



Erasmus+

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GEO ERGON PAIDEIA “START UP FARM: SKILLS FOR FUTURE ECO FARMERS”

PROJECT CODE: 2016-1-EL01-KA201-023601

DURATION: 24 MONTHS: 01/9/2016-31/8/2018

TOTAL BUDGET: 213.980 EURO

BRAND MY LAND EDUCATIONAL MATERIAL

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This document is the educational material about the subject “Brand my Land” and reports on the Open course “Start Up Farm” in regards to the project platform. of the Erasmus+ Project “Start up farm: Skills for future ecofarmers (GEO ERGON PAIDEIA)”.

It is funded by the European programme Erasmus+, through the Greek State Scholarship Foundation.

GEO ERGON PAIDEIA is to be implemented in 24 months and to be finalized by August 2018.

The Project includes partners from 3 countries (Greece, Romania, Germany).

Overall project budget: 213.980 €

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Information on the Project can be found at

<http://www.geo-ergon-paideia.eu>

The website provides the possibility to download and examine the most recent information produced by the Project GEO ERGON PAIDEIA.

A. LANDSCAPE

Think

Do you recognize these landscapes? What is/are the most important feature (s) that make these landscapes exceptional?



1.....



2.....

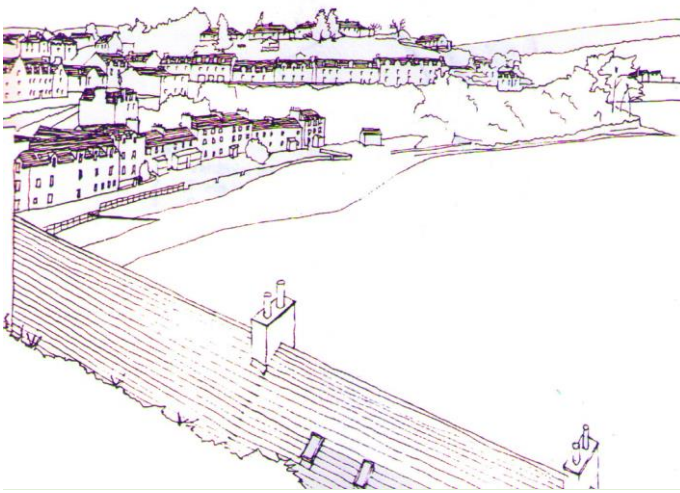


3.....



4.....

What is a landscape?



It is a large area formed by natural factors (mountains, rivers, trees, etc) and human factors (factories, houses, historical monuments, etc.).

What we see, smell, touch, hear.....feelings, memories, associations

All the elements (Physical, Cultural), during our journey to school or when we look out from our bedroom window



Landscape is embracing what is visible (landform, buildings, etc.), what is invisible (ecological processes that shape the local/global landscape) and intangible (culturally shaped perceptions and aesthetic preferences) (Makhzoumi, 2015).

Landscape is like a text in a continuous evolution: Like our language is composed of many sentences. Each sentence at a time is formed by a number of words (articles, verbs, nouns, adjectives....).

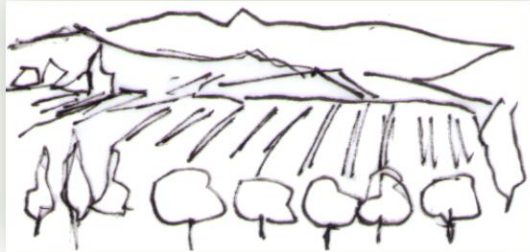


Each of these words has a different meaning according how we use them. If we put them together, within a sentence, it becomes a body of signs, it gives life to something else. Just like when we observe a panorama, we see the whole.

Landscape is changing constantly through time and season.

It is the archive of our past and the basis of our future.

