

# ΜΑΡΚΕΤΙΝΓΚ ΤΟΥ ΤΟΠΟΥ.

## 6<sup>ο</sup> ΜΑΘΗΜΑ:

### Α. ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑ ΤΩΝ ΠΟΛΕΩΝ

#### ΠΗΓΕΣ:

Ψαθά, Ε. και Δέφνερ, Α. (2012) 'Ποιότητα της αστικής ζωής και ανταγωνιστικότητα των πόλεων: συμβατές η ασύμβατες έννοιες;' στο Δέφνερ και Καραχάλης *Μάρκετινγκ του Τόπου*, 151-166

Rogerson, R. (1999) 'Quality of Life and City Competitiveness', *Urban Studies*, 36 (5-6), 969-985

[www.livability.com](http://www.livability.com)

[www.money.cnn.com](http://www.money.cnn.com)

## Ανταγωνισμός

είναι ο αγώνας μεταξύ περισσοτέρων για την επικράτηση ή για την επίτευξη κάποιου σκοπού.

### Στα οικονομικά ανταγωνισμός

μεταξύ επιχειρήσεων είναι ο αγώνας μεταξύ τους για την επικράτηση στην αγορά και την αύξηση του μεριδίου αγοράς του καθενός.

### Πλεονεκτήματα του Ανταγωνισμού

Ο ανταγωνισμός ωθεί τις επιχειρήσεις να προσπαθήσουν να κερδίσουν περισσότερους πελάτες από τους ανταγωνιστές τους προκειμένου να επιβιώσουν, να αναπτυχθούν και να επιτύχουν μεγαλύτερο κέρδος. Για να προσελκύσουν τους πελάτες αναγκάζονται να αυξήσουν την παραγωγή τους, να μειώσουν τις τιμές και να βελτιώσουν τα προϊόντα τους.

Έτσι ο ανταγωνισμός ρίχνει τις τιμές, αυξάνει την ποιότητα και **ευνοεί την καινοτομία**. Βασικός όρος στη μικροοικονομία είναι η αποτελεσματικότητα (efficiency).

Η αποτελεσματικότητα αυξάνεται, όταν με το ίδιο κόστος παράγονται περισσότερα αγαθά ή για τα ίδια αγαθά απαιτείται λιγότερο κόστος.

Η αποτελεσματικότητα ή **ανταγωνιστικότητα** διακρίνεται στα οικονομικά του ανταγωνισμού σε τρία είδη:

τη **διανεμητική αποτελεσματικότητα** (allocative efficiency): τα αγαθά κατανέμονται εκεί που ο καταναλωτής τα έχει περισσότερη ανάγκη

την **παραγωγική αποτελεσματικότητα** (productive efficiency): οι πρώτες ύλες βρίσκονται στον παραγωγό που τις αξιοποιεί καλύτερα

τη **δυναμική αποτελεσματικότητα** (dynamic efficiency): η καινοτομία επιτυγχάνεται με το λιγότερο δυνατό κόστος

## Μειονεκτήματα του Ανταγωνισμού

- Αν όλοι μπορούν να παράγουν όλα τα αγαθά, οι επιχειρήσεις δεν έχουν κίνητρο να βελτιώσουν την ποιότητα. Η βελτίωση των προϊόντων κοστίζει (απαιτεί επενδύσεις).
- Αν οι ανταγωνιστές μπορούν να αντιγράψουν τα προϊόντα των άλλων, η ανάπτυξη νέων δημιουργεί μόνο κόστος (σ' αυτόν που τα δημιουργεί)
- Αποτέλεσμα: η καινοτομία τελικά μειώνεται
- Για τη βελτίωση των προϊόντων (και υπηρεσιών), ο παραγωγός θέλει ο καταναλωτής να ταυτίσει το βελτιωμένο προϊόν με αυτόν.

Όσο ο καταναλωτής ενδιαφέρεται μόνο για την τιμή, τόσο ο παραγωγός εξοικονομεί κόστος μειώνοντας την ποιότητα

Ο ανταγωνισμός είναι τότε καταστροφικός και οδηγεί σε διαρκή χειροτέρευση του προϊόντος (**race to the bottom**).

## ΠΕΡΙ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑΣ ΤΩΝ ΠΟΛΕΩΝ

- Η εγγύτητα στις πρώτες ύλες και στα μεταφορικά δίκτυα **ΔΕΝ** είναι πλέον τα ισχυρά πλεονεκτήματα των δυτικών πόλεων
- Η **τεχνογνωσία και η καινοτομία** είναι πλέον τα ατού της αστικής ανάπτυξης
- Όλες οι πόλεις δεν μπορούν να ανταποκριθούν στις νέες απαιτήσεις με την ίδια επιτυχία και ανταγωνίζονται
- Οι πόλεις προσπαθούν να έλξουν τα κινούμενα επιχειρηματικά κεφάλαια
- **Μετασχηματισμός της παγκόσμιας οικονομίας**, αποδέσμευση των κεφαλαίων από το χώρο, προσπάθεια των πόλεων για έλξη τους ▶ **ανταγωνιστικότητα των πόλεων**
- **Αυξημένο ενδιαφέρον** για τη σχέση της ανταγωνιστικότητας με την ΠΖ ▶ Δύο διαφορετικές προσεγγίσεις

## ΠΕΡΙ ΑΝΤΑΓΩΝΙΣΤΙΚΟΤΗΤΑΣ ΤΩΝ ΠΟΛΕΩΝ

- ◆ **Αναδιάρθρωση της διοίκησης:** Μεταφορά αρμοδιοτήτων στις τοπικές κυβερνήσεις και μεταβίβαση στις πόλεις της αρμοδιότητας για ποιοτικό αστικό περιβάλλον
- ◆ **Στροφή από τη μαζικότητα προς τη διαφοροποίηση,** από τη μαζική κατανάλωση προς εξατομικευμένες υπηρεσίες
- ◆ **Ανάγκη για διαφοροποίηση της εικόνας της πόλης** με διπλό στόχο: να συναγωνιστούν τις άλλες πόλεις, να συναντήσουν τις ανάγκες των υποψήφιων 'καταναλωτών'
- ◆ Εξαιτίας της ανάγκης για 'ανταγωνιστικότητα' οι πόλεις **διαφοροποιούνται, αλλά και αντιγράφουν η μία την άλλη** ('Σειριακή αναπαραγωγή πολιτικών' – 'σειριακή αναπαραγωγή χώρων')
- ◆ πανομοιότυποι τόποι ⇒ ανάγκη για εκ νέου ανανέωση πολιτικών, υπηρεσιών και υποδομών
- ◆ Από τα τέλη της δεκαετίας του '80', διαρκής αναζήτηση καινοτόμων τρόπων προκειμένου κάθε πόλη να γίνει (ή να φανεί) πιο **ανταγωνιστική**

## ΣΧΕΤΙΚΑ ΜΕ ΤΙΣ ΛΙΣΤΕΣ ΠΟΛΕΩΝ

- **Αυξημένο ενδιαφέρον** για τη σχέση της ανταγωνιστικότητας με την ΠΖ ▶ Δύο διαφορετικές προσεγγίσεις
- **Η ΠΖ** αντιμετωπίζεται ως αντικείμενο κατανάλωσης και η αστική ταυτότητα ως αντικείμενο πώλησης
- Οι έρευνες τύπου **«οι καλύτερες πόλεις για να ζεις»** είναι το πλέον χαρακτηριστικό παράδειγμα
- Ιδιαίτερη θέση στον ανταγωνισμό των πόλεων έχουν οι ταξινομήσεις (**city rankings**)
- **Mercer's Quality of Living Survey, Money Magazine Best Places to live, Monocle, The Guardian, κ.α.**



<https://www.youtube.com/watch?v=fKNH96gtU88>

<https://www.youtube.com/watch?v=MRvyclttaDk>

<http://www.youtube.com/watch?v=6nU5-4GDsSI>

Κριτήρια του Mercer:

The cities — 221 in total — were evaluated on 39 factors including **political, economic, environmental, personal safety, health, education, transportation and other public service factors**. Cities were compared to New York City which was given a base score of 100



2014 Rank <span>↕</span>	2012 Rank <span>↕</span>	2010 Rank <span>↕</span>	City <span>↕</span>	Country <span>↕</span>	Index 2010 <span>↕</span>						
							26	26	Canberra	 Australia	103.6
1	1	1	Vienna	 Austria	108.6	34	35	26	Dublin	 Ireland	103.6
2	2	2	Zurich	 Switzerland	108.0		32	28	Calgary	 Canada	103.5
8	8	3	Geneva	 Switzerland	107.9		25	28	Singapore	 Singapore	103.5
5	5	4	Vancouver	 Canada	107.4		27	30	Stuttgart	 Germany	103.3
3	3	4	Auckland	 New Zealand	107.4		28	31	Honolulu	 United States	103.1
6	6	6	Düsseldorf	 Germany	107.2		29	32	Adelaide	 Australia	103.0
7	7	7	Frankfurt	 Germany	107.0		29	32	San Francisco	 United States	103.0
4	4	7	Munich	 Germany	107.0		29	34	Paris	 France	102.9
10	10	9	Bern	 Switzerland	106.5		32	35	Helsinki	 Finland	102.6
10	10	10	Sydney	 Australia	106.3		37	36	Brisbane	 Australia	102.4
9	9	11	Copenhagen	 Denmark	106.2		35	37	Boston	 United States	102.2
12	13	12	Wellington	 New Zealand	105.9		38	39	London	 United Kingdom	101.6
11	12	13	Amsterdam	 Netherlands	105.7		39	38	Lyon	 France	101.9
14	14	14	Ottawa	 Canada	105.5		44	40	Tokyo	 Japan	101.4
	22	15	Brussels	 Belgium	105.4		41	41	Milan	 Italy	100.8
	15	16	Toronto	 Canada	105.3		48	41	Kobe	 Japan	100.8
	16	17	Berlin	 Germany	105.0		49	41	Yokohama	 Japan	100.8
	17	18	Melbourne	 Australia	104.8		40	44	Barcelona	 Spain	100.6
	19	19	Luxembourg	 Luxembourg	104.6		44	45	Lisbon	 Portugal	100.3
	19	20	Stockholm	 Sweden	104.5		42	45	Chicago	 United States	100.3
	21	21	Perth	 Australia	104.2		43	45	Washington DC	 United States	100.3
	23	21	Montreal	 Canada	104.2		49	48	Madrid	 Spain	100.2
	17	23	Hamburg	 Germany	104.1		44	49	New York City	 United States	100.0
	24	24	Nürnberg	 Germany	103.9		44	50	Seattle	 United States	99.8
	32	24	Oslo	Norway	103.9		-	49	Pittsburgh	United States	-



