

Die Agentur für Stadtkommunikation und Standortmarketing



MESSAGE.TALKS • 12.6.2024 • 9-10 UHR

PLACE x Nordic

Trends und Insights von der “Place Attractiveness Conference“ in Tallinn, Estland



IM GESPRÄCH:

**Mag. Karl Hintermeier
und Claas Bischof, MA**
message Marketing



PLACEXNORDIC

The Place Attractiveness Conference

- Bis 2023 bekannt als „Nordic Place Branding Conference“
- Organisiert von Future Place Leadership/
Place Leadership Academy
- Größte Place Branding Konferenz im Norden,
ca. 250 Teilnehmer*innen aus ganz Europa
- Präsentationen zu Talent Attraction, Place Branding und
Marketing; Networking, City-Walks und Site-Visits
- Thema 2024: Reimagining Places in a World of Turmoil –
Community, Purpose and Tech



TALLINN, ESTLAND

Dynamisch, Demokratisch, Digital

- 1,3 Mio. Einwohner, davon ca **437.000** in Tallinn
- Selbstverständnis als Teil der **nordischen** Staaten
- Konstantes wirtschaftliches **Wachstum** seit
Unabhängigkeit
- **Hohe Rankings** für Wirtschaftliche Freiheit,
Wettbewerbsfähigkeit, Bildung, Pressefreiheit,
Korruption
- **Digitalisierung** auf allen Ebenen: e-Residency, alle
Amtswege, digitale Wahlen, gratis WiFi, garantierter
Internetzugang für alle Bürger*innen





hõpneti maja







GEHL ARCHITECTS

Städte für Menschen

Liselott Stenfeldt, Gehl

The Art of Urban Story Design ● **message**



GEHL ARCHITECTS

Pioniere der modernen Stadtplanung

- Erste Arbeiten zum Thema seit 1970ern
- Maßgeblicher Einfluss auf Umgestaltung Kopenhagens mit Fokus auf Fußgänger*innen und Radfahrer
- Eigenes Büro Gehl Architects seit 2000
- Weltweite Projekte, z.B. in London, New York, Australien

Gehl

The Gehl Lens

We use a suite of methods and digital tools to gather thick data to understand **people's lived experience in the city**





Die physische Umgebung beeinflusst das Verhalten von Menschen und das lokale Ökosystem

90%
Platz

10%
Nutzer



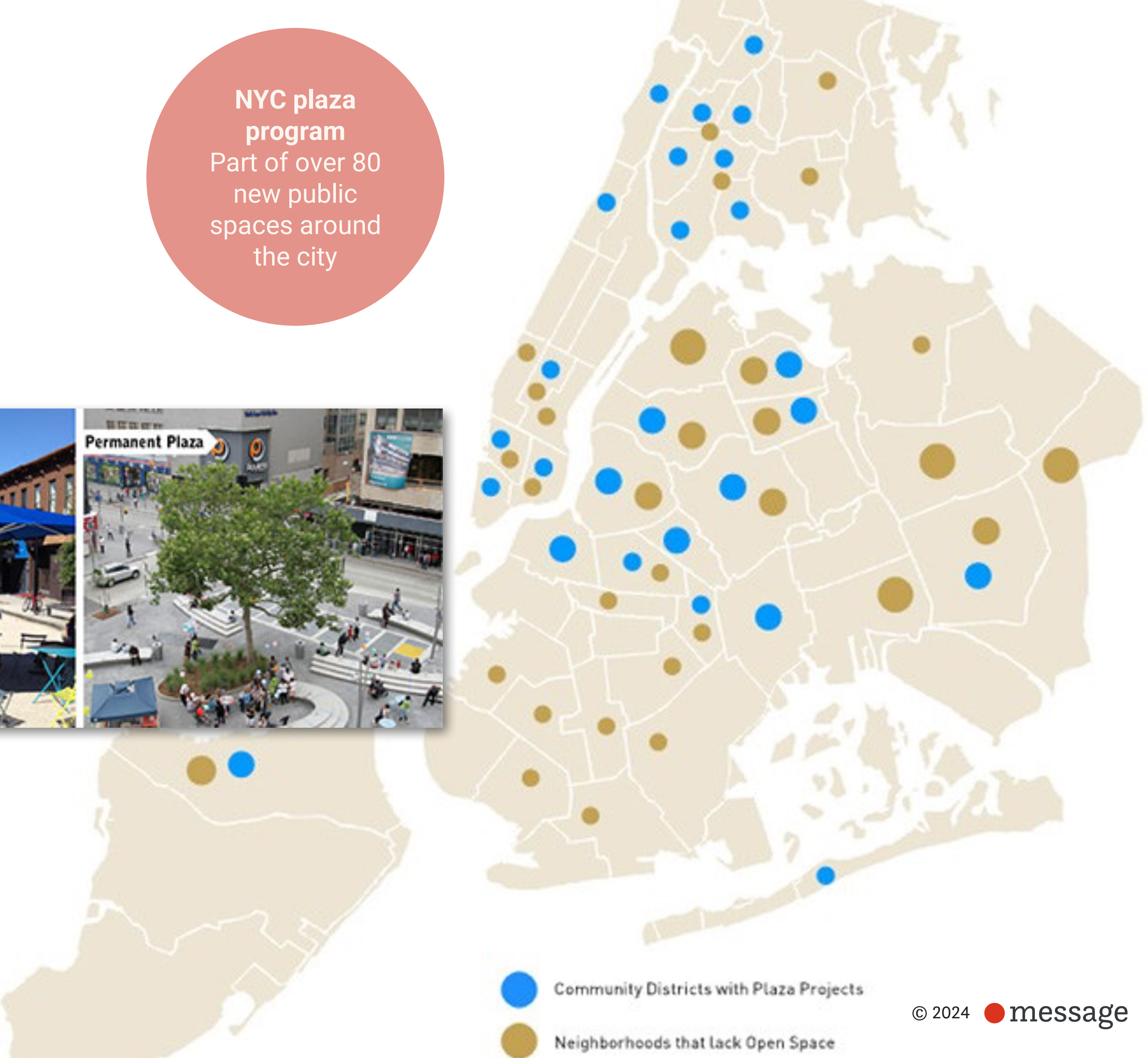
-63%
Verkehrsunfälle

-35%
Fußgängerunfälle

-49%
kommerzieller Leerstand

+71%
Umsatzsteigerung bei
angrenzenden Unternehmen

NYC plaza program
Part of over 80 new public spaces around the city



- Community Districts with Plaza Projects
- Neighborhoods that lack Open Space

Market Street Prototyping festival, San Francisco

Engage



Measure – 300 ideas for social inventory

Empower & evaluate



TEST – 200 ideas - 50 user generated temporary Prototypes along the street

Lasting impact



Refine and create – permanent solutions

15.000 participants provided design feedback

73% of people surveyed ran into the festival by chance

From promoting landmarks
to promoting places that invite
for public life outcomes

Blue Planet
In Copenhagen

1.100.000

visitors / year

Denmark's 5th most visited
attraction

Sofiendal
community center
In Haslev
(11.400 inhabitants) has
1.100.000
visitors / year

Blue Planet
In Copenhagen
1.100.000
visitors / year
Denmark's 5th most visited
attraction

Understanding Everyday Life

From Paris, to London to New York and LA, tourists love to be where locals are.

