Fr	B	C	NY	S	T	Total
9	8	10	8	9	9	53

Example:
The **Copenhagen** model is essentially based on the conscious communication of the attractions of a city and what it has to offer. In areas where they are not available in sufficient quantities, strategic plans and operational projects are developed to make the (useful) areas within the city as liveable as possible for the citizens. Where possible, green areas should be set up on sites within the city that are as central as possible. If they are only small in size, these „pocket parks" serve as a meeting place in the respective residential areas, since the human, social and economic factors along with ecological aspects are of great relevance to Copenhagen. Moreover, the deliberate creation of green areas and other sustainable and environmentally-friendly attractions will deliberately accord with Copenhagen's climate change strategy „CPH 2025 Climate Plan", which emphasises the importance of services and attractions for the city.
In addition to this high-profile and very ambitious approach, the green spaces (along with pocket parks, etc.) will be integrated into the infrastructure. They serve, for example, to avoid flooding during heavy rains, because they break up the sealed asphalt (roads) and allow rain water to drain faster.

1. Differentiated description of the key field

The generation of a brand and thus the communication of a certain lifestyle are not just highly important for the number of industrial goods sold. A city also thrives on generating additional (tax) revenue through the influx of new citizens and businesses.
The generation of a particular image based on services and attractions affects the dimensions of attractiveness and brand awareness, but also the city's quality of life.
That is why it is essential for a city to actively represent itself as a high-quality living environment for different target groups and stakeholders such as visitors, professionals, investors and companies. A high quality of life is regarded as being one of the most effective selling points and is, therefore, an important criterion for a growing city. The factors contributing towards a high quality of life are to be found in the social, political, economic and environmental areas. Further critical factors are health, safety, education and transport services and other public services[1].
Depending on the development status of the city itself and the existing (e.g. political) general conditions, this (initial) investment may be in infrastructure and equipment (e.g. land use in the form of green areas), conditions (good air quality, etc.) or events (one-off or regular major events).
In line with the size of the city, it might be sensible to concentrate on a few carefully selected attractions (per target group at least). A strong message can be conveyed in this way.
This active generation of a systematically structured image – one that is explicitly directed at specific target groups – is an essential factor when it comes to marketing a city and increases general awareness of it, particularly in an international context.

1 http://de.statista.com/statistik/daten/studie/862/umfrage/lebensqualitaet-in-staedten-weltweit/

2. Reference to sustainability:

Positive economic effects can occur, since the city becomes interesting to tourists and as a place for living in. Thus, revenue can be expected from certain attractions or events.

From a social perspective, such measures bring about an increase in the quality of life (keyword: liveability concept).

What are controversial from an environmental perspective are the impacts on the quality of life caused by creating and integrating green spaces and also playgrounds in the city, as a result reducing climatic stresses and forming building block for sustainable urban development[2] . In particular, green areas have a decisive influence on standard land values, which is why they affect not only environmental but also economic aspects. Furthermore, investment in green areas also has a positive effect on land prices[3].

The establishment and maintenance of such areas sometimes cause high costs. They thus appear at first glance to be unattractive due to the tight budgetary situation in many cities and municipalities. If however, all the welfare effects of green areas are included, the market value rises significantly[4].

3. Relevance to industrial sectors?

Mobility:	Medium
Energy:	Medium
Production & logistics:	Medium
Security:	Medium
ICT:	Medium
Water infrastructure:	Medium
Buildings:	Medium
Governance:	Medium

2 http://www.galk.de/fvh_gruen/down/LLP-report_015_Kurzfassung_100518.pdf.
3 http://www.galk.de/fvh_gruen/down/LLP-report_015_Kurzfassung_100518.pdf, p. 41.
4 http://www.galk.de/fvh_gruen/down/LLP-report_015_Kurzfassung_100518.pdf , S. 7.

4. Impact:

The measures will lead to the greening of the city, more parks and good air quality. As a result, cities will be deliberately and systematically designed to be attractive and this will signal that the place is an attractive location for new businesses, residents and visitors (e.g. tourists at major events such as the Olympics).
On the other hand, such measures are associated with high planning costs, and this results in an increased need for funds and resources (personnel, qualification) on the part of the authorities and other stakeholders. In the event of planning errors (e.g. major events), there is a risk that the public will get a negative image of the city.

5. Implementation measures:

First, the city must establish the basis for the creation of attractions. It is vital that, in the first phase, there is communication with the relevant stakeholders and they are intentionally involved in the project in question at an early stage in the planning. Depending on the development status of the city itself and the existing general (e.g. political) conditions, there should be (initial) investment in
- Amenities (e.g. land use in the form of green spaces),
- Conditions (good air quality, etc.) or
- Events (one-off or regular major events).

It would make sense to focus on a few carefully selected attractions (per target group at least). A clear message can be conveyed in this way.

6. Actors: Who can shape things? With whom?

Authorities
Investors
Town planners, consultants
Population (as future users): citizens' groups, individuals as drivers
Companies in the green and clean-tech sector

7. Prerequisites:

A geographically restricted area (or population density) may limit the frequency of corresponding events and especially the size and number of green spaces. Climatic conditions are likewise important for the establishment of parks; an adequate water supply is, for example, crucial.

Historical and cultural events strongly influence the development of a long-term image; a deliberate change can mean a lengthy process over several years, with many different stakeholders being involved. The success of such projects can be seen, for example, with the careful way citizens treat the green areas. If investment in green areas with many open spaces and a high design intensity for citizens is successful, a high sojourn quality automatically arises .

Structurally, the conditions of the existing infrastructure are an important basis for the creation of services and attractions that will foster a green image. Since this might involve a great deal of expense, the existing building infrastructure and the lie the roads, for example, constitute a limiting factor.

8. Obstacles/barriers:

Barriers may arise due to the legal framework of the state, inadequate water supply and existing infrastructure as well as the procurement of funds and resources.

9. Indicators:

- Measurement of the city's attractiveness/ image in relevant indices - e.g. Liveability Index, etc. (if available)
- Proportion of green areas to the total area of the city
- Annual number of visitors/tourists
- Revenue from tourism & events (fairs, etc.) p.a.
- Image analysis (population survey/visitor survey)

10. Special features/remarks: