

A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight shadow effect. The background is a light gray gradient.

International Agenda Setting Conference

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HOW TO MAKE PLACE BRANDING MORE THAN ANOTHER TOOL FOR PUBLIC DIPLOMACY

PROF FRANK M. GO, ROTTERDAM SCHOOL OF MANAGEMENT,
ERASMUS UNIVERSITY

11TH INTERNATIONAL AGENDA SETTING CONFERENCE,
RAPPERSWIL, SWITZERLAND, 29TH OCTOBER 2010

Rebuilding Reputation After the Trust Meltdown



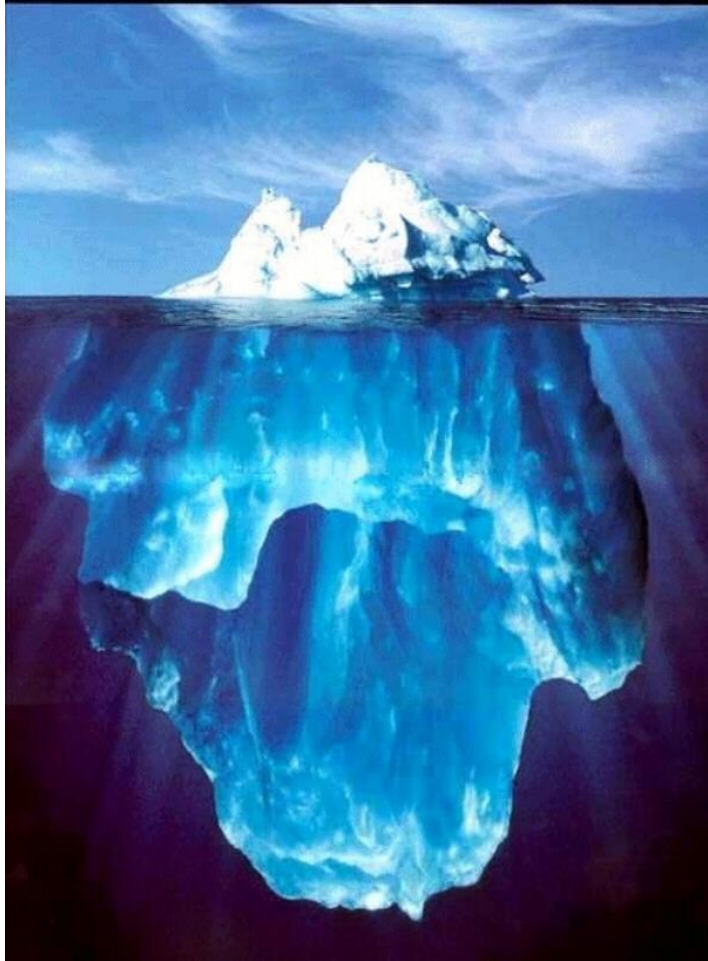
“In God we trust, all
others pay cash.”

Sign pinned on the wall behind the cash register
of a general store, somewhere in Kentucky, USA

Rebuilding Reputation After the Trust Meltdown



Rebuilding Reputation After the Trust Meltdown



“Neither the business world nor the media properly understood the actual message from the Lemman downfall: We need a complete restart if we want to overcome the TRUST MELTDOWN”