JESSIE MATTHEWS · EDMUND GWENN · FAY COMPTON in

# WALTZES from VIENNA

Movie poster for "Waltzes from Vienna" featuring Jessie Matthews, Edmund Gwenn, and Fay Compton. The poster includes a vintage movie ticket for a trade presentation at the Prince Edward Theatre on Thursday, February 13, at 8:45 P.M., released on April 30, 1934. The ticket lists the film as "A TOM ARNOLD PRODUCTION" and credits "FRANK VOSPER & EDMOND KNIGHT" and "ALFRED HITCHCOCK".



PLÁCIDO DOMINGO · YING HUANG · MICHAEL BOLTON

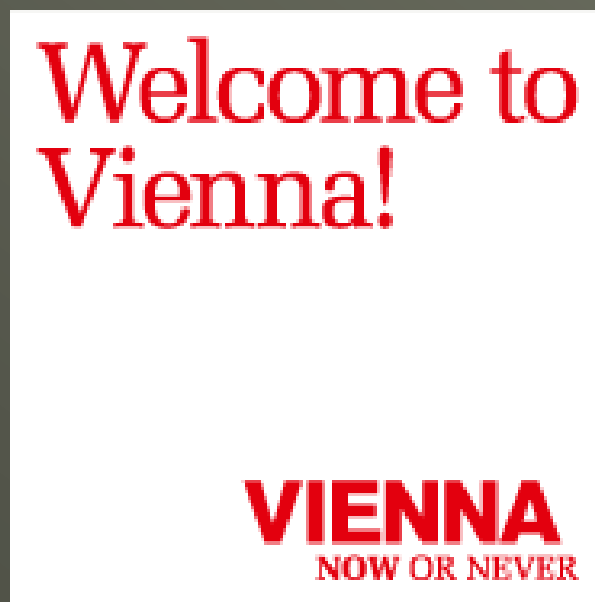
## Merry CHRISTMAS from VIENNA

Movie poster for "Merry Christmas from Vienna" featuring Plácido Domingo, Ying Huang, and Michael Bolton. The poster shows the three performers in formal attire (tuxedos and a red dress) against a dark background with a Christmas tree and lights. At the bottom, it reads "Vienna Symphony Orchestra" and "Steven Mercurio".





**VIENNA**  
NOW OR NEVER





## Quality of living: Vienna remains at the top

Vienna has successfully maintained its top-ranking position in the international Mercer study on the quality of living in cities. [more](#)



## Christmas markets

The christmas markets expect their visitors with sweet delights such as Christmas stollen, punch and mulled wine but also exceptional offer in handicrafts. [more](#)



## Central Station

On 9 December the first part of Vienna Central Railway Station was opened. Four rail tracks with platforms and a trough track are used for local passenger trains. [more](#)

### Events



#### The Werkbund Estate

until 13.1.2013 | various venues

"Light, air and sun" and "modern living with a maximum of happiness" were promised by the Werkbund Estate in Vienna in 1932.

[more](#)

• Winter in the MQ

until 23.12.

• Christmas time at Vienna City Hall

until 24.12.



Figure 1: Highest- and Lowest-ranked Cities Globally

Highest global rank	City	Country
1	Vienna	Austria
2	Zurich	Switzerland
3	Auckland	New Zealand
4	Munich	Germany
5	Vancouver	Canada

Figure 2: Lowest-ranked European Cities

Overall rank	City	Country
191	Tbilisi	Georgia
189	Minsk	Belarus
180	Yerevan	Armenia
179	Tirana	Albania
168	St. Petersburg	Russia

Lowest global rank	City	Country
223	Baghdad	Iraq
222	Bangui	Central African Republic
221	Port-au-Prince	Haiti
220	N'Djamena	Chad
219	Sana'a	Yemen

Figure 3: Cities With Improving Quality of Living

City	Country	Overall ranking	Reasons for improvement
Durban	South Africa	85	Manufacturing, shipping
Cheonan	South Korea	98	Tech-sector companies, universities
Wroclaw	Poland	107	Talent pool, infrastructure
Manaus	Brazil	125	Free economic zone
Pune	India	139	IT, automobile manufacturing
Xian	China	141	Economic and tech development zone



