

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

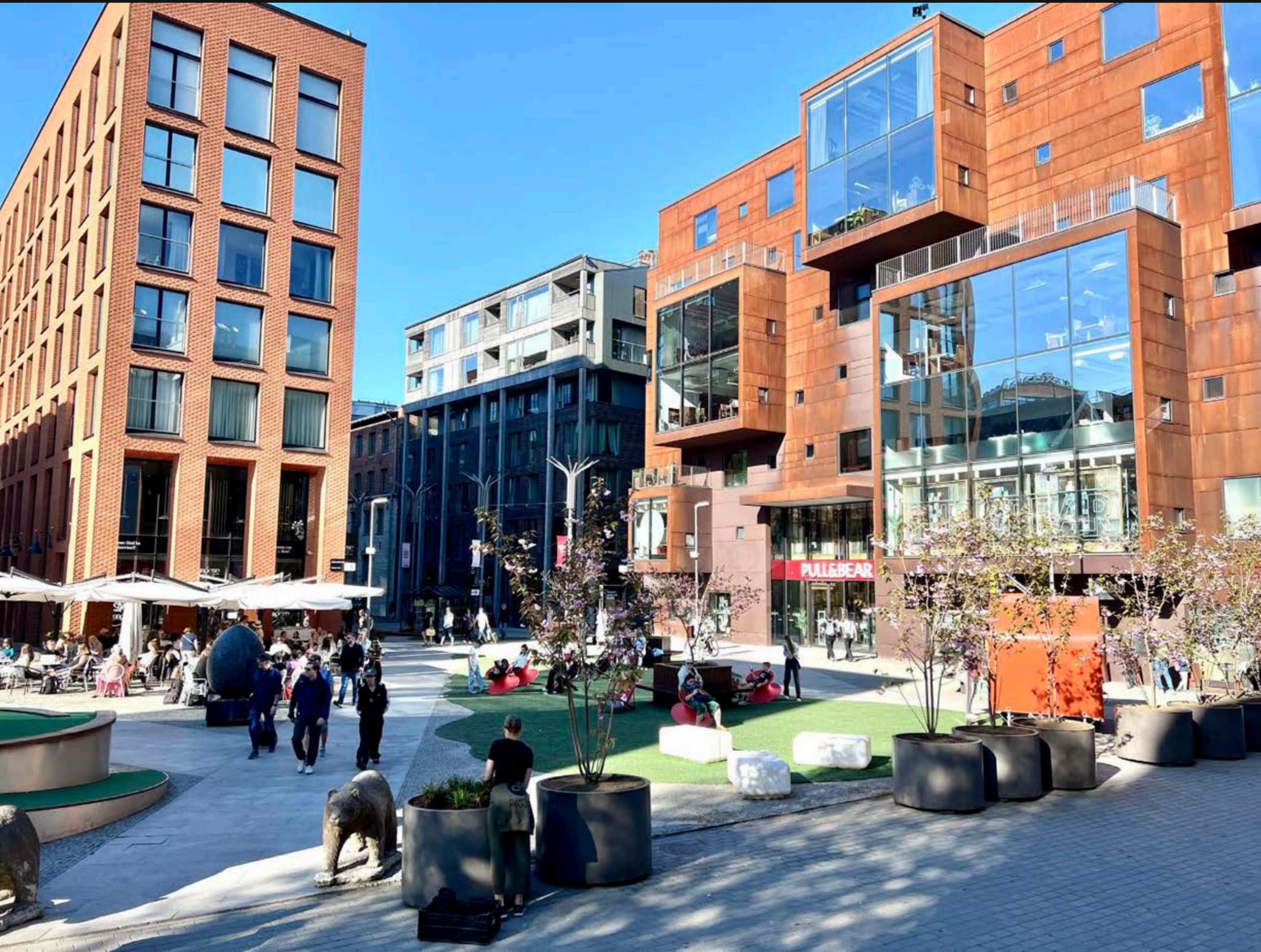
# Dynamisch, Demokratisch, Digital

- 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





õpneri maja







GEHL ARCHITECTS

# Städte für Menschen

Liselott Stenfeldt, Gehl

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



GEHL ARCHITECTS

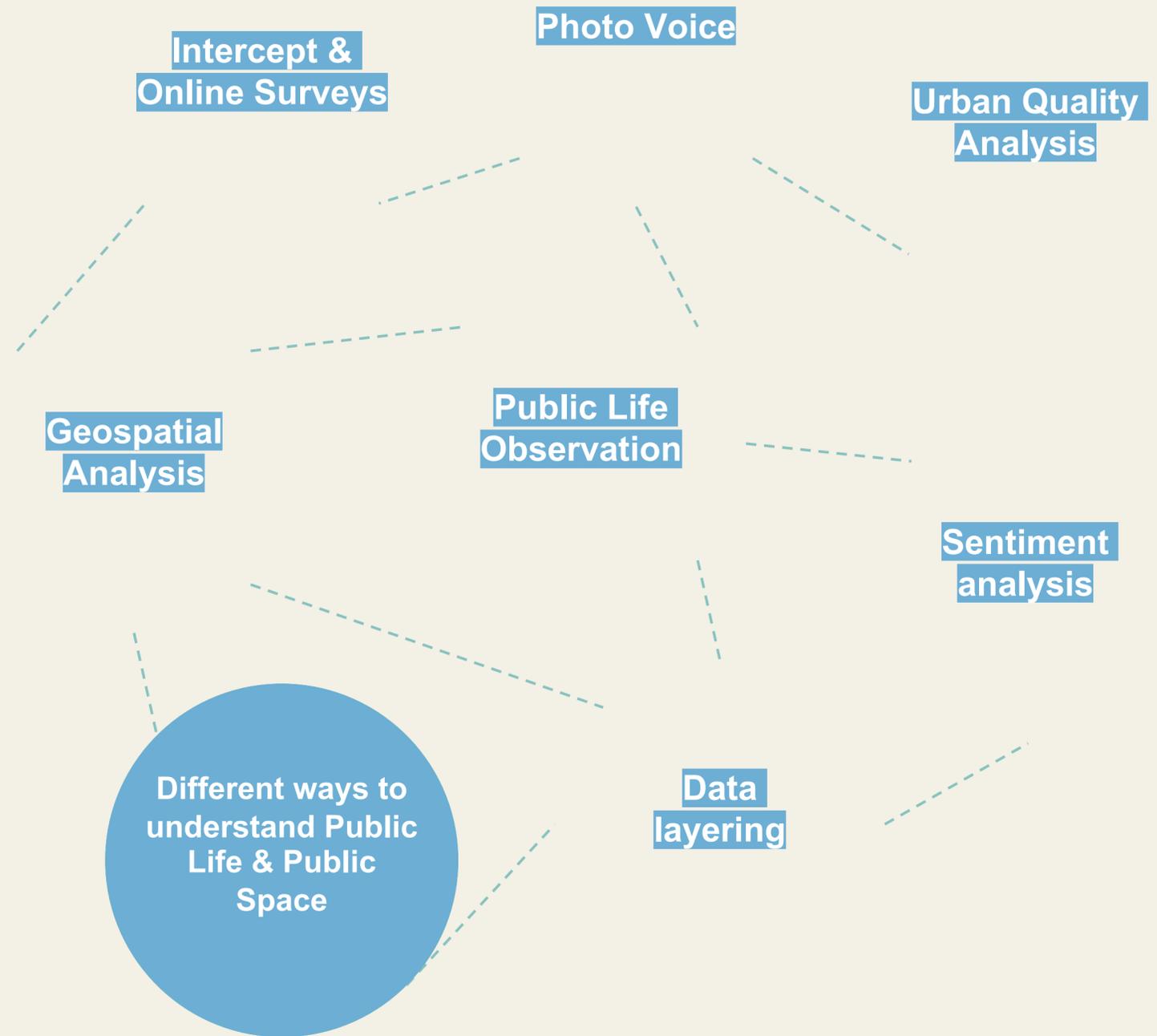
# Pioniere der modernen Stadtplanung

- 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

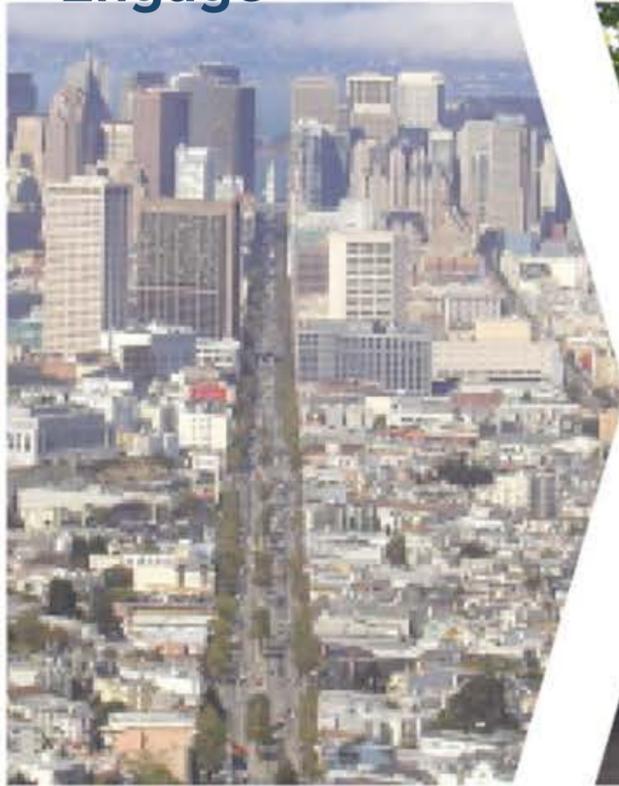
**NYC plaza program**  
Part of over 80 new public spaces around the city



- 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



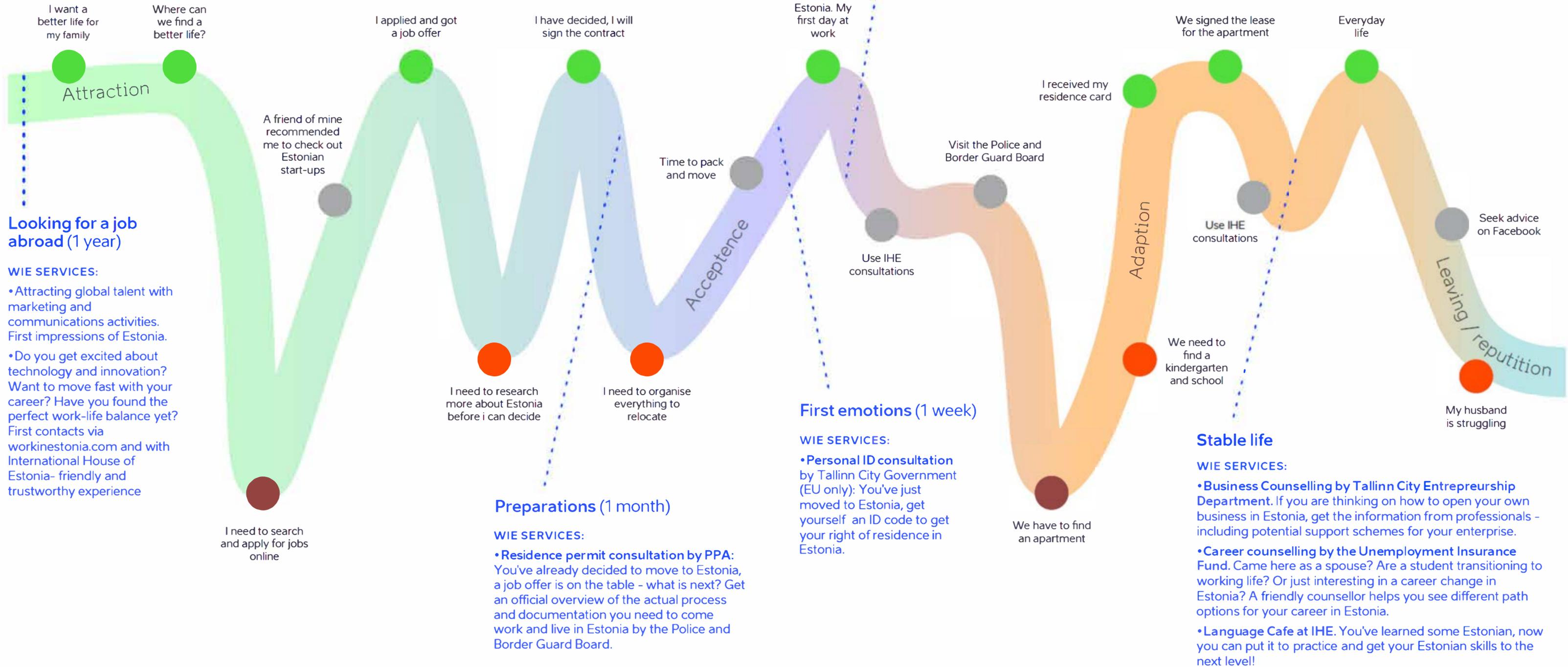
sounds too good?

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



## Settling in Estonia (up to 6 months)

### WIE SERVICES:

• **Social and Cultural Adaptation consultation by Integration Foundation** - You've done all obligatory documentation and now you're ready to discover life in Estonia. Get sorted on different topics - from language learning to public transportation. If you have family & kids, you can get information for activities for them too!

• **Group counsellings at IHE.** Depending on what questions you might have when settling in - from pension and taxes to healthcare and cultural shock - there most likely is a webinar/seminar that might help you settle in. Visit IHE's website to check out the calendar for the next event!

