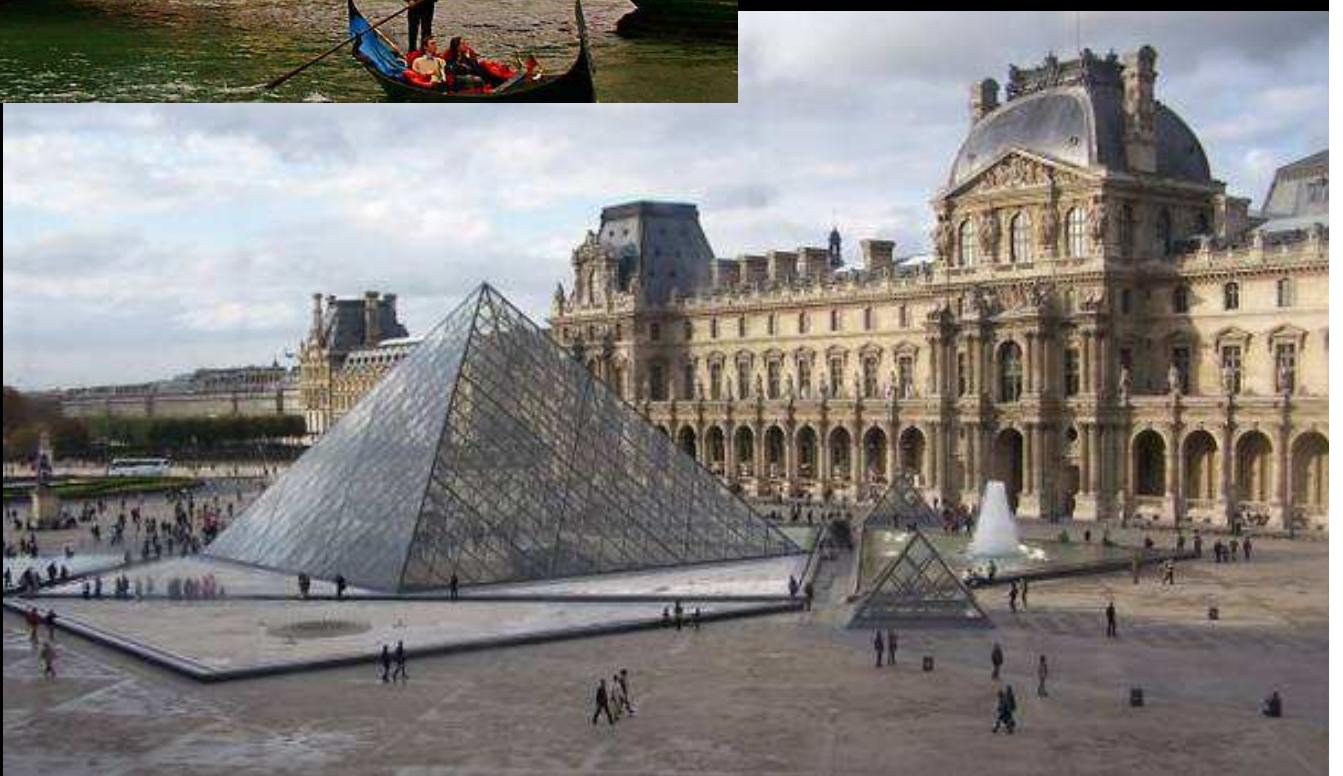
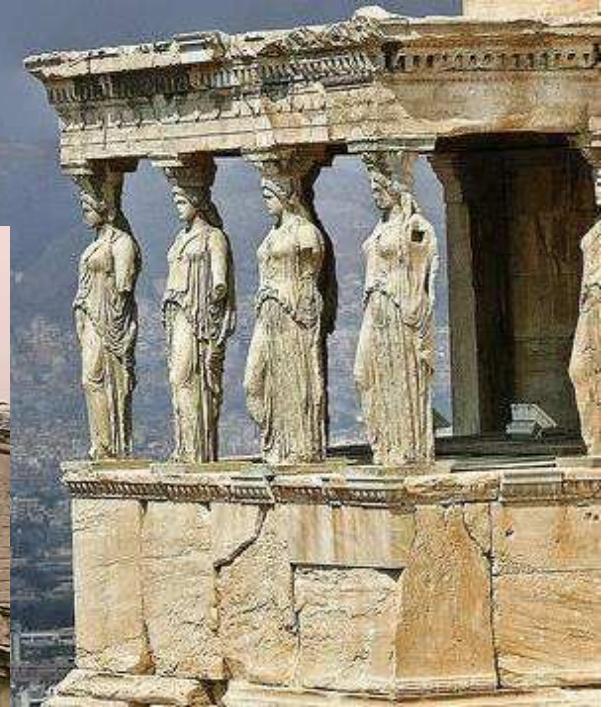


