

Regional Branding – making regions more attractive

Researchers of the Fraunhofer Center develop solutions for creating a welcoming environment that encourages people to stay in a region in order to meet long-term demand for professionals against the backdrop of demographic change.

Working in the Prignitz region?

This is not an option for many young professionals. Like other regions located outside of urban centers, Prignitz in Brandenburg holds little appeal to urban dwellers, which in some cases has serious consequences for the regional economy. Researchers of the Fraunhofer Center are now pooling ideas and initiatives aimed at making their region more attractive. The aim is then to work with the network of stakeholders from politics, business and society to identify common features of their individual initiatives to enable them to present a consistent image of their region. This successive approach allows the employment and corporate landscape of a region to be adapted to that region's expected economic development in the medium and long term.

Duration: 8/2014 – 4/2015

Clients: Regional administrations, business development agencies, administrative districts

Partners: HHL Leipzig Graduate School of Management, Monster Worldwide Deutschland GmbH



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