



## City of Turku x ING Media

---

**CLIENT:** City of Turku  
**SUBJECT:** 2023 Activity Report  
**DATE:** Tuesday 21 November 2023

### 1. BRIEF AND TARGETS

---

Following extensive consultation with the City of Turku, Miltton and ING Media developed a strategic positioning plan, with narrative and messaging, for domestic and international PR in 2023. This was signed off with the Mayor of Turku in Q1 2023 and ING has since been focused on the international PR strategy for the city, working to increase the city's visibility, brand value, and building relationships with key property and architecture titles.

Our main target group has been journalists and editors in international media who can act as a gateway to wider audiences, with the aims of reaching investors, international leaders in cities, sustainability and culture, potential stakeholders and partners, as well as people who could potentially move to or visit Turku.

ING Media and Miltton developed key international messages that have since been adopted by the city in its communications and serve as a primary introduction in our journalist outreach. These messages include:

- A city punching above its weight in terms of cultural investment and ambition
- Turku is a net zero pioneer and global leader in sustainability and circular economy
- Turku is the ultimate lifestyle destination, combining Nordic nature with the cultural vibe of Paris
- A growing city on a mission to avoid gentrification and support its grass roots culture and identity

In the following pages we provide a report on the activity to date, outlining successes and areas for further development. In particular, we have set out some suggestions for MIPIM 2024, a worthwhile opportunity for Turku to build on the presence in 2023.

## 2. TIMELINE OF ACTIVITY

---

### March – MIPIM

ING was tasked to elevate Turku's presence at MIPIM by securing international media interest for Turku as a location for inward investment. Turku also wanted to connect with international investors.

Journalist meetings included:

- MIPIM News
- Andrew Tuck, Editor, Monocle
- Alex Irwin-Hunt, Global Markets Editor, fDi Intelligence
- Real Asset Media

Highlight press coverage included a recorded interview for Monocle Radio's 'The Urbanist' show.

In addition to the agreed journalist meetings, ING drafted social media content and sourced further 'value add' meeting and event opportunities for Turku's benefit, including:

- ING Breakfast: 'Europe's Most Talked About Cities'

Event attendees:

- Marie Miller, Marketing Manager for City Development, Belfast City Council
  - Natasa Kefala, Association Meetings Manager, This is Athens
  - Paul Kitson, Strategic Director - Place, Prosperity & Sustainability, Birmingham City Council
  - Pascal Smet, Secretary of State, Brussels Capital Region
  - Michael Körner, Managing Director, Invest Region Leipzig
  - Tereza Hrušková, Head of the International Relations Unit, Prague City Hall
  - Fredis Bikovs, Managing Director – Investment and Tourism, Riga Investment and Tourism Agency
  - Tom Stannard, Chief Executive, Salford City Council
  - Eve Roodhouse, Chief Officer – Economy and Culture, Leeds City Council
  - Tariq Sadiq, Inward Investment Manager, Leeds City Council
  - Damian Wild, Managing Director, ING Media
  - Dominic Morgan, Executive Director, ING Media
  - Lucie Murray, Senior Cities Strategist, ING Media
  - Jiyoung Jo, Cities Account Manager, ING Media
- Trowers & Hamblins Rethinking Regeneration roundtable

Event Attendees:

- Gail Mayhew, Managing Director, BCP FuturePlaces
- Julian Lipscombe, Director, Bennetts Associates
- Matt Townend, Chief Operating Officer, EcoWorld
- Colin Hutchison, Managing Director, Elioth by Egis
- Tamsin Traill, Regeneration Director, Kajima Europe

- Angela Barnicle, Chief Officer Asset Management & Regeneration, Leeds City Council
- Selina Mason, Director of Masterplanning, Lendlease
- Darren Rodwell, Councillor, London Borough of Barking and Dagenham
- Kevin Beirne, Director, Head of Retirement, Octopus Real Estate
- Victoria Burrows, Director of Advancing Net Zero, World Green Building Council
- Glenn Brawn, Global Partnerships Director, Commonplace
- Duncan Lamb, Director, Evaluate|Locate
- Lucie Murray, ING Media
- Tom Elliott, ING Media
- Suzanne Benson, Regional Managing Partner – Manchester, Trowers & Hamlins
- Katie Saunders, Partner, Trowers & Hamlins
- Lizzie Pillinger, Partner, Trowers & Hamlins
- Nicholas Barrows, Director of Marketing, Trowers & Hamlins

### **June – Turku press trip**

ING worked with the City of Turku to develop an extensive four day programme of activity and secured the attendance of three journalists. The programme incorporated elements of culture, transport and sustainability. This has been adapted for further press trips based on the journalist's interest.