Strategii de marketing pentru orase competitive

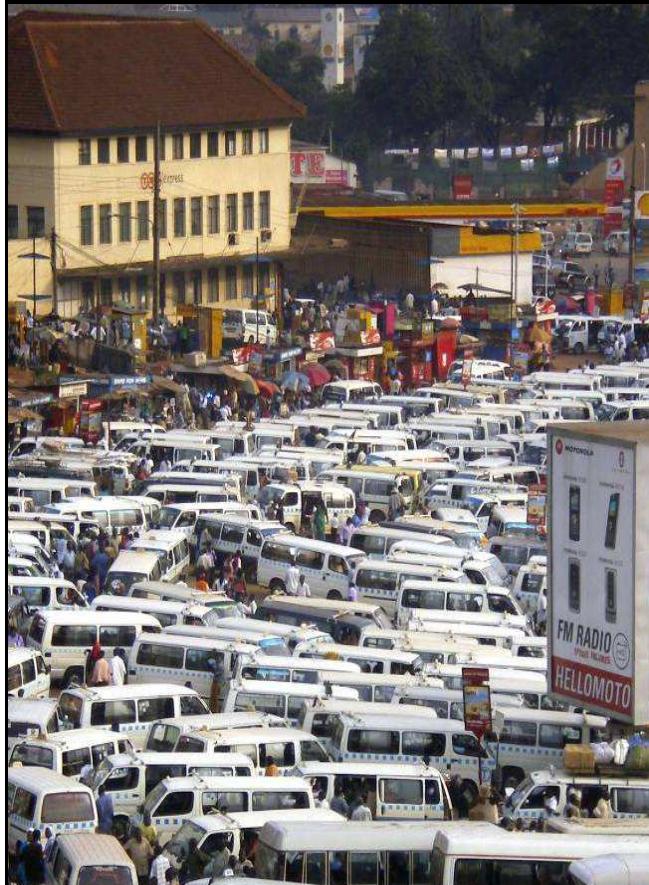
Dr. arh. Sorina Racoviceanu

IHS Romania

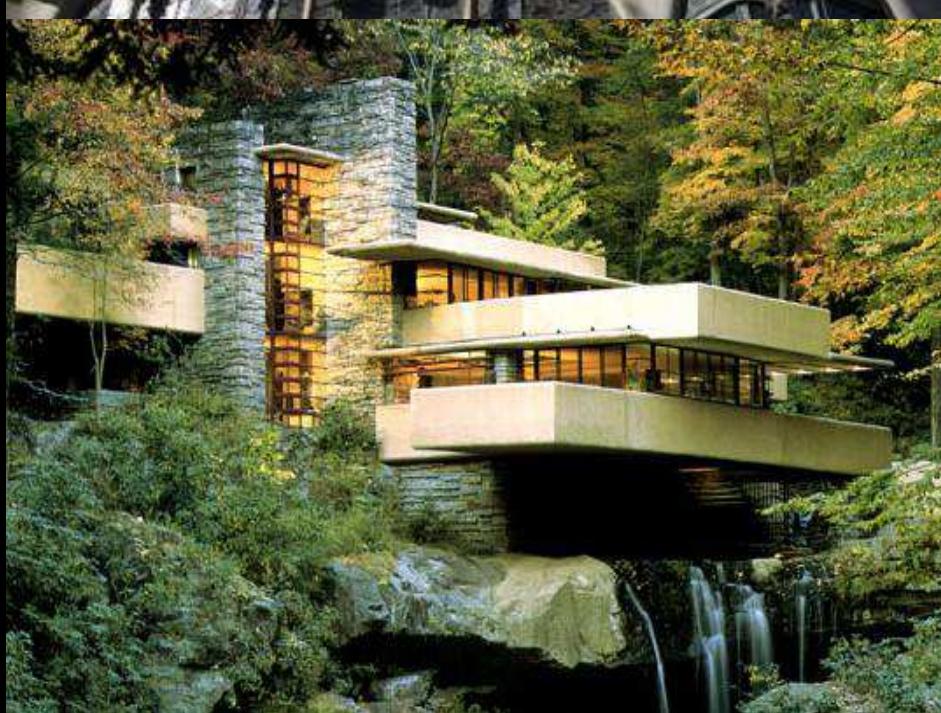
Unde mi-as petrece vacanta?



Unde mi-as deschide o afacere?



Unde mi-ar placea sa locuiesc la pensie?



Orasele sunt in competitie...

Obiectivul prezentarii este acela de a arata ce pot face orasele pentru a deveni mai competitive, adica:

- a fi mai productive (a oferi produse si servicii de calitate la preturi accesibile)
- a atrage locuitori, activitati economice și vizitatori.

sau... **ce poate face administratia locala pentru a pozitiona orasul pe “piata urbana” si a-i intari factorii ce ii confera competitivitate ?**

Factorii competitivitatii

Factori hard:

Stabilitate economica

Productivitate

Costuri de amplasare

Sistem de proprietate

Servicii locale de suport pentru
intreprinderi

Infrastructura si infrastructura de
comunicare

Localizare strategica

Programe si scheme de facilitati si
stimulente

Factori soft:

Dezvoltare economica pe nise de
piata

Calitatea vietii

Competenta profesionala a fortelei de
munca

Cultura si valorile locale

Managementul organizatiilor publice

Flexibilitatea si dinamismul mediului
de afaceri

Spiritul intreprinzator

Factorii competitivitatii

**Avantaje comparative
(nu pot fi influentate prin
politici nationale sau
locale):**

Resurse naturale
Avantaje de localizare
Aptitudini si traditii

**Avantaje competitive
(pot fi influentate prin
politici de dezvoltare):**

Pe baza de cost
Pe baza de diferentiere

Studii de caz europene

Orase importante pe plan international, capitale nationale sau regionale, de marimi variand intre 400.000 si 2.000.000 locitorii,

Angrenate în competitia urbana, la diferite scari – nationala, regionala, europeana ai internationala

Centre urbane cu istorie, valori culturale si arhitectural urbanistice

Au cunoscut un moment de declin economico-social, sau o schimbare a sistemului politic, care a impus o restructurare a filozofiei administratiei locale si o abordare diferita a gestiunii urbane.

