



Global Network of MultiLingualCities

EXECUTIVE SUMMARY

BUSINESS CASE

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FOREWORD

This Business Case outlines an innovative concept devised to help city governments in numerous countries boost sustainable economic development.

If anything typifies the modern age, it is the speed at which things change. For a long time, it seemed that prosperity was on an upward trend and in some cases even capable of reaching unprecedented heights. But in the last two years, the economic reality has transformed into a stark and challenging source of disquiet and concern. Increasing numbers of businesses have been hit by the economic reality. The downturn in turnover has led to cost reductions, reduced or delayed investments and even redundancies. In many cities, the economy is faltering.

This also presents new challenges for city governments. Their revenue is falling and the focus of expenditure is shifting. More than before, city governments are compelled to examine ways of maximizing returns on community funds. This not only involves pumping money into the economy but also nurturing innovation so that, over time, the city economies can once more enjoy sustained growth.

The roots of economic development must primarily lie in the business community itself. Often it appears that attempts made by city governments to boost growth by investing or developing initiatives in certain sectors only leads to other sectors becoming neglected. The sad truth is that the economic reality is something faced by almost all sectors. This raises the question: **'Are there any innovations available that can boost economic development across the whole spectrum of the business community?'** And if so, is it possible for city governments to contribute towards their realization?

Our aim is to assist city governments in providing an innovative boost to the broad economic development of their cities. This lies at the heart of the new MultiLingualCity concept. It provides city governments with the tools to quickly, cost-efficiently and effectively initiate a positive upward trend.

A key innovative feature of MultiLingualCity is its combination of the interests of both city governments and their 'providers' (all businesses and other organizations that offer a product, service, information or entertainment, in the broadest sense). In addition, it also combines multiple ways of contributing towards this concept, all of which complement each other and create added value in a unique manner. **The most important result we envisage is that both cities and individual providers will gain increased exposure to target groups in cities abroad.** This will be achieved in such a way that makes it valuable and worthwhile for businesses and consumers from abroad to visit the cities and enter into contact with providers. It will increase the city's competitiveness. The name MultiLingualCity has been chosen precisely and carefully to reflect the viewpoint of businesses and consumers coming to the cities from abroad. The Global Network of MultiLingualCities is the name chosen for cities.

We believe that this concept will not only attract increased numbers of city visitors and clientele for providers, but will also, over time, lead to an increase in ideas, investments, residents, employment, qualified personnel, cultural events and can even result in improved cultural integration in a number of cities. Because, ultimately, this is what happens when people 'meet' each other.

A possible future in outline.

A civil servant from a MultiLingualCity leaves the city hall and walks into town. Here is just an outline of some of the situations he could encounter, **depending on the profile of the city.**

- 1) He has just returned from a trip abroad to various different cities in order to promote his city and encourage companies to set up business here. The mere mention of the fact that the city is part of the Global Network of MultiLingualCities evokes recognition in the cities that are also members. Residents and businesses can find BOs¹ in each others' cities easily and quickly (the complete database is now communicated rather than just a list of names as previously).
- 2) The civil servant sees more people from abroad in the city, foreign number plates and hears different languages. This is most noticeable in BOs¹ with the Certified MultiLingualCity window sticker, where one sees and hears more people from countries even farther away. Many people are using the search engine on their mobile phone in order to visit local businesses and events.
- 3) The statistics reveal increased numbers of online visitors in other languages for BOs¹.
- 4) The civil servant can also read independent statistics showing that the number of city visitors and their spending is increasing.
- 5) He has learned from the local business community that there are increased sales to foreign city visitors and that tourist hotspots and other events are attracting more visitors from abroad.
- 6) The international sales business club informs him that members are reporting increased interest in their products and services from abroad. Some members are even selling to countries that were previously unreachable and are enjoying healthy growth as a result.
- 7) Some businesses have been able to successfully attract specialist knowledge workers from abroad by posting their vacancy on the website.
- 8) There have been positive reactions from the foreign communities to the monthly newsletter in their native language.
- 9) City activities promoted by the city government via myMLC are attracting more foreign visitors than before.
- 10) Visitors on city trips to the major cities are also visiting his city in the country more than ever before.
- 11) He opens an invitation from a large city government abroad to come and talk as a representative of one of the MultiLingualCities and to explain how it has improved city marketing and provided increased economic opportunities for his city. These kinds of requests have become much more frequent in recent times.
- 12) Existing city information portals have attracted increased numbers of online visitors and have even expanded the information available in other languages in order to respond to increasing demand.
- 13) Because the city government was one of the first 31 cities to join the Global Network of MultiLingualCities, people out of the city regularly work for the Project Office processing listings and several disabled people have also found employment in this way.
- 14) The opportunities for employment for foreign city residents have increased since BOs¹ are employing people who speak several languages.
- 15) City hall receives more requests for information by foreign companies interested to start a subsidiary here.

¹ All businesses and other organisations offering any product, service, information or entertainment.

Executive summary

- The challenge
To boost economic development in numerous cities. Enable city governments to attract more international public and businesses, both physically and virtually, to their cities in a manner that is both sustained and cost efficient. To draw attention to their own initiatives as well as to as many businesses and other organizations as possible. Deploy innovative methods to exploit previously untapped benefits of scale in order to reach new major international target groups and reduce unit costs.
- To achieve this, a new type of *international promotional platform* has been developed for city governments, *an online search engine for individuals and businesses who want to find a company or other organization in foreign cities in their own native language*. A unique feature is the inclusion of *the name of the member of staff who actually speaks the language*.

This makes it possible to cater effectively to the *universal need* of consumers and businesses to *do international business in their own native language*. The concept can be seen as a pact between the city government and its business community.

- All the results and address listing pages feature *city banners and videos in multiple languages exclusively for city governments*. An average city of 100,000 inhabitants will generate *approximately 24,792 different unique address listing pages displaying the city banners/videos*. View the [demo](#).
- The development of the concept has resulted in the establishment of a worldwide international city network, the *Global Network of MultiLingualCities*.
- This global city network offers international benefits of scale in terms of use, traceability and name recognition. *It makes it possible for cities to showcase themselves and their business community among large numbers of people in multiple foreign cities and countries*. The network secures major benefits of scale in terms of costs, promotion and implementation by city governments.
- The Global Network of MultiLingualCities: unprecedented in volume. The Project Team *has identified 3,441 cities in 70 countries* with more than 50,000 inhabitants (the initial minimum). In 51 countries with a combined population of 3.6 billion inhabