



Roadmap to Highlights



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TRANS IN FORM



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4. Promotion of Attractive and Competitive cities and regions

A Roadmap for a ...

- Corporate image or **strategy** for rural BSR – digital or analogue?
- Corporate **virtual roadmap** for rural BSR – digital or analogue?

We bring Narratives to life...

A Roadmap

Focusing **touristic items?**

or

Focusing **attractiveness?**

We bring Narratives to life...

- Highlight - faces sum up places
- Highlight – architecture and urban design
- Highlight – innovation and competitiveness
- Highlight – our corporate brand - The potato
- Highlight – attractiveness for visitors
- Highlight – attractiveness for businesses

Highlight - faces sum up places



Vilnius City Hall, November 29th
2010

Highlight - faces sum up places



Vilnius City Hall, November 29th
2010

Highlight – architecture and urban design



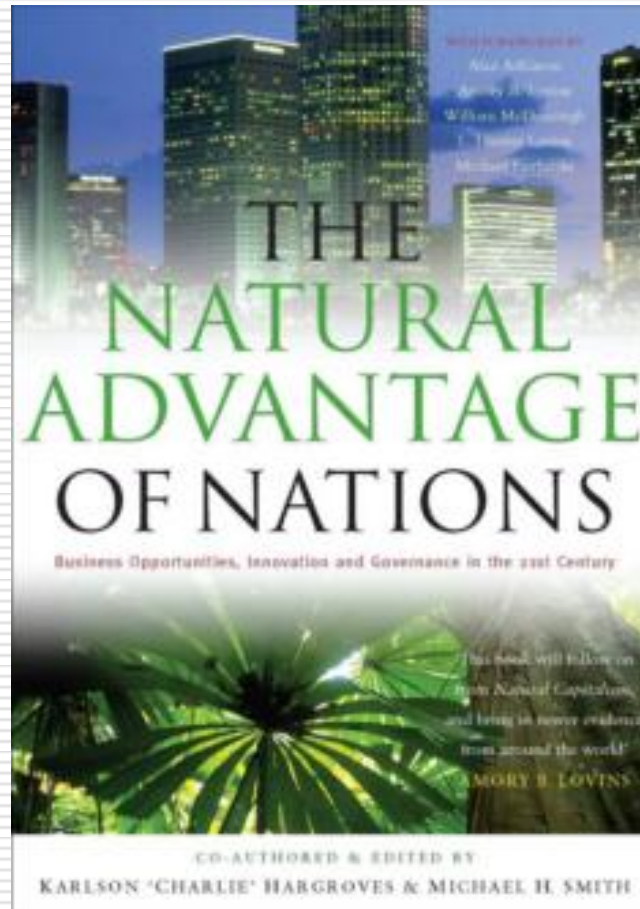
Vilnius City Hall, November 29th
2010

Highlight – architecture and urban design



Vilnius City Hall, November 29th
2010

Highlight – innovation and competitiveness



Vilnius City Hall, November 29th
2010

Highlight – innovation and competitiveness



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Highlight – our corporate brand - The potato



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Highlight – our corporate brand - The potato



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Highlight – attractiveness for visitors



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Highlight – attractiveness for visitors



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SEZ?



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Incubator – hub - entrepreneur



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We bring Narratives to life...

□ **FORM**

- As real highlights?
- As ironic highlights?
- As ambiguous highlights?
- As playful highlights?
- As etc.

As real highlights?



Vilnius City Hall, November 29th
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As real highlights?



Vilnius City Hall, November 29th
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As ironic highlights?



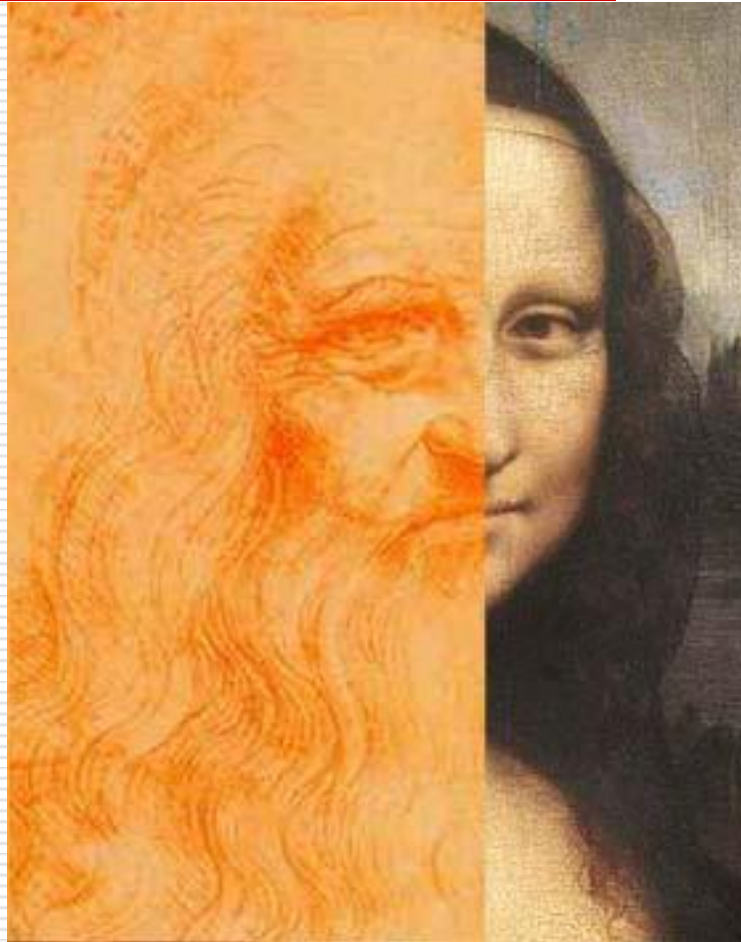
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As ironic highlights?



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As ambiguous highlights?



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As ambiguous highlights?



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As playful highlights?



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As playful highlights?



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Summing up!

- ❑ Consider if you are a tourist destination or not?
- ❑ If not, what are your assets? What make you attractive?
- ❑ Is it possible to establish a corporate strategy and give the strategy a joint form?