

OPEN **Cities** Day

The Index of Openness:

Content and preliminary results of the feasibility study

Basel, June 19, 2009

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BAKBASEL**

How can Openness be measured?

- **What was the aim of the feasibility study?**
- **How can openness be defined?**
- **How can openness be measured?**
- **How can openness be presented?**
- **How can the Index of Openness be used?**

How can openness be defined?

Cardiff

Culture and tradition are essential to mark one's identity. It is important to note that culture and tradition (as) seen in the context of integration are positive, otherwise they can restrict progress. This is how our family looks at our present and future. Life, full of light as God has given to our daughters.

Photography by Gareth Phillips
In: OPENCities Exhibition Catalogue, 2009



How can openness be defined?

Initial definition: Openness is the quality and sum of local conditions to attract and retain international populations over time.

Modified definition: Openness is the capacity of a city to attract international populations and to enable them to contribute to the future success of the city.

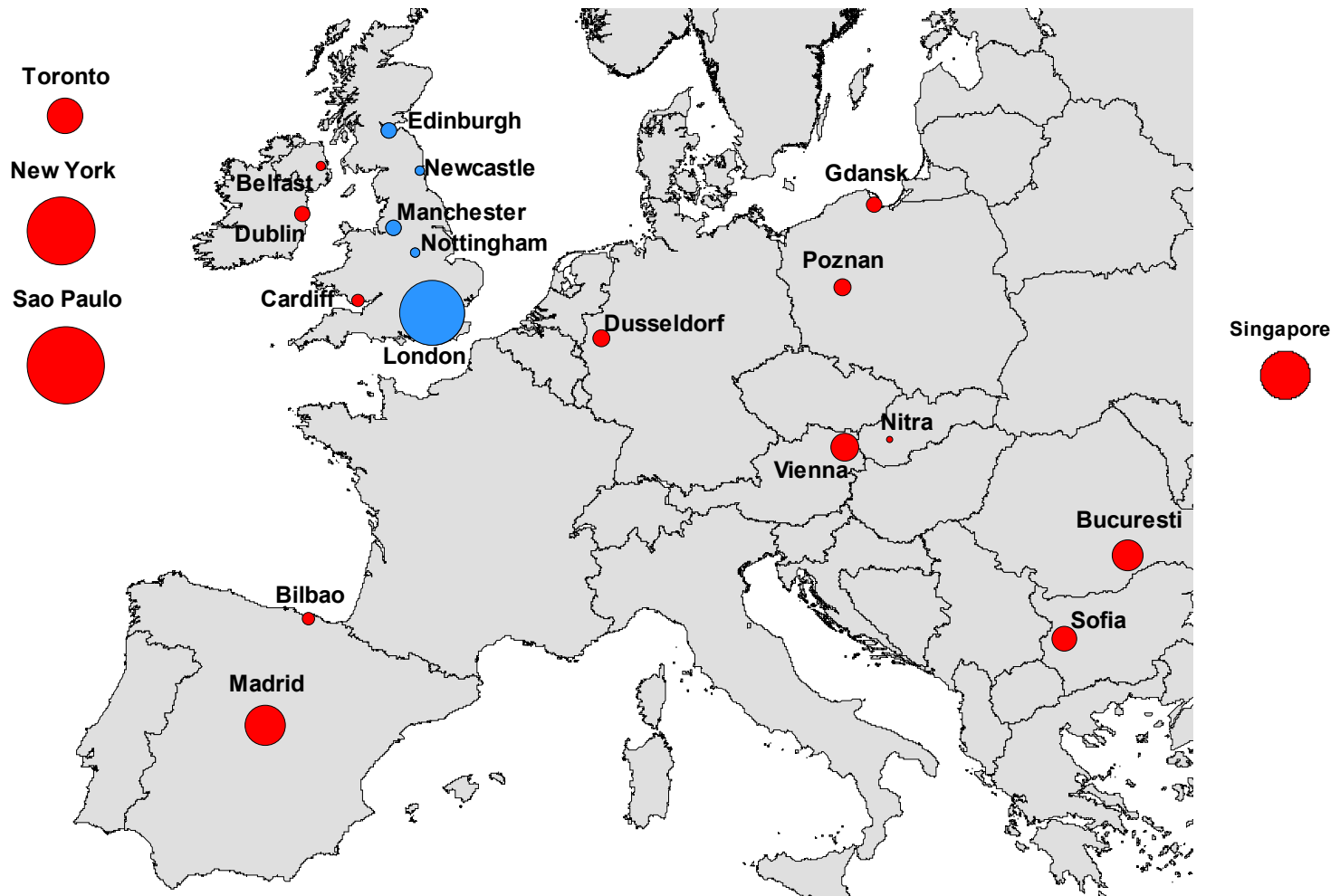
Thus cities have to be

- attractive, such that people want to go and remain there
- open, such that people can go and stay there

Openness is equivalent to

- low barriers of entry for international populations
- good opportunities for integration and participation for international populations

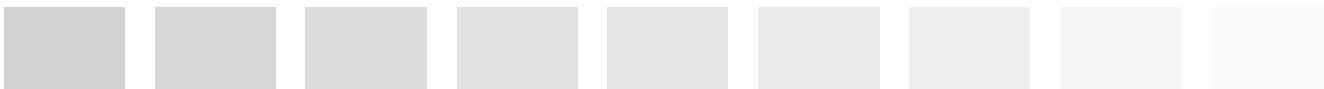
Which cities are covered in the feasibility study?



How can openness be measured?

The 9 Key Factors

- International populations
- Governance and leadership factors
- Regulatory factors
- Economic factors
- Social and societal factors
- Cultural and amenity factors
- Internationalisation factors
- Connectivity and accessibility factors
- Environmental factors



How can openness be measured?

- Data collection for the nine key factors
- Perception Survey with a group of cities to help weighting the different key factors