Regional Rank 2013	Overall Rank 2013	City	Country
<b>1</b>	<b>1</b>	VIENNA	AUSTRIA
<b>2</b>	<b>2</b>	ZURICH	SWITZERLAND
<b>3</b>	<b>4</b>	MUNICH	GERMANY
<b>4</b>	<b>6</b>	DÜSSELDORF	GERMANY
<b>5</b>	<b>7</b>	FRANKFURT	GERMANY
<b>1 (lowest in region)</b>	<b>88</b>	LIMASSOL	CYPRUS
<b>2</b>	<b>84</b>	ATHENS	GREECE
<b>3</b>	<b>63</b>	BELFAST	UNITED KINGDOM
<b>4</b>	<b>59</b>	LEIPZIG	GERMANY
<b>5</b>	<b>56</b>	ABERDEEN	UNITED KINGDOM
Regional Rank 2013	Overall Rank 2013	City	Country
<b>1</b>	<b>68</b>	PRAGUE	CZECH REPUBLIC
<b>2</b>	<b>75</b>	BUDAPEST	HUNGARY
<b>3</b>	<b>76</b>	LJUBLJANA	SLOVENIA
<b>4</b>	<b>79</b>	VILNIUS	LITHUANIA
<b>5</b>	<b>83</b>	BRATISLAVA	SLOVAKIA
<b>1 (lowest in region)</b>	<b>191</b>	TBILISI	GEORGIA
<b>2</b>	<b>189</b>	MINSK	BELARUS
<b>3</b>	<b>180</b>	YEREVAN	ARMENIA
<b>4</b>	<b>179</b>	TIRANA	ALBANIA
<b>5</b>	<b>168</b>	ST. PETERSBURG	RUSSIA

Top 5 and Bottom 5 QOL cities for Western and Eastern Europe, 2013

## Η Θέση της Αθήνας

2008: 77<sup>η</sup>

2009: 76<sup>η</sup>

2010: 75<sup>η</sup>

2011: 83<sup>η</sup>

2012: 83<sup>η</sup> (και τελευταία στη Δ. Ευρώπη)

2013: 84<sup>η</sup> (και προτελευταία στη Δ. Ευρώπη)

2015: 85<sup>η</sup> (και τελευταία στη Δ. Ευρώπη)



What is Energy secured?  
 What is Life's essential?  
 What is A healthier future?  
 What is Catalyst for growth?



Forging a better tomorrow.



MITSUI & CO., LTD.

## BEST PLACES TO LIVE

Money's list of America's best small cities

2012

Full List

Near You

Housing

Financial

Quality of Life

Like 1.9k

Tweet 214

Share 59

+1 37

Pin it 40

### And the winners are...

These terrific small cities offer what American families care about most -- strong job opportunities, great schools, low crime, quality health care, and plenty to do. And they're true communities too. [More](#)

- [See the top 100](#)
- Rankings were corrected. See [details](#).
- [Subscribe to Money Magazine](#)



COURTESY: EDEN PRAIRIE

### Top-earning towns

Luxe homes, great schools and exclusive communities. It takes a big paycheck to live large in these 25 posh places. [More](#)

- Best home deals in top 10 towns
- 25 best places for affordable homes
- Where the jobs are
- Quick commutes

### Find a Job

jobs by  
 simply hire

Looking for a new position in the area? Browse opportunities in popular fields or search all openings

#### Key Industries

- Accounting jobs
- Engineering jobs
- Finance jobs

#### Key Occupations

- Management jobs
- Marketing jobs
- Sales jobs



Go

**Amanpour.**

WEEKNIGHTS  
 21:00CET 23:00CET

CNN

### Homes for sale

powered by  
 tru

# Best Places to Live America's best small towns

America's top 50 small towns are not only thriving economically, they've also got all you could want in a place to raise a family: plenty of green space, good schools, and a strong sense of community.

Like < 2.2k



Top-earning towns



25 best places for affordable homes



25 hotspots for the rich and single

Rank		Town	Population
1		Sharon, MA	17,944
2		Louisville, CO	18,924
3		Vienna, VA	16,285
4		Chanhassen, MN	23,685
5		Sherwood, OR	18,736

## More Best Places

---



### Best big-city neighborhoods

What's the best place to live in New York? L.A.? These standout areas in the nation's 10 biggest cities have all the qualities that make urban living great.



### Where the jobs are

It's still a tough job market, but in these 25 counties, it's a lot easier to find work and a great place to live.



### Best places to spread out

Like lots of space? These 25 towns offer lots of room to breathe.



### Best home deals in the top 10 towns

Get a home in one of Money's Best Places to Live for as much as \$200,000 off.



### Great places for clean air

Feel free to breathe deep: In these 20 towns, the air quality is rated highly, and pollution levels are below the U.S. average.



### Quickest commutes

Workers in these 15 towns from the Best Places database enjoy the shortest trips to work.



### 25 youngest

In Eagle Mountain, Utah, the median age is just under 20 years old.







## Best Places to Live 2014

[The Top 50](#)[More Rankings](#)[Videos](#)[How MONEY Ranks the Best Places](#)[Home](#)

## BEST PLACES TO LIVE 2014

The Top 50



## SORT TOP 50 CITIES BY:

MONEY Rank



## SORT ALL 537 CITIES BY REGION/STATE:

Select Region or State



1. McKinney, Texas



2. Maple Grove, Minn.



3. Carmel, Ind.



4. Castle Rock, Colo.



5. Kirkland, Wash.

SCROLL TO SEE MORE



Alekseyan + Gruber

## MONEY's Best Places to Live in America

We rank the 50 best small cities in the country, looking for great jobs, strong economies, affordable homes, excellent schools, and much more.