# 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

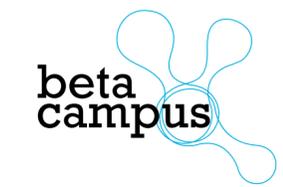
## Reputation

- + *Exit-interview* development



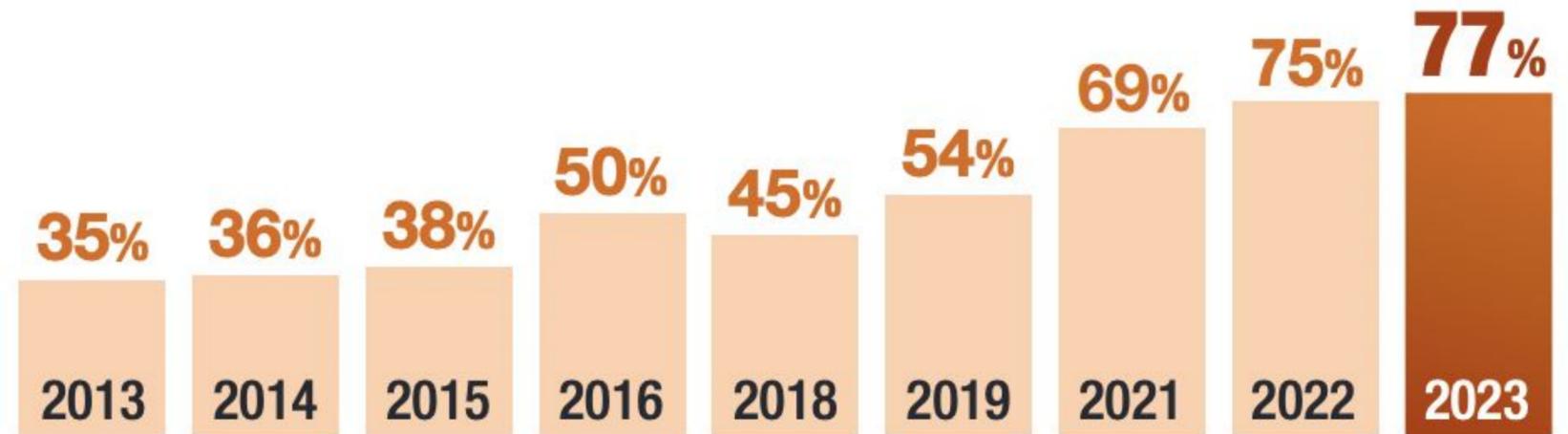
# Talente finden, halten, zurückgewinnen

Mit Unterstützung von Land und Europäischer Union



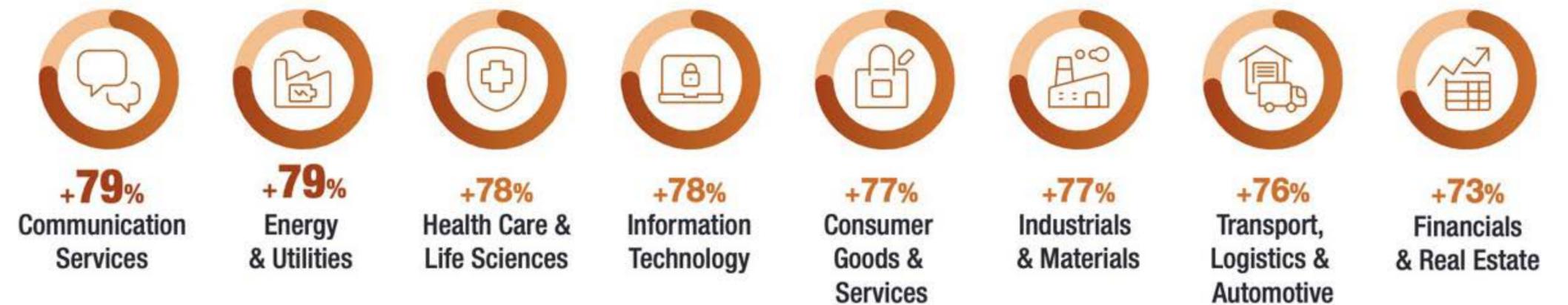
# Why is this important?