Perception survey for weighting

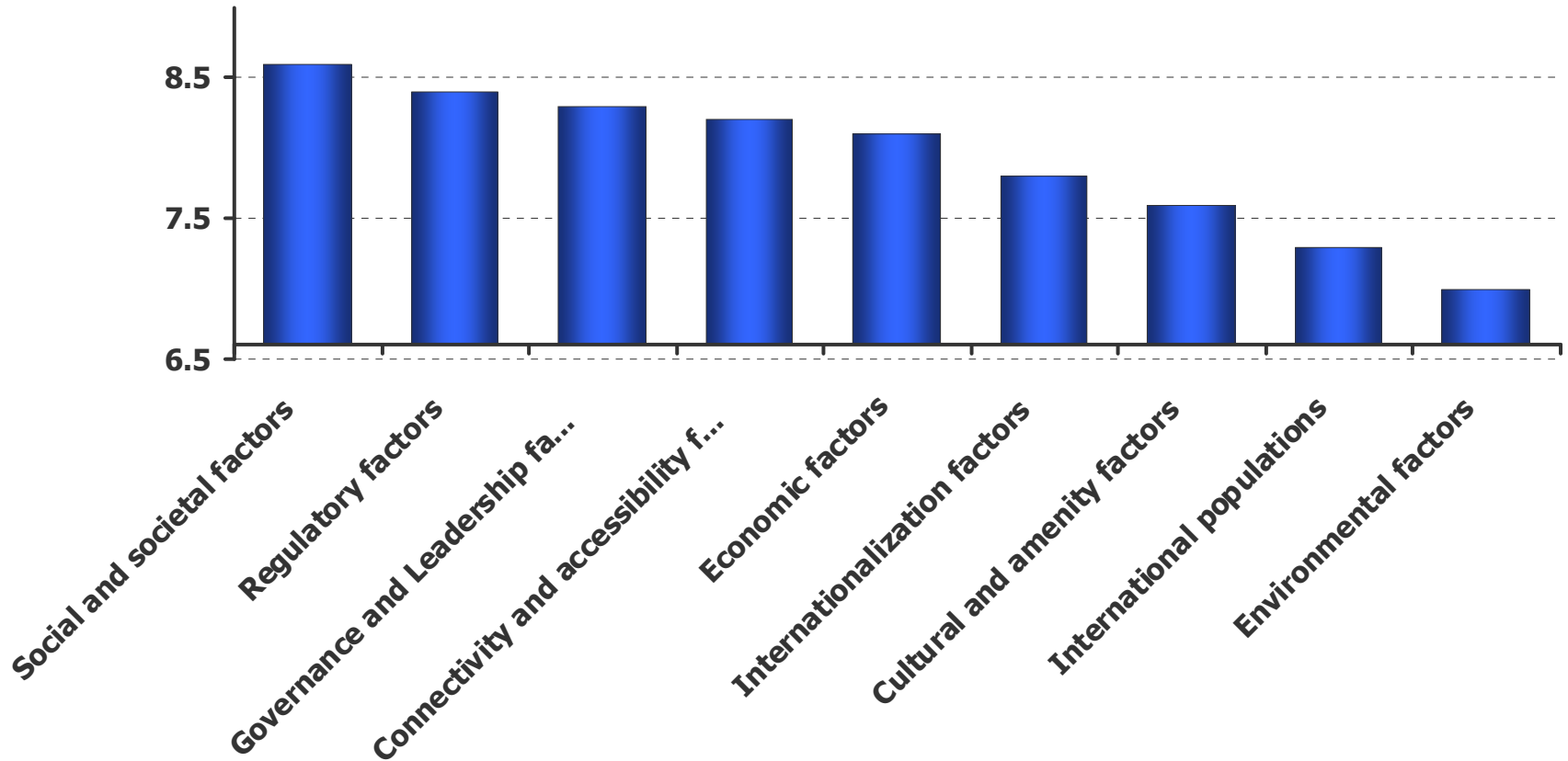
Between February 16th and March 30th 2009, BAKBASEL conducted a survey among 140 respondents in 16 cities in order to assess how the different key factors of openness are perceived

- The following stakeholders participated:
 - 22 representatives of the cities
 - 8 politicians
 - 19 members of the academic community
 - 16 members of a chamber of commerce

- And also these 61 international people
 - 18 international students
 - 43 international employees

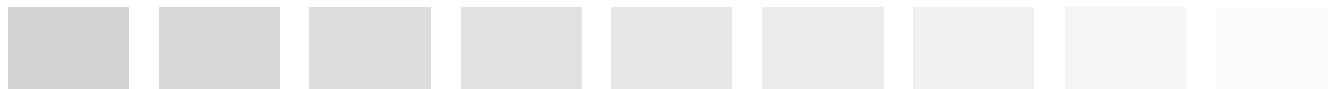
Preliminary survey results

Importance of the openness key factors (mean values)



Note: Weight of the nine key factors (Scale 1-10, 10=absolutely essential, 1=not important)

Source: BAKBASEL



How can openness be presentend?

Madrid

These contractors work on a wood showroom in the centre of Madrid. (Top to bottom/left to right) Eugenio from Romania and Alvaro from Spain are locksmiths. Oscar and Quinto, brothers from Peru, and Constantino, Maximiliano and Alberto, from Bolivia, works as masons. In the last decade, a construction boom in Spain has attracted countless immigrants from Latin America and Eastern Europe.



Amy Chang

How can openness be presentend?

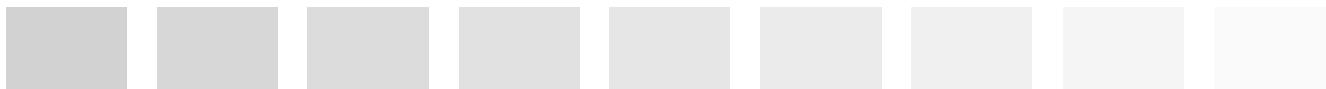
Possible options on how to present openness (methods of presenting the data measuring openness):

Option 1: Index

Option 2: Kitemark

Option 3: Benchmarking

Option 4: Hybrid



Option 1: Index

Example: **The Anholt City Brand Index**

An annual ranking of cities around the globe is compiled from the results of a survey conducted online among 17'502 men and women aged 18-64 in 30 cities over 18 countries. Data are grouped in a hexagone:

- **Presence:** the city's international status and standing
- **Place:** people's perceptions about the physical aspect of each city
- **Prerequisites:** people's perceptions of the basic qualities of the city
- **People:** people's impression of the inhabitants, community and safety
- **Pulse:** the appeal of a vibrant urban lifestyle
- **Potential:** the economic and educational opportunities that each city is believed to offer to visitors, businesses and immigrants

Option 2: Kitemark

Example: **The Climate Group: „Low Carbon Leader: Cities Report“**

- The report identifies those cities which have taken active measures to reduce greenhouse gas emissions.
- It outlines the measures taken by each city, the effects these measures have had on reducing emissions and any future targets the cities have set.
- The report makes qualitative assessments of each city's experience.
- Statements of success and failure are only made on a case-by-case basis, there is no overall assessment of the different methods cities have utilised.

Option 3: Benchmarking

- Example: **BAK Basel Economics: International Benchmarking**

A systematic and quantitative comparison of data over time and across cities and regions (>1000 regions covered)

The following factors are important when assessing regional performance (Why cities and metropolitan regions succeed or fail?):

- Innovation resources (availability of human capital, quantity and quality of university research, expenditures on R&D)
- Regulation of markets (product markets, labour markets)
- Taxation (company taxation, taxation of highly qualified manpower)
- Connectivity (global accessibility)
- Further attributes

What are the strengths of these methods?