If we invite for better everyday life in cities, they will attract more people

Gehl



HEUTE

liegt der Fokus auf der gebauten Form;
Gebäude, Straßen, Platzgestaltung:

Entscheidungsträger*innen:

Förderung von Wahrzeichen

Praktiker*innen - Architekten, Ingenieure, Anwälte:

Projekte, die Geld einbringen und den Gesetzen/
Vorschriften entsprechen

Bürger*innen:

Fühlen sich nicht einbezogen oder können sich
hauptsächlich negativ zu äußern

MORGEN

sollte es um das Leben gehen - öffentliches Leben,
Inklusion, Humankapital.

Entscheidungsträger*innen:

Förderung von Orten, die zum öffentlichen Leben
einladen

Praktiker*innen - Architekten, Ingenieure, Anwälte:

Priorisieren Leben und soziales Kapital im Stadt-Design,
Infrastruktur und Politik

Bürger*innen:

Fordern mehr!

ESTONIA

Talent Attraction Program

Estonia's customer journey of Talent Attraction and Retention

work
estonia

Leonardo Ortega
Head of Work in Estonia

why choose
estonia?



why choose
estonia?

#1 digital
society

why choose
estonia?

career
boost

why choose
estonia?

great work-
life balance

why choose
estonia?

clean
environment

why choose estonia?

stable and
safe



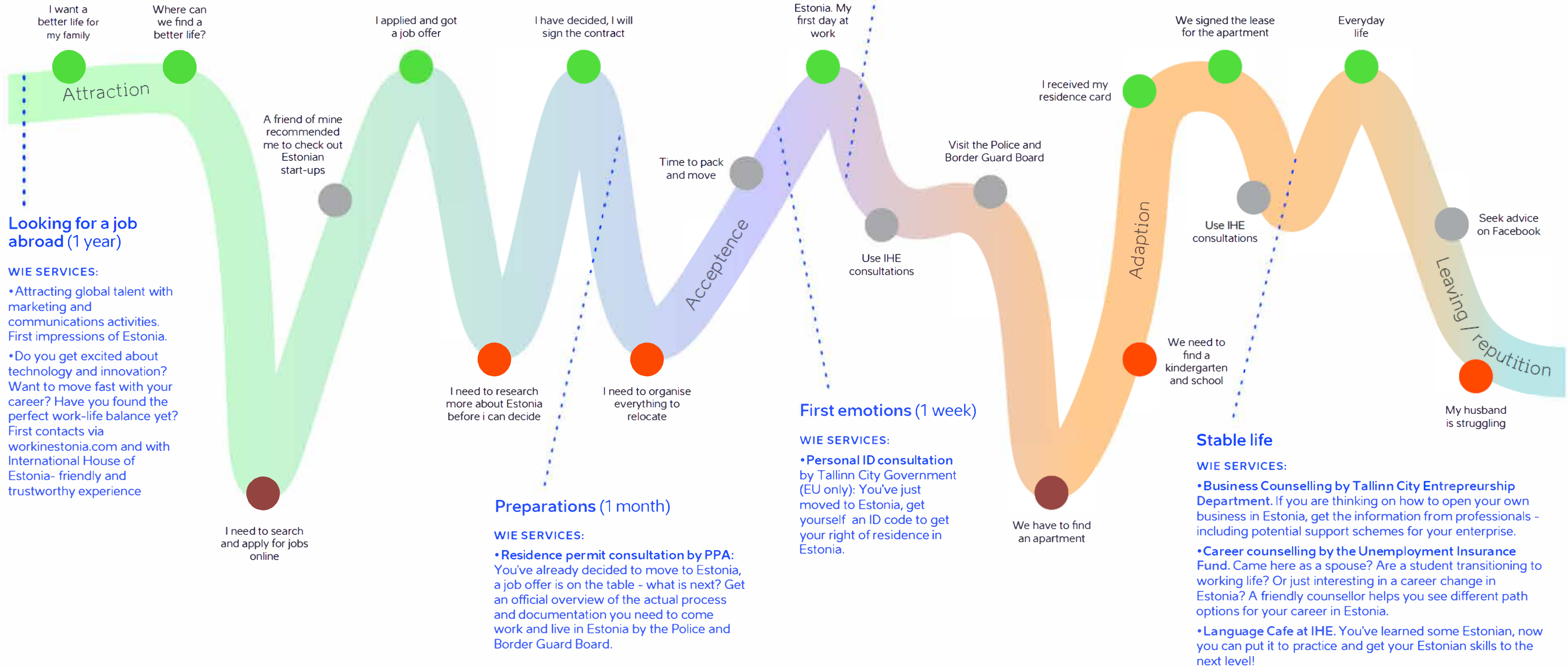
sounds too good?

sometimes it's
cold and dark
outside



The average temperature ranges from +4,6 to +6,7 °C and sunlight from 4,5 to 5,3 hours per day. Yes, this leaves a lot of time for indoor activities.

Travelling Kangaroo's journey



Services

Attraction

- + workinestonia.com – information, job opportunities and recruitment campaigns with companies
- + Materials & marketing campaigns promoting and introducing working in Estonia
- + Testimonial videos
- + Abroad event participation

Reception

- + International House of Estonia
- + Handbook „Relocation Guide“
- + Document templates in English
- + Checklist for foreign recruitment
- + Development of environment for internationals

Integration

- + International House of Estonia
- + Spouse Programme
- + Language Cafe
- + Welcoming programme (Ministry of Culture)
- + Development of environment for internationals

