

# Place Branding Approach to City Competitiveness and Sustainability

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# Objective

- ✓ Urban Planning: History
- ✓ Urban Planning in Trinidad and Tobago
- ✓ Competitive and Sustainable Urban Planning
- ✓ Understand the purpose of competitiveness
- ✓ Understand the Place branding in Cities
- ✓ Present the Case of Chaguanas as an aspiring city in Trinidad and Tobago

# Urban Planning History

- Urban planning has been around as early as human settlement itself



# Urban Planning in Trinidad and Tobago

- Trinidad and Tobago urban planning system, inherited its design from the British in colonial times.
- Since then the twin-island state has seen many changes: economically, structurally, socially and environmentally.
- These changes have been unsatisfied by the colonial type system and has resulted in many urban planning problems such as flooding, improper drainage, illegal building structures, informal housing settlements and several other depressed urban issues found in its current and developing cities.

# Urban Planning in Trinidad and Tobago (Cont'd)

- To address this problem many sub-initiatives and programmes have been undertaken by the Government who have most recently developed a National Spatial Development Strategy to provide some remedial solutions.

# Competitive and Sustainable Urban Planning

- The purpose of this study is to use place branding as an integrated component in urban planning systems in order to achieve competitiveness and sustainability through cities in a country.
- Chaguanas Borough has shown evidence of becoming a city in Trinidad and Tobago. It has seen a trajectory growth over the last decade. Hosting a population base of approximately 83,516 (Census, 2011).
- Chaguanas chosen to be the demonstration case of this study using comparative analysis of existing international case studies.

# Why do we want to be competitive?

- To attract a skilled workforce
- To attract investments and foster a business friendly environment
- To attract tourists
- To be a preferred destination
- To maintain and improve the quality to lives for our residents

The key is to stand out from the rest!



# Why Brand a city?

- Research has shown that Cities are the reservoirs of capital and skilled labor
- Cities can be the drivers of employment, centers for education, business hubs, culture, innovation, information, and communication attractors.
- Cities have successfully applied models of consumer product branding as a method to compete in today's globalized market place.



# Place Branding Variables

- **Image:** Image of a place is the perception of the brand that exists in the mind of an individual or audience. An opinion emerges from the audience perception which can be positive or negative. It is for this reason that place branding can be a factor in making places famous.



# Place Branding Variables

- **Identity:** The notion of identity is central to place branding where a distinction is made between place identity and brand identity. Place identity consisting of cultural, historical, economic and political factors that contributes to development of place. While brand identity implies strategy that seeks to reinforce positive attributes or improve reputation.



# Urban Planning in Cities and Place Branding

- There is no fixed approach to branding a city.
- Setting a developmental goal such as “to be an investment capital” or “preferred tourist destination,” Cities can construct its individual planning strategies around these goals.
- Place Branding can take a sustainable approach with urban planning and will be illustrated using case studies.

# Place Branding in Cities



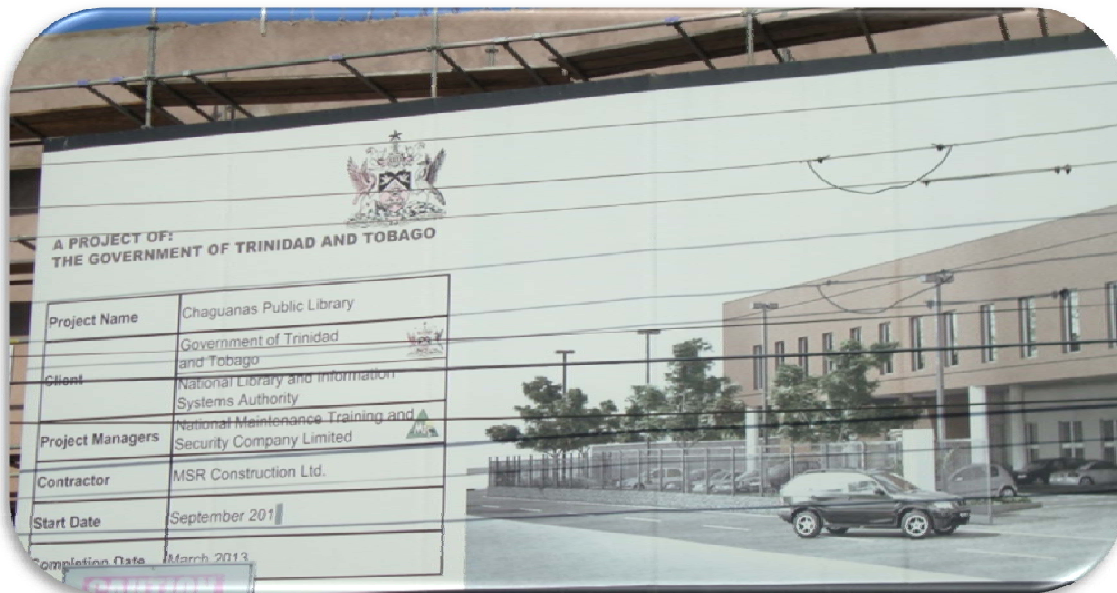
# Aspiring “City of Chaguanas”



- The “city of opportunities” as some call it, has been targeted for its growth spur in the last decade and favored for its development capabilities.
- Chaguanas has been found to display branding ingredients, as follows:
  - Support from Government initiatives evidence by the construction and development of universities and training institutions as well as improvement and re-design of existing areas.
  - Heritage and recreational sites already in existence.
  - Commercial building structures (can be used for potential business hubs) and many other attractors can be found.



Government Initiatives



# The Lion House



Restaurant

Recreational Park





Commercial Spaces





# Conclusion

- Cities that run themselves like a business in a competitive environment in order to attract investors, tourist and skilled labour force.
- A successful city brand enjoys the advantage of loyal residents that consistently help reinforce and promote its positive image.
- In the case of Chaguanas, adopting a place branding approach could potentially increase its local, regional and international competitiveness through its infrastructure, investment climate, cultural heritage, strategic location, and safe environment for its citizens.

# A PLACE BRANDING APPROACH TO CITY COMPETITIVENESS AND SUSTAINABILITY

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Place Branding in Urban Planning: The Case  
of Chaguanas, Trinidad and Tobago

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