- Indices
 - are quantitative, but primarily ordinal (rankings matter)
 - allow using qualitative information
 - allow aggregation of various information into a single, overall measure
- Kitemarks
 - are qualitative
 - do judge by using threshold values
- Benchmarking
 - uses quantitative data and is primarily cardinal (distances matter)
 - allows for SWOT analyses

Option 4: „Hybrid“

- Idea: take the best from all worlds
- 1 Create an **Index** (or a whole index family) covering all aspects of the multidimensional concept of openness
- 2 Use the method of **benchmarking** to analyse strengths and weaknesses of the individual cities
- 3 Use the clear commitment of the cities involved as a **kitemark**

(points 1 and 2 are part of the feasibility study)

Index Family

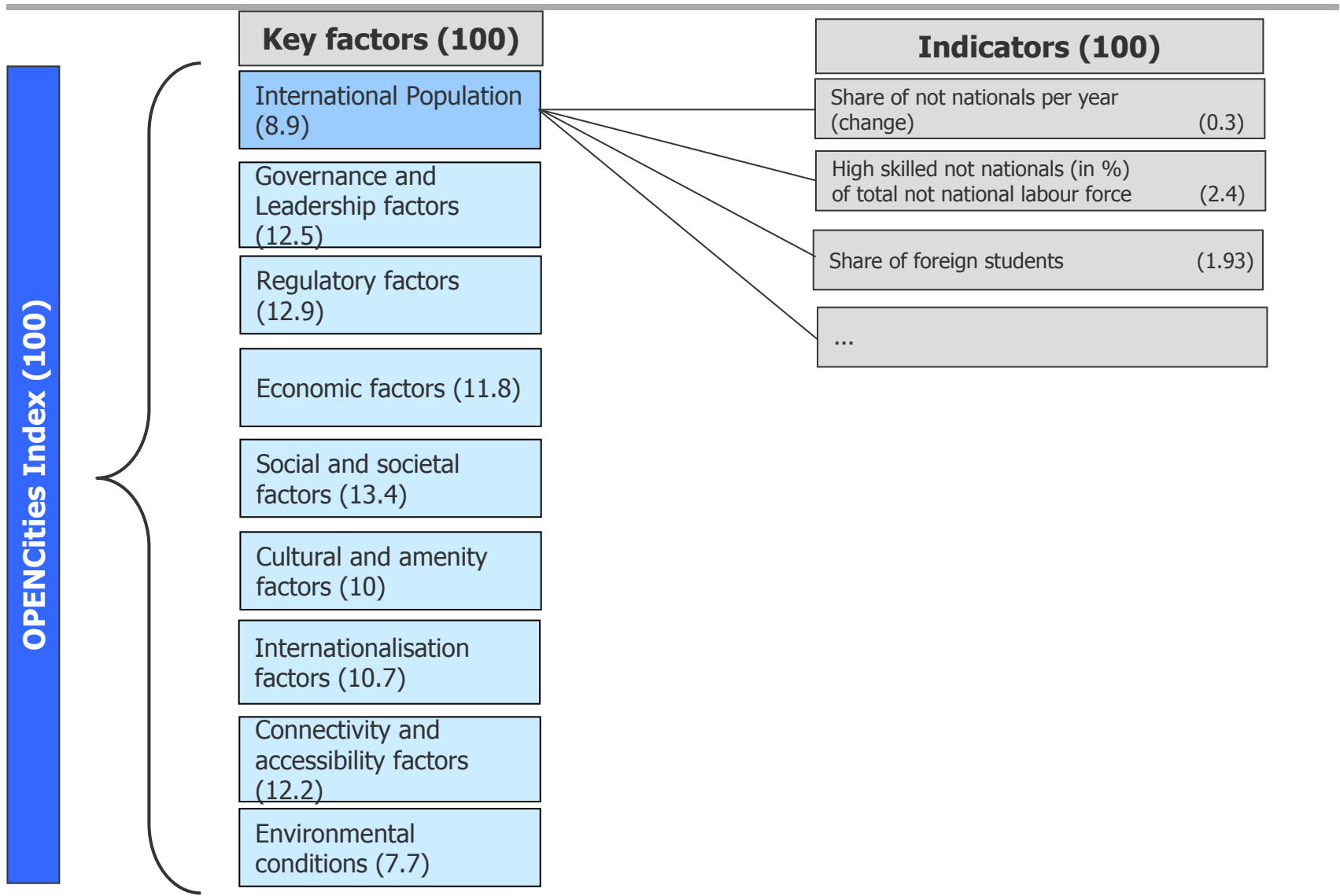
Madrid

Irina, adopted from China, is pictured here with her mother, Eulalia and her partner Jesús. Spain is second after the United States in international adoptions (in absolute numbers). India, the Philippines and Ethiopia are also popular origin countries for Spain parents to adopt from.