## BEST PLACES TO LIVE

In a country so full of great places, choosing the best is no easy task. This year, MONEY set out to find the nation's top small cities with populations between 50,000 and 300,000. (We alternate annually; in 2015, we'll focus on small towns.) Starting with a pool of 781 cities, we used data from Onboard Informatics and other sources to comb through everything from the local economy and housing market to schools and healthcare—more than 50 factors in all. Then, we sent reporters to visit the 35 top scoring places, looking for a sense of community and other intangibles. [By Adam Bluestein, Daniel Bortz, Veronica Crews, Kelly Kearsley, Antonia Massa, Sarah Max, Susie](#)



Best Places to Be Rich and Single



Top Earning Towns



Best Places to Find a New Job

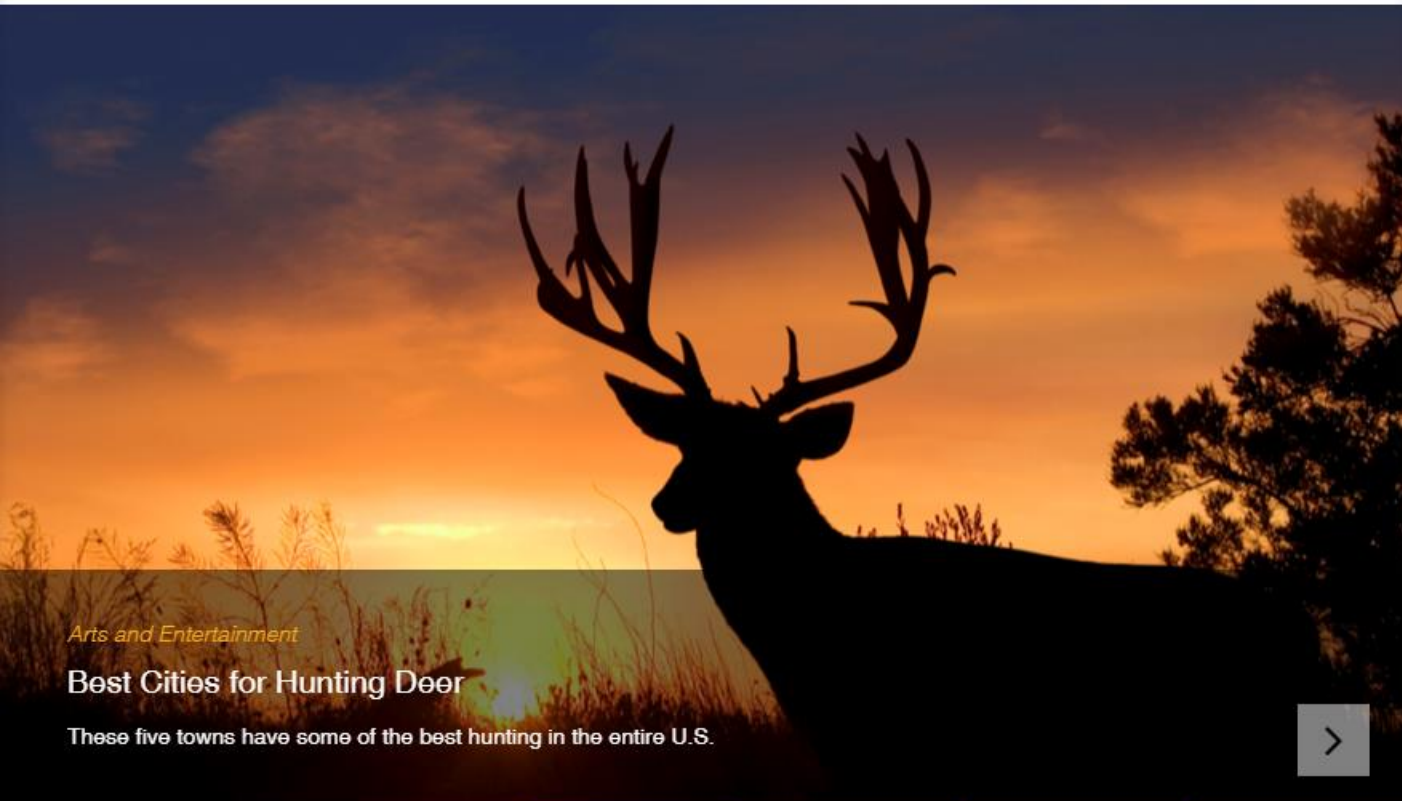


Best Big-City Bargains



Best Places to Walk or Bike





Arts and Entertainment

### Best Cities for Hunting Deer

These five towns have some of the best hunting in the entire U.S.



### POPULAR CITIES

1	Raleigh, NC
2	Santa Clara, CA
3	Shakopee, MN
4	Chicago, IL
5	Brattleboro, VT

Find Your *Best Place to Live*

FIND A CITY

TOP 100 BEST PLACES TO LIVE

BROWSE TOP 10 LISTS

MORE STORIES BY TOPIC

It's gone. [Undo](#)

What was wrong with this ad?

- Already purchased
- Repetitive
- Not interested

Our third annual ranking of the best small to mid-sized cities in the U.S.

We ranked more than 2,000 cities with populations between 20,000 and 350,000 to come up with our third annual Top 100 Best Places to Live. This is a data-driven list based on more than 40 data points. This year we are proud to have collaborated with world-renowned urbanist Richard Florida and assistant clinical professor Steven Pedigo from the [Initiative for Creativity and Innovation in Cities](#) at NYU School of Professional Studies, our new data partners [EMSI](#) and our stellar [board of advisors](#) in shaping our proprietary [methodology](#) and the framework by which we rank the cities. See if your town made this year's list (or the [2015](#) and [2014](#) rankings). Get ready to plot your next move, and make one of these best places *your* best place.