Roland Schatz, CEO
Mediatenor International

Rebuilding Reputation After the Trust Meltdown

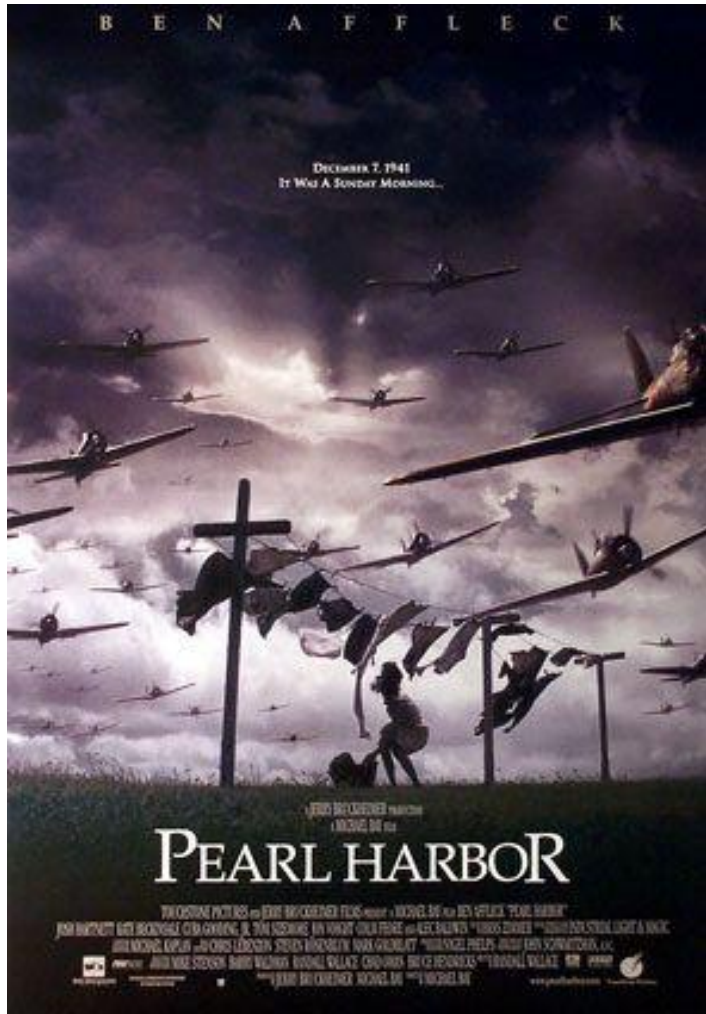


**“It was the best of times;
it was the worst of times”**
**- *A Tale of two cities* -
Charles Dickens**



”Either we know what we are looking for or we don’t. In the first instance we can expect to find something. In the second not. In the last instance we don’t recognize what we observe” - Plato

Are decision makers doomed to repeat the mistakes of history?



Decision makers participate in continuous learning process

“The Whiz Kids”, young, smart, self-confident and very numerate joined the U.S. Air Force to bring order to the chaos of military logistics.

Went on to deploy their methods across American Corporate life.

Are decision makers doomed to repeat the mistakes of history?



Robert McNamara - most famous Whiz Kid;

1960 president of Ford,

1961-1968 Secretary of State

1968-1981 Head World Bank

Management by numbers

Are decision makers doomed to repeat the mistakes of history?

IN RETROSPECT



THE TRAGEDY AND LESSONS OF VIETNAM

ROBERT S.
MCNAMARA
WITH BRIAN VANDEMARY

“Our misjudgment of friend and foe alike reflected our profound ignorance of the history, culture and politics.”

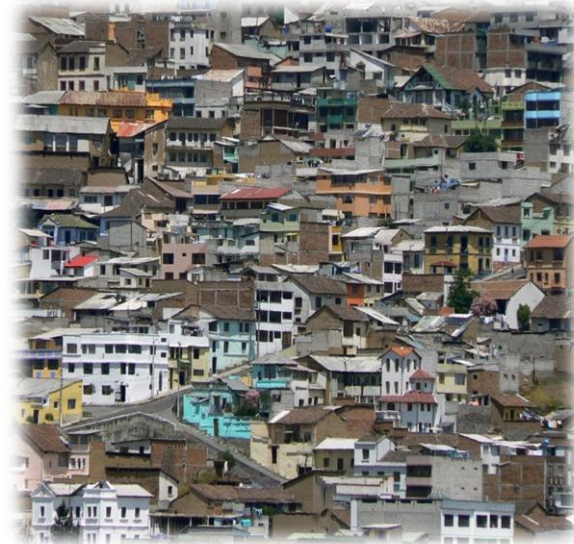
Robert McNamara, 1916-2009

Does 'where' matter in the digital age?

Only when 'somewhere' is put on the map and subsequently stored in memory for recall.

The 'Feel-good' factor renders the misery of the other fit for mass-consumption.

“Every week 1.3 million migrants arrive in cities. Every week again.”



Does 'where' matter in the digital age?

- 1800 → 3%
- 1900 → 9%
- 2007 → 50%

2030 → 61%

Growth of world's urban population



Search for Planet of Slums on
Google:
370.000 hits

Does 'where' matter in the digital age?



Patients pay \$30,000 for invitro fertilization in the USA. At Anadolu Medical Center (affiliated with John Hopkins Medicine), they would pay one-fifth, including the flight and hotel stay.

Turkey could attract one million foreign patients to its medical facilities by 2015.

Source: International Herald Tribune, October 26 2010, p. 10, advertising supplement

Does 'where' matter in the digital age?



In the da Vinci system, the surgeon sits at a viewfinder (left) and remotely manipulates probes and instruments on actuator arms over the operating table.

**Reproducibility characterizes or electronic media culture
(Baudrillard, Simulacra & Simulation, 1994) ... Authenticity?**



A Society of Screens >> Cult of the amateur: How the internet is killing our Culture, Andrew Keen, 2007



What's the meaning of Place Branding?