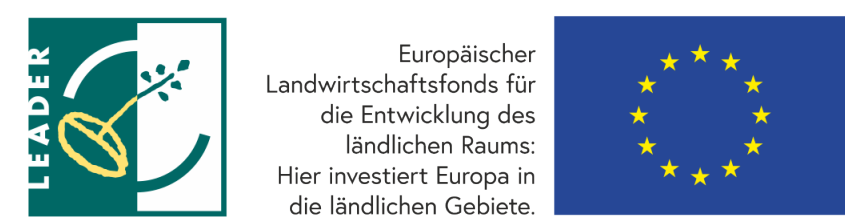
Reputation

- + *Exit-interview* development

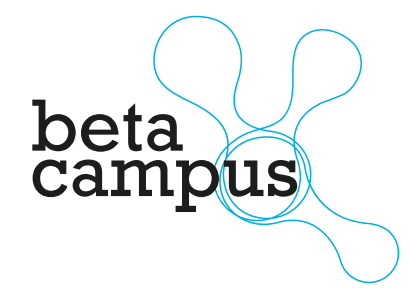


Talente finden, halten, zurückgewinnen

Mit Unterstützung von Land und Europäischer Union

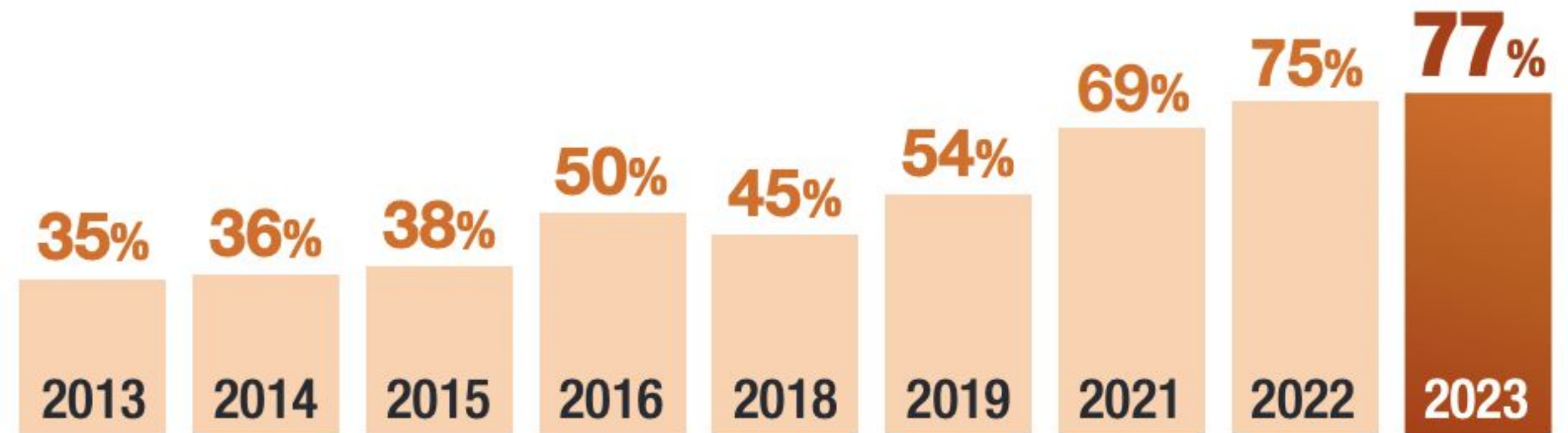


Europäischer Landwirtschaftsfonds für die Entwicklung des ländlichen Raums: Hier investiert Europa in die ländlichen Gebiete.



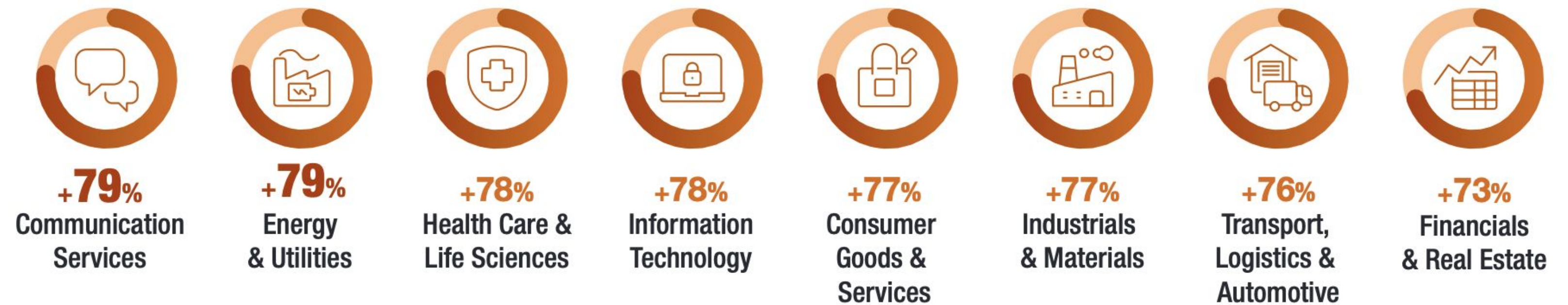
Why is this important?

Global talent shortage (average)



