



EDF, Torino, 3–4 December 2025

WG City Branding & International Economic Relations

Work program 2026–2027

Next term 2026 - 2027

- Chair: City of Prague
- Vice-chairs: City of Barcelona & City of Genoa
- We combine experience in:
 - City branding & storytelling
 - International economic relations
 - Tourism, talent & skills
- Shared goal: continuity

Building on the work



The WG has put talent, skills and visitor economies on the map.



Strong base of practices and experiences across member cities.



Collaborative approach to utilize limited capacities in teams.



Our mandate: to carry the work forward and turn it into practical tools for members.

Key priorities

City Attractiveness

International talent attraction is not enough – retention & integration are the real challenge

Balanced tourism

Sustainable tourism & visitor economies must support liveability.



Skills for cities

Skills for green, digital, blue and care transitions need to connect to branding & IER

(Re)industrialisation

Connecting city branding narratives with strategic sectors

A focused and realistic work plan

One flagship output

Talent Retention & Integration Playbook

Two lighter outputs

Skills Foresight Brief for branding & IER teams

Sustainable Tourism Takeaways note

One optional stream

Strategic sectors & (re)industrialisation – only if capacity allows

Flagship – International talent: from attraction to belonging



Focus:

On retention and integration,
not only attraction



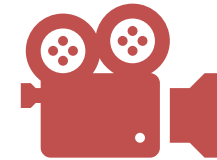
Key dimensions:

Access to information & language
support

Early engagement in community &
civic life

Housing pathways & basic services

Fair access to local labour markets



Output (2026):

A short Talent Playbook (max. 15
pages)

A 1-page self-assessment any city
can complete

Co-creation without overload



One short survey to all interested WG members



A small number of voluntary interviews with cities



Draft shared for comments before finalisation



Aim: ready for use in 1Q 2027

Skills for the future – connecting to branding & IER

- Link skills work to city branding and economic narratives
- Look at skills for green, digital, blue and care sectors
- Collaborate with relevant Eurocities forums and WGs
- Output (2027):
 - A ≤6-page Skills Foresight Brief for branding & IER teams
- Process:
 - Two online sessions (one in 2026, one in 2027)

Sustainable visitor economies – learning & capitalization

- Build on existing work on sustainable tourism and visitor management
- Focus on:
 - City brand & visitor narrative
 - Local retail and cultural offer
 - Skills & talent for visitor economies
- Output (2027):
 - A short 2–3 page “Cities’ Takeaways” note
- Process:
 - One co-organised online event with interested cities

Optional stream – strategic sectors & (re)industrialisation

- Only launched if members have the time and interest
- Focus on a clear narrative for:
 - Deep tech & semiconductors
 - Clean & renewable tech
 - Biotech
 - Gaming / XR / mediatech
 - Selected blue-economy niches

2026–2027 – what happens when

2026

- Talent: survey, interviews, online clinic, draft Playbook
- Skills: online session #1

2027

- Talent: final Playbook & self-assessment
- Skills: online session #2 and Skills Brief
- Sustainable tourism: online event & Takeaways note
- Optional: strategic sectors storyline (only if feasible)

Member effort for most cities:

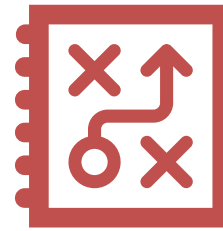
- 1 short survey
- 2–3 online meetings over two years
- Optionally: sharing 1 practice or case

How you can join and contribute



Two levels of engagement:

- Core contributors – interviews, case studies, co-leading a session
- Light-touch members – survey + webinars + access to outputs



What you get back:

- Talent Playbook & self-check
- Skills Brief to support your branding & IER work
- Tourism Takeaways to feed your visitor-economy strategies

Thank you!

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