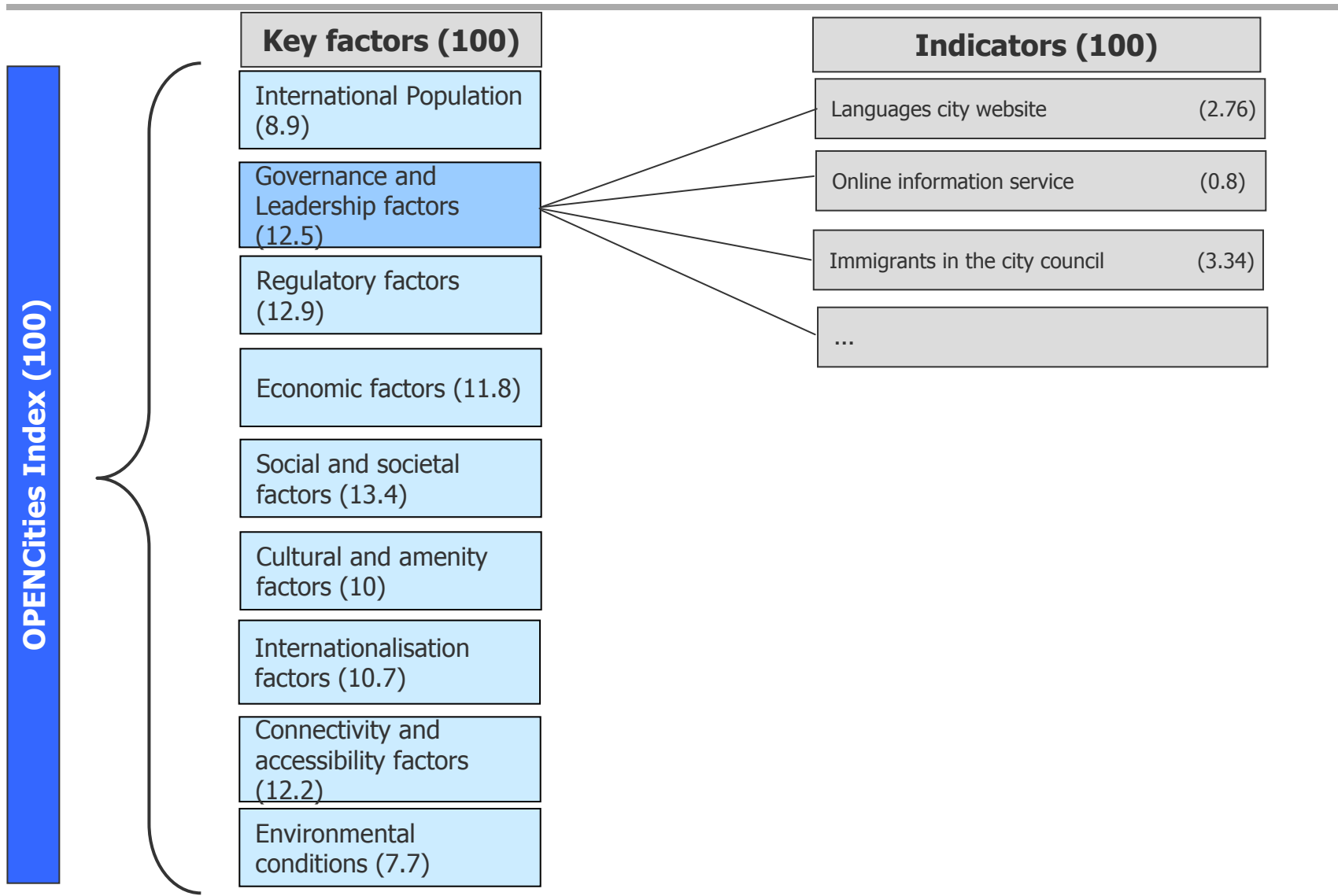


Photography by Amy Chang
In: OPENCities Exhibition Catalogue

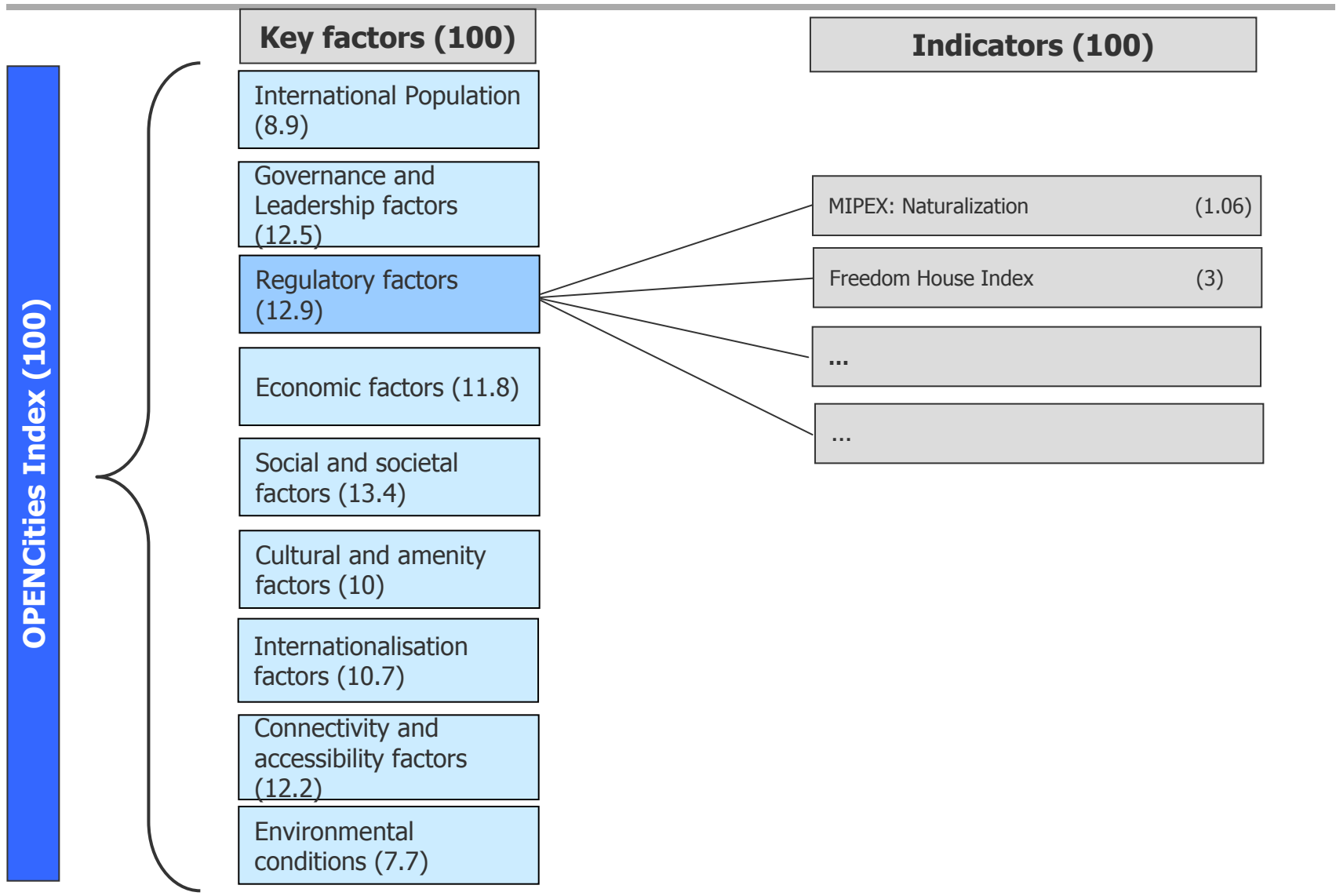
Construction of an Index Family (a model of reality)