Noua abordare a avut un impact pozitiv asupra dezvoltarii urbane, experientele respective reprezentand exemple de succes.

Rotterdam (Olanda) – 600 000 locuitori

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rotterdam news

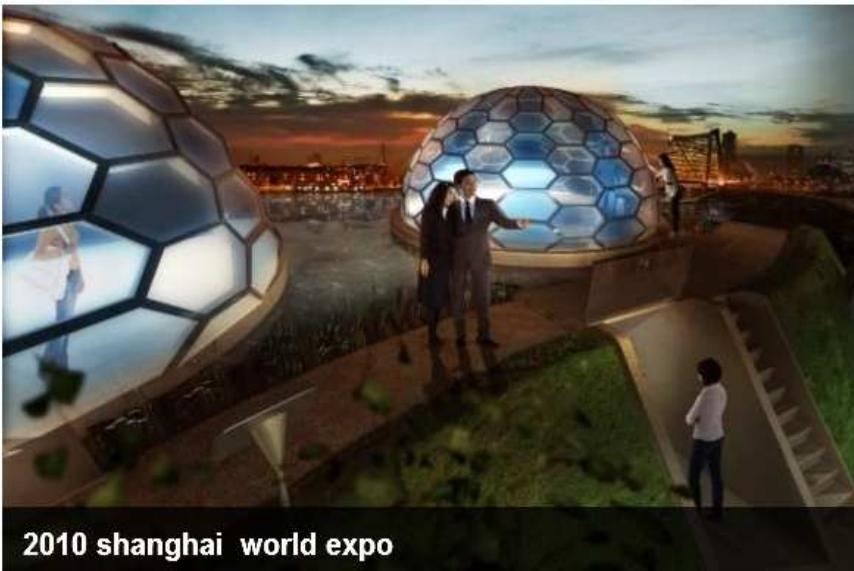
Kate, Bob & Luca
Until the end of May Kunthal Rotterdam presents work by contemporary artist Katinka Lampe.
March Wednesday 24 2010 | [read more](#)

Shanghai World Expo Rotterdam
At the 2010 Shanghai World Expo Rotterdam presents the Water City Pavilion, offering an insight into water management and safety in a metropolis and major port city, in the face of climate change.
March Tuesday 23 2010 | [read more](#)

Advance sales for the Rotterdam Museum Night ...
start on February 10.
February Tuesday 9 2010 | [read more](#)

[more news](#)

Rotterdam highlights



2010 shanghai world expo



Read www.rotterdam.nl

poze sorin phd studiucaz - Mi... Microsoft PowerPoint homepage en - cit...

RO ? < > 18:18



Adoptarea in 1987 a unei politici active de stopare a degradarii situației economice:

- Raport de consultanta “Noul Rotterdam”
- Plan strategic “Rotterdam-ul inovat”, avand ca obiectiv central cresterea atractivitatii orasului pentru cetateni, afaceri si turisti



Strategia de dezvoltare urbana leaga restructurarea functiunii portuare de procesul de revitalizare a orasului:

- Agentia de Management a Portului Municipal Rotterdam
- Corporatia de Dezvoltare a Orasului Rotterdam

ROTTERDAM IN 2030

clean port smart city colourful international
innovative entrepreneurs cine city cool
metropolis surprisingly green intercultural
sport young working population broad-based
schools rough diamond events skilled workers
water recreation pioneering spirit solidarity
nightlife spirited high-speed rail link
proud involved living on the waterfront
source of inspiration water taxis promenading
skyline cultural experiments neighbourhoods
abounding in water play tuk-tuks popular
housing water features eternal youth music
city successful sustainable industrial enter-
prises popular residential city exhibitions
architectural excellence

clean port smart city colourful international
distinctive skyline architectural excellence modern
metropolis intercultural young working
population graduates successful sustainable
industrial enterprises innovative entrepreneurs
skilled workers entertainment industry
performance venues exhibition music
cultural experiments social sustainability
residential quality and quality of life
housing attractive public space neighbourhoods
abundant green spaces broad-based
schools cultural play market local economy
involvement solidarity row history source of
inspiration high-quality public transport tuk-tuks
bicycles high-speed rail link water taxis
electric mobility dynamic city centre creative arts
promenading wonderful business population
encounters and leisure surprisingly green canals
water features living on the waterfront river
water recreation pioneering spirit innovation
rough diamond metropolis eternal youth colour
sustainable industrial enterprises innovative

ROTTERDAM URBAN VISION

ROTTERDAM BRAND STRATEGY



ROTTERDAM WORLD PORT WORLD CITY ROTTERDAM WORLD PORT WORLD CITY

Glasgow (UK) – 600 000 locuitori

Glasgow City Council Homepage - Mozilla Firefox

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Welcome to Glasgow

RESIDENTS > BUSINESS > VISITORS > ABOUT GLASGOW > YOUR COUNCIL > ONLINE SERVICES > YOUNG >

SEARCH

Online Services

Access our services 24 hours a day. You can find information, ask a question, report something, pay a bill and much more.