Source: Manpower Global Talent Shortage 2023

Talent shortage accross industries



Source: Manpower Global Talent Shortage 2023

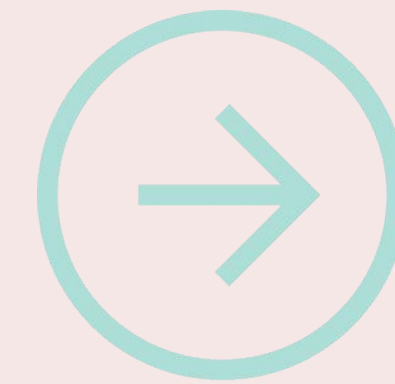
TalentCityIndex™
Sverige

Future Place
Leadership™

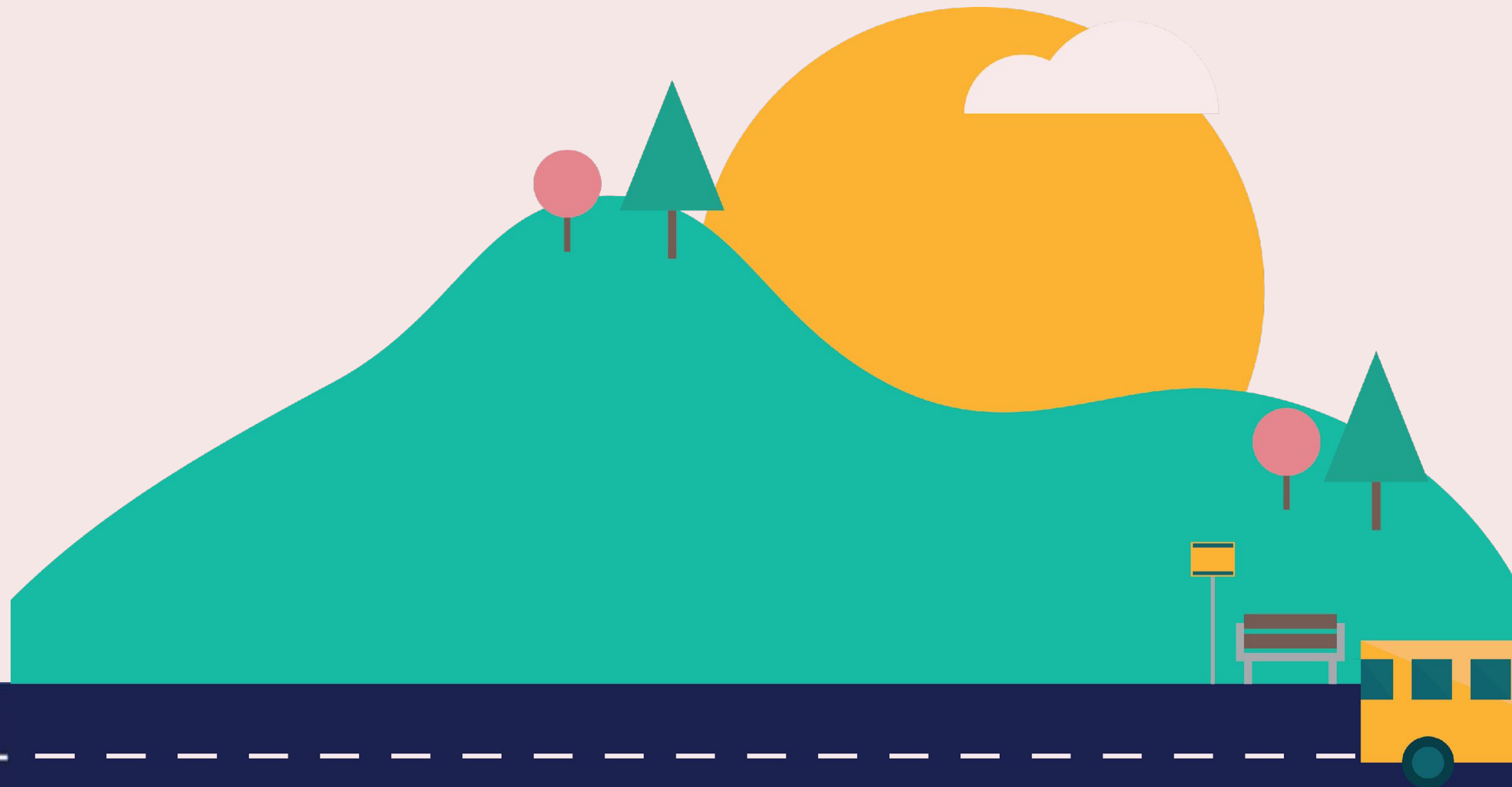
Skilled talent
further away



Employer brand
weaker



Place brand
stronger



Future Place
Leadership™

Attraction factors (all countries combined)



Attraction factors (different professional groups)



FÄRÖER

Virale Sensation sucht neues Zuhause

Guðrið Højgaard, CEO Visit Faroe Islands



Sheep View



Faroe Islands Translate

Projects



re@ote-tourism

How the Faroe Islands ten-doubled tourism during the Covid 19 pandemic

We invented Remote Tourism. The world's first remote-controlled tourism experience. The concept enables tourists to experience the Faroe Islands via a local guide, controlled via a joystick on mobile, tablet or PC.

According to Associated press the story became the biggest tourism news story in the world and in just six weeks, 700,000 "visited" the Faroe Islands.

When no one could travel the Faroe Islands had more visitors than ever.

On horseback, at sea and you can even remote control a helicopter.




London

Faroe Islands





Nicht nur eine
(Tourismus-)Destination,
sondern ein Zuhause

Roadmap towards 2030

Build

Tourism is a means of building a better home, with more and better business opportunities closely linked to Faroese culture and which afford a positive contribution to life in the Faroe Islands across social, economic and environmental platforms.

Local people experience the positive impact of tourism on Faroese society

80%

Share

Tourism is a means of sharing our home with each other, with our guests and with the world while still respecting and strengthening our DNA.

Preserve

Tourism is a means of preserving and developing our home and our natural and cultural heritage, which are the very things that make the Faroe Islands such an attractive place to visit and live in.

Tourism providers have a sustainability policy

100%

Within 48 hours

5,945
registered

80

Selected
Volunteers

Average age

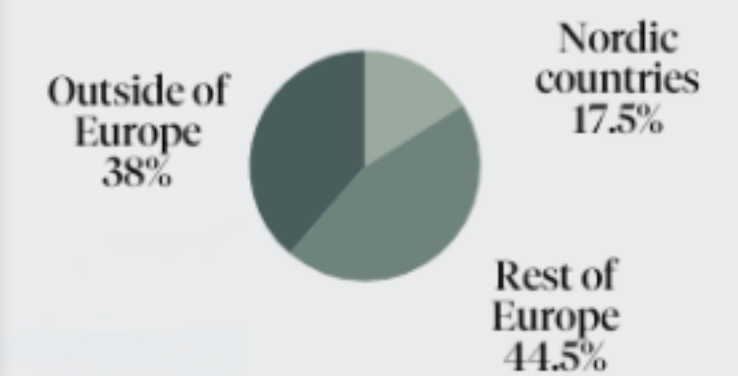
37,1

from 18 to 80
years old



For a few days every year popular sites and attractions will be closed for regular tourists.

Selected from 32 countries



student, professor,
designer, architect,
city planner



agricultural advisor,
gardner, Farmer, park
manager and ranger



trip planner, marketing,
photographer, hiking
guide, future volunteer



IT Consultant, accountant,
process manager

Introducing the Faroencers



Unfiltered

stories from the Faroe Islands



introducing the
#faroencers



ESTONIA

#1 Digital Nation

Invest in Estonia

Leveraging AI and advanced digital tools to attract FDI

invest
estonia

Kata Varblane
Enterprise Estonia
Director of Country Promotion

Eliis Randver
Estonian Investment Agency
Director of Marketing and International Relations





Invest Estonia received the United Nations Investment Promotion Award for Excellence in the Response to COVID-19 crisis

Invest Estonia was awarded the United Nations Investment Promotion Award as, according to the U.N, the agency has shown readiness, innovation and excellence in supporting the evolving needs of investors during the COVID-19 crisis.

[CONTINUE TO ARTICLE](#)

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Automation at Invest Estonia listed among UNESCO's global top 100 AI projects

Four AI-related solutions from Estonia, including automating investment promotion at Invest Estonia, were chosen among top 100 artificial intelligence projects solving global problems.



Head of Invest Estonia receiving the Emerging Europe award: "Our goal is to help investors to the maximum"

Estonian Investment Agency received the leading investment promotion agency award from Emerging Europe last week in Brussels, Belgium. Although the competition at the top is intense, the Estonian Investment Agency keeps providing new solutions and developing the customer experience, securing its lead position for the third time in a row.

electronic
investment
advisor – Eia

invest
estonia



investinestonia.com/start



compareEST

invest
estonia

invest in estonia

opportunities business in estonia compare regions news & events contact us

comparest

Use our unique location attractiveness comparison tool to compare Estonia's investment attractiveness to that of other European countries.