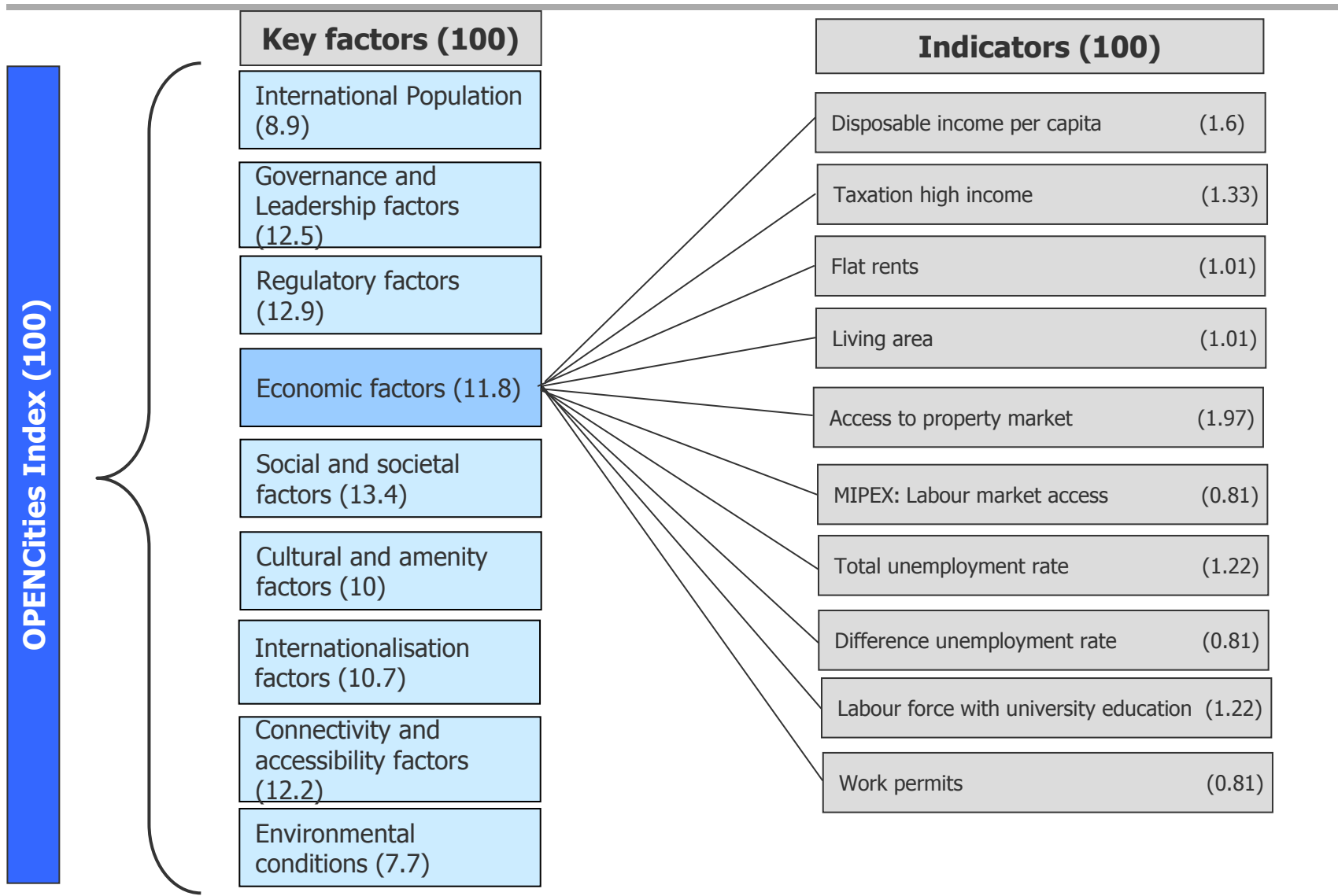
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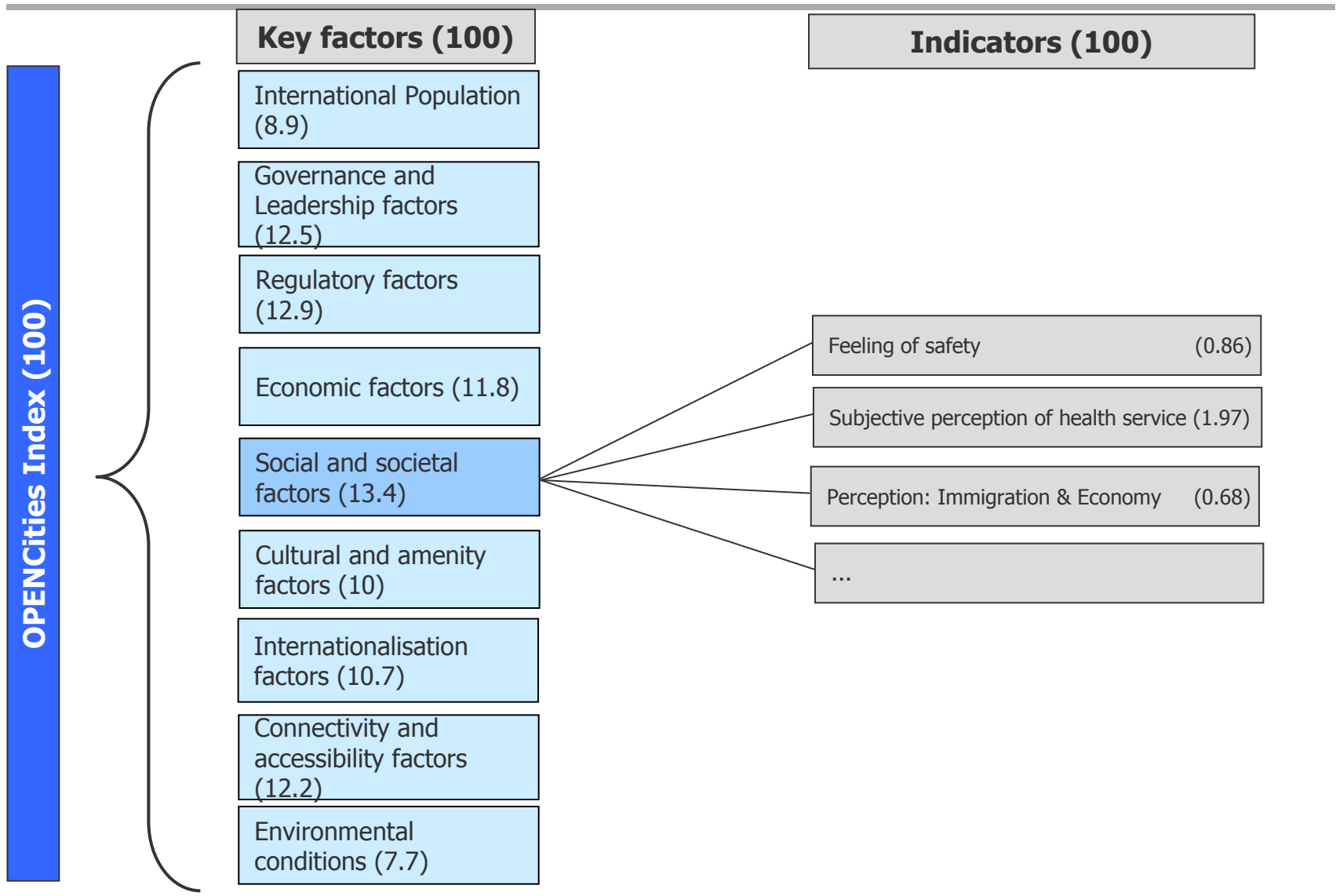
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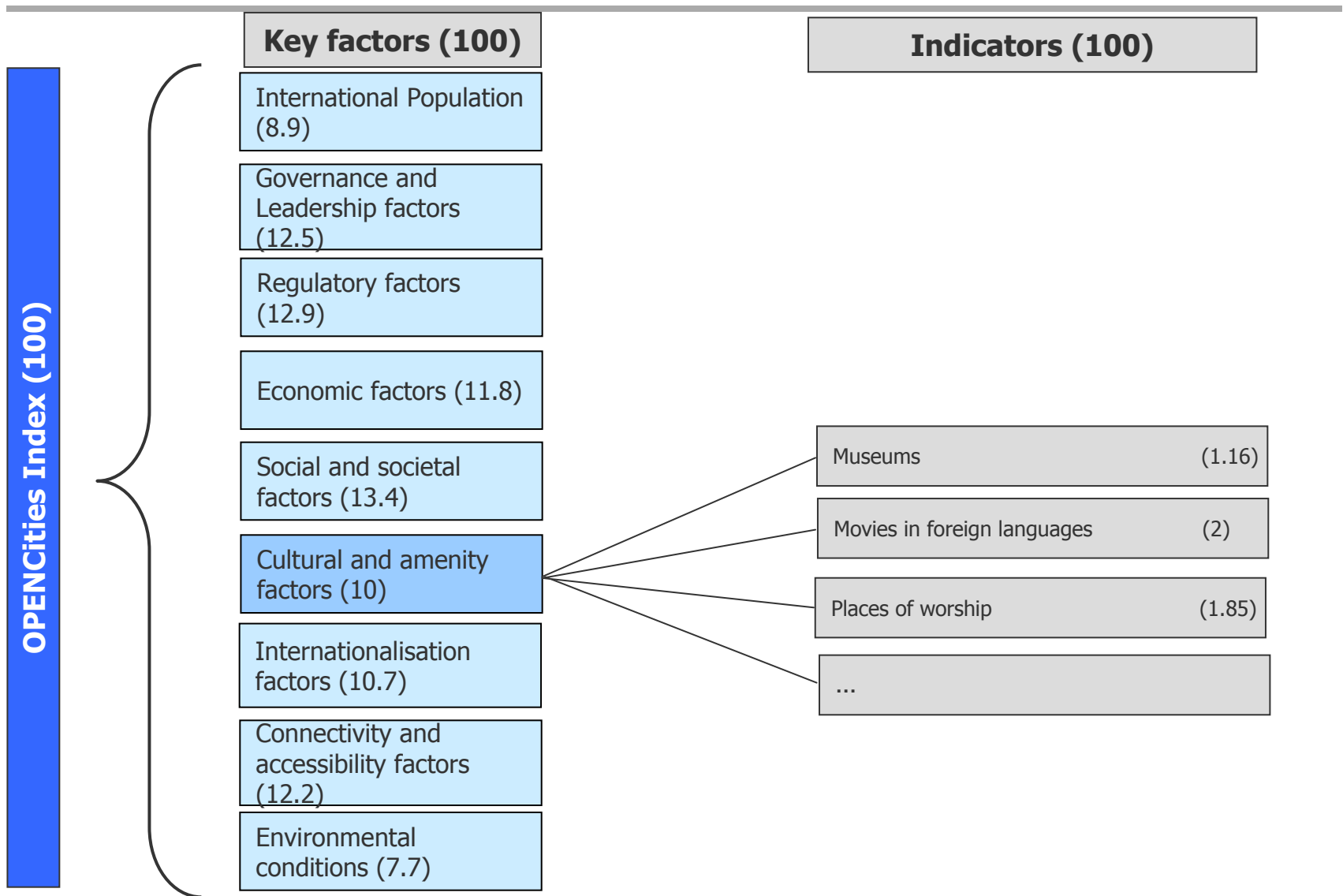