What's On

Events in the City - find out what's happening across the city.

Proposals on Education Estate

Education Estate Strategy

Over the last 10 years, the council has spent £550m to radically improve the condition and quality of its school buildings. The council has built a total of 100 establishments in new buildings.

Our vision for Glasgow

We want Glasgow to flourish as a modern, multi-cultural, metropolitan city of opportunity, achievement, culture and sporting excellence where citizens and businesses thrive and visitors are always welcomed.

Easter Events in the Park

1 April - 16 April

Meet the Easter chicks, lambs, ducklings and rabbits in Glasgow's parks. Events take place from April 1 onwards.

Vacancies

Council Vacancies

City Markets Vacancies

City Parking Vacancies

Culture & Sport Vacancies

Web Cams

Land and Property

Property

Planning

Building Standards

Done

poze sorin phd_studiiacz - Mi... Microsoft PowerPoi... Glasgow City Counc...

In anii '80 – Strategia de dezvoltare focalizata pe regenerare economica, competitivitate economica si administratie antreprenoriala

Viziune – “Glasgow's miles better”

Abordare in parteneriat - "Glasgow Action" si "Glasgow Investors Forum"

Plan strategic - Glasgow City Plan

Strategia de dezvoltare economica

Metropolitan Glasgow – viziune pentru viitorul orasului – regiune



Glasgow

Scotland with style®

THE CITY BRAND

Stockholm (Suedia) - 800.000 locitorii

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STOCKHOLM STADS

Arbete Bygg & Bo Familj & Omsorg Förskola & Skola Klimat & Miljö Kultur & Fritid Trafik & Stadsplanering Om Stockholm

Luften » 12° NV 5m/s Sök

Arbete Bygg & Bo Familj & Omsorg Förskola & Skola Klimat & Miljö Kultur & Fritid Trafik & Stadsplanering Om Stockholm

Stockholm The Capital of Scandinavia

Vi arbetar för att Stockholms stad ska ha en så säker, trygg och hälsosam trafikmiljö som möjligt.

Hur vill du att ditt Skärholmen ska vara? » 2011-10-03 15:00

Den 6-8 oktober kommer Boendedialogen till Skärholmen. Ta chansen att vara med och bidra till ett ännu bättre Skärholmen.

Söderledstunneln öppnar i november » 2011-10-03 10:30

Den 28 november öppnar Söderledstunneln för normal trafik igen. Då är tunneln

Bygg & Bo Förskola & Skola Trafik & Stadsplanering

Bostad - Sök & köpa □ Förskola - Ansök om plats □ Boendeparkeringstillstånd (e-legitimation) □ Bygglov - Föll & bevakta □ Förskola - Min barnomsorg □ Boendeparkeringstillstånd (öppen inloggning) □ Anmäl fukt & mögel □ Förskola & skola - Jämför alla alternativ » Anmäl mafförgiftning □ Grundskola - Schema, frånvaro m.m. Anmäl problem med ventilation □ (Stockholms skolvебб) □ Anmäl störande luktar □ Gymnasieskola - Frånvarohantering m.m. Anmäl temperatur och drag □ (Fronter) □ Kartor och flygfoton - Beställ □ Vuxenutbildning - Ansök □ Radonmätning - Sök □ Värme pumpstillstånd - Ansök □ Bullerinformation - Sök □

Familj & Omsorg Kultur & Fritid Om Stockholm

Vinsel - Anka tid i Återlättethet/Återläkt - ansök □ Lerlina inkh - Sök □

Done

IHS Romania Mail - Inbox... Downloads Startsidan - stockholm... Microsoft PowerPoint - [c..., strategii RO ? « » 17:30

Trecerea de la “modelul suedez” la dezvoltarea in competitie formulata in politica locala din 1993:

- Dezvoltarea orasului ca un centru de business si centru de localizare pentru companii internationale in domeniul tehnologiei informatiei, farmaceuticii si transporturilor
- Conectarea orasului la regiunea inconjуратore si la celelalte regiuni prin linii de cale ferata de standard ridicat si autostrazi moderne
- Crearea de noi unitati de educatie universitara si de formare continua
- Protejarea mediului urban, prin imbunatatirea sistemului de utilitati publice si de control al calitatii aerului



A world-class Stockholm

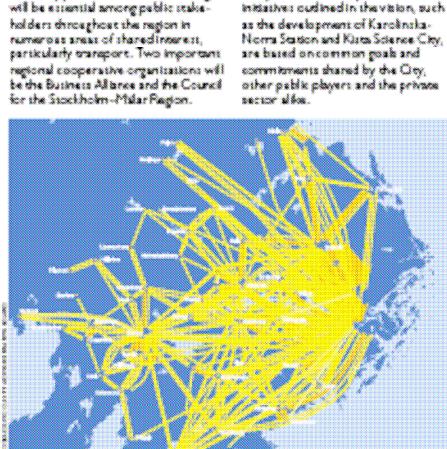


CITY OF STOCKHOLM EXECUTIVE OFFICE
City Hall, SE-105 35 Stockholm, Sweden.
Telephone +46 (0)8 508 29 000
www.stockholm.se

VISION2030

VISION & REALITY

A Strategic Undertaking
Our vision of the Stockholm of the future is a strategic undertaking by the City of Stockholm. All the City's committees and company boards will be asked to work in line with this vision within their own particular areas of responsibility. Translated into priorities and concrete action plans, it can be expected to have a considerable impact on development programmes implemented within the City. Keeping track of developments and evaluating the measures put in place to attain our objectives will be another important task.