Choose your business opportunity to begin:

Defence

START COMPARING



compare estonia's investment attractiveness

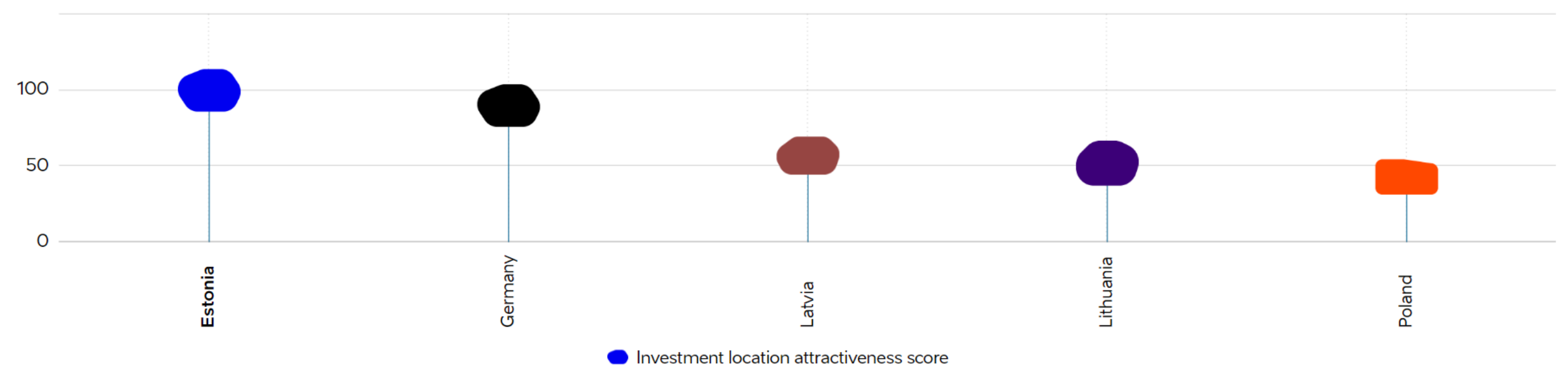
The general attractiveness score for each country is based on 5 pillars: Human resources, Taxation, Business environment, Infrastructure, (Lack of) political and financial risks. Scale weights have been applied to each element.

Each of the pillars is further discussed and its containing indices explained in the next graphs.

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Highest score among chosen countries = 100/100



ESTONIA

#1 Digital Nation **Beyond Digital**

e-Estonia: beyond digital

ERIKA PIIRMETS

Digital Transformation Adviser

e-Estonia Briefing Centre

erika.piirmets@eas.ee



started with
pain

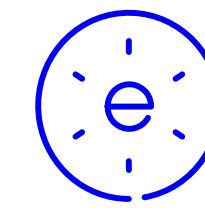


strong leadership
digital vision

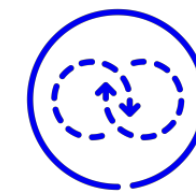


99% online
interoperable
services

- + digital first strategy
- + citizen centric
- + transparent and seamless



strong leadership
digital vision



99% online
interoperable
services

- + digital first strategy
- + citizen centric
- + transparent and seamless



2nd pain: hitting the limit



our children, grown
in a digital society,
never having
had to visit a
government
office – how
will they imagine
the future?



welcome to post-digital era

seamless integration of digital services into everyday life

Digitization era
2000 – 2010
e-Government

Enhanced traditional public services online. More efficient information processing.

Digital transformation era
2010 – 2020
Digital Government

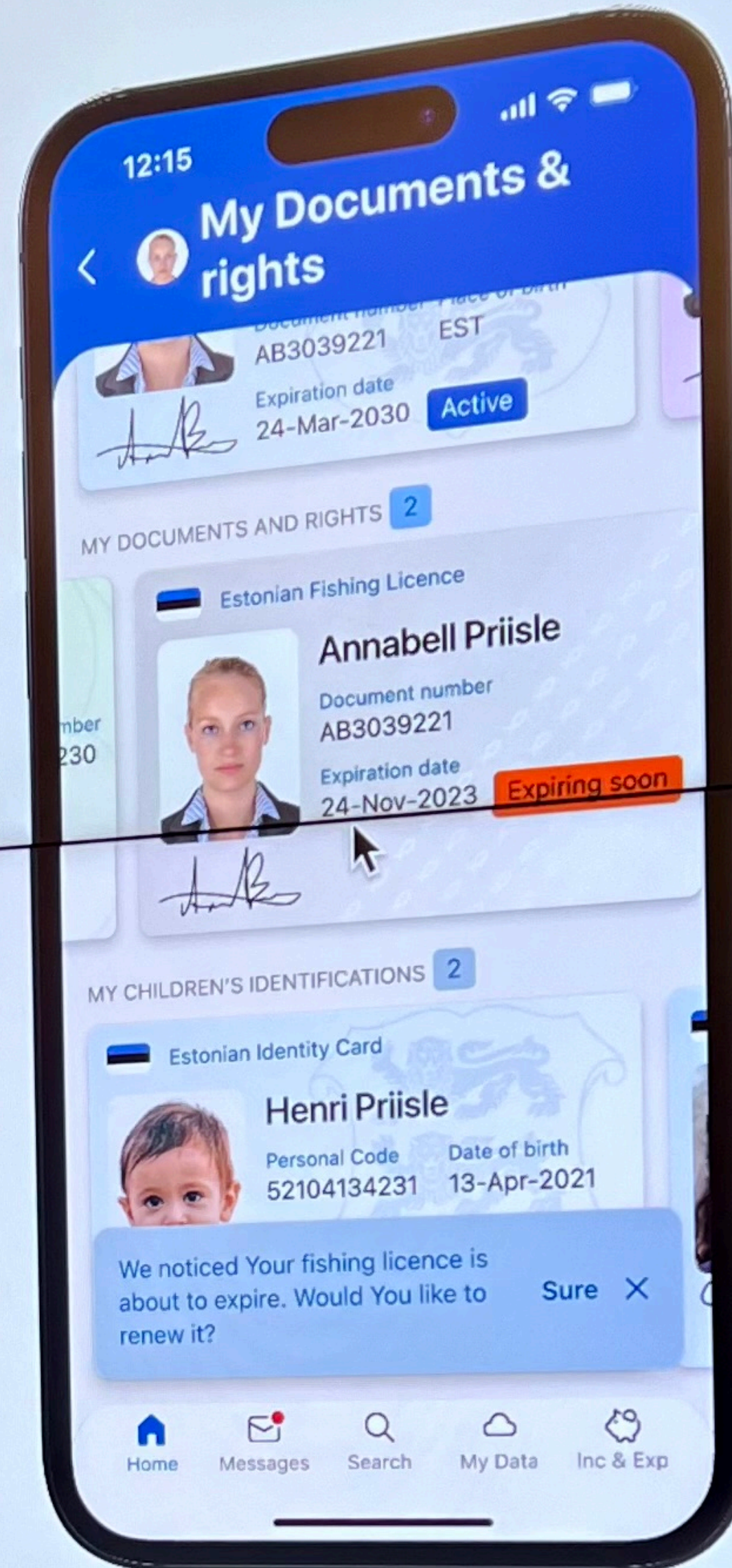
End-to-end digital replacement of traditional public services. Whole-of-government approach to service delivery.

