

### What is openness?

"Openness is the capacity of a city to attract international populations and to enable them to contribute to the future success of the city"

*See Understanding OPENCities, published by British Council in 2010*

### How can openness be measured?

Openness cannot be observed or measured directly. It is a multi-dimensional and very complex phenomenon. However, there are many aspects of openness that can be observed and measured. The OPENCities monitor includes **54** internationally comparable indicators, aggregated into **11** areas:

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

These areas are grouped into three policy themes: Internationalisation, Leadership & Governance and Managing diversity.

### The data

The data has been collated in 2010, using most up-to-date available sources. It currently includes **26 cities** from different continents. We aim to include 100 cities by 2012.

- Auckland
- Belfast
- Buenos Aires
- Chongqing
- Edinburgh
- Madrid
- Newcastle
- Poznan
- Toronto
- Barcelona
- Cape Town
- Dublin
- London
- Manchester
- Nitra
- Sao Paulo
- Vienna
- Beijing
- Bucharest
- Cardiff
- Duesseldorf
- Los Angeles
- New York
- Nottingham
- Sofia

A large number of official sources (international, national, regional or city statistics) have been surveyed to collate data, including private and public, national and local data-sets.

### The OPENCities Monitor

The OPENCities Monitor is a unique collaboration & learning tool which measures cities' openness, avoiding ranking to eliminate negative competition. With this online tool users can get, in a snapshot, a **city profile**. Their profile is measured against the average results of the 26 cities and against the group of cities selected to compare with. They receive **an immediate and easy to use insight of their strengths and weaknesses in the 11 areas**.

- How welcome is my city to international populations?
- Are we doing the right efforts to improve the infrastructure and legislation?
- Are we hosting more or less international events than similar cities?

Policy makers, researchers and journalists can use the results to promote investments, develop actions plans and influence decisions. The tool is:

- Publicly available online at [www.opencities.eu](http://www.opencities.eu)
- Easy to use
- Very Flexible

### Case Studies & Policy Recommendations

Developed as a working tool, the OPENCities Monitor offers practical examples and ideas that are successful and can easily be adapted and used. We have reviewed hundreds of case studies that 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 three policy themes: Internationalisation, Leadership & Governance and Managing diversity

### The future

OPENCities will develop into a quality standard (kite-mark) - a new marketing tool for cities willing to attract international populations and compete globally. Joining this data-set allows usage of the OPENCities kite-mark and is a public statement that the city believes and is willing to work towards openness.