## 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™

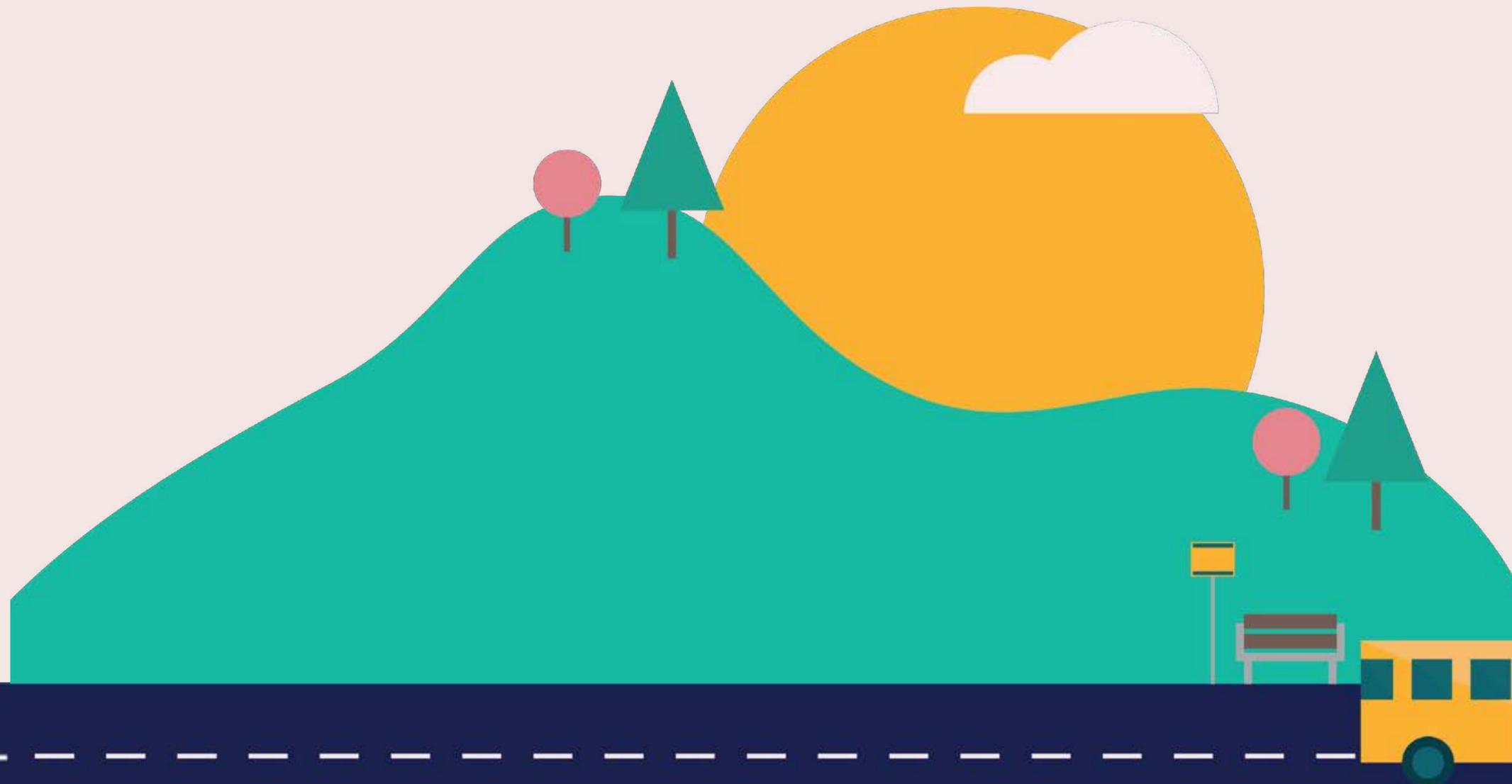
Skilled talent  
further away



Employer brand  
weaker



Place brand  
stronger

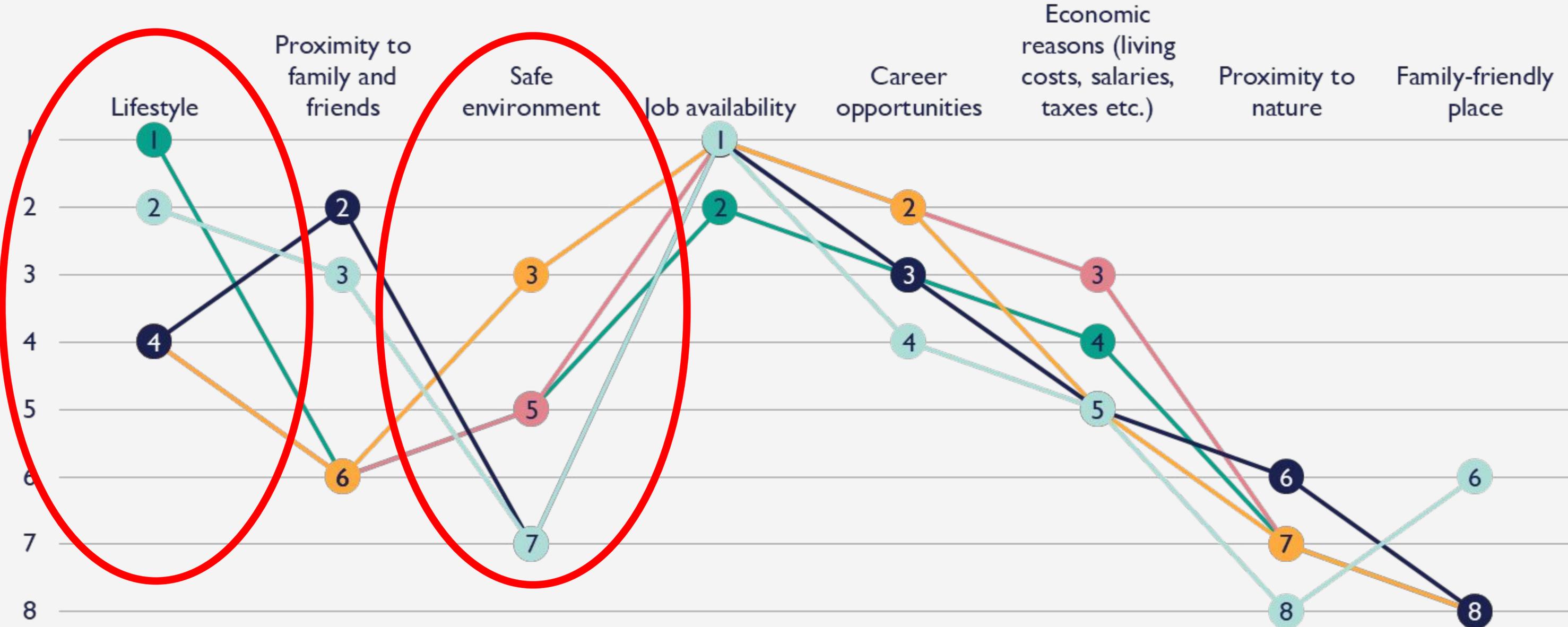


Future Place  
Leadership™

# 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

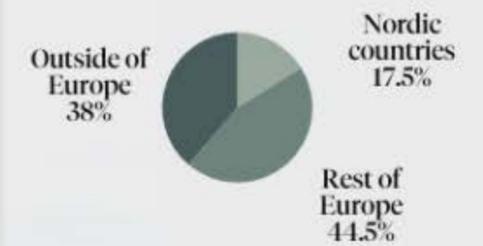
**37,1**

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*



ESTONIA