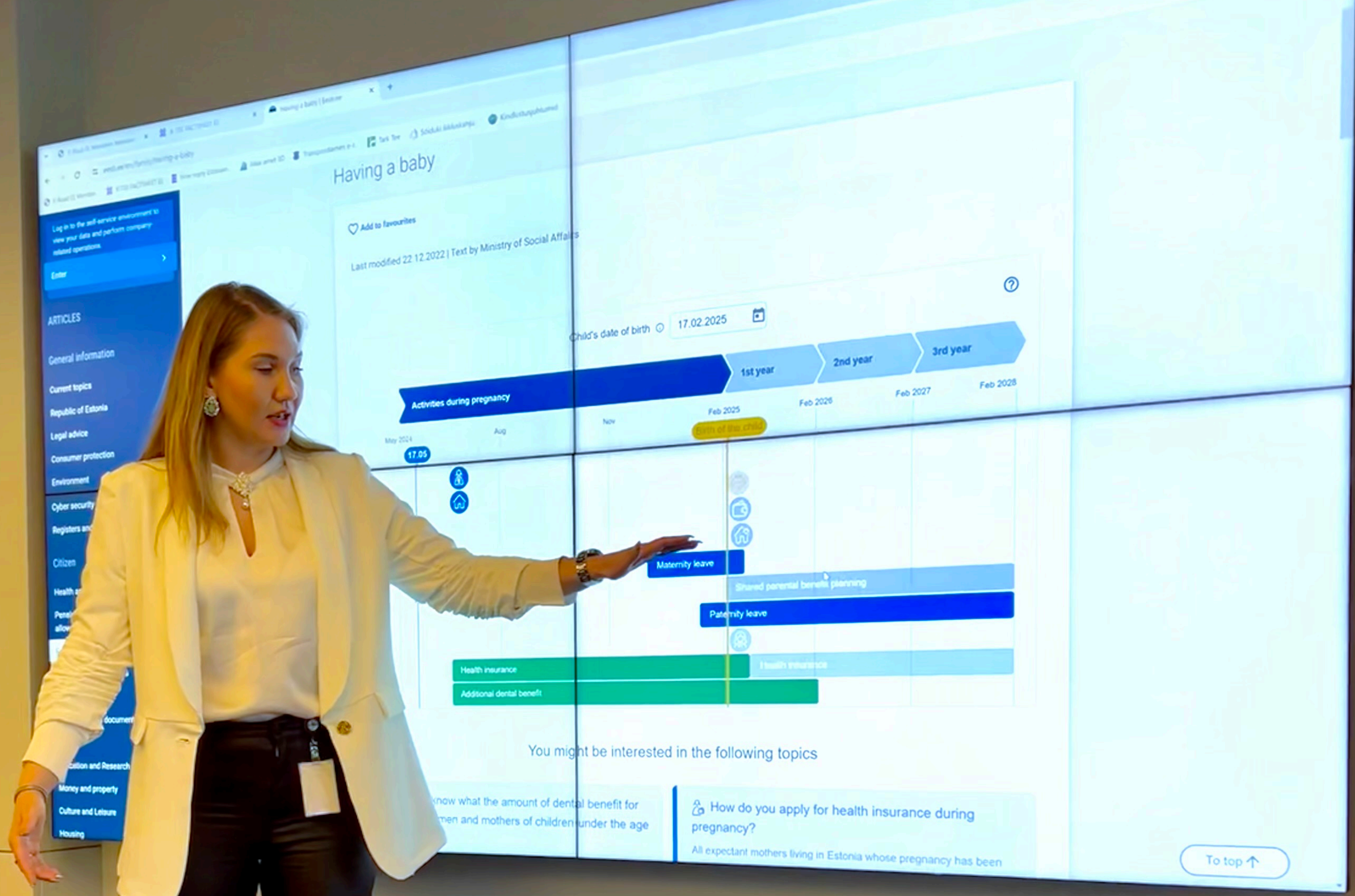
Post-digital era
2020 – ...
Personal Government

Citizen-centric digital-first new type of services and capabilities without traditional analogues. Whole-of-society approach to service delivery.

Personal
Government,
in your pocket

Everything a citizen needs should not be more
than 3 moves of thumb away.





Having a baby

Add to favourites
Last modified 22.12.2022 | Text by Ministry of Social Affairs

Child's date of birth 17.02.2025



You might be interested in the following topics

How do you know what the amount of dental benefit for men and mothers of children under the age

How do you apply for health insurance during pregnancy?

All expectant mothers living in Estonia whose pregnancy has been

To top ↑

Log in to the self-service environment to view your data and perform company-related operations.
Enter

ARTICLES

General information

Current topics

Republic of Estonia

Legal advice

Consumer protection

Environment

Cyber security

Registers and

Citizen

Health and

Penalty allow

document

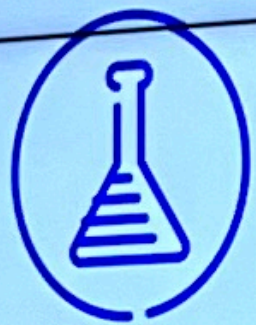
Education and Research

Money and property

Culture and Leisure

Housing

proactive healthcare



20% of population
DNA donors

- + Biobank since 2002
- + preventative medicine
- + patient-centric care

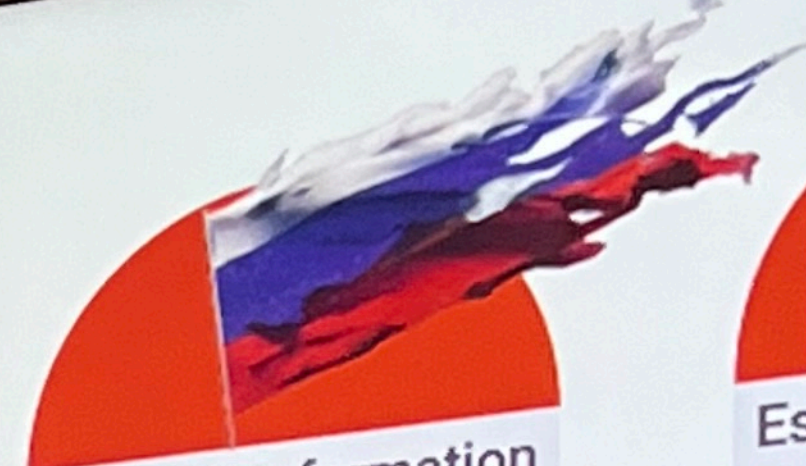


increasing
pressure

A year's worth of attacks
within a month



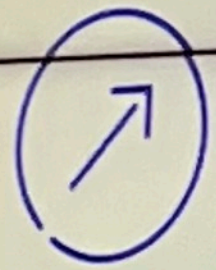
Estonia decided to provide Ukraine with its largest amount of military aid to date.