Thanks for the feedback! [Back](#)

We'll review this ad to improve your experience in the future.

Help us show you better ads by updating your [ads settings](#).



**600** = The city's overall score, based on the weighted sum of the eight component scores.

Rankings

Ranking Data

[Ranking Criteria](#) | [Methodology](#) | [Advisory Board](#)



1

674

## Rochester Minnesota



Rochester's rise to the top of our Best Places index has been steady but not surprising. The city first appeared on the [Top 100 Best Places to Live 2014](#) as the seventh best city, then climbed to No. 2 on 2015's index. New scores for [Rochester's schools](#), civil engagement, health-care scene and, most notably, its diverse range of affordable housing, pushed it to the top spot. Home to the renowned [Mayo Clinic](#), Rochester is experiencing an economic boom that is bringing in thousands of new residents and [new businesses](#), and giving those who live here an expanding assortment of entertainment options.

Read more about [why Rochester is a Top 100 Best Place to Live](#).



2

670

## Bellevue Washington





# Ranking Criteria

The LivScore for each city is a composite of more than 40 data points. Those data points were grouped into the eight categories below. The methodology gives a good overview of how we calculated the score. But why did we focus on demographics, amenities, education and the others? How do they actually influence livability? How can transportation make a city a best place to live? Read these stories for a more detailed discussion.



## ▼ Amenities

Being part of a livable city means more than just having a nice house and hanging out on your deck. It's about having things to do, places to do them and a decent climate to do them in. In other words, in a great community, people engage with that community. They get out and LIVE in their livable places.

Amenities are more than just fun. They're serious business, can draw money-spending tourists and help cities – especially smaller cities and towns – differentiate themselves and craft their own identities. Livability took several amenities into consideration for thi [Read more](#)



## ▼ Demographics

Who is this city for? It's a question that gets asked a lot in planning circles these days. It gets at issues of diversity, accessibility and inclusion. Does the city work for everyone, or only for some subsets of people? *Sesame Street* asked the question more simply. One of the classic show's most memorable songs got to the heart of a key issue: "Who are the people in your neighborhood?" In the song, the idea is to introduce kids to people they are likely to meet each day, like postal workers, teachers, newspaper vendors (sadly dated material) and more. But the segment gets at an important fact about where we live: We're not alone. [Read more](#)



## ▼ Economy

Which comes first, the economic strength of a community or its livability? For the most part, these two things are intertwined. Cities that prosper tend to have residents who are prospering and can afford to take care of all the amenities the city has to offer. Cities that prosper can also afford to invest in those amenities and keep the level of livability high. Livable cities attract the talented and resourceful workers that companies want to hire. So livable communities can create their own business climate destinies. [Read more](#)

As James Carville once had to remind then-candidate Bill Clinton: "It's the economy, stupid." [Read more](#)



## ▼ Education

When creating a "best places to live" list, schools hold a somewhat unique position. Having a great educational environment is both something that makes a community more livable and a key driver of relocation. Overall, we're not a very mobile society. We have our habits, our networks (and sometimes our mortgages) and our jobs. Each year, about one in eight households moves, but that varies a lot by age and other factors. A sizable majority stay within the same county or metro area. [Read more](#)

So why do we move? Often it's demographic changes that lead to relocation. Three of the big life-stage related moves we m [Read more](#)





## Health Care

Having an institution in town that creates jobs – including high-paying, professional jobs – and draws in visitors while thriving in any economy is a dream for most cities. If that institution also helps keep residents healthy and leading active lives in the community, all the better.

Much like having a college or university in a town, a major hospital can elevate the quality of life in a town – especially in smaller towns where these institutions are often the dominant force. Put together, hospitals and colleges are often referred to as “Eds and [Read more](#)



## Housing

Once you find a place to live, you need to find a place to live. Finding the right home, condo, apartment, houseboat or whatnot to live in certainly impacts how much you will enjoy inhabiting your city. It has to meet the needs of your family. It has to be affordable for a household at your income level.

Access to affordable housing was the most important feature of a livable community, according to our exclusive Ipsos survey. That was very much in line with the guiding principles of our Index: access, affordability and options – the fourth principle of ‘utilization [Read more](#)



## Social and Civic Capital

If our demographics section answers a portion of the *Sesame Street* question “Who are the people in your neighborhood?”, the social and civic capital section answers “And what do they do for your neighborhood?”

People matter. Any mayor will tell you that. Ask an elected leader what makes his or her city great, and you’ll get a variation on the theme of “It’s the great citizens of our community.” It’s the civic equivalent of the answer you get when you ask a baseball player about his season. “I’m just thankful to be able to come out here day after day and play this game for these great fans.” It’s cliché, b [Read more](#)



## Transportation

Someone once said that in urban planning and livability discussions, all roads lead to transportation. And while that’s a terrible pun, it’s also true. Americans spend an awful lot of their time in between places.