# **#1 Digital Nation**

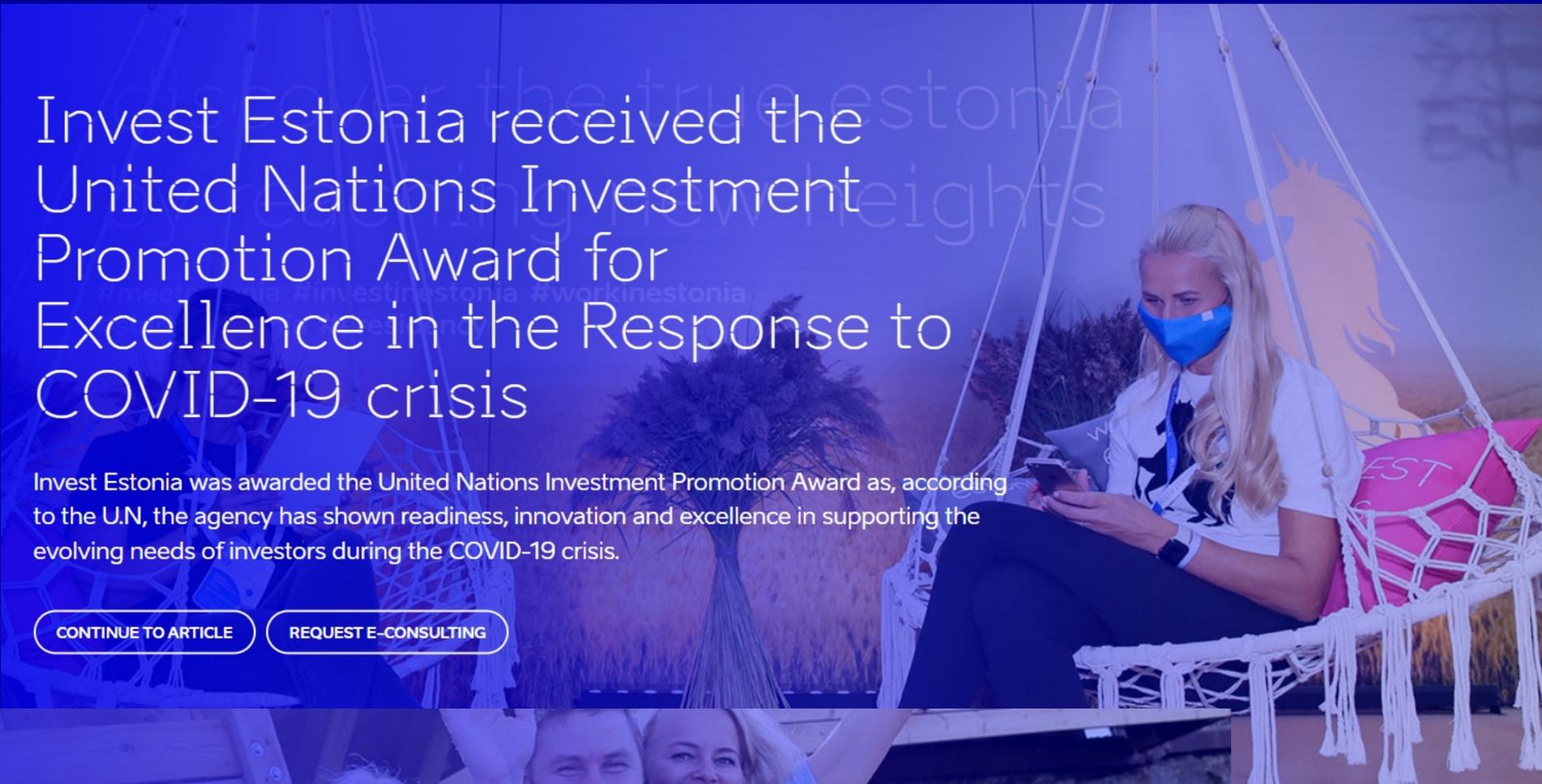
## **Invest in Estonia**

# 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.

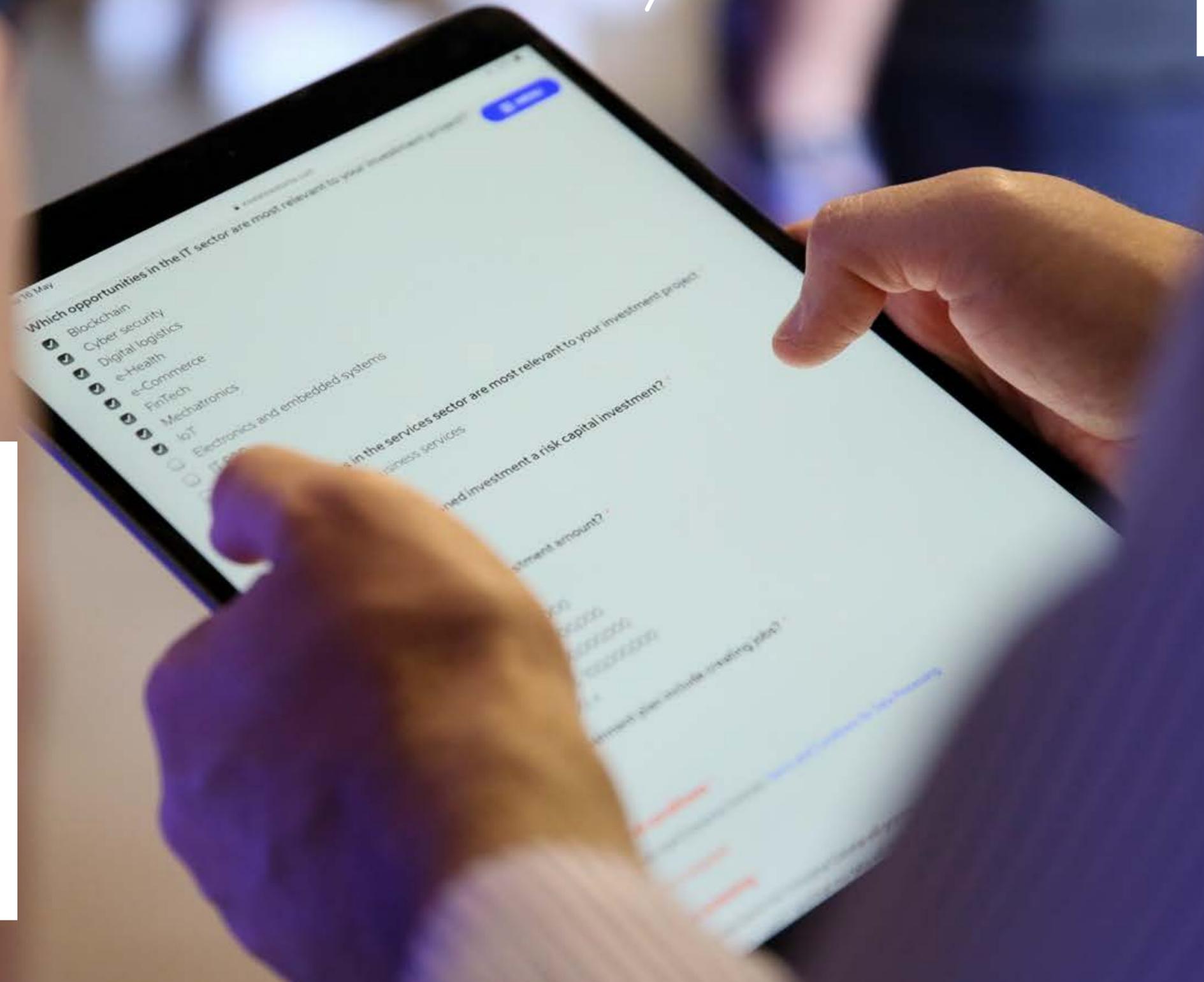
# electronic investment advisor - Eia

invest  
estonia



investinestonia.com/start

invest  
estonia



# compareEST

invest  
estonia

invest in estonia

opportunities business in estonia compare regions news & events contact us

## comparest

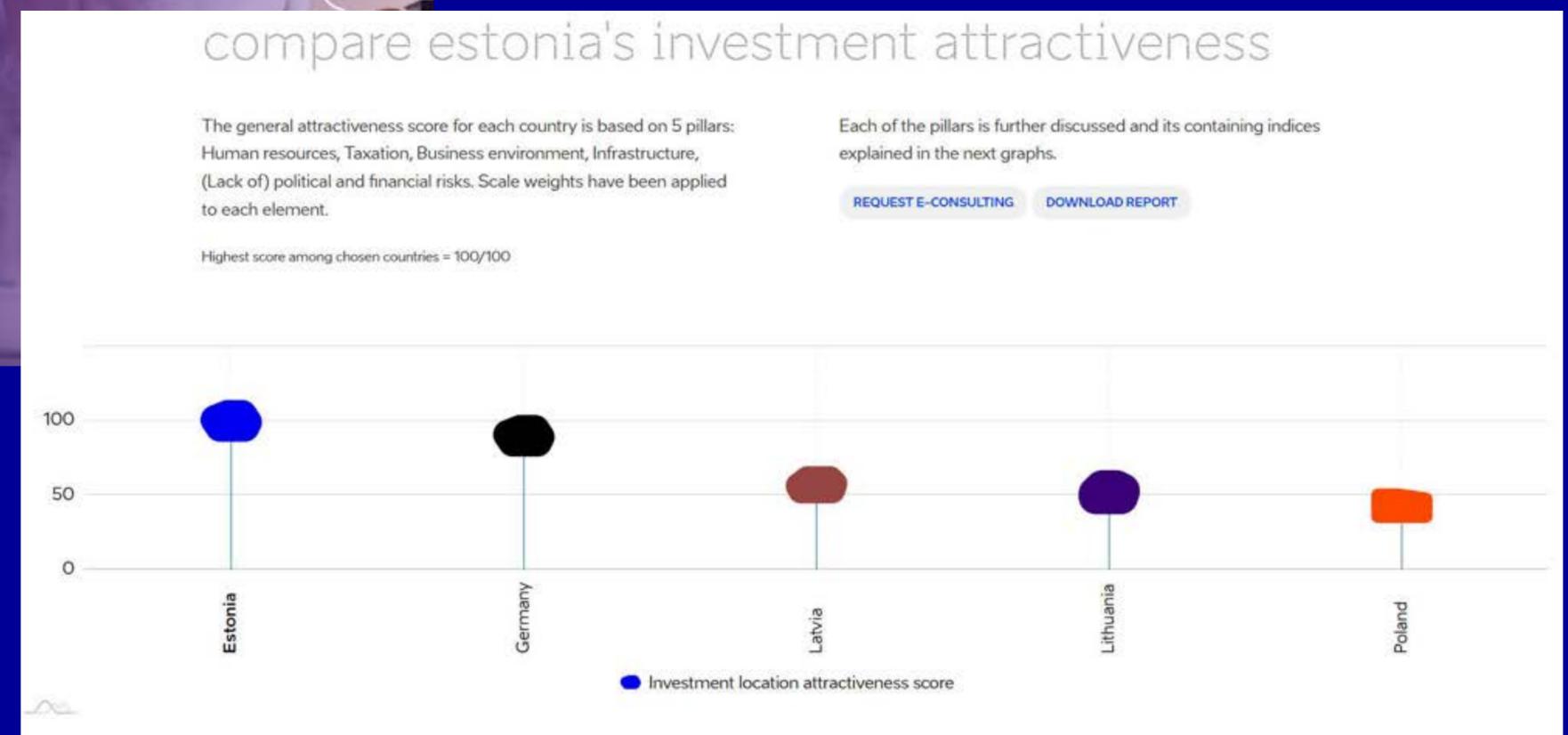
Use our unique location attractiveness comparison tool to compare Estonia's investment attractiveness to that of other European countries.

Choose your business opportunity to begin:

Defence

START COMPARING

chatbot



ESTONIA

# **#1 Digital Nation** **Beyond Digital**

# e-Estonia: beyond digital

ERIKA PIIRMETS

Digital Transformation Adviser

e-Estonia Briefing Centre

[erika.piirmets@eas.ee](mailto:erika.piirmets@eas.ee)



