

# EXCHANGE

LOCAL ECONOMIC DEVELOPMENT

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## GREETINGS FROM KRYVYI RIH, THE “LIFE-LONG CITY”

### A Message from our Partner

*Andriy Nagornyj, Director, Kryvyi Rih City Development Institution (Ukraine)*

Kryvyi Rih is a major industrial city in the heart of Ukraine looking to boost local economic development. This year, city officials worked with the Municipal Local Economic Development Project (MLED) and the City of Regina, Saskatchewan, to develop a brand for the city that would help showcase its assets and attract investors.

The brand was developed in three phases:

- 1: A scan of domestic and international press confirmed Kryvyi Rih's low profile in Ukraine and in other countries.
- 2: Local community and stakeholder survey responses identified the city's key features and requirements for a new logo.
- 3: Focus groups narrowed down ideas for the city's logo and slogan.

The final product features an antler, a nod to the city's name, “Crooked Antler” in English, and elements of the Cossack gunpowder horn already in the city crest. This echoes the unusual



*Kryvyi Rih's new logo*

long and narrow shape of the city. The slogan “Life-Long City” evokes the feeling that Kryvyi Rih is a city where persons of every age, profession, education, and beliefs can live a long and happy life.

Kryvyi Rih has begun using its new brand both at home and abroad. It is a great addition to other tools the city has developed to increase its economic appeal

including an “Investor's Guide,” industrial video and investment passport outlining potential projects.

For more details on the branding exercise and other investment attraction resources, visit Kryvyi Rih's [City Development Institute \(CDI\)](#). Or better yet, come and see for yourself what our “Life-Long City” has to offer.

## HOW TO: DEVELOP A PLACE- BRANDING STRATEGY

Place-branding is a relatively new concept for local government, but is fast becoming an essential element of effective local economic development. FCM International partner Canadian cities London, Ontario and Regina, Saskatchewan have been successfully using the principles of place-branding to attract tourists, residents and investors. **This case study outlines how Regina transformed its image into that of a vibrant, thriving community.**

It is also available in [French](#), [Spanish](#), [Ukrainian](#) and [Vietnamese](#).

FCM International programs are undertaken with the financial support of the Government of Canada.

Canada

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MPED-PMDE

CARILED



UKRAINE MUNICIPAL LOCAL  
ECONOMIC DEVELOPMENT

**PARTNER PERSPECTIVES**

# MPED Asia Partners' Forum

FCM International recently celebrated three successful long-term partnerships with local government organizations in the Philippines, Vietnam and Cambodia during its Asia Partners Forum, held in Lapu Lapu City, Cebu, Philippines, from October 16-18.

Participants discussed their experience working with FCMI and Canadian municipal experts to pursue community economic development and the results of their work to date. The forum was also an opportunity to forge new ties, with participants from the Myanmar Development

Resources Institute's Centre for Economic and Social Development attending an FCMI event for the first time. [View a video of highlights of the event](#) and meet participants from [Cambodia](#), [Vietnam](#), the [Philippines](#) and [Myanmar](#) on our Facebook page.

*Asia Partners' Forum*



## FCM OFFERS SUPPORT AND SOLIDARITY TO VICTIMS OF TYPHOON HAIYAN

While the Federation of Canadian Municipalities is not currently actively engaged in the Philippines, it has been fortunate to enjoy a 20-year partnership with the League of Cities of the Philippines (LCP) and the League of Municipalities of the Philippines (LMP). As President Claude Dauphin mentions in [this statement](#), FCM offers its full support as they work to recover from the terrible devastation caused by Typhoon Haiyan.

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NEW APPROACHES TO LOCAL ECONOMIC DEVELOPMENT

# Bolivia hosts Second Regional Workshop for Local Economic Development

*Ruben Escamilla, MPED Latin America Consultant*

The Municipal Partners for Economic Development Program’s (MPED) 2<sup>nd</sup> Regional Workshop on LED took place in Cochabamba, Bolivia, from October 23 to 25. The forum was attended by Canadian government officials, FCM International representatives, and delegations from Bolivia, Nicaragua, and Peru.

Interactive presentations and study tours gave participants a chance to see firsthand the progress and challenges of LED demonstration projects in the municipalities of Tiquipaya and Cliza. The forum promoted learning, discussions, curiosity and interest in new ideas for making progress on vast and complex LED issues such as water management and LED, sustainable tourism, local

government LED strategies, involvement of young entrepreneurs, and social inclusion. Plenary meetings and team discussions highlighted the various LED processes that are taking place in Nicaragua, Bolivia, and Peru.

As many participants stated in their presentations, “LED is not a prescription to be replicated, but a process involving a series of social actors and social,

*economic and environmental dynamics that evolve at different rates.”*

The next regional workshop will take place in Nicaragua, in 2014. We expect to be there, promoting the LED agenda and making progress on such topics as promotion of public policies and implementation of private-public partnerships, among other topics.

**Participants visited this water irrigation project in Cliza. View more photos on FCM’s Facebook page.**



*Granola production*

## NEWS FROM CARILED

**CARILED, the Caribbean Local Economic Development program, is in full swing and rolling out its first demonstration project in Saint Lucia.**

**Municipal Expert Jonathan Palardy from MRC d’Argenteuil, Quebec recently travelled to Soufrière to work with the women of the Rainforest Foods cooperative on production, marketing and branding of their granola-based cereal, and on expanding their range of products.**

**View some of Jonathan’s photos on FCM’s Facebook page and on the LED Exchange Network.**

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## DO YOU HAVE EXPERIENCES TO SHARE DIRECTLY WITH OUR INTERNATIONAL PARTNERS?

### JOIN THE CONVERSATION!

#### LED EXCHANGE - THE NETWORK

is FCM International's new virtual platform where Canadian and international partners can share their local economic development-related knowledge and experience. LED Exchange - the Network is available in three languages: English, French and Spanish. The Network, which can be accessed through your individual Facebook account, is linked to a Dropbox folder containing a small library of LED resources. Discussions are organized along different themes related to local economic development.

To join the Network, simply email your Program Manager or Carolyn Siemens, MPED Canada Manager, at [csiemens@fcm.ca](mailto:csiemens@fcm.ca). See you online!

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