management. A toolbox will take form, that will help you to clarify the unique values, reputation and attraction of the place.

To succeed, we will seek learnings and inspiration from placebranding initiatives from all Nordic countries. The key persons behind these actions will be interviewed and also asked to contribute to the creation of our toolbox. Trends and observations from other industries will be taken into account.

14 Swedish places have already signed up for Nordic Lights. They are now waiting for you and other Nordic cities and regions to join. The cross-border collaboration is a key to success in the project.

Nordic Lights has been designed with the learnings from earlier projects from Tendensor: Talent Attraction Management (TAM) and Business Attraction Management (BAM) were co-created by over 30 participating Nordic cities and regions. The toolboxes have been widely used both in the Nordics and in other countries.

Welcome to join Nordic Lights and to be a co-creator of a new approach for branding Nordic cities and regions.

Per Ekman

Founder & CEO Tendensor
Project leader, Nordic Lights



Six challenges as the starting point for Nordic Lights.

Six key questions have been identified as a the starting point for Nordic Lights. They cover some of the most significant challenges associated with branding and marketing places, today and tomorrow.

The questions represent the overall focus of Nordic Lights and they will guide the selection of casestudies and interviews. They may be revised in dialogue with the project participants.

-  **Capture the unique DNA of the place**
How can we seize the unique values and form an authentic brand strategy?
-  **Take position in a changing world**
How can we create competitive place value propositions to target markets?
-  **Involve the key stakeholders**
How can we engage citizens and businesses in place branding and marketing?

-  **Place Brand Management**
How can place branding and marketing be lead and coordinated?
-  **Marketing places in a digital landscape**
How can a creative and efficient digital marketing take form?
-  **Attract talents and investments**
How can branding and marketing contribute to the attraction of talents and investments?

Let's learn from the best - but also think outside the box.

In order to create an innovative toolbox for branding and marketing places, we will analyse and learn from successful Nordic initiatives. In particular, we will search for places that have managed to build on unique values and managed to take position in a changing world.

Furthermore, multiple sources of knowledge and creativity will contribute to the final result. In total, we can summarize these inputs into six areas:

Successful branding and marketing initiatives

Case studies will be used to get behind the scenes of well chosen strategic and tactical efforts. We will seek these cases among both large and small places all around the Nordic countries.

Interviews with key actors

Interviews will be done with key individuals behind the branding and marketing or with other persons who we believe can contribute to our findings and toolbox. As project participant you will have full access to the interview results.

Learnings from project participants

As Nordic Lights participant, you are likely to have valuable experiences of place branding and marketing from your city or region that can influence our findings.

An academic and international outlook

The academic interest for Place branding is growing and we will try to benefit from research that have practical applications. Cases and initiatives from places outside the Nordic countries may also be highlighted.

Tendensor's knowledge base

Tendensor and Per Ekman have an extensive experience in place branding, innovation, talent and business attraction that can benefit the project.

Co-creation (onsite and online)

To form the tools of Nordic Place Branding and Marketing, co-creation is key. Conferences and workshops will be arranged and a digital community helps us to keep in touch.

14 Swedish places are already onboard:

Blekinge, Borlänge, Enköping, Gävle, Sala, Skellefteå, Skövde, Sundsvall, Trollhättan, Umeå, Åre, Örebro, Örnköldsvik, Östersund

This is what you get.

- Influence the focus of the project**
The challenges you meet in your place branding and marketing will be clarified by interviews and surveys. By doing so, we can optimise the selection of cases and tools.
- Access to cases & interviews**
Initiatives from all Nordic countries will be analyzed. Interviews will be done with key persons involved. You will have full access to case studies and interviews with key persons.
- Two conferences for Co-creation and learning**
During the fall 2019, two conferences will be arranged to the experience exchange, presentations and co-creation. Three persons from each participating city can join. The locations will be announced in May.
- A Nordic network of place brand professionals**
Nordic Lights will give you access to a network of proactive brand leaders and professionals. We will encourage an open and informal experience sharing.
- A digital Community for easy communication**
Five persons from each participant are welcome to our online project community. This is the place to be if you want to interact with other project members between conferences.
- Handbook: Nordic Place Brand Management**
As a result of Nordic Lights a unique handbook will be created by Tendensor filled with methods and tools. You will be highlighted in the handbook as key partner.
- Option: Seminar at your place**
The findings and the toolbox from Nordic Lights can be a boost of energy for your branding and marketing stakeholders at home. You can book a seminar with Tendensor for up to 15 people in your city.
- Early Bird: Conference in Umeå, 9-10 May**
Sign up for Nordic Lights before 30 March and you are welcome to join the Conference in Umeå. This is where the journey starts to a new framework for branding and marketing Nordic places.



Fee and application

Fee

3 000 Euro (exklusive VAT)

Full access to project conferences, casestudies and the final toolbox. Three persons from each member can participate at conferences. Five persons can join the digital community.

Option: A training seminar can be arranged for your stakeholders at your location. A good way to make the most of Nordic Lights. The seminar can be booked at project start or later.

Application:

Send an E-mail to Per Ekman, Tendensor (per.ekman@tendensor.se)

The closing date for application is 30 April. Project period: May 2019 to January 2020. Early Bird: Conference in Umeå 9-10 May.

About Tendensor

Tendensor is a Swedish consultancy focusing on how places can develop their attractiveness and innovation capacity.

Our customers are leaders and teams responsible for developing cities, regions and tourist destinations in all Nordic countries. We offer creative workshops and seminars as well as complex project management.

The founder and CEO of Tendensor is Per Ekman who also manages all large assignments and most important events. To his assistance, Tendensor has a vast network of partners and freelance consultants both in Sweden and in other countries.

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Tendensor's past Nordic projects



Talent Attraction Management (TAM), 2013.

17 Nordic cities and regions participated in Tendensor's TAM project to find out how talent attraction can be managed, today and in the future. The toolbox have been spread globally.



Business Attraction Management (BAM), 2015.

Tendensor and Nordic Place Academy arranged the Nordic project BAM to find new strategies and tools for attracting knowledge intensive investments. 22 nordic cities and regions participated.



Talent Attraction Management In practice, 2016.

10 Swedish regions and cities cooperated to implement the TAM toolbox and to share knowledge and best practice.



Talent Attraction Management for Science Parks, incubators och clusters (TMI), 2017.

Seven Swedish innovation hubs joined forces with Tendensor and Nordic Place Adacemy to show how Science Parks, incubators and clusters can develop an efficient Talent Attraction Management.