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Place branding in strategic spatial planning

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Appendices

Appendix A. List of online information/knowledge sharing platforms, such as blogs and twitter feeds devoting attention to the topic of place branding, place marketing and place management.

Name*	Electronic address	Type	Editor
Brandocracy	https://twitter.com/brandocracy	Twitter	-
City Nation Place	https://twitter.com/citynationplace http://www.citynationplace.com/	Twitter Blog	Hubbub Ltd.
CityBranding	https://twitter.com/BrandCity http://citybranding.ru/	Twitter Blog	-
Country Branding	https://twitter.com/CountryBranding	Twitter	-
Destination Brands	https://twitter.com/DestinaBrands http://destinationbrands.net/	Twitter Blog	-
Envisioning better futures	http://envisioningbetterfutures.blogspot.nl/	Blog	Eduardo Oliveira
Institute of Place Management	https://twitter.com/PlaceManagement http://www.placemanagement.org/	Twitter Blog	Cathy Parker
Nation Branding	https://twitter.com/EastWestComs http://www.eastwestcoms.com/	Twitter Blog	-
Nation Branding	https://twitter.com/_NationBranding http://nation-branding.info/	Twitter Blog	-
Nation Branding Lab	https://twitter.com/nationlab http://nationbrandinglab.com/	Twitter Blog	-
Nouveau North	https://twitter.com/nouveaunorth http://www.nouveaunorth.com/#home	Twitter Blog	-
Place Brand	https://twitter.com/GoPlaceBrand	Twitter	-
Place Brand Observer	http://placebrandobserver.com/ https://twitter.com/PlaceBrandOBS	Twitter Blog	Florian Kaefer
Place Branding Factory	https://twitter.com/PBF4 http://www.placebrandingfactory.com/	Twitter Blog	-
Place Marketing	https://twitter.com/PlaceMarketing http://www.placemarketing.net/	Twitter Blog	-
Places For Us	https://twitter.com/Places_for_us http://www.placesforus.com.br/	Twitter	Various
Placesbrands	https://twitter.com/placesbrands http://placesbrands.com/	Twitter Blog	Samantha North
Proximity Tourism	https://twitter.com/TourIdentities	Twitter	Jelmer Jeuring
So Place	https://twitter.com/SoPlacers	Twitter	-
Thinking Place	https://twitter.com/thinking_place	Twitter	-

Source: Own elaboration *In alphabetical order

Appendix B. Interview guide used during the in-depth interviewing with the regional actors.

I: Strategic territorial diagnosis of northern Portugal (NUT II)

01: What are the key economic, social and political constraints and limitations of northern Portugal?

02: What is the nature of those key issues / problems/weaknesses, structural or cyclical?

03: Bearing in mind the economic, social and cultural diversity, how do you characterize the image of the region?

04: In your opinion, is the northern Portugal image damaging the regional attractiveness at the national (inside) and international (outside) levels?

05: How do you perceive or expect the future of northern Portugal (strengths/potential and solutions/improvements / visions for the future)?

II: Place branding at the regional scale

06: In your opinion, is there any place brand for Portugal (nation brand) and for its northern region (region brand)? If yes, what is the nature of those place brands?

07: What are the key strategic domains of northern Portugal?

08: What are the key distinctive elements (tangible/intangible material/symbolic) of northern Portugal that should be integrated into a place (region) branding strategy?

09: In your opinion, a region branding strategy for northern Portugal would be able to enhance regional attractiveness, reimagine and reposition the region nationally and internationally?

10: Which entity could be able to plan and manage a region brand for northern Portugal?

III: Strategic spatial planning at the national (Portugal) and regional (northern region)

11: What are the current main strategic spatial planning instruments, development plans, strategic initiatives and policy documents for Portugal and its northern region for the period between 2014 and 2020?

12: In your opinion, are those spatial plans and documents dynamic, up to date, fair and just?

13: In your opinion, are those spatial plans and documents sufficiently robust to support a regional structural change at the economic and social levels?

14: In your opinion, are those spatial plans and documents able to strengthen the competitive position of the northern region to Portugal and beyond?

15: What are the financial support mechanisms for regional planning and development?

IV: Place branding in strategic spatial planning at the region level

17: In your opinion, can a place (region) brand be integrated as an instrument in strategic spatial planning?

18: In your opinion, can a place (region) branding initiative integrated as an instrument in strategic spatial planning to support regional development and the attainment of strategic goals?

19: What mechanisms (political/financial) can operationalise a place branding strategy for northern Portugal?

V: Participation / regional actors engagement / cross-border cooperation in strategic spatial planning and place branding

20: How do you characterise the cross-border cooperation between northern Portugal and Galicia?

21: Does a cross-border branding strategy for the Euroregion of Galicia-northern Portugal makes any sense? If yes, what would be the role of European Grouping of Territorial Cooperation in that regarding?

22: Would you be able to identify and recommend other key regional actors (civic society and institutions) to be interviewed for the purpose of this study?

23: Is there any other element you would like to raise or question?

