

Minutes “Place Branding & the Fehmarnbelt-Region”

Time: the 27th of February 2013, 10.00-16.15

Place: Fonden Grønt Center, Holeby

10.15 - 10.20 Opening / Welcome

Dr. Björn P. Jacobsen welcomes the participants and opens the workshop.

10.20 - 10.35 Presentation BeltTrade in the context of Place Branding

Lars Wewstädt presents the project BeltTrade in the context of place branding.

10.35 - 10.45 Presentation BELTFOOD in the context of Place Branding

Karolina Miler presents the project BELTFOOD in the context of place branding.

10.45 - 11.45 Introduction to Place Branding

Dr. Björn P. Jacobsen holds a speech about Place Branding from a general and theoretic point of view.

Björn integrates a little workshop session for the participants and asks them to answer the following questions:

<i>Hvad kommer du til at tænke på, når du hører "Femern Bælt Regionen"?</i> <i>Answers from DK</i>	<i>Was fällt Ihnen spontan ein, wenn Sie „Fehmarnbelt-Region“ hören?</i> <i>Answers from DE</i>
<ul style="list-style-type: none"> ▪ Forbundethed / Verbundenheit ▪ Tæt på naturen/ Naturverbunden/ Nature ▪ Ro/Frieden ▪ Kvalitetsfokus/ Qualitätsfokus ▪ Demokrati engagerede/ Demokratisch ▪ Farming ▪ Tillid/ Vertrauen ▪ Internationalitet/ Internationalität ▪ Hidden treasures (landscape industri) ▪ Knowledge / universities ▪ Business → shopping beer & mineral water ▪ Food → restaurants, Eisbein mit Sauerkraut, fish and agriculture, agricultural products of high quality ▪ Historical fighting (war) ▪ Lübecker Marzipan/ Lübecker Weihnachtsmarkt ▪ Sea/Ships/coastline/ferry (Scandlines)/water/vacation ▪ Challenges ▪ Work / Mobile workforce ▪ Flat open landscapes/ clean nature 	<ul style="list-style-type: none"> ▪ Sugar beets ▪ strengthening of innovation ▪ Baltic Sea ▪ Vacation/ tourism/ holidays/ tourism/beaches ▪ Agriculture ▪ the door to Scandinavia/Gateway to Scandinavia/ Gateway to Europe / Gateway to the Baltic Sea ▪ time standing still ▪ Fehmarnbelt Fixed Link/ Tunnel ▪ Cross-border region (Germany, Denmark, Sweden) ▪ Chances / benefits ▪ Culture, Economy ▪ Germany/ Denmark (Schleswig-Holstein/Denmark) ▪ Ferry/ Water ▪ Logistics ▪ landscape ▪ Sailing ▪ Beaches

<ul style="list-style-type: none"> ▪ Windmills ▪ Lack of industry ▪ Declining + old population ▪ Tunnel / The Fixed Link ▪ EU ▪ Germany ▪ Agriculture ▪ Language skills (Danes speaking German) ▪ Cultural diversity ▪ Space ▪ Undeveloped ▪ Regional development potential/ big chance ▪ Increased economic activity (job creation etc.) ▪ Gateway to Europe from Scandinavia ▪ Accessibility ▪ Friendly people ▪ Fresh momentum in the North, the hot house of Europe 	<ul style="list-style-type: none"> ▪ Verkehrsader/ Vogelfluglinie
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11. 45 - 12.00 Coffee & Tea Break

12.00 - 13.20 Presentation of BeltTrade Brand Book

J. Justus Schneider, kleinundpläcking markenberatung gmbh

13.20 - 14.00 Lunch Break

14.00 - 14.30 Presentation of the BELTFOOD Brand Book

Jonas Meyer, kleinundpläcking markenberatung gmbh

14.30 - 16.00 Active Workshop Session

Jakob Svane (Dansk Industri) takes over the moderation of the active workshop session.

Results:

1. How could a place brand be regulated? Is it possible to regulate and manage a place brand at all? If yes, who could act as the manager of a place brand?

The participants have discussed that it is possible to regulate and manage a place brand. Following issues have been pointed out:

- a place brand could be managed by a group/gremium of different stakeholders from the region. These stakeholders should represent organizations from public authorities, cultural institutions, private sector, etc. → board of different organizations.