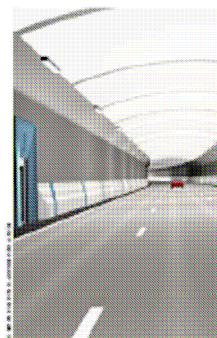
Good for Stockholm, good for Sweden. An increasingly close knit region will make the Stockholm-Mälardalen Region the powerhouse of the entire country.

Scandinavia's City Hall The message Stockholm – Capital of Scandinavia is well established and has taken root in the minds of local people and visitors alike.

Regional Cooperation
Strengthening the ongoing regionalisation of the Stockholm-Mälardalen region is crucial if we are to realise our full potential and eventually achieve our vision. A strong consensus and a robust approach to decision-making will be essential among public stakeholders throughout the region in numerous areas of shared interest, particularly transport. Two important regional cooperative organisations will be the Business Alliance and the Council for the Stockholm-Mälardalen Region.

Cooperation With the Business Community
Extensive cooperation and various kinds of partnerships between the City, other public stakeholders and the business community will be needed if we are to turn the vision into reality. Many of the most important of the initiatives outlined in the vision, such as the development of Kärlunda-Norra Station and Kista Science City, are based on common goals and commitments shared by the City, other public players and the private sector alike.

Our vision of the Stockholm of the future is a strategic undertaking by the City of Stockholm. All the City's committees and company boards will be asked to work towards achieving this vision within their own particular areas of responsibility.



The City on Water Increasingly underground, Stockholm will enjoy a better environment and a more efficient transport system with an underground traffic network such as the Horns Länken road link.

Urban Policies for Sustainable Growth

The economic development of the Stockholm-Mälardalen region is of great importance to the growth of Sweden as a whole, and robust initiatives will be needed to maintain the region's position as the country's national growth engine. This will require national policies to be formulated from an urban perspective and to take into account the special conditions of the region, such as higher housing costs, higher cost of commercial premises, higher wage and salary levels, long travel times, complex decision-making processes and the risk of segregation. For example, the Swedish municipal qualification scheme must be modified, and government funding for large-scale investments in infrastructure must be stepped up. The state's sector-based approach must become generally more flexible and more harmonised than it is today, especially when it comes to application of the Planning and Building Act and the Environmental Code.



On land and at sea, Stockholm's strategic location is clearly apparent at Värtan, the port area from which passengers can quickly and easily reach the cities around the Baltic Sea.

International Cooperation
In a globalised world, international cooperation is more important than ever. The Stockholm-Mälardalen region is strategically located in the increasingly strong and increasingly well integrated Baltic Sea region, and has every chance of becoming the natural hub of this region. It is therefore essential that Stockholm is a active player on the international arena and prioritises collaboration with other European regions and cities, above all in northern Europe.



The Tree of Knowledge. New ideas and innovations flourish at Kärlunda-Norra Station, where education and research are closely linked with the business community.

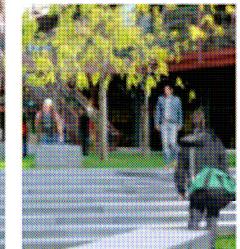
Marketing Stockholm

- The Capital of Scandinavia
With competition between cities and regions steadily growing, international branding and profiling are becoming ever more important. As things stand now, international awareness of Stockholm is relatively poor. And sometimes, Stockholm is associated with perceptions and values that are simply not true. It is therefore essential that we continue our efforts to promote the Stockholm-Mälardalen region as The Capital of Scandinavia internationally, and that we do so consistently and with the long-term perspective firmly in mind.



Symbols and Conceptual projects
Lots of considerable strategic importance for the City, in cooperation with other stakeholders, to develop spectacular, meaningful projects that clarify the vision's overall intentions and can serve as shared symbols of the Stockholm of the future. These could be visionary urban development projects, or they may simply be projects compatible with the overall vision and that can be considered to have a strong symbolic value. Examples might be the process of matching jobseekers with the needs of the business community, various immigration projects, or the City's work on quality issues.

Extensive cooperation and various forms of partnership between the City, other public stakeholders and the business community will be needed to turn the vision into reality.



CITIZENS' STOCKHOLM

In 2030, Stockholm is the hub of a safe, accessible region without social or physical barriers.

In Stockholm, people are able to travel, live and come together where and when they want. There are also first-class, cost-effective social services based on freedom of

choice and diversity, giving residents unique opportunities of choosing their own schools, health care and other care providers.