started with  
pain

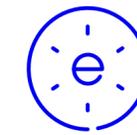


strong leadership  
digital vision



99% online  
interoperable  
services

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



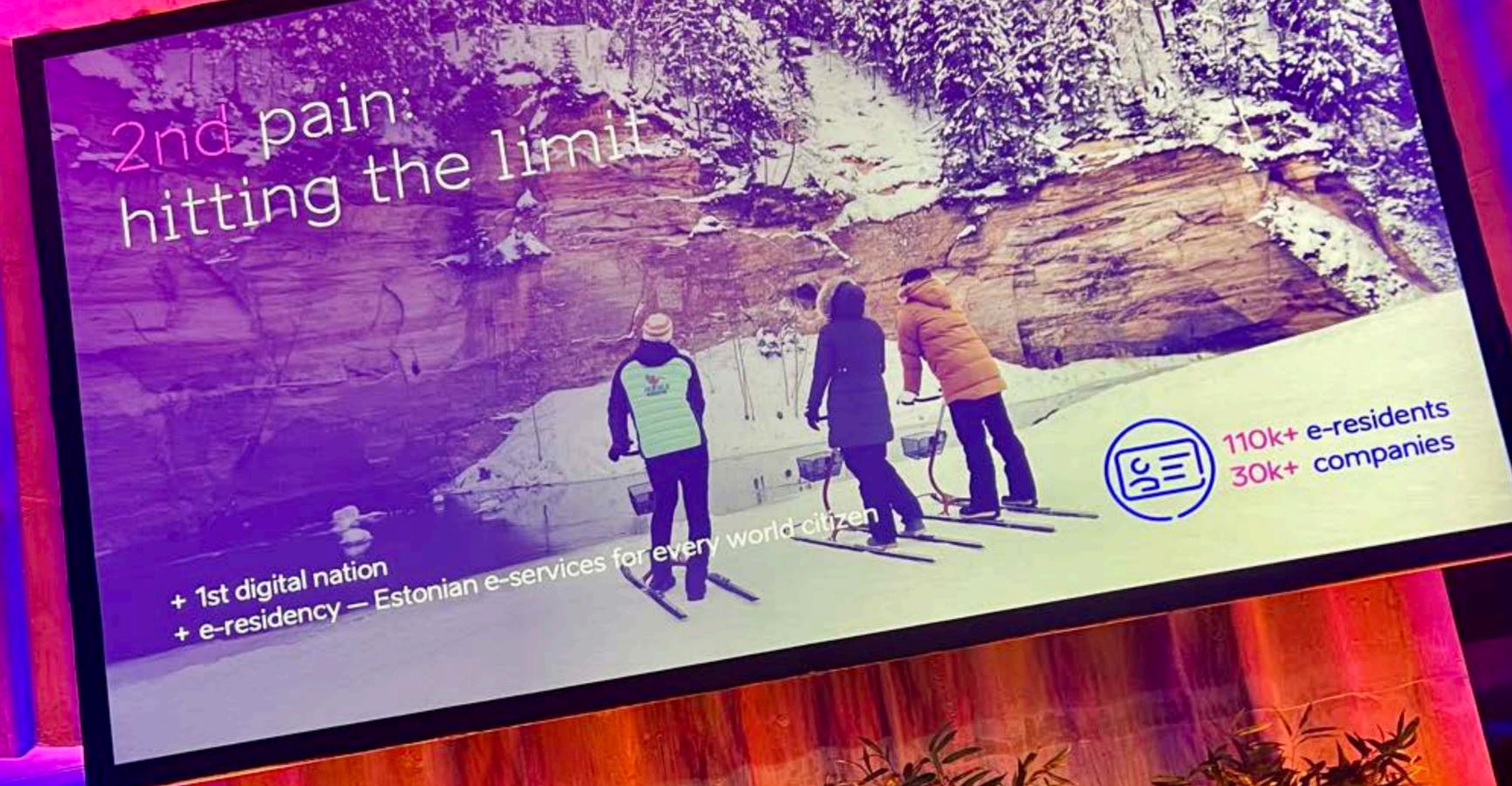
strong leadership  
digital vision



99% online  
interoperable  
services

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





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**

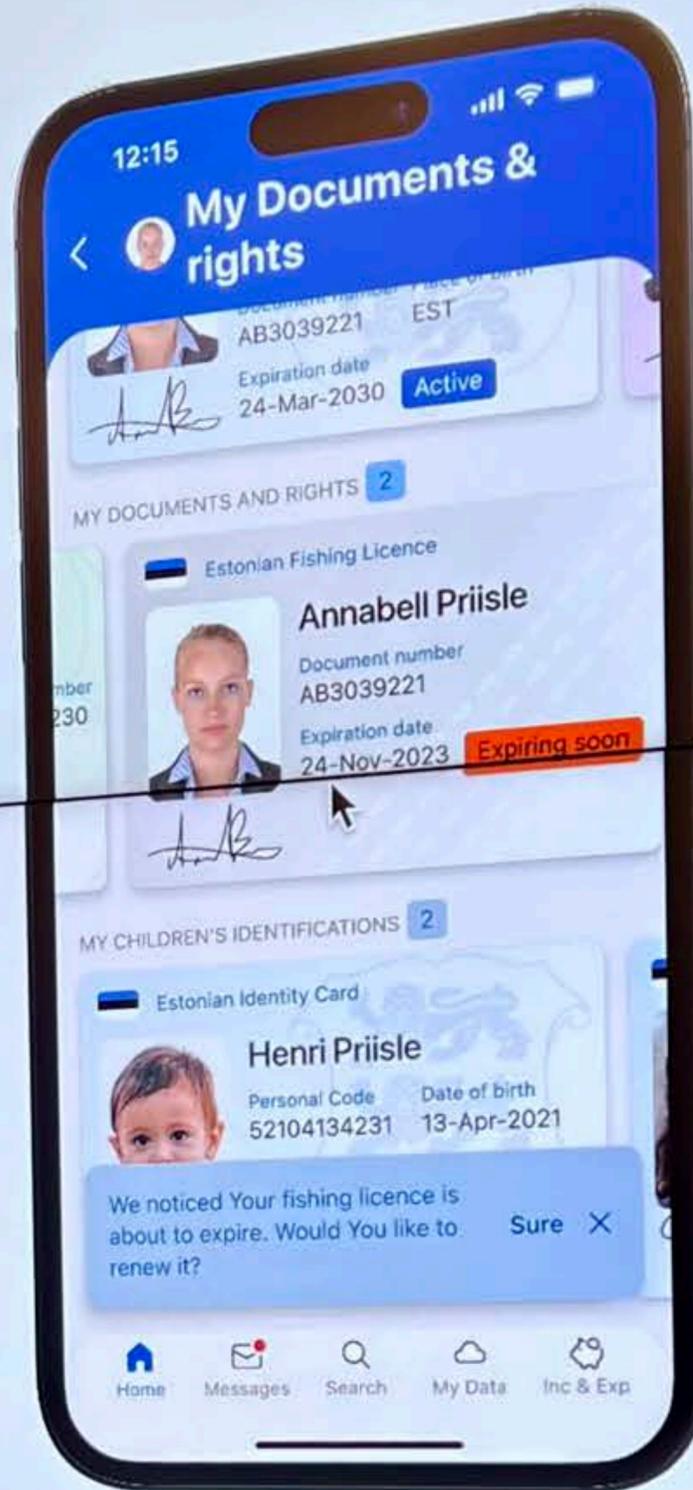
End-to-end digital replacement of traditional public services. Whole-of-government approach to service delivery.

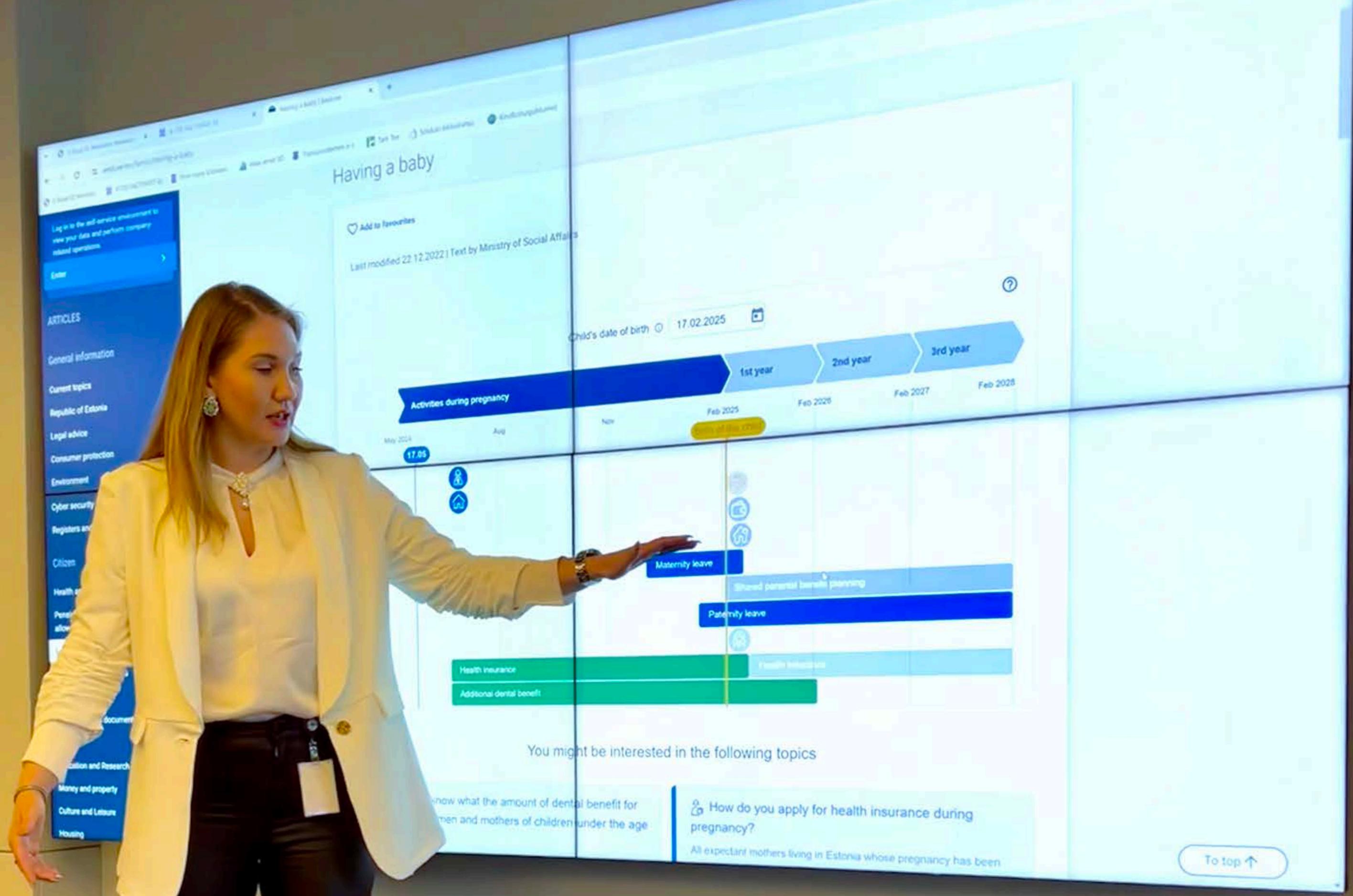
Post-digital era  
2020 – ...  
**Personal Government**

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.



