

# THE IPBA BARCELONA COPENHAGEN-REGION PLACE BRANDING MANIFESTO

This document defines the main principles of “place branding” with which the signatories are aligned. It is a call to action for local, regional, national and international public administration professionals, elected and private sector officials, academics, and everyone concerned about the role of cities, regions and countries in the international system. We all need to consider and manage the international positioning, engagement and reputation of our city, region or country, with the aim to improve the quality of life of citizens with respect for the United Nations Sustainable Development Goals.

## Objectives

To clarify what place branding is and what it is not and to raise its profile.

To clarify the main principles that guarantee successful place branding.

To clarify the scope of work for those in charge of place brand management.

## Defining place branding

Perceptions and civic pride matter. Locals deserve opportunity, dignity and the ability to engage internationally with their head held high, because they come from a respected city, region or country. Hence, the reputation of a place is a public good and needs to be managed as such. Place brands serve that purpose. Building a positive reputation is a long-term objective and hence it can only succeed by doing “the right thing”, by contributing to local quality of life and wellbeing as well as to humanity and the planet. In the long run, one cannot expect to obtain a positive reputation when damaging others. Therefore, place branding is *not* synonymous or even an extension of pure marketing or promotion. It is *not* simply about attracting more tourists, more business, more migrants, more investment. It is about creating the framework that informs decisions about what kind of places we want for our citizens in the future, based on identity and purpose; how we want to position these places internationally and hence, what *kind of* tourism, investment, talent, trade we expect to attract or not; and within which boundaries. More importantly, the domain of place branding reaches far beyond economics; it also deals with culture, ecology, politics, or technology.

## Principles

1. Based on identity and purpose,
2. Through collaboration between all public, private and civil society stakeholders,
3. Create a long-term positioning strategy (beyond the logo),
4. That is robust and capable of absorbing change and responding to crises,
5. That is implemented through meaningful action (policy-, project-, investment-, infrastructure-, campaign-initiatives) contributing to society, humanity and a sustainable planet,
6. Using the power of imagination to create original, creative, innovative, captivating and inspiring initiatives that catch the imagination of internal and external audiences,
7. Thereby building a distinctive, relevant, authentic, consistent, meaningful image,
8. Seeing reputation monitoring and management as an integral part of governance,
9. Committing adequate resources and processes to it, and,
10. Therefore, requiring constructive collaborative leadership to co-create the future.

We, the undersigned, are committed to following these 10 principles as a source of inspiration for our professional responsibilities.


### Signatories


  
NIKLAJ WIZASCKI, CEO  
Senior official representing Copenhagen capacity

  
Senior official representing Helsingborg City

  
Director of Business and Communications, Helsingborg City

  
Senior official representing Invest in Halland

  
Senior official representing Kristianstad Municipality

  
MARCUS ANDREASSON  
Senior official representing Destination Halmstad AB

  
Senior official representing Skane Northeast Region

  
Senior official representing Barcelona City Council

  
ROBERT COUVIERS  
Chairman of the International Place Branding Association (IPBA)