AGNES, AGED 24 IN 2030

How do you get around in Stockholm?
By underground, a boat and my red V8.

Whereabouts in Stockholm do you live?
In Örnsberg. Close to the café and the sea.

What happens if you fall ill?
I press a button on my computer. Two if I'm really ill.

Do you have any children?
Yes, Max, Johanna, John, Ulrik and Anna.

Tbilisi (Georgia) – 1 100 000 locuitori

New Tbilisi.Gov.Ge - Tbilisi City Hall Official Web Site - Mozilla Firefox

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12:10 04/10/2011 TBILISI CITY HALL Tbilisi.gov.ge Tbilisi Mayor Gigi Ugulava + SHARE Business Projects News

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Traditional National Day "Vedzisoba" Celebrated in Tbilisi

National day "Vedzisoba" was celebrated in Tbilisi, which is traditionally held on the first week of October. A lot of people take part in the celebration of this event. Various types of activities are held: horse racing, different traditional Georgian sports, concerts of Georgian folk music, etc. Gigi Ugulava attended the event, met with the local population and congratulated them with this day.

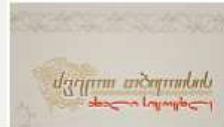
News 2 თებერვალი 2011



Holiday Event Held in Tbilisi Elderly Asylum

For celebration of International Day of Elderly, holiday event was held in Tbilisi elderly asylum

News 2 თებერვალი 2011



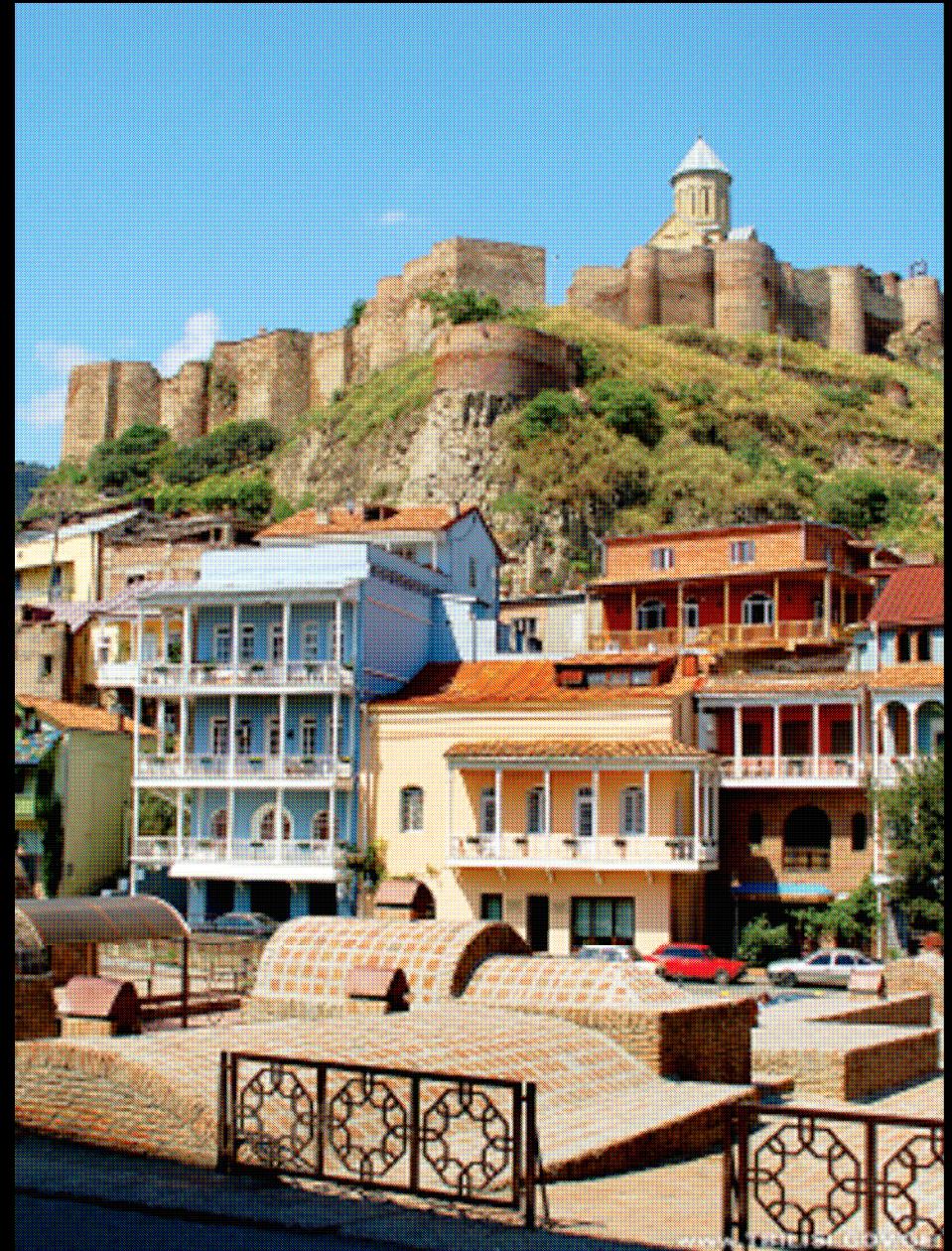
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Start IHS Romania Mail - Inbox... New Tbilisi.Gov.Ge - T... SORINA - BRANDING conf timisoara_sora.ppt RO