From Borat to Mohammed....

***Borat movie, November 2006
1 weekend, 837 screens
\$26.4 million; release widened to
2,566 screens following
controversies – blockbuster in
USA and Europe***

***Mohammed Cartoon Jyllands-
Posten September 2005 led to
attacks of Danish Embassies on
February 26, 2006 – cartoon
intifada; Danish exports dropped
15.5% between February –June
2006; damage \$134 million***

***Lesson: Place branding is not
always about high politics;
state officials are not in full
control of their nation brand***

What's the meaning of Place Branding?

Paradoxes and Puzzles on the Road to Positive Peace

- Here - there
- Mobility - fixity
- Physical - digital
- Individual - group
- Competing - collaborating
- Global - local (glocal)
- Trust - treason



Need: Good governance recognize that less is more

What's the meaning of Place Branding?

‘Value sharing, with credibility, humility, sincerity and affinity’
contributes to the blurring of borders and walls of separation:

- ▣ Chinese Wall
- ▣ Berlin Wall
- ▣ Divide between moderates and ‘prisoners of the past’

*Needed: A focal point to understand what happens where in an
inter-connected, dynamic network of communities*

What's the meaning of Place Branding?

- 3 levels of place branding:
 - Popular way: buzz words and vague marketing terms
 - Visual identity design: logo or slogan
 - *Integrated internal and external communications*: A wide area of corporate strategy, citizen, consumer and culturally-based motivation and behavior.

Why Must Place Branding Be More Than Another Tool For Public Diplomacy?



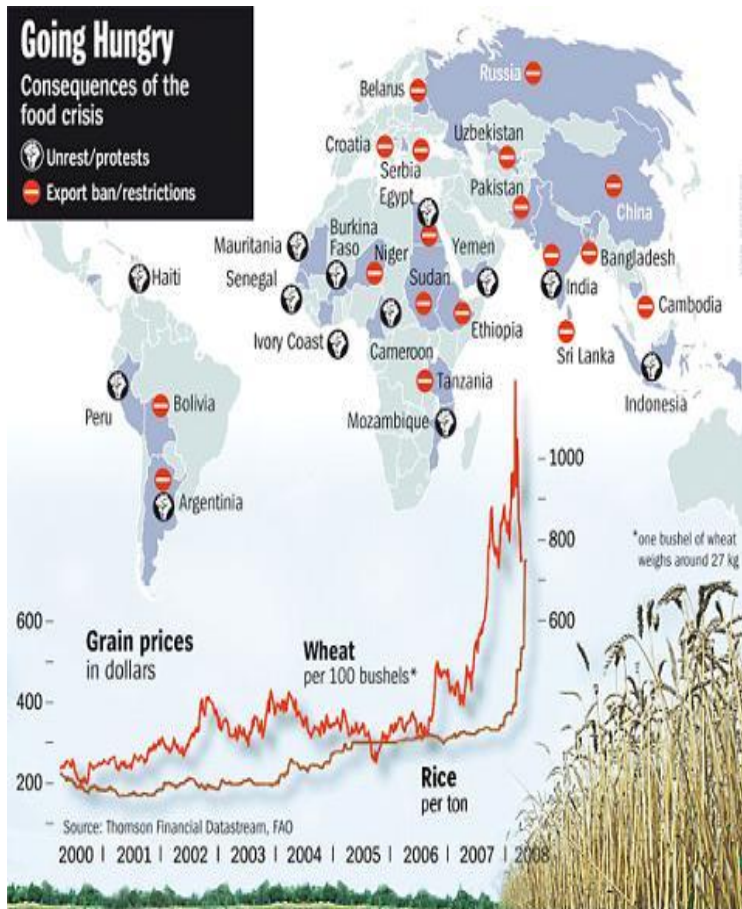
Why Must Place Branding Be More Than Another Tool For Public Diplomacy?

5 critical scarcities:

- ❑ Food
- ❑ Commodities
- ❑ Energy
- ❑ Water
- ❑ Clean environment



Why Must Place Branding Be More Than Another Tool For Public Diplomacy?



Global food production will have to increase by more than 40% in 2030

High Food Prices Hit Home 2010-2017

Beef and pork	+ 20 %
Sugar	+ 30 %
Wheat and corn	+ 40 – 60 %
Butter and oil seeds	+ 60 %
Vegetable oils	+ 80%

(source: OECD; FAO)

Why Must Place Branding Be More Than Another Tool For Public Diplomacy?