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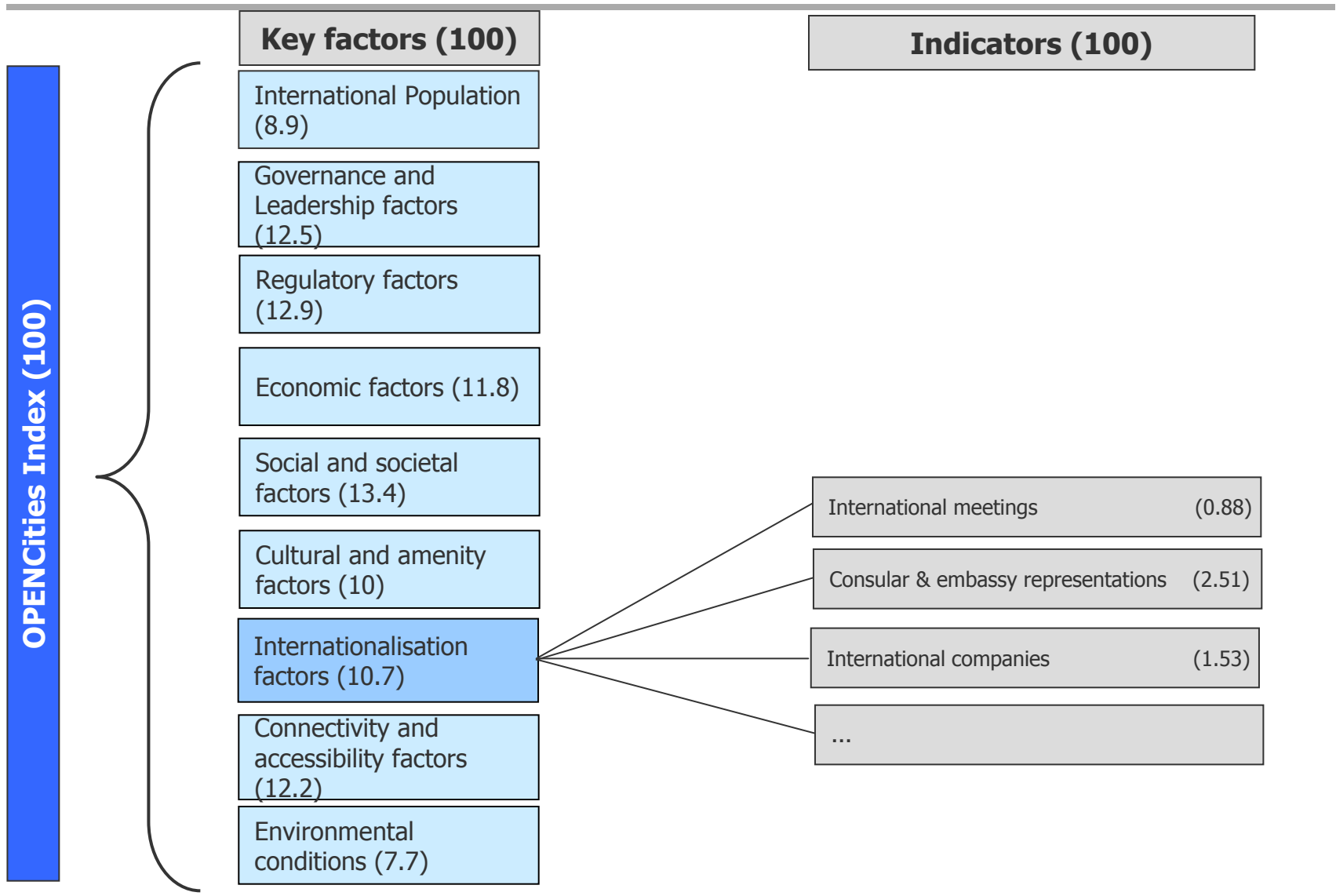
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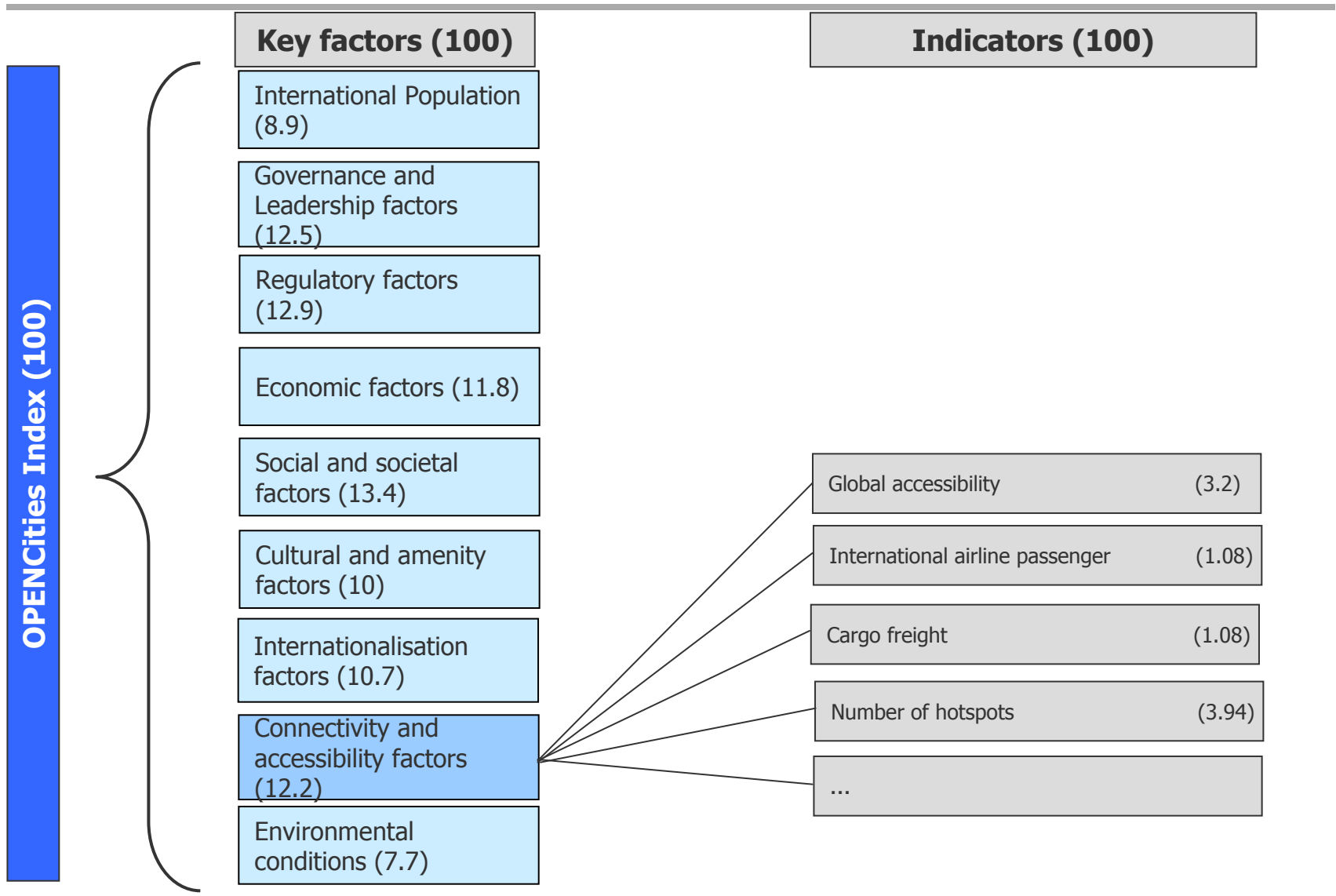