Thank you for your cooperation

Appendix C. List of key regional actors of northern Portugal interviewed for the purpose of this Ph.D. thesis between March 2014 and February 2015.

IN*	Key regional actors (civic society and institutions)	Position of interviewee	Location
1	North Regional Coordination and Development Commission (CCDRN)	Director of services for regional development	Porto
2	CCDRN-II	President's Cabinet	Porto
3	Regional Entity of Tourism of Porto and Northern Portugal (TPNP)	Director of services for tourism planning and promotion	Viana do Castelo
4	Regional Development Agency of the Ave Valley (ADRAVE)	Director of services	Vila Nova de Famalicão
5	European Grouping of Territorial Cooperation Galicia-northern Portugal (EGTC-GNP)	Director-general	Porto
6	Health Cluster Portugal (HCP)	Director of studies and planning	(online)
7	Textile and Clothing Association of Portugal (ATP)	Director-general	Vila Nova de Famalicão
8	University of Minho (UM-I)	Vice-rector for Knowledge Enhancement and Special Projects	Braga
9	Department of Economics School of Economics and Management (UM-II)	Professor of Economics	Braga
10	Department of Economics School of Economics and Management (UM-III)	Professor of Economics	Braga
11	Department of Civil Engineering School of Engineering (UM-IV)	Professor of Urban and Regional Planning	Braga
12	Geography Department Social Sciences Institute (UM-V)	Professor of Geography	Guimarães
13	Quatenaire Portugal - Corporate society working on Spatial Planning; Strategic Planning (QP)	Member of the Board of Directors	Matosinhos
14	A member of the business community (transports agency) (TRP)	Director of services	Braga
15	A member of the civic society (CS)	Independent researcher	Braga
16	PortugalFoods (PF)	Executive Director	(online)

*IN stands for interviewee number which has been attributed by the author.

Appendix D. List of key regional actors of northern Portugal which have been contacted for an interview but have not replied the electronic message or have denied* the participation in this study.

IN**	Acronym	English translation	Original name in Portuguese
1	AARN	Artisans Association of Northern Portugal	Associação de Artesãos da Região Norte
2	ACB	Commercial Association of Braga	Associação Comercial de Braga
3	ACISAT	Alto Tâmega Business Association	Associação Empresarial do Alto Tâmega
4	ACP	Commercial Association of Porto	Associação Comercial do Porto
5	AEP	Portuguese Entrepreneurial Association	Associação Empresarial de Portugal
6	AICEP Portugal Global	Trade & Investment Agency	Agência para o Investimento e Comércio Externo de Portugal, E.P.E
7	AIMinho	Business Association of Minho	Associação Empresarial do Minho
8	ANI	National Innovation Agency	Agência Nacional de Inovação, S.A.
9	BICMINHO	Business and Innovation Centre of Minho	Oficina da Inovação – Empreendedorismo e Inovação Empresarial, S.A.
10	CIM do Alto Minho	Alto Minho Intermunicipal Association	Comunidade Intermunicipal do Alto Minho
11	CIM do Ave	Ave Intermunicipal Association	Comunidade Intermunicipal do Ave
12	DGT	Northern Portugal Office of the Directorate General of the Territory	Delegação Regional do Norte da Direção-Geral do Território
13	IAPMEI, I.P.	Agency for Competitiveness and Innovation	Agência para a Competitividade e Inovação
14	Porto Convention	The Porto Convention and Visitors Bureau	Associação de Turismo do Porto e Norte, A.R.
15	UEVM	Vale do Minho Business Confederation	União Empresarial do Vale do Minho
16	UTAD***	Vice-Rector for Planning, Strategy and Organization of the University of Trás-os-Montes and Alto Douro***	Vice-Reitoria para o Planeamento Estratégia e Organização da Universidade de Trás os Montes e Alto Douro***

* Despite several attempts carried out by the author of this thesis to interview the 16 key regional actors listed here, unfortunately they did not reply the emails or did not follow up the phone call requesting for information or a contact person. The author considers to have developed all possible efforts to establish contacts with these regional actors, even by using his network of contacts, however all pressure was fruitless.

** Attributed by the author.

*** This institution/key regional actor has replied the electronic message but has denied its participation on this study and has recommended to interview CCDRN (Interviewee IN 1 and IN 2, see appendix C, page 240).

Appendix E. List of development plans, strategic initiatives and policy documents for Portugal and its northern region for the period between 2014 and 2020 content analysed.