Is LEO worth it? For Whom?

- ❑ Security and Crime issues
- ❑ Sense of emancipation
- ❑ Government driven/democracy?
- ❑ Impacts on the country?
- ❑ Bridge to overcome discrimination
- ❑ FIFA = form of neo-colonialism
- ❑ Symbolic value of Olympics



Why Place Branding Must Be More Than Another Tool For Public Diplomacy?



Back to basics: MENA water shortage. Water is a shared heritage and fundamental human right

Information as a common pool resource: at a time when privatization of resources spreads unabated, the principles of collective action afford a lever to effectively manage critical resources as common-pool resources

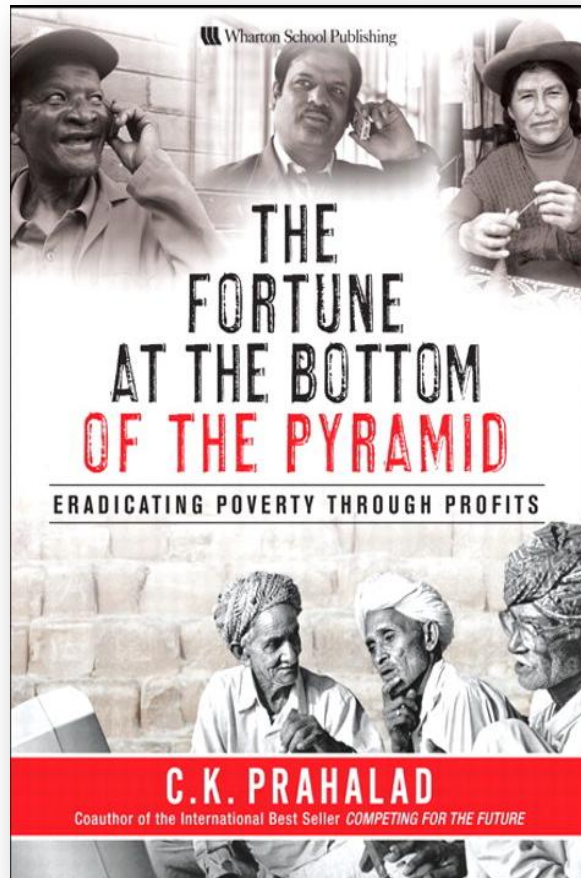
Source: Hesse & Ostrom, 2001



Place Branding Must Be More Than Another Tool For Public Diplomacy in order to adapt to change



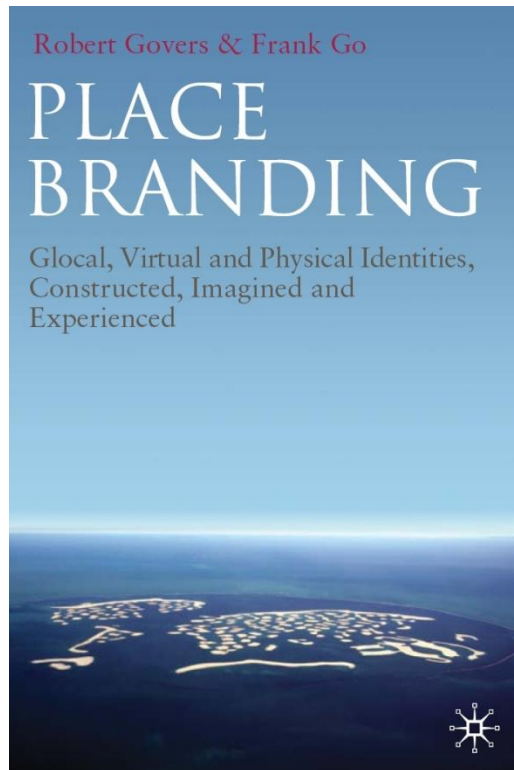
Place Branding Must Be More Than Another Tool For Public Diplomacy in order to adapt to change



Building on the shoulders of Giants the Global Peace Report affords us with ammunition to start the process of reversing vicious circles of violence into virtuous circles of a positive peace. Thanks Steve and Roland!

How to tap the cognitive surplus and energy across the world to deliver along efficiency, effectiveness and equity metrics and mitigate the effects of dysfunctional decision making?

Thank you!



Thank you for your kind attention

**Professor Frank Go, Rotterdam School of
Management
Erasmus University
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The background features a stylized line graph with two lines: a black line and a red line. Both lines show a sharp upward peak on the left and a sharp downward peak on the right, with a dip in the middle. The lines are thick and have a slight gradient. The text is centered over the graph.

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