Misinformation about the attacks against Pskov Airport.

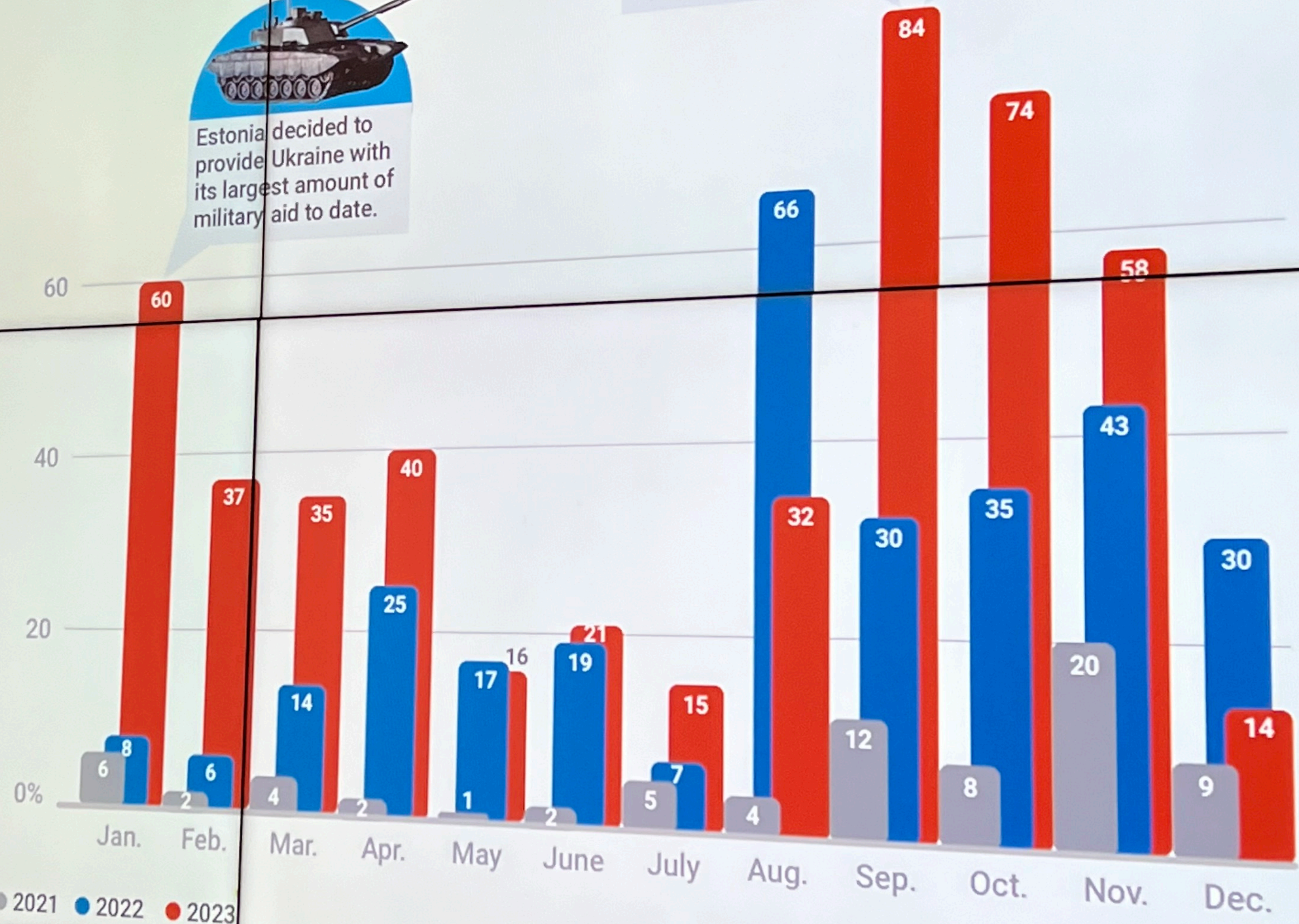


Estonia banned entry for vehicles with Russian licence plates.



484 DDos in 2023,
60% increase/year

+ targeted and sophisticated
+ ideologically motivated



● 2021 ● 2022 ● 2023

the hard part of the job

how **Estonia** stayed on course

- + not a quick win
- + overregulation kills innovation
- + conspiracies
- + service design matters
- + governments don't know best

- + digital-minded leadership
- + protective but agile
- + transparency works
- + GaaS
- + public-private partnership