Revolutia trandafirilor (2003) –
guvern democratic si reforme
economice

Proces de planificare urbana:

- Millennium Development Goals
- Tbilisi Master Plan
- Strategia de dezvoltare economică locală
- Strategia de dezvoltare durabilă
- Strategia de branding



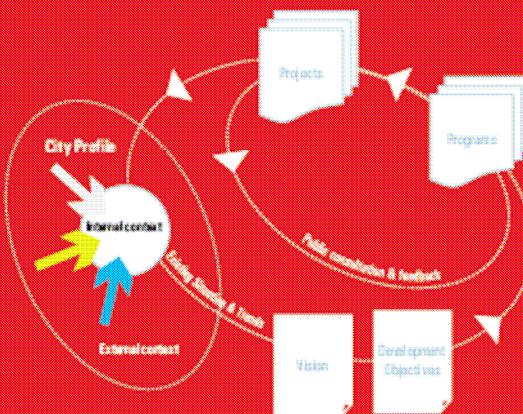
GLOBAL CITY FOR GLOBAL PARTNERS TBILISI VISION 2030

A full scale city development strategy has been launched in Tbilisi, with technical and financial assistance from the Cities Alliance Program, supported by the World Bank, UNDP, GTZ and UNEP. The objective of the CDS is to collectively define the city's vision and the mid-to-long term goals in a competitive world, and identify the city's highest priorities and investment needs.

The CDS for the capital of Georgia helps to anticipate future shocks and rapidly changing contexts and raises its understanding of how stakeholders would respond under various development scenarios. On the other hand the strategy enables Tbilisi to anticipate the rate, type, and physical direction of growth and to develop infrastructure ahead of growth.

The CDS creates sustainable mechanisms for stakeholders' consultation and public inputs into the decision-making process. The CDS builds on, and maintains the city's cultural heritage and economic assets, opens the door for the new initiatives and serves as the base for development activities in a sustainable manner.

CDS Process



GLOBAL CITY FOR GLOBAL PARTNERS ! TBILISI VISION 2030

Challenges facing Tbilisi for 2030

Create increased connectivity, transit options and transversal transparency of the city

Diversify and expand employment opportunities through local and international partnerships

Increase the attractivity of Tbilisi through the expansion of sustainable services for citizens, businesses and visitors

Continue the development of modern governance and performing city management



The Mayor's Message



"For us to formulate the Tbilisi Vision is celebrating our identity as a city, and exploring our relationship to the rest of the world.

Nowadays, Tbilisi starts its historical journey to accomplish its destiny as global city."

TBILISI PLACE BRAND DEVELOPMENT: AN OFFICIAL TRADEMARK FOR THE MUNICIPALITY

Tbilisi is a city of many beautiful lights. The logotype's blue color gradient symbolizes that The city that loves you lights up the sky at night.



Timisoara (Romania) – 312 000 locuitori

Primaria Municipiului Timisoara - Mozilla Firefox

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http://www.primariatm.ro/index.php?lg=en

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Primaria Municipiului Timisoara

Timisoara City Hall

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- Municipal projects
- The Strategic Concept of Economic-Social Development of the Timisoara Area
- The noise map of Timisoara Municipality
- Telpark
- Ecological Timisoara – environment protection strategy

City Hall Information Center

- Location Management
- Timisoara Zoo

Participatory Democracy

- The Consultative District Council
- The Local Youth Council of Timisoara
- Decisional Transparency
- The Seniors Council of Timisoara

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Album

Pentru că stările nu se termină niciodată

Address www.agenda.ro

Targ de primavara

CLICK AICI sa-l vezi!

Infokiosk

This project was implemented using the Kiosk.connect solution developed by QCT Connect. The aim of the project was to create an automated, easy to use information system for the citizens. Citizens will be able to use this system either through specialized terminals placed in public places (infokiosks) or through the Internet, from any computer that has an Internet connection. Thus, we are trying to really bring the local administration closer to the average citizen and to ensure transparency on both sides.

The final aim of this project is to increase the quality and availability of governmental services, whose beneficiaries are the citizens, the business environment and public servants. [more...]

Decisional Transparency

In 2005, according to the provisions of Law no. 52/2003 regarding Decisional Transparency in the Public Administration, Timisoara City Hall organized nine meetings for the public debate of 38 draft decisions. Three of these debates were requested by associations or trading companies, whereas the others were organized on the initiative of the municipality. The issues discussed referred to projects regarding the operation regulations of city cemeteries, traffic optimization, facilities granted to young people, cable TV services, thermal energy prices, financing of cultural and sports projects, as well as a series of town plans. [more...]

The Consultative District Council

Consultative District Councils (C.D.C.) can be joined by any citizen who is a resident of Timisoara, is at least 18 years old and expresses his or her wish to be a volunteer member of a council.

Each C.D.C. must be made up of at least 7 people, citizens who have expressed their wish to debate the various aspects of collective life together (representatives from the fields of education, health, culture, services and trade, owners' associations etc.). C.D.C.s set the number of their members in accordance with their own realities, knowing that the maximum number of members is 50, which should not be exceeded if the council is to work properly. Members are selected during the set up meeting based on the applicants' CVs and on the majority of votes of those present. The list of substitute members is also drawn up at this stage. [more...]

