

# Utrecht has a dream

The city of Utrecht is centuries old, but still young at heart. It is a city of makers with the urge to **innovate and improve**. Here, ideas both big and small are transformed into reality thanks to inspiring connections, unexpected cross-pollination and clever collaborations. Utrecht's dream is to use all those qualities to ensure one thing: **healthy urban living for everyone**.

## Global challenges

The world is becoming increasingly crowded and urbanised. Humanity's ecological impact is causing radical climate changes. And prosperity may be growing, but so is the divide between rich and poor. All the while, rapid digital innovations are changing the way people live and work, and the globalised world has proved vulnerable to pandemics. All these developments demand a new, healthy balance, especially in urban areas.

## Global Goals

Utrecht is a 'Global Goals City'. We contribute to the 17 Sustainable Development Goals of the United Nations.

## Mission

In Utrecht, people and ideas come together. We work together to create the city (and region) of tomorrow.

## Values



### Connecting

- Together
- Central
- Open



### Innovative

- Creative
- Young
- Inspiring



### Personal

- Engaged
- Encounters
- Human dimension

## Ambitions

### Healthy

### Sustainable

### Inclusive

## Promise

Room for your ideas and dreams.

## Proof



### Health

- Utrecht Science Park is the largest science park in the Netherlands
- The car-sharing initiative We Drive Solar provides electric cars powered by solar energy
- Prinses Máxima Centrum is Europe's largest paediatric oncology centre



### Cycling

- Utrecht hosted two large bicycle races: the Giro d'Italia (2010) and the Tour de France (2015)
- The world's best bicycle city (Bicycle Cities Index 2019)
- The world's largest bicycle parking facility (12,500 bicycles)



### Culture and heritage

- Utrecht boasts 2000 years of history, stretching back to Roman times
- The 112-metre-high Dom tower is the tallest church tower in the Netherlands
- The Rietveld Schröder House by the Utrecht architect and furniture designer Gerrit Rietveld is UNESCO World Heritage



### Talent

- Utrecht is young: more than 35% of the population is younger than 27
- There are 4 universities, 17 universities of applied sciences, and 4 institutes of senior secondary vocational education
- Utrecht University is the best university in the Netherlands (Shanghai Ranking, since 2003)



### Region

- The Utrecht Region is one of Europe's most competitive areas in Europe (Regional Competitiveness Index, 2019)
- Wellbeing in the region is high: Utrecht's score puts it in the top 40% of OECD regions on 9 of the 11 indicators, and in the top 20% on 4 of the indicators

## Utrecht Brand Team

The Utrecht Brand Team is a network of marketing and brand managers working to create a strong Utrecht brand, based on one shared conviction: we make Utrecht together.

The Brand Team has three strategic pillars:

1. Bringing the brand to life
2. Ambassadorship
3. Stimulating partnerships, fostering connections

Would you like to know more about the Utrecht brand and what it can mean for your organisation or project? We look forward to hearing from you, and are happy to help. Contact us at [brandteam@utrechtmarketing.nl](mailto:brandteam@utrechtmarketing.nl)

More information: [utrechtbrand.com](http://utrechtbrand.com)

# Using the Utrecht Brand Compass

\ The Utrecht brand compass helps us to show **clearly and powerfully** what Utrecht stands for. It is also a **practical tool** that can show you how (for example) your project scores on two criteria: alignment with the Utrecht brand, and reach. The biggest impact is achieved when your project scores highly on both reach and brand alignment. If the score lags behind on one of the criteria, then that's an issue that we need to improve first.

## Utrecht Brand Team is here to help

The Utrecht Brand Team can help you use the brand compass, and – more importantly – to improve your brand alignment and/or boost your reach.

Contact us at:  
[brandteam@utrechtmarketing.nl](mailto:brandteam@utrechtmarketing.nl)

[utrechtbrand.com](http://utrechtbrand.com)

## How it works

There are five choices that determine your score, ranging from **Not at all** to **Very much**.

- Step 1: Score every component in the “brand” section. Plot the average of the total score in the compass.
- Step 2: Score every component under the “reach” section and plot the average in the compass as well. Some projects aim at a specific target group and have a high reach among that target group. In that case, only use that target group's score. Elaborate right underneath the compass.



### \ Project:

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### \ The Utrecht brand

Does your project align with the Utrecht brand?

#### Values

Connecting	Innovative	Personal
Score: _____	Score: _____	Score: _____

#### Ambitions

Healthy	Sustainable	Inclusive
Score: _____	Score: _____	Score: _____

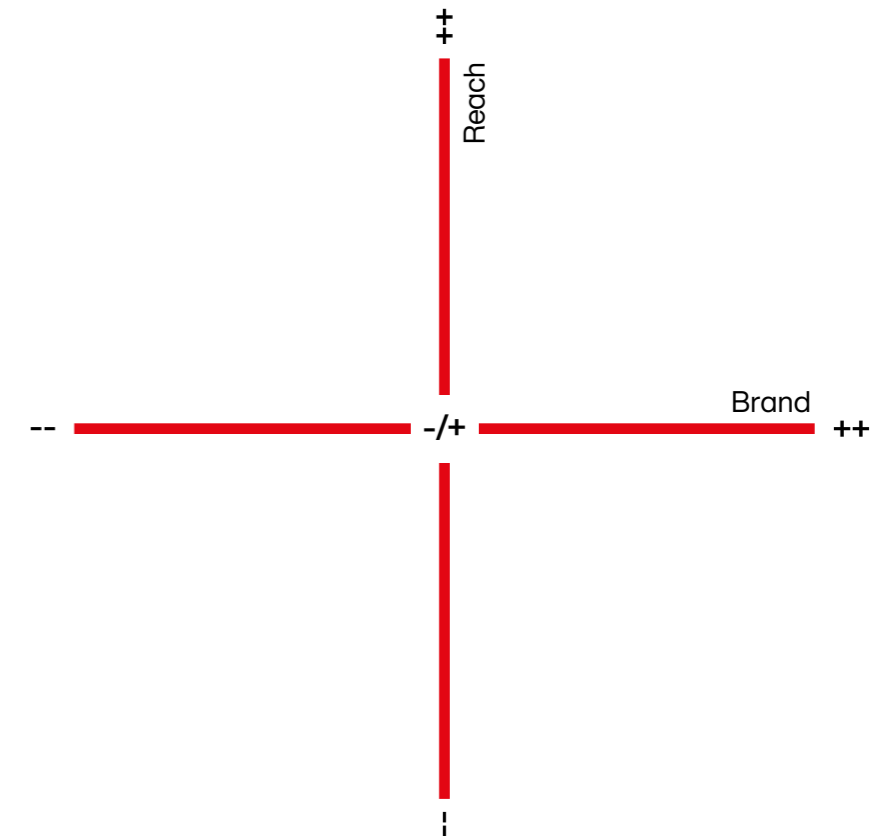
### \ Reach

What is your project's reach?

Residents	Visitors	Businesses	Talents
Score: _____	Score: _____	Score: _____	Score: _____

## Compass

Plot your results in the model below to find out where your project stands – and perhaps to discover where there's room for improvement.



### \ Notes

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