ID	Title	Entity Responsible	Date Publication	Time frame	Source/Available at:
National level: Portugal					
1	The Programme of the XIX Constitutional Government 2011-2015	Portuguese Government	2011	2011-2015*	http://www.portugal.gov.pt/pt/o-governo/programa-governo/programa-governo.aspx
2	The Road to Growth: A Medium Term-Reform Strategy for Portugal	Portuguese Government	May 2014	2014-2020	http://www.portugal.gov.pt/media/1424212/20140517%20Road%20Growth.pdf
3	Portugal 2020	Portuguese Government	March 2011	2011-2020	http://ec.europa.eu/europe2020/pdf/nrp/nrp_portugal_pt.pdf
4	National Strategy for Research, Innovation and Smart Specialization 2014-2020	Portuguese Government and Foundation for Science and Technology	**	2014-2020	http://www.fct.pt/esp_inteligente/ http://www.pofc.qren.pt/portugal-2020/especializacao-inteligente
5	National Strategic Reference Framework: Operational Competitiveness Programme	Portuguese Government and COMPETE. COMPETE responsible for managing and implementing the National Strategic Reference Framework.	**	2014-2020	http://www.pofc.qren.pt/portugal-2020/po-competitividade-e-internacionalizacao
6	National Strategic Reference Framework: Clusters and Competitiveness and Technology Poles	Portuguese Government and COMPETE (see information above)	**	2014-2020	http://www.pofc.qren.pt/ResourcesUser/Centro%20Informacao/Biblioteca/Publicacoes/BrochuraPC.T.pdf

7	Smart Cities Portugal - A Sustainable and Competitive Network	INTELLi is a non-profit organization aimed at developing smart, sustainable and inclusive territories;	**	**	http://www.inteli.pt/en/go/smart-cities-portugal
8	Portugal Economy Probe - <i>Probe Portugal</i>	Portugal Economy Probe	**	**	http://www.peprobe.com/
9	Portugal Global <i>Choose Portugal</i> (Portugal Basic Data)	AICEP - Portugal Global - Trade and Investment Agency	March 2014	**	http://www.portugalglobal.pt/en/choose/documents/index.html http://www.portugalglobal.pt/EN/Pages/index_old.aspx
10	Portugal, business by the sea <i>Portugal, Europe's West Coast</i>	AICEP	**	**	http://www.portugalglobal.pt/EN/SourceFromPortugal/Documents/PortugalCostaNegociosIngles.pdf
11	Territorial Planning and Urbanism Act (LBPOTU)	Ministry of Environment Spatial Planning and Energy and DG Territory	Law n°. 48/1998, of 11 th August Law n°. 54/2007, 31 st of August	Modified by Law	http://www.dgterritorio.pt/legislacao/ordenamento_e_cidades/gestao_territorial/lei_de_bases_da_politica_de_ordenamento_do_territorio_e_de_urbanismo_lbpotu_2
12	National Spatial Planning Policy Programme (PNPOT) <i>Action Programme and Report</i>	Spatial Planning and Energy and DG Territory	Law n°. 58/2007, 4 th of September	***	http://www.dgterritorio.pt/ordenamento_e_cidades/ordenamento_do_territorio/pnpot
13	The National Strategic Plan for Tourism (Revised version)	Portuguese Government (Ministry of Economy)	2013	2013-2015	http://www.turismoportugal.pt/Portugu%C3%AAs/ProTurismo/pol%C3%AADicaseestrat%C3%A9gias/Documents/PENT_04OutWEB.pdf

Regional level: Northern Portugal					
14	Northern Portugal Operational Programme	CCDRN	February 2014	2014-2020	http://www.ccdrn.pt/fotos/editor2/norte2020/pornorte2020_modelocom_versao_detrabalho.pdf
15	Northern Portugal Smart Specialisation Strategy 2014-2020	CCDRN	May/June 2013	2014-2020	http://www.ccdrn.pt/pt/norte-2020/especializacao-inteligente
Inter-regional level: Euroregion Galicia-northern Portugal					
16	Euro-region 2020 Project 2014-2020	<i>Eixo Atlântico****</i> and <i>Galician Tourism Agency</i>	**	2014-2020	http://www.eixoatlantico.com/sites/default/files/Proyecto%20Euroregion%202020 ES 2.pdf
17	Two Countries – One Destination	<i>Eixo Atlântico****</i>	**	**	http://www.eixoatlantico.com/sites/default/files/Guia%202014 EN web b 1.pdf
18	Joint Investment Programme Galicia-northern Portugal 2014-2020	GNP-EGTC, CCDRN, Xunta Galicia	February 2014	2014-2020	http://www.eixoatlantico.com/documentos/pic2014.pdf http://www.gnpaect.eu/en/euroregion/PIC.pdf/view
Supra-national level: EU and OECD					
19	Portugal: Reforming the state to promote growth	OECD	May 2013	**	http://www.oecd.org/portugal/Portugal%20-%20Reforming%20the%20State%20to%20Promote%20Growth.pdf
20	Europe 2020 Strategy: Portugal-specific recommendations 2014-2020	European Union European Commission	November 2013	**	http://ec.europa.eu/europe2020/pdf/csr2014/csr2014_council_portugal_en.pdf

Source: own elaboration based. Notes: *According to the National Elections Commission of Portugal; **Date and/or timeframe are unknown; ***Modified according to new national legislation (ID 12); ****Transnational programme for the northwestern part of the Iberian Peninsula.

EGTC stands for European Grouping for Territorial Cooperation. CCDRN stands for North Regional Coordination and Development Commission; OECD stands for Organisation for Economic Cooperation and Development.