Adresa: Bd. C.D. Loga, nr. 1, cod postal 300030
Telefon: 0256-408300
Fax: 0256-490635
Call-Center: 0256-969
Email: contact
Internet: primariatm.ro

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- “Conceptul integrat de masuri pentru reabilitarea prudenta si revitalizarea economica a cartierelor istorice din Timisoara-perioada 2007-2011”,
- “Vision Timisoara 2030-suport la dezvoltarea unui concept durabil pentru infrastructura orasului Timisoara”
- "Planul Integrat de Dezvoltare al Polului de Crestere Timisoara" (2007-2013)
- “Smart Cities, Ranking of European Medium-Sized Cities” 2007
- Planul Urbanistic General si Strategia de dezvoltare spatiala

VIZIUNEA 2030 - TIMISOARA, METROPOLA EUROPEANA HIGH-TECH, CU RADACINI ISTORICE SI CULTURALE

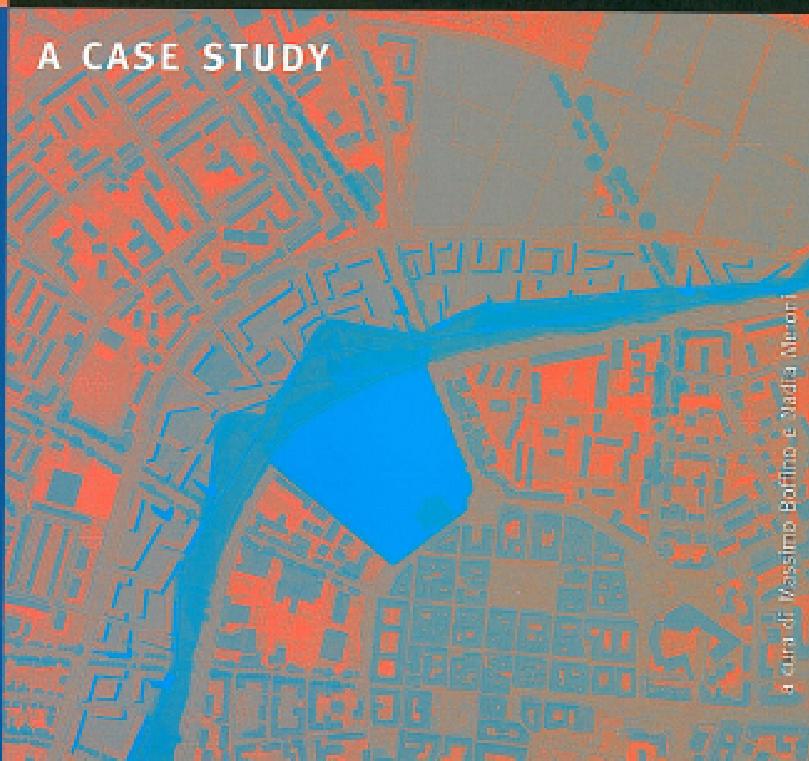
VIZIUNE PIDU: SPATIU MULTICULTURAL INTEGRATOR SI DE AVANGARDA, POL NATIONAL DE REFERINTA IN INDUSTRIILE CE UTILIZEAZA TEHNOLOGII INALTE, IN INFORMATICA, TELECOMUNICATII SI IN SERVICIILE CREATIVE

MASSIMO TADI

TIMIȘOARA 2020

overall vision

A CASE STUDY



a cura di Massimo Bottino e Nadia Negroni

ALINEA
EDITRICE

Concluzii ale studiilor de caz

Strategii de dezvoltare orientate spre piata construite pe metodologia planificarii strategice, pornind de la avantaje competitive

Evolutie a procesului de planificare: master plan – strategie de dezvoltare – strategie de marketing – strategie de branding

Functiuni urbane (infrastructura, locuri de munca, localizare) si valoare adaugata (cultura, atractii, oameni)

Traditii si identitate, pozitionare internationala si prioritate dezvoltarii economice

Cooperare intre cetateni, organizatii publice si private (consultare, implicare publica, parteneriat)

Cooperare teritoriala la nivel metropolitan

Strategie de branding pe baza valorilor locale si a reputatiei

Structuri ale administratiei publice responsabile cu formularea si implementarea strategiilor de marketing

Concluzii finale

Ipoteze:

Orasele sunt intr-un risc permanent legat de schimbarile economice, politice, tehnologice si de mediu la nivel mondial.

Orasele sunt intr-o permanenta competitie pentru atragerea unor resurse care sunt limitate.

Dincolo de influentele politiciilor nationale si supra-nationale, orasele trebuie sa se bazeze si pe propriile resurse pentru a face fata acestei competitii.

Concluzii:

Orasele au nevoie de un management performant si antreprenorial.

Orasele au nevoie de o planificare strategica orientata spre piata/ marketing strategic.

Orasele au nevoie de parteneriate si participare.

Orasele sunt branduri si au nevoie de strategii de branding (produse de calitate si campanii de promovare).

Orasele trebuie sa ofere ceea ce promit.