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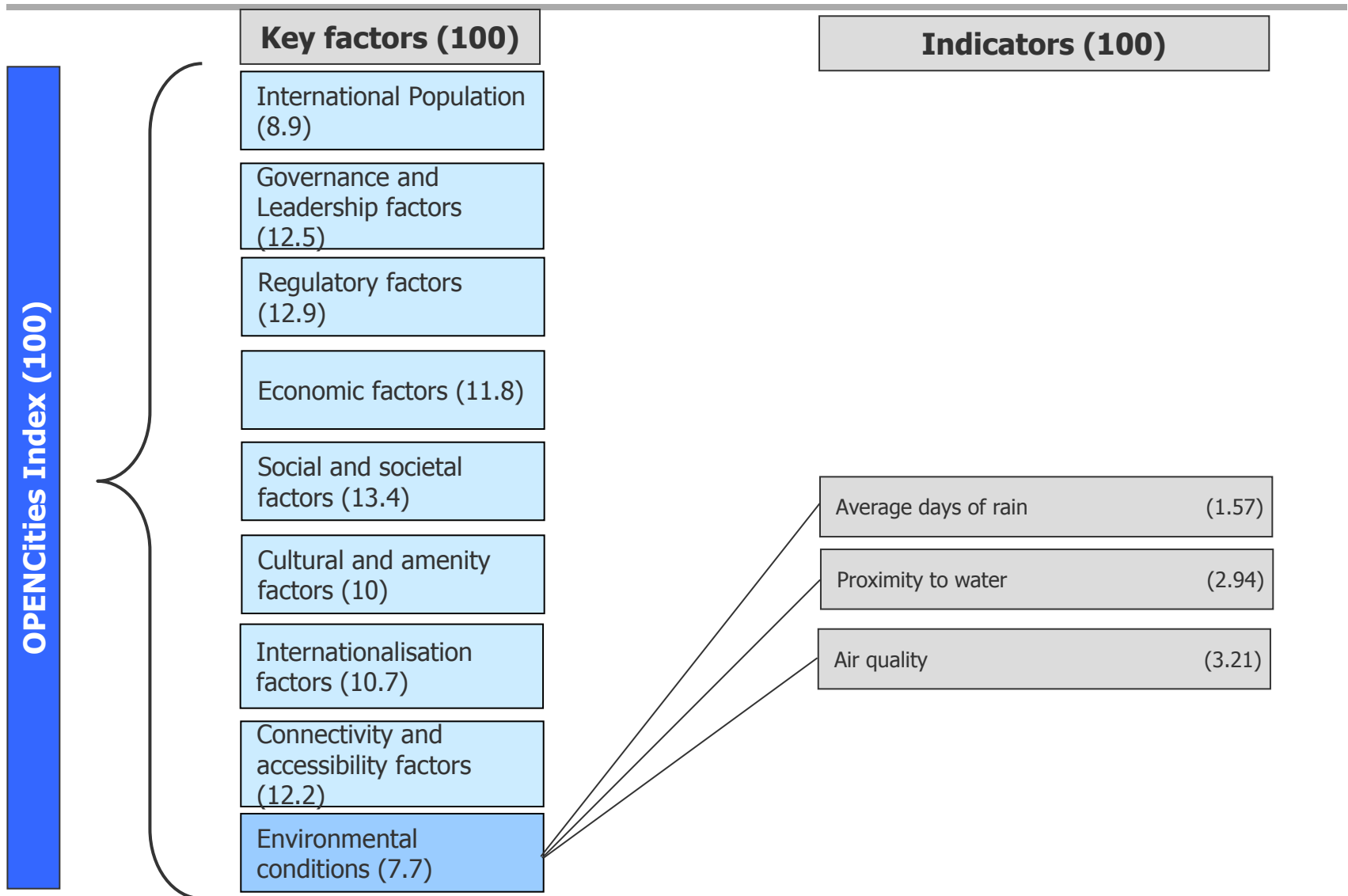
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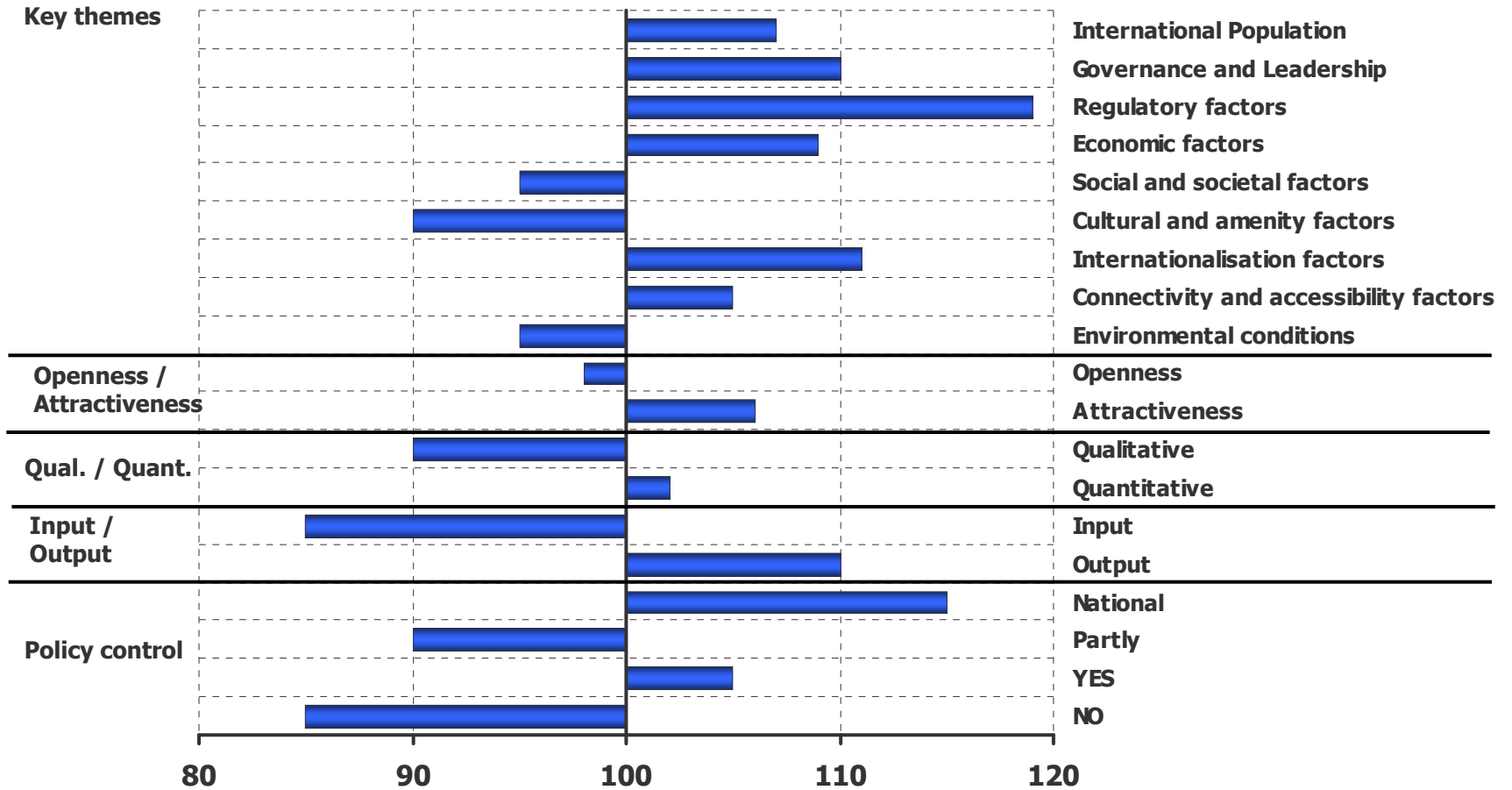


