

What is the OPENCities Monitor?

The OPENCities Monitor is a new city benchmark developed by BAK Basel Economics on behalf of the British Council. The OPENCities Monitor is a unique collaboration and learning tool to measure city openness, defined as “the capacity of a city to attract international populations and to enable them to contribute to the future success of the city”.

To measure the multi-dimensional phenomenon of openness, the OPENCities Monitor includes 54 internationally comparable indicators, aggregated into 11 areas:

- Migration
- Quality of living
- International flows
- Standard of living
- Freedom
- International presence
- Infrastructure
- Diversity actions
- Barriers of entry
- Education
- International events

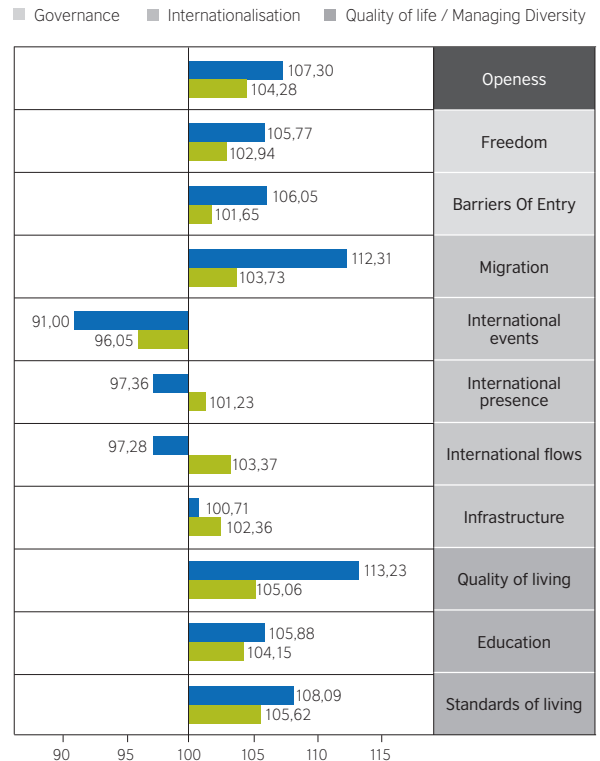
These areas are grouped into three policy themes:

Internationalisation, Leadership & Governance and Managing Diversity.

With this online tool users can obtain a snapshot city profile. Each city profile is measured against the average results of the selected city sample or pre-selected criteria. They receive an immediate and easy to use insight into their strengths and weaknesses within the 11 areas.

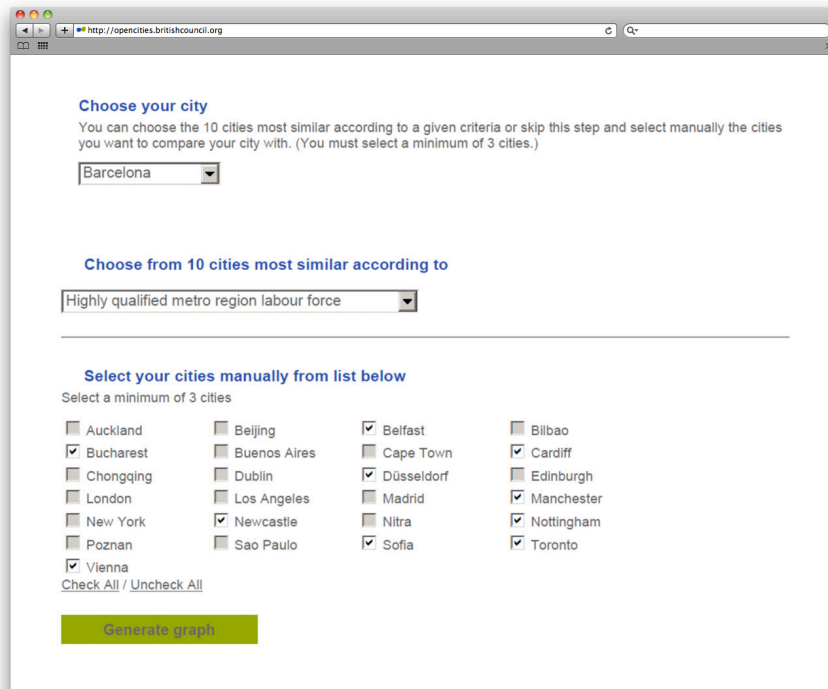
Developed as a working tool, the OPENCities Monitor offers practical examples and ideas that are successful and can easily be adapted and used. For the OPENCities Monitor hundreds of case studies have been reviewed. These best practice examples can help a city to improve its openness. Users can find the case studies related to their search just by clicking on the corresponding areas of the graphs generated by the tool. The OPENCities Monitor also provides policy recommendations and outlines learning points for the above mentioned policy themes. (Internationalisation, Leadership & Governance and Managing Diversity).