How they do so is changing. An increase in retirement-age Americans, economic factors like fluctuating gas prices and the rise in telecommuting, among other factors, means that commute time is important for many but not all. For those who do commute, it’s a huge factor in livability. In a very fundamental way, shorter commutes correlate to a [higher degree of happiness](#) and life satisfaction [Read more](#)



# Let's Work Together to Promote Your City!

COMPLETE THE FORM BELOW TO GET STARTED

Livability works with communities of all shapes and sizes to help tell your story. Completing this form is the first step in getting your city found by the millions of people searching our site each year. One of our livability experts will be in contact with you shortly to formulate a campaign that aligns with your target audience and begins bringing new residents quickly!

First Name \*

Last Name \*

City Name \*

Title or Role

Email Address \*

Phone Number \*

Yes! I would like to receive emails from Livability.com.

START

Πλήθος ευρωπαϊκών (και διεθνών) θεσμών βασίζονται επίσης στον ανταγωνισμό των πόλεων. Ενδεικτικά:

- Πολιτιστική Πρωτεύουσα της Ευρώπης
- Green Capital
- City of Trees
- City of Children
- Smart Cities
- Access City Award
- Smart 21 Communities



# WINNERS: PRETTIEST EUROPEAN CITY

Chosen by readers of USA TODAY and 10Best



## Riga, Latvia

Riga, the capital of Latvia and the 2014 European Capital of Culture, is only beginning to get the attention it deserves. The "Gem of the Baltics" combines a pulsating big city vibe with a UNESCO-listed Old Town and one of Europe's richest cultural scenes. Architecture buffs will recognize Riga as home to Europe's largest collection of Art Nouveau buildings.



10th



9th



8th



7th



6th



5th



4th



3rd



2nd



1st





# ENVIRONMENT

## EUROPEAN GREEN CAPITAL

European Commission > Environment > European Green Capital



[Home](#)

[About The Award](#)

[Winning Cities](#)

[2010 – Stockholm](#)

[2011 – Hamburg](#)

[2012 – Vitoria-Gasteiz](#)

[2013 – Nantes](#)

[2014 – Copenhagen](#)

[2015 – Bristol](#)

[Previous Finalists](#)

[Applying for the Award](#)

[Press & Publications](#)

[News & Events](#)

[Photos & Video](#)

[Competitions](#)

## Winning Cities

[Tweet](#) [Share](#) [Share](#)

The European Commission has long recognised the important role that local authorities play in improving the environment, and their high level of commitment to genuine progress. The European Green Capital Award was conceived as an initiative to promote and reward these efforts, to spur cities to commit to further action, and to showcase and encourage exchange of best practice among European cities.

### European Green Capitals

The first European Green Capital was awarded in 2010 and 6 cities have been awarded the title thus far. The European Green Capitals to date are:

**2010**

**Stockholm**



[2016 Applicants](#)

### Latest News

#### Sustainia Awards

**Τετάρτη, 20 Νοέμβριος 2013**

Israeli company TaKaDu wins prestigious award for developing software that reduces water distribution losses.

[read more](#)

#### European Soundscape Award 2013

**Τετάρτη, 13 Νοέμβριος 2013**

Swiss awareness campaign promoting the use of low-noise tyres is the winner.

[read more](#)



# JUSTICE

Building a European Area of Justice

European Commission > Justice > Events > Access City Award 2014



## 7 cities shortlisted for Access City Award 2014

[Download the document](#)  (59 kB)

### Press release

[Download the document](#)  (136 kB) 

### Guidance Note

[Download the document](#)  (61 kB) 

### Participation Rules

[Download the document](#)  (17 kB) 

### Good Practices

[Download the document](#) 

## Access • City Award 2014

EU cities are invited to participate in the fourth edition of the Access City Award - The European Prize for making cities more accessible to people with disabilities and older people. The European Commission continues to encourage cities with over 50 000 inhabitants from all Member States to present their activities and strategies designed to make cities barrier-free, better places to live for everyone. It is an opportunity for EU cities to showcase and share their work and plans on accessibility.

First a national selection process will take place to select candidates for the European selection. Once the national selection process has been completed, the applicant cities will be informed which part of their application received the highest and which part the lowest scores from the national juries.

### Deadline: 10 September 2013, midnight Brussels time

Please note that the application form **must be completed preferably in English, but French and German will be accepted. Linguistic quality will not affect the evaluation of your application and it is the content of your activities on accessibility that will be decisive for your chances of winning the award.**

In order to facilitate your participation, **the guidelines and the participation rules** are available in all official EU languages. It is strongly recommended that you read the guidelines carefully before filling in the application form.

### Best practices in 2013

Your initiatives can inspire other cities to improve their policy and activities



### Venue



View **CHARLEMAGNE building** in a larger map

### Event organisers

**European Commission (Directorate General for Justice)** 

The ceremony is part of the annual European Day of Persons with Disabilities

Home

Strategy

Members

Patrons & Partners

Annual Conference

Agenda

Working Groups

**Award "City for Children"**

**Award 2013**

Award 2012

Award 2011

Award 2010

Award 2009

Press

Downloads

»City for Children«



2013

## Award Topic 2013: Healthy nutrition and physical activity for children and adolescents in the city

### Healthy Nutrition and Physical Activity for Children and Adolescents in the City

The perspective of well-being of children and young people encompasses an understanding that recognises different psychological, physical and social dimensions of children's lives. Healthy nutrition and physical activity are among the most important factors for a healthy development of children and adolescents. The number of overweight children is increasing dramatically. Too little physical activity and bad eating habits can lead to chronic diseases in adult life. Therefore, it is necessary for the cities to reach out to as many children and adolescents as possible and get them used to a healthy way of life as soon as possible.