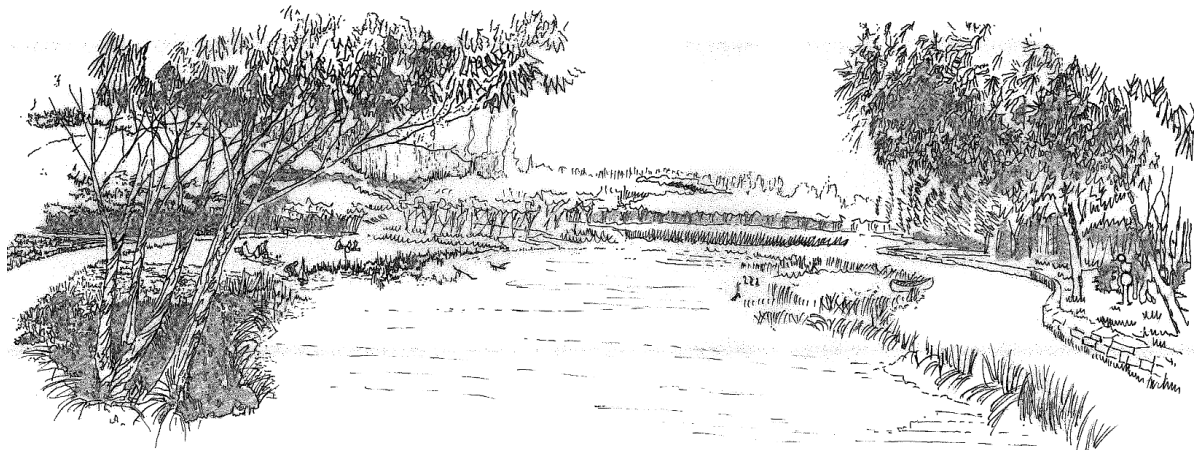




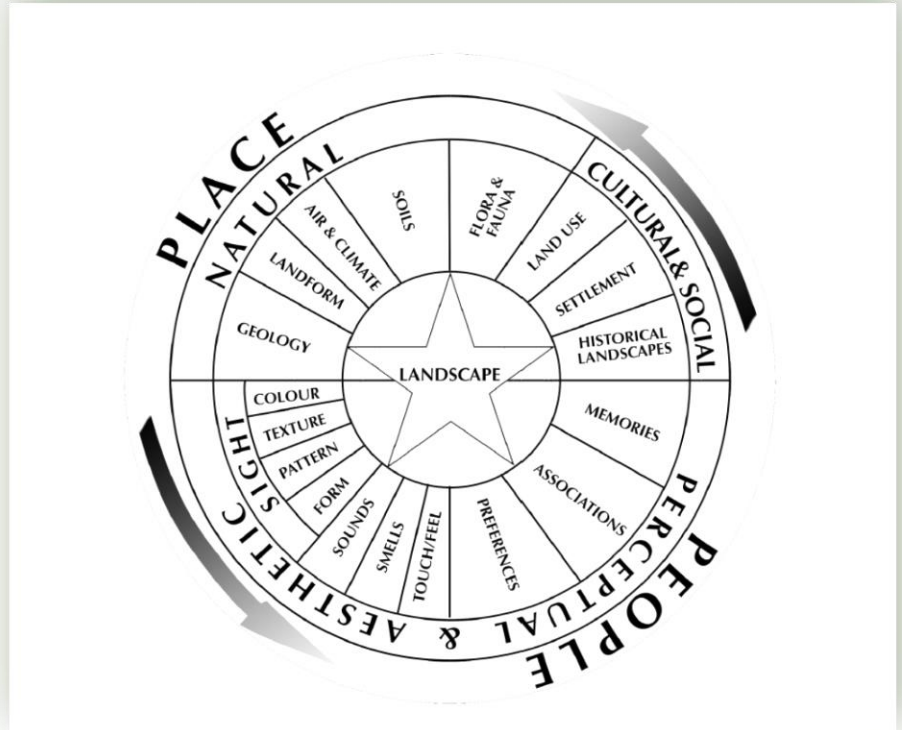
Landscape is like the various arrangement of objects on our shelf: it changes constantly and so constantly our perceptions of its elements and whole change (RECEP ENELC, 2009)

CONCLUSIONS

Landscape” means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors; (European Landscape Convention, 2000).



