



## Partnermeeting WP 2

### Billund - 6<sup>th</sup> October 2010

#### **Present**

Ann Tavernier – Province of West-Flanders (B)  
Peter Verheecke – Province of West-Flanders (B)  
Regina von der Haar – City of Langenhagen (D)  
Ann Van Laere – Streekplatform<sup>+</sup> Meetjesland (B)  
Wim Beernaert – expert in Branding (Nelson Inspires) (invited by Streekplatform<sup>+</sup> Meetjesland)  
Mark Arnaut – Streekplatform<sup>+</sup> Meetjesland (B)  
Jacques De Rijcke – Streekplatform<sup>+</sup> Meetjesland (B)  
Geert Van de Woestyne – Streekplatform<sup>+</sup> Meetjesland (B)  
Aimé Heene – Streekplatform<sup>+</sup> Meetjesland (B)  
Jeannette Groeneveld – Municipality of Terneuzen (NL)  
Tiny Maenhout – Municipality of Sluis (NL)  
Emma Finn – Norfolk (UK)  
Sigrid Tersteeg – NOFA (NL)  
Heidi Skjifjell – Municipality of Finnøy (N)  
Bart Noels – Intercommucale Leiedal (B)

#### **Internal website**

Ann presents the structure of the new internal website, specially designed for Workpackage 2. The site is developed using Joomla. With this tool it will be possible to share information, knowledge and experiences all day of the year, and not only during the time of the meetings. On the website you will see and add reports, presentations of the partners, overviews of the activities organized in each region, etc. The website largely must be filled with content before the end of December 2010. All partners will be invited by Ann to send their appropriate (ready-for-use) materials to Ann. Some detailed 'homework' (assignments) will be given. Then, Ann will upload these materials online.

#### **Monitoring and evaluation**

Wim Beernaert gives an introduction about the importance of monitoring and evaluation during the process of regional branding.

Wim stressed the importance of zero-measurements and the USP (Unique Selling Proposition) for your region: maximum 5 regions in the world must have the same qualities.

## **Presentations**

Peter Verheecke (Province of West-Flanders) and Bart Noels (Leiedal) present the surveys they performed the last months in their region. Bart introduced the difference between the 'emotional' and the 'functional' region and the necessity of use of a flexible way of defining the region.

## **Main points of discussion during the meeting**

### **1) New and old image**

*How far can you go with a new image? What if the new image is too far away from the mind of the people. What if the inhabitants are not aware of the image?*

A zero measurement is very important. Comparing afterwards is impossible without zero measurement. You have to test new ideas before implementing them in your region.

You can choose for a totally new image but the process will take longer.

Maasmechelen Leisure Valley was such a case in Flanders. It is always positive that the desired image is not too far away from the identity of the place. This increases the acceptance of the process by the different stakeholders. The inhabitants are very important ambassadors of their own place, so they have to be informed about the image strategy.

### **2) Target groups**

*How to reach all your target groups? Older people may have for example completely other ideas than the younger ones. How do we have to reach all of them?*

It is very difficult to find a topic which is both differentiating and general enough to position the whole city or region. In general, you should find themes or attractions which are not on more than five other places in the world if you want to build a strong brand. Communication and product development are mutually connected, both have to be developed.

Design in the city of Kortrijk (B) is a theme which has to be translated into different applications for the different target groups.

### **3) Identity**

*Can a region make his own identity?*

Creating an artificial region is not recommended. It is always skilful to have a basic, regional, eventually historical-founded identity before you can brand the region in a good way. The identity is what it is: all ingredients which are present in the region and which can be only slightly changed through product development. The region must also exist in the minds of the inhabitants. The Kortrijk region (B) does not exist in the minds of the inhabitants of the different municipalities in that region.

#### **4) Competition of brands**

*What to do with the competition of several brands within a region, within a country?*

Different brands can make each other stronger. Important is to put all efforts in the same direction. You can compare this with category management in the supermarket.

Examples:

- The Wadden Isles (NL) are more important than Friesland. You have to use the reputation of the Wadden Isles to make the brand of Friesland stronger.
- West-Flanders (B) is branding as a whole. However they respect the touristic regions within the province. For example: the four touristic regions were involved in the last campaign of West-Flanders "Enjoyment, it's in us". The province acts as an umbrella for the touristic regions operating within the province.

Competition between regions can lead to innovation. You have to co-operate to compete. This is the concept of 'coopetition'.

#### **5) Monitoring and evaluation**

*What do we have to measure? The impact of our communication campaigns or the effect on policy?  
Is it possible to measure the effect on policy?*

It's important to cross-figure the data from the questionnaires (for topics see the presentation of West-Flanders) with concrete facts and figures such as statistics, numbers, ....

#### **6) General project issues: research-activities - projectmanagement – changing budgets**

All partners do want to have much more accurate information and accountability about these important issues. We all are highly concerned about lacking information about these important aspects of the project. We need a face-to-face conversation with all partners and project-management about this.

This question will urgently be asked to Jan.

#### **Agenda Schiphol**

- Every region brings a presentation with an update of their branding-activities and plans
- We (who?) invite the city of Tilburg (NL). (about the topic ... ?)
- Focusing on dealing with communication (press relations, cooperation, ownership, intra-personal relations, ...) and social media.