The jury looked for innovative projects that deal with both factors – adequate nutrition and physical activity – as equally as possible and realise these on a holistic basis.

The City of Lodz, Poland won the Award of Excellence 2013 "City for Children" on topic "Healthy Nutrition and Physical Activity for Children and Adolescents in the City" with its project "Invest in your Health"

The cities of Gelsenkirchen in Germany, Nancy in France and Aachen in Germany were awarded with a "Special Recognition" for their projects.

[Find here the press release](#)

The documentation of the Award 2013 is in progress and will be available soon.

**Here you can find some impressions of the Award Ceremony, which took place in SpOrt Stuttgart on Monday 13th of May 2013**



Mayor for Social, Youth and Health affairs of Stuttgart  
Isabel Fezer with Luiza Staszczak Gasiorek and Iwona Iwanicka, representatives of the City of Lodz, Poland



# Intelligent Community Forum

[Intelligent Communities](#) [Awards](#) [Programs](#) [Speakers](#) [News](#) [Publications](#) [About ICF](#) [Support](#) [Contacts](#) [Home](#)

[Login](#)

[Go Back](#) | [Intelligent Communities](#) | [Smart 21](#)

## Inside the Site

[New Communities Blog](#)

[Intelligent Community Awards](#)

[Rural Imperative](#)

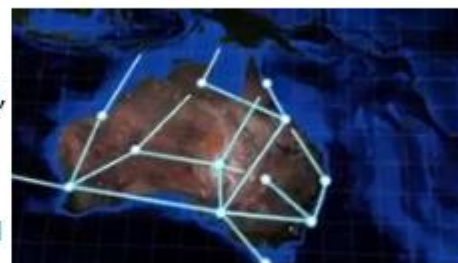
[Community Accelerator](#)

[ICF Annual](#)

## The Smart21 Communities



The Smart21 announcement is the first stage in ICF's annual Intelligent Community Awards cycle. Based on nominations submitted by communities large and small from around the world, ICF selects 21 finalists with the potential to become one of the Forum's Top Seven Intelligent Communities of the Year. The Smart21 list is announced at least 60 days before the selection of the Top Seven and promoted to the world's media by ICF and the communities involved. Gaining a place among the year's Smart21 is considered a badge of honor as well as the first step greater recognition as an Intelligent Community positioned to prosper in the broadband economy.



### Smart21 of 2015

<a href="#">Arlington County, Virginia, USA</a>	<a href="#">Prospect and the Eastern Region Alliance, South Australia, Australia</a>
<a href="#">Astana, Kazakhstan</a>	<a href="#">Rio de Janeiro, Brazil</a>
<a href="#">Aurora, Illinois, USA</a>	<a href="#">Sherbrooke, Quebec, Canada</a>
<a href="#">Changhua County, Taiwan</a>	<a href="#">Shiojiri City, Japan</a>
<a href="#">Columbus, Ohio, USA</a>	<a href="#">Sunshine Coast, Queensland</a>
<a href="#">Dubuque, Iowa, USA</a>	<a href="#">Surrey, British Columbia, Canada</a>
<a href="#">Edmonton, Alberta, Canada</a>	<a href="#">Taitung County, Taiwan</a>
<a href="#">Ipswich, Queensland, Australia</a>	<a href="#">Taoyuan County, Taiwan</a>
<a href="#">Mitchell, South Dakota, USA</a>	<a href="#">Whanganui, New Zealand</a>
<a href="#">Nairobi County, Kenya</a>	<a href="#">Whittlesea, Victoria, Australia</a>
<a href="#">New Taipei City, Taiwan</a>	

### Smart21 of 2014

<a href="#">Arlington County, Virginia, USA</a>	<a href="#">Prospect, South Australia, Australia</a>
<a href="#">Coffs Harbour, New South Wales, Australia</a>	<a href="#">Quebec City, Quebec, Canada</a>
<a href="#">Columbus, Ohio, USA</a>	<a href="#">Rio de Janeiro, Brazil</a>
<a href="#">Heraklion, Crete, Greece</a>	<a href="#">Sunshine Coast, Queensland, Australia</a>
<a href="#">Hsinchu City, Taiwan</a>	<a href="#">Taoyuan County, Taiwan</a>
<a href="#">Kingston, Ontario, Canada</a>	<a href="#">Toronto, Ontario, Canada</a>
<a href="#">Mitchell, South Dakota, USA</a>	<a href="#">Walla Walla Valley, Washington, USA</a>
<a href="#">Montreal Metropolitan Area, Quebec, Canada</a>	<a href="#">Whanganui, New Zealand</a>
<a href="#">Nairobi County, Kenya</a>	<a href="#">Whittlesea, Victoria, Australia</a>
<a href="#">New Taipei City, Taiwan</a>	<a href="#">Winnipeg, Manitoba, Canada</a>
<a href="#">Parkland County, Alberta, Canada</a>	