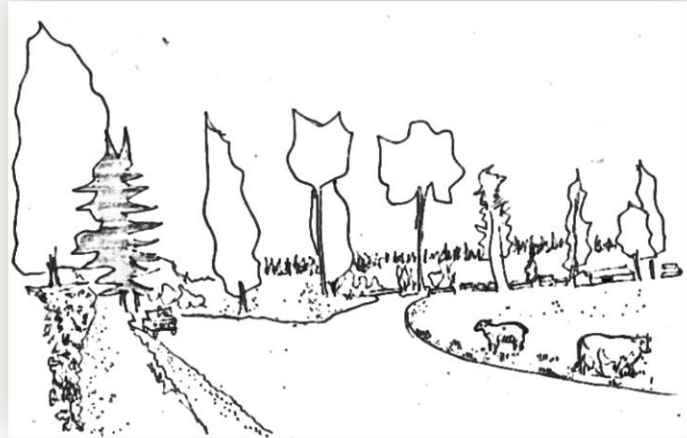
Landscape is concerned with the many different relationships between people and place.



Source: Swanwick, C., Dep. of Landscape Univ. of Sheffield, Land Use Consultants (2002) Landscape Character Assessment. Guidance for England and Scotland. The Countryside Agency and Scottish Natural Heritage

TIPS

The Greek language uses the word **“Topio”** when referring to landscape. Topio originates from the ancient word **“Topos”** meaning place and having the focus on the aesthetic aspect of a natural space. Many Greek dictionaries refer to «Topio» as an outdoor location with a special total view and of aesthetic interest, or as a location of aesthetic interest in the countryside, or as a picture which represents this location.



The Romanian language uses the word **peisaj**, when referring to landscape. The word originates from the French word '**paysage**' (16th century). From French, the word spread to Spanish **paisaje** (18th century). The corresponding word in Italian, **paesaggio**, on the other hand, is much more sparsely represented in Italian lexicography, and in Romanian, **peisaj** does not appear until the 19th century under a combined French and Italian influence.

Mini project

a. Choose a short itinerary in your village/town and take some characteristic pictures from the following elements which represent your village/town landscapes:

Physical factors

1. Landform
2. Vegetation (trees, shrubs, turf, etc)
3. Fauna
4. Soil
5. Hydrology (River, coastline, lake)



Cultural factors

1. Buildings/Settlements
2. Archaeological sites/monuments
3. Sings of history
4. Land uses (Agricultural areas, quarries, industrial areas, etc)

Aesthetic factors

1. Views
2. Any particular color in buildings, vegetation, etc



b. Write a short paragraph to go with your pictures, to promote the best qualities of your landscape and to start thinking about the identity of your place.

Notes: Every landscape is important to someone, whether might be considered outstanding as well as everyday or degraded



B. BRANDING

Think

Do you recognize any of these logos? Are they expressing the place/product identity?

 <p>1.....</p>	 <p>2.....</p>	<p>1.</p> <p>2.</p> <p>3.</p>
 <p>3.....</p>	 <p>4.....</p>	<p>4.</p>

What is branding?



Brands are the sum of ideas about a product, organization, person, place, in the minds of the consumers. A brand suggests ways in which a product or service can be experienced, related to or felt (Arvidsson, 2006:82).

Source: <http://stephenslighthouse.com/2013/01/14/researching-the-library-brand/>

The American Marketing Association (AMA) defines a brand as a “name, term, sign, symbol or design, or a combination of all intended to identify the goods and services of one seller or a group of sellers and to differentiate them from the rest”.



Telling stories

In 1886 a small company entered the beverage market with the aim of producing and distributing soda. The company needed to distinguish themselves from the other successful soda companies around, thus a dark caramel-colored beverage was

created. Coca-Cola is now sold in all but two countries in the world and ranked as the 4th most valuable brand.

Branding goes further than logos and graphic designs, it focuses on a company's attributes and characteristics. The brand an ongoing marketing campaign that never actually ends.

Place branding

The brand comprises a set of meanings values and perceptions and communicates the place's identity.



Place brands include all the brands and branding strategies of the agents in their territory

According to Anholt (2010), places have been promoting their landscape attractions and their images throughout history, to attract customers, visitors, traders, investors.

However, when most people talk about place branding, they are not usually talking about giving a name or a symbol to a place, because places already have names and many already have symbols: they are talking about doing something to enhance the brand image of the place.