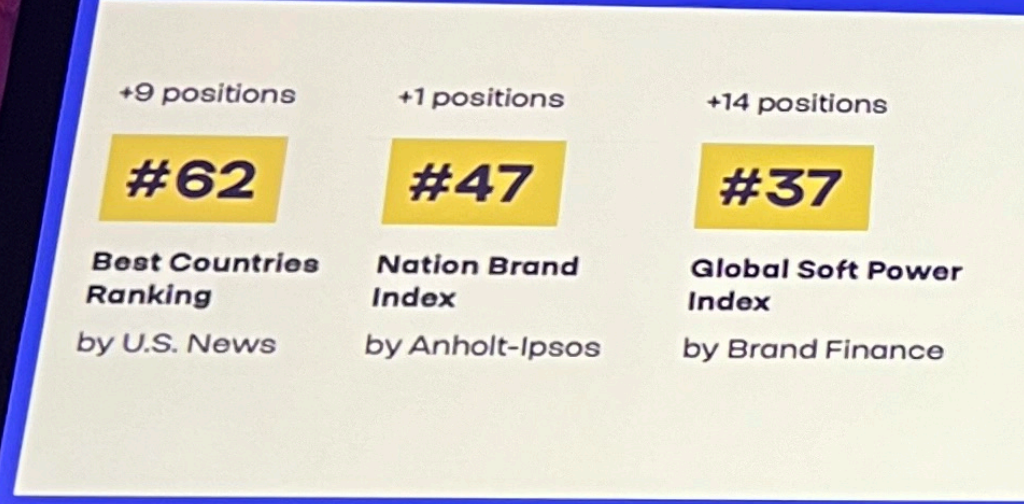
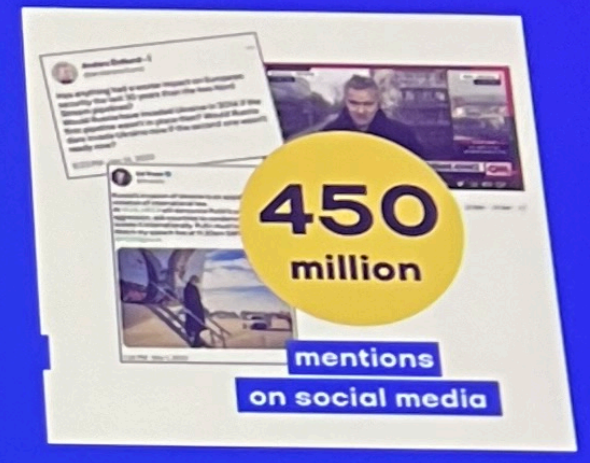
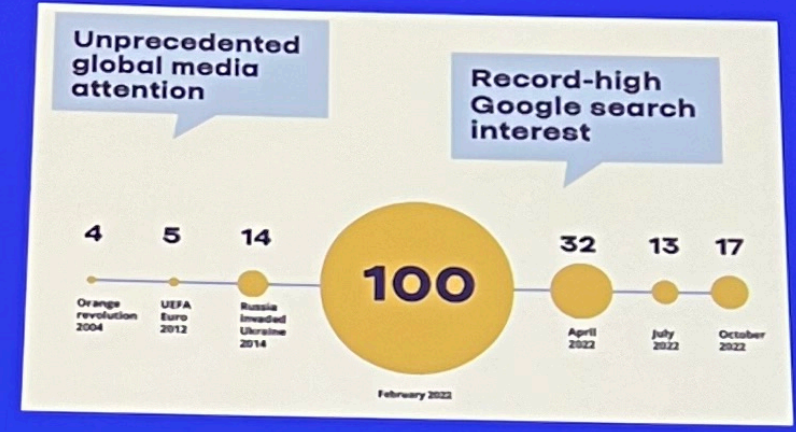
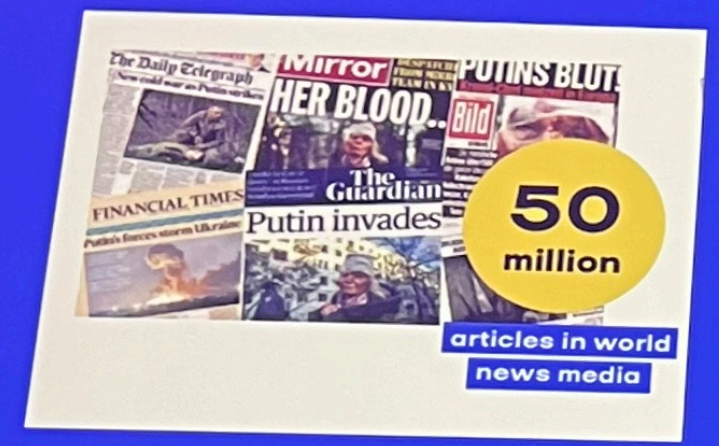
UKRAIN

Brand Ukraine – Strategic Communication in Times of War

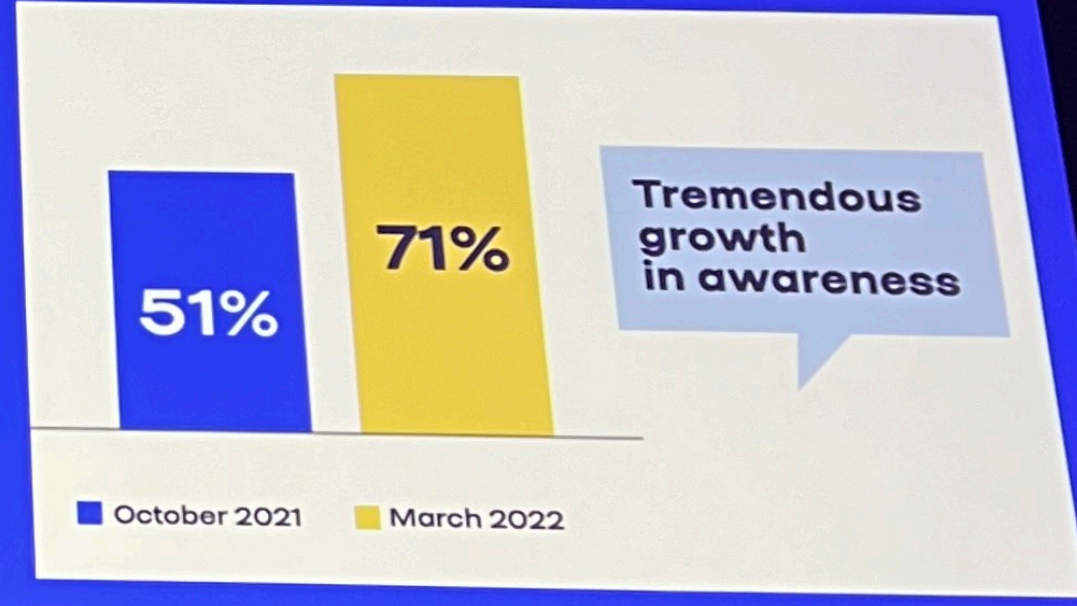


Maria Lypiatska
CEO Brand Ukraine
Strategic Communication
Adviser Ministry of Foreign
Affairs

Publicity which we never wanted



The nation brand's strengthening



1. Move fast and break things

Within first 2 hours:

- setting the narrative
- call for practical steps instead of emotions

Within first 5 hours:

- updated homepage of Ukraine.ua
- completely refocused Ukraine's social media

Within first 7 days:

- launched war.ukraine.ua platform



3. Follow the data

- What people searched for in Google?
- Testing of creative ideas and messages

- why is russia invading ukraine
- russia invading ukraine
- russia invades ukraine
- ukraine invasion
- why did russia invade ukraine
- putin declares war
- russian invasion
- why does russia want to invade ukraine
- russian invasion of ukraine
- russia declared war
- why is putin invading ukraine
- why is russia attacking ukraine
- did russia invade ukraine
- why russia invade ukraine
- russia declares war on ukraine
- is russia invading ukraine
- russia attack ukraine
- russia invasion



5. Stick to your core values

- Stick to your core values
- Communicate the truth



Chat GPT

- Text Mutationen
- Texte kürzen, verlängern
- Verändern der Tonalität von Texten
- Bildbeschreibungen
- Emojis und Hashtags
- die Angst vor dem weißen Blatt Papier verlieren
- Brainstorming

Fakten checken!

KI niemals blind vertrauen



The Art of Urban Story Design

● message

Die Agentur für Stadt- und Standortwerbung