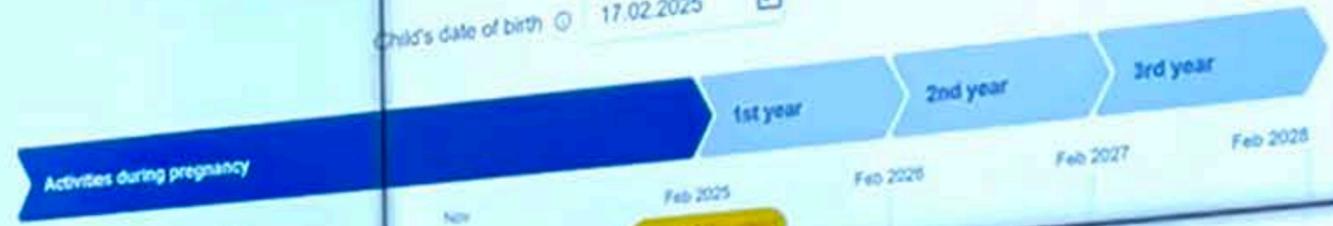


# Having a baby

Add to favourites

Last modified 22.12.2022 | Text by Ministry of Social Affairs

Child's date of birth 17.02.2025



Maternity leave

Shared parental benefit planning

Paternity leave

Health insurance

Additional dental benefit

Health insurance

You might be interested in the following topics

How do you apply for health insurance during pregnancy?

How do you apply for health insurance during pregnancy?

All expectant mothers living in Estonia whose pregnancy has been

To top ↑

# 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



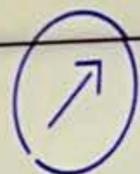
Estonia decided to provide Ukraine with its largest amount of military aid to date.



Misinformation about the attacks against Pskov Airport.

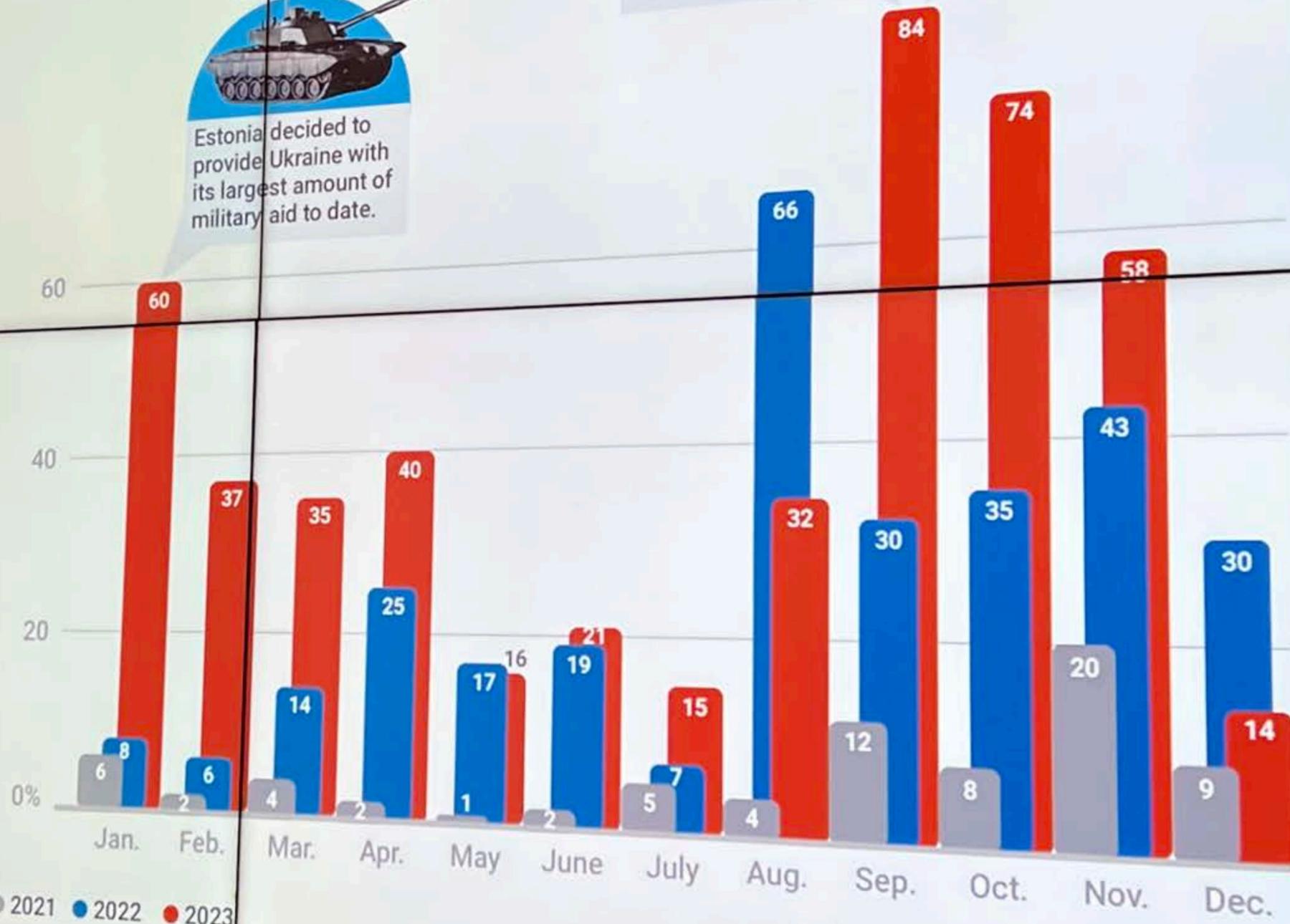
39.  
RUS

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



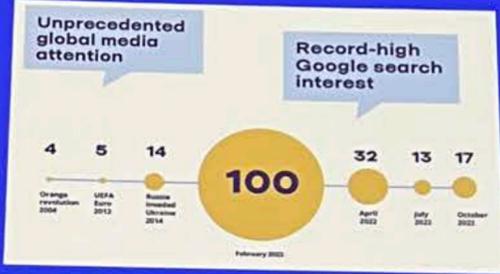
UKRAIN

# **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



# 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

**FREEDOM**

has always been  
Ukraine's key brand narrative



# 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