Place branding is a way of making places famous



The brands operate by selecting and *promoting qualities of the landscape* as a means of constructing a marketable version of place (Porter, 2016). Therefore, we are trying to differentiate this landscape-product from other potential landscapes. The differences might be at all its physical (landform, climate, vegetation, etc.) and cultural elements (buildings, monuments, etc.), activities/services, people who live and work at this place.



CONCLUSION

Place branding aims to communicate ideas about landscape to influence people' perceptions and actions in some way.

Good products, services, culture, tourism, investments, businesses, people and events produced in a region, acquire a positive brand image, which eventually reflects on the region, and perhaps also becomes its principal asset.

C. BRAND MY LAND STRATEGY

What is place branding strategy?



A place brand strategy is about the promotion of what the area wants to be well known for in terms of its offer, experience and reputation.

Source: <https://www.linkedin.com/pulse/what-place-brand-strategy-how-can-help-communicate-maria>

A place brand strategy helps shape a location's future positive image increasing visibility and recognition.

According to Kavartzis (2004) the main aim is «*to attract more inward investments, potential residents, and tourists, along with community development and the reinforcement of local identity*».

How to discover and communicate your brand

1rst step: VISION

Start with an idea about how you dream your place.

2nd step: ANALYSIS

Talk to Your Community

Get the perspective of your community and understand how they feel about their place. There are a couple ways you can gather data: *Online surveys, Phone surveys, and Focus groups.*

First, identify all your possible audiences.

Look for things like:

- Perceived value of landscape elements, services and products.
- What people know and believe about their place today.

Market Competitors

“You’ve probably heard of the SWOT analysis? It’s a traditional marketing diagram that helps you to explore the *strengths, weaknesses, opportunities and threats* of your place.”

Try to discover the uniqueness of your land and to note things your competitors are doing with their branding.

Start exploring common themes.

3. Perform an online research for brand role models

Look for best practice case studies (in web pages, books and journal articles, etc.). They might be also places /companies/ professionals that you admire. These are your brand role models.”

3d step: DEVELOPMENT OF THE IDEA

1. Brand personality

Write down a short description of your place presenting clearly its identity (Unique Landscape characteristics, distinctive products and services).

4th step: PRESENTATION OF PLACE BRANDING

1. Key Messages, Colors, Visuals, Values

What words come to mind when you think about your place, its people, the products and services? Write these down. Then find a phrase and create a powerful statement, like: *the region we love*.

2. Design a logo

Find a symbol representing your place identity and think about your powerful statement. These are the tools that will help you to create your logo.

3. Communicate your place identity

Starting with a website, a blog post, eBook, video, leaflets.

A schematic representation of brand my land strategy



Top 10 tips of a branding strategy



Clear messages and images to promote your place

Your place needs to have distinct characteristics that set it apart from competitor locations or places, it needs to have genuinely interesting things to see and do.



Build strong relationships with stakeholders (local governments, business support agencies, property investors and developers)

Capture the strong emotional connections of the place (e.g. enterprises are declining or thriving, is lifestyle calm or chaotic, is heritage ancient or contemporary, is infrastructure outdated or innovative?)



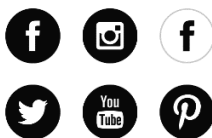
Support business growth - a successful place brand will aim to help grow existing businesses in the area and retain and attract new businesses and jobs developing long term engagement through a connected business community.

Attract talent - a targeted place brand strategy will appeal and attract talented, skilled people



Use the social media for story telling about the place

Support the stakeholders to adopt the identity and become place brand advocates.



Use web and social media in a careful manner.

Ensure the place brand is has well researched evidence about the physical infrastructure, quality of life, economic regeneration and its visitor attractions and links to the surrounding areas, this will help shape the overall story.



CONCLUSION

A place can have complex attributes. Adopting an experience will help define your offer and deliver an integrated brand and marketing strategy.



Mini project

a. From the data collection of the previous projects conclude to the main idea of your place identity. Write down a short description of your place presenting the unique landscape characteristics, the distinctive products and services.

b. Then find a phrase and create a powerful statement.

c. Design a logo

d. Design a leaflet which will include the logo, the powerful statement, the description of your place identity focusing on unique landscape assets, products and services. Sign your leaflet with your names



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