- David Taylor, journalist and editor for New London Quarterly and Velocity magazine
- Clare Dowdy, freelance journalist working with titles including BBC.com, Wallpaper and Monocle
- Veronica Simpson, journalist for FX Magazine

### **July – Turku Sea Jazz Festival press invites**

ING provided additional support in issuing invitations to international travel journalists to attend the Sea Jazz Festival.

- Travel Weekly
- The Travel Magazine
- Wanderlust Magazine
- Conde Nast

### **September – Turku press trip**

Following the success of the press trip in June, ING secured a key journalist for a separate trip and worked with the city to amend the itinerary to be a short two day programme, with particular focus on architecture and design. Dezeen is the world's most influential architecture, interiors and design magazine, with over three million monthly readers and more than seven million social media followers.

- Max Fraser, Editorial Director, Dezeen

### **September – press release for design competition**

To mark the launch of the international design competition for the Museum of History and Future, ING translated and edited the press release, before issuing it to all major architecture and design press.

### **September – Mayor of Turku London visit**

To raise awareness and increase visibility, ING developed and curated a three day programme for a Mayor's visit to London, enabling broader media engagement and exposure to London property market.

Activity included:

- Attendance and speaking opportunity at London Real Estate Forum (LREF), a major event for London's property and architecture community with 1,400 delegates.
- The Mayor of Turku joined the panel on culture alongside the following speakers:
  - Chair: Benjamin O'Connor, NLA
  - Laia Gasch, World Cities Culture Forum
  - Lady Lucy French, Fleet Street Quarter
  - James Mark, Therme Group
  - Catherine Howe, Ealing Council
- Key journalist meetings with:
  - Helen Barratt, journalist for titles such as Financial Times and The Guardian
  - Stuart Stone, journalist for Business Green
  - Monocle:
    - Andrew Tuck, Editor
    - Nic Monisse, Design Editor
    - David Stevens, Deputy Head of Production
    - Carlota Rebelo, Senior Foreign Correspondent & Producer

### **October – Paimio Sanitorium press trip**

Following the meeting between Minna Arve and journalist, Helen Barratt, ING facilitated the introduction to Paimio Sanitorium. Helen then attended the Paimio symposium shortly after.

### **November – Turku press trip**

ING has built a strong relationship between Monocle and the City of Turku, following positive meetings in Turku and London, ING planned a visit for their Helsinki correspondent Petri Burtsoff to visit the city.

### 3. MEDIA COVERAGE

---

- MIPIM News – 15 March 2023

[‘Finland's oldest city has plans to reinvent itself for the future’](#)

MIPIM News is produced specifically for MIPIM each year and is only available during the conference both in the Palais in print and online. It informs on the latest news, deals and industry developments and is very popular among MIPIM participants with a readership of approximately 23,000.

- Monocle – March 2023

[‘Monocle Minute’](#) Newsletter: Open house – 15 March 2023

[‘The Briefing’](#) Podcast – 16 March 2023 (from 25.25min)

[‘The Urbanist’](#) Podcast – 16 March 2023 (from 31.45min)

[Monocle Magazine](#) – May 2023 ‘Building Connections’ (online & print)

Monocle is an international media brand with global reach including a magazine, radio station, podcasts, newsletters and events. Monocle reported intensively on MIPIM with Turku featuring in one of Monocle’s most successful podcasts ‘The Urbanist’, ‘The Monocle Minute’, one of Monocle’s daily newsletters, and in ‘The Briefing’, a daily podcast on featuring news, business analysis and industry reports. Monocle’s radio listenership is over 1 million.

- Real Asset Media – 30 March 2023

[‘Sustainability record drawing investors to Finland’s Turku’](#)

Launched at MIPIM, in March 2019, Real Asset Insight is the leading magazine sharing thought leadership, research and strategy. Available online, digital and in print, the quarterly publication looks behind and beyond the headlines to focus on the insights and strategies driving the real asset investment markets.

- fDi Intelligence – 18 April 2023

[‘Has Covid-19 wrought any change?’](#)

fDi Intelligence is a specialist division from the Financial Times, providing industry leading insight and analysis on crossborder expansion and foreign direct investment. The print magazine counts 12,250 subscribers.

- BBC.Com Designed – 28 August 2023

[‘10 churches around the world given amazing new life’](#)

Launched in 2017, BBC.com Designed is a luxury section of their online newspapers, created to capture the best of global, game-changing design, the most pioneering and cutting-edge innovations, as well as exploring the historical and cultural impact that design has on everyone’s lives. The features sites, alongside the BBC’s more than 30 in-language sites, reach 150 million unique browsers each month.

- CITYMONITOR – 06 September 2023  
[‘Turku’s Museum of History and the Future must exemplify climate resilience’](#)

City Monitor is a leading media outlet for urbanism and city-related stories and a particular focus on housing, transport, economy, and the environment. The website has nearly 260,000 visitors each month and has a particular following in the UK, US, Canada and Europe.

