

6 URBACT - CITYLOGO PROJECT (AN132-2012)

Dundee City Council has been chosen as a partner in an URBACT (European Funding programme that promotes sustainable urban development which enables cities to work together to develop solutions to urban challenges) Project called CityLogo, which has secured funding and will commence the implementation phase in January, 2013.

The project is being led by the city of Utrecht in the Netherlands with partners in nine other countries across the European Union. The project focuses on the development of city branding and strategic communication as a tool for successful economic development, particularly during the current economic crisis and will allow the City Council to develop new directions for the One City, Many Discoveries campaign. It will allow the City Development Department to look at new models of delivery, for example, utilising digital technologies and community engagement in the process of marketing the city.

The City has been allocated a budget of approximately €65000 over the 27 month duration of the project. The budget will meet staff costs, research support costs, travel costs for attending international dissemination/knowledge exchange events and support for the ongoing development of the One City, Many Discoveries Campaign.

Members are asked to note the Department's participation in this initiative.