



# Interreg IIIB

(June 2003-June 2006)

## Development by Branding the Trade Mark -

Kerstin Brandelius-Johansson, Sollefteå


Project manager



## Background:

- Small cities in NP- 10-20.000 inhabitants
  - Structural changes
  - Decrease or stagnation in population
  - Business development - new markets & new companies (profiles)
  - A need for better communication and co-operation between public and private sector (municipality/businesses)
  - Stronger identity - internal and external
  - Build and brand a strong Trade Mark
- 





The four municipalities all have a need to develop a more future oriented and focused image of their municipality, both internal and external, to meet challenges of the future.

We will do so by:

*Sollefteå*  
*Akureyri*  
*Sortland*  
*Steinkjer*



# Objectives

- Develop a strong future oriented identity by branding and profiling the municipalities
- Use a Tripple-Helix approach by involving communities, companies and research
- Branding activities at different levels; local, regional, national and international
- Benchmarking at a transnational level; initially within the partner group but finalising with an open meeting to share with other municipalities in the NP



# Develop a strong future oriented identity by branding and profiling the municipalities - HOW?

- Awareness of strengths and weak points - how can we turn disadvantages into advantages?
- Have a strong ambition and a desire for continuous improvements
  - A strong leadership that can unite all participants to a common goal
  - A municipality has a lot in common with a company and building a strong Trade Mark is essential
  - Co-operation between the municipality/public sector and companies for sustainable development

# Use a Triple-Helix approach by involving communities, companies and research

- Must be unique, have credibility and live up to peoples expectations
- Must be future oriented - what do we want to be/become?
- Research -questionnaires -surveys
- The inhabitants of the municipality is actively participating in the branding process
- The inhabitants support the Trade Mark



This project is partially funded by The European Union Regional Development Fund



# Research participation -

## N-T Research Institute & Mid Sweden University

- Collecting data and information to build a context of each participating municipality
- Gather information and make existing knowledge useable
- Develop new knowledge for the benefit of the project
- Lectures, good examples etc.
- Follow the branding process
- Evaluation of the project
- Make a presentation of the results



This project is partially funded by The European Union Regional Development Fund



## Four Milestone meetings with different topics:

- Building a platform for the project with research
- Branding process and web platform
- Target groups; families, young people
- Analysis and follow up of questionnaires and surveys
- Best Practise - learn from others
- Benchmarking on local and regional experiences/ activities



This project is partially funded by The European Union Regional Development Fund



# Final meeting March/April 2006 in



Open meeting and inviting representatives from the NP area and the NP steering committee

A presentation of:

- The Brandr project
- The branding process - comparison between the municipalities
- The results - research
- Sharing of experiences
- A branding "model"



This project is partially funded by The European Union Regional Development Fund



# Transnational value

- Generally; open up borders, new ideas, contacts., can we do it differently?
- To follow and compare the branding process between the four municipalities with very different Trade Marks
- Sharing of experiences during every meeting for inspiration and learning
- Input and knowledge from research and then following the process will ensure a professional evaluation that can be shared among other small towns in NP
- Planning of local and common activities for various target groups and exchange results
- Others to be able to follow the process by Internet
- A final open meeting where we will make a presentation of the project and the branding process and how/in what way it has effected local and regional development



This project is partially funded by The European Union Regional Development Fund



## The Local Branding Process



THE TOWN OF  
**Akureyri**  
www.akureyri.is

# Akureyri - All Good Things in Life

- Implementation
- Establishing six working groups for each of the local activities
- Brandr project connected to a number of regional, national and international activities
- A discussion about the Trade Mark
- Surveys and co-operation with research



This project is partially funded by The European Union Regional Development Fund



# The Local Branding Process **Steinkjer - IT-city** <sup>®</sup> steinkjer

- The project "owner" is Steinkjer Business Development Dept. and IT-city is the Trade Mark
- A change over to Steinkjer Municipality as "owner"
- A lively discussion about the Trade Mark locally and regionally (connection with the regional brand?)
- Questionnaire to 2000 inhabitants - research co-operation
- A decision will be taken in 2005 in the "Kommunestyre"
- Various activities



This project is partially funded by The European Union Regional Development Fund



## The Local Branding Process



# Sortland - The Blue City

- A project "kick off" with an open seminar
- Presentations and implementation
- Focus on and activities in connection with the local/regional business life
- A halt in the project due to City Manager change
- Rebuilding the project organisation
- A revised project & action plan is taken



This project is partially funded by The European Union Regional Development Fund



## The Local Branding Process



# Sollefteå - A Powerful community

- Discussions about the Trade Mark during the preparatory project
- Implementation within the municipality organisation and business life
- Questionnaire to 2000 inhabitants
- Co-operation with research
- Internal discussions about two Trade Marks - the organisation and the community