Example city profile



For more information on the
OPENCities Monitor, user tutorials
and the OPENCities project visit

www.opencities.eu



The screenshot shows a web browser window with the URL <http://opencities.britishcouncil.org>. The page has a white background with blue text. At the top, it says "Choose your city" and explains that users can choose 10 similar cities or skip this step. A dropdown menu shows "Barcelona". Below that, it says "Choose from 10 cities most similar according to" with a dropdown menu showing "Highly qualified metro region labour force". A section titled "Select your cities manually from list below" asks to select a minimum of 3 cities. It lists 26 cities with checkboxes: Auckland, Bucharest, Chongqing, London, New York, Poznan, Vienna, Beijing, Buenos Aires, Dublin, Los Angeles, Newcastle, Sao Paulo, Belfast, Cape Town, Düsseldorf, Madrid, Nitra, Sofia, Bilbao, Cardiff, Edinburgh, Manchester, Nottingham, and Toronto. At the bottom, there are links for "Check All / Uncheck All" and a green "Generate graph" button.

How to join the OPENCities Monitor?

The OPENCities Monitor at the moment demonstrates the performance of 26 cities worldwide. The process of including new cities is ongoing. It is planned to include more than 100 cities in the OPENCities Monitor.

€ 4,000/4,800 (according to data coverage) annually for a minimum of two consecutive data collection exercises (2 year contract). New cities have to fill in a questionnaire reporting Managing Diversity actions in the city. Data collection is handled by BAKBASEL and takes place from September to December each year and results are presented at the end of March/beginning of April of the following year.

Cities interested in participating in the OPENCities Monitor are kindly asked to contact:

- **Marc Bros de Puechredon**
marc.puechredon@bakbasel.com
T + 41 612 799 725
- **Carolina Jiménez**
carolina.jimenez@britishcouncil.es
T + 34 913 373 591

BAK Basel Economics AG

BAK Basel Economics is a private and independent economic research institute based in Basel, Switzerland. Since 1980 BAKBASEL has been providing analyses, forecasts and consultation services on an empirical and quantitative level to clients all over Europe. The research focus lies primarily on macroeconomic as well as industry and region-specific issues, from both a cyclical and structural perspective. Benchmarking studies particularly deal with national and international comparisons of location quality and economic policy issues. The competences of BAKBASEL are mainly benchmarking, structural analysis and forecasting. Clients are supranational organisations, national and regional governments, administrations, associations, foundations and companies.

BAK Basel Economics AG
Güterstrasse 82
CH-4053 Basel
Switzerland

Marc Bros de Puechredon

Executive Board, Marketing & Communication
T+ 41 61 279 97 25
M + 41 79 407 35 86
marc.puechredon@bakbasel.com
www.bakbasel.com

British Council

The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations. We help to foster the understanding between different cultures and of Britain overseas, which contributes to creating a safer, more stable UK. We focus on the Arts, English language, Education and Society. We are a non-political organisation which operates at arm's length from government in over 100 countries and territories worldwide.

We are a registered charity: 209131
(England and Wales) SC037733
(Scotland).

Carolina Jiménez

T + 34 91 337 35 91
M + 34 69 998 33 79
carolina.jimenez@britsihcouncil.es
www.britishcouncil.org



Yes, we will !

If your city is interested in raising its international profile and feels that the brand OPENCities could help your efforts to raise its profile and if you also, among other things, believe that international populations are an asset to any city with an ambition to internationalise, then this is the time...

...to join the OPENCities Monitor!

Benefits for cities

- Interactive snapshot analysis of openness
- OPENCities brand – a marketing tool
- Access to city case studies and key policy recommendations
- Benchmarking progress year on year and facilitating analysis of policy results

Commitments by members

- € 4,000/4,800 (according to data coverage) annually for a minimum of two consecutive data collection exercises (2 year contract)
- Questionnaire on leadership and government to be filled in by the city

www.opencities.eu



OPEN **Cities** Monitor

Please fill in the form provided in order for your city to receive a contract to join the **OPENCities Monitor**.

City: _____

Institution: _____

Name: _____

Position: _____

E-Mail: _____

Telephone: _____

Send this form via fax to
+41 61 279 97 28

BAK Basel Economics AG
Tel +41 61 279 97 00
Fax +41 61 279 97 28
Güterstrasse 82
CH-4053 Basel
Switzerland