On the one hand side, it was mentioned that a place brand would automatically be regulated by public authorities (where the funds are coming from). Private actors will not have the interest and resource to drive the process forward.

On the other hand side it was mentioned that a place brand will be managed by all citizens from the region, if that place brand is based on reality/ if the place brand is indeed rooted in the region's culture.

Consequently, it was agreed that a place brand must be true and relevant for all stakeholders and citizens in the region. If this condition will be met, a place brand will automatically be “lived” and “regulated” by the people from the region.

Furthermore, the participants mentioned that a place brand can be managed by a board if a clear strategy/ common message exists. Also a common key visual was mentioned as a condition for the implementation of a place brand.

2. Imagine the “Fehmarnbelt-Region” as a person. Which character traits would that person have?

- a little fat person
- satisfied, warm-hearted, happy, a big smile in the face
- enjoying nature, natural, green
- around 45 years old, mid-thirties → experienced but has still to learn, young
- naturally bilingual and international, half German - half Danish, a connecting person
- similar to wind and sea, stable/ strong, hard working, substantial, the face tells a story, looks a bit similar, to the landscape in the region
- innovative, modern
- Taking care of others
- educated, intelligent, open to learn, open-minded
- Down to earth, calm and balanced, introvert and quiet, rooted and grounded, Nordic coolness
- a merchant
- trustworthy
- traditionally grown with a long-term perspective

3. Can we really dare to create and implement a place brand for the Fehmarnbelt-Region – in demarcation to the place brands Hamburg and Copenhagen? Or should we rather orientate at these big metropolises and create the interface between them?

- An own place brand for the Fehmarnbelt-Region should be created
- The own Fehmarnbelt Place Brand has to be honestly/authentic
- The Region between Hamburg and Copenhagen can be the “Region of differences!”
- the positive aspects like a good work-life-balance in the Fehmarnbelt-Region should be addressed

4. How can we measure the success of a place brand?

- An annually monitoring is very important
- the measurements will depend on the strategy
- internal (regional) and external effects have to be measured
- it must be the overall aim to be on the “short-list” of possible investment-places for the searching investors

5. How can we structure the process of the development of a place brand? What would be the main cornerstones and what could be a realistic durability before launch of communication activities?

- The structure of the process of the development of a place brand should be according to the presentation of Kleinundpläcking, including the following main cornerstones: Analysis, Strategy, Personality, Activation, Management.
- Much more information has to be collected about the Fehmarnbelt region, maybe by an external agency.
- You need at least 12 months until you have all relevant actors from the Danish and German side in the boot.
- You need three years for the entire process.
- An identity can only be created in connection with the people living in this region. This will take a lot of years.
- A region has to be rooted with its people, if you want to create a region.
- We should consider the experience from Øresund Food: What scenario would we have without the place branding of the Øresund region? People going from Malmö to Copenhagen for shopping will speak Swedish in Copenhagen and everybody understands them.
- People from Malmö feel to be a part of the Øresund region. This does not appear to Copenhagen, due to its very strong brand.
- Starting to build the tunnel physically will build identity.
- There is also a lot of fear concerning what comes after the tunnel has been built up / when the work has been finalized. What is the benefit afterwards?
- You may better present a brand one or two years before the ending of the tunnel building.
- The tunnel can be seen as an unborn baby...the parents have to prepare themselves...by clothes...paint the room...and so on. The same happens with the tunnel.

6. How can we delight and motivate regional stakeholders to contribute to the establishment of a place brand for the Fehmarnbelt-Region?

- You have to have one spirit and one identity.
- The stakeholders have to be part of the story.
- The stakeholders should feel that they are gaining / having benefit from being involved.
- But also the financial support of private companies is needed.
- A lot of companies may not identify themselves with the Fehmarnbelt region. There are companies which do not want to be connected with the Fehmarnbelt region.
- Simply the fix link is a motivation factor.
- We can motivate regional stakeholders by showing examples.
- It should be a group of stakeholder consisting of industry, politicians, culture, etc.
- The problem is not to get the stakeholders together but to jointly agree on something.

16.00 - 16.15 Summary of the Day