- New London Quarterly – September 2023  
[‘Strong Finnish’](#)

New London Quarterly is the quarterly magazine of New London Architecture (NLA), London’s centre for the built environment. The magazine is circulated to 5,000 leading people with an interest in London’s built environment, including: the membership of the NLA; CEOs of the top 500 London businesses; directors and partners of all London-based development companies; property investment and fund managers; directors of all leading property advisors; all London borough planning committees; all London borough leaders and planning department heads; CEOs of all public bodies with a remit for the built environment in London, and directors and owners of leading designers and consultants in the built environment sector.

- Monocle The Urbanist – 05 October 2023  
[‘Meet the officials’](#) podcast

- Insight – 16 October 2023  
[‘London Real Estate Forum makes the right noises, but will be judged on action’](#)

Insight Publishing is one of the world’s leading platforms for workplace news, commentary and features. It publishes podcasts, reports, daily updates and now IN and Works magazines. Launched in 2013, it publishes a weekly newsletter and has a readership of up to 8,000 unique users a day including workplace professionals, suppliers, purchasing, HR, IT and facilities managers and specifiers including fit-out firms, architects and designers.

- Business Green – 02 November 2023  
[‘Creating a climate positive city: Inside Turku’s plan for a collective ‘jump’ beyond net zero’](#)

BusinessGreen was launched in 2008 and is Europe’s leading source of information on the green economy and business. Its content “helps ambitious sustainability executives, green entrepreneurs, and policymakers access the up-to-date information, strategic analysis, and inspiring thought leadership they need to pioneer the next phase of global sustainable development and innovation.”

- Velocity – November 2023  
‘Archipelago-go-go!’ (not available online, PDF attached)

Velocity (V for short) is a magazine focused on cycling, the built environment, and the people who both cycle and create the built environment, covering all things related to people, property and bikes.

- The Guardian – 13 November 2023  
[‘A delirious deco dream’: former TB sanatorium is now Finland’s most unusual holiday let’](#)

The Guardian is a national newspaper and website with global reach. At the end of November 2021, the Guardian reported a total of 1,000,035 digital subscriptions with just over 50% residing outside of the UK.

Forthcoming coverage expected:

- Dezeen (Q1 2024)
- London Real Estate Forum digital publication (Q1 2024)
- FX Magazine (spring 2024)
- Monocle (winter issue on climate 2023)

#### **4. NEXT STEPS**

---

Over the course of 2023, media coverage has included key investment, culture and sustainability titles, as well as architecture and design press, with strong relationships forged with leading journalists. These have been great successes in creating awareness about the City of Turku and increasing the city and the Mayor’s visibility on the global stage.

This is a strong foundation to build on next year and in 2024 Turku has a real opportunity to amplify the key messaging as projects develop and investment opportunities open up further.

We suggest a six month programme in 2024 which includes MIPIM, summer press trips and a Mayoral visit to an international city, such as New York. Six months enables us to capitalise on the summer weather and bring journalists to Turku for a full experience of the city, whilst utilising that exposure to position the Mayor at key events. Recommendations set out below for review.

#### **MIPIM 2024**

##### **Hosting your own event**

Bringing together a select group of investors, developers and media, we suggest hosting your own event in the form of a breakfast or dinner. Perhaps exploring a piece of thought leadership research as a tool for conversation. This could explore the topic of how to deliver a net zero city. ING would work with you to shape this, with the aim of using it as a talking point to highlight Turku and its benefits to European companies and investors.

### **Media partnership**

Partnering with media can unlock opportunities to connect with key decision makers within target sectors, providing a variety of formats in which Turku can lead the discussion. Turku could partner on an event and would be able to shape the audience to make event attendance and audience outreach more meaningful, ultimately leading to closer connections and more leads.

### **Stronger presence on the 'Finland' stand**

A physical hub for Turku at MIPIM is valuable and important, however more can be done to ensure you are more visible as part of the Helsinki, Finland stand. Either with greater visibility of your brand across the stand design, or having more influence on the programme to ensure you are speaking to an international audience.

### **Mayor city visit – spring 2024**

Based on the success of the Mayor's London visit in 2023, we recommend taking Minna Arve to New York in 2024 at the same time as NYCxDesign (16-23 May) to capitalise on press activity surrounding the event, and secure her speaking opportunities.

We can harness relationships to secure journalist meetings, meetings with cultural organisations to discuss potential collaboration, as well as meetings with key investors.

### **Press trip – summer 2024**

The timing for the press trip in 2023 worked well and the programme was a success, we suggest running another press trip in summer 2024. The programme can be updated to reflect more recent project developments, but we know that the following journalists have expressed interest in attending.

- Liz Rowlinson, journalist, The Financial Times (and travel titles)
- Megan Carnegie, journalist, WIRED
- Matt Mace, Content Editor, Edie
- Sophie Dickinson, Travel Writer, The Telegraph
- Seth Sherwood, Journalist, New York Times