Index Family: Various dimensions

Selected Indicators	Key theme (1-9)	Open / Attractive	Qualitative QL / Quantitative QT	Input / Output	Policy controlled
...					
Share of not nationals per year (change)	1	O	QT	Output	NO
Welcome service	2	O	QL	Input	YES
MIPEX: Naturalization (Access to nationality)	3	O	QL	Input	National
Taxation (high income)	4	A	QT	Input	YES
Perception: Immigration & Economy	5	O	QL	Output	PARTLY
Number of places of worship (minority)	6	O	QT	Input	PARTLY
International companies	7	A	QT	Output	PARTLY
Global accessibility (average travel times)	8	A	QT	Input	PARTLY
...					

Source: BAKBASEL

X-town: City Profile (sample based on indices)



How can openness be used?

VIENNA

Gordana Radojevic moved from Serbia to Vienna 40 years ago after her mother and sister lived here for a year. She has been employed in the textile industry before she took over a traditional Austrian livery shop 20 years ago. „Everybody has a path of life; mine was to move to Vienna. I love this city and I am part of this society but inwardly I am still Yugoslavian.“

Martin Fuchs

In: OPENCities Exhibition Catalogue, 2009



After the feasibility study: Next steps

- Final Report July 2009 (end of feasibility study project)
- Definition of the final concept (openness, data, presentation)
- Definition of the business model
- Inclusion of many more cities from around the world
- Data gathering and calculation of the indices
- Are open cities more successful than less open cities?
 - econometric analysis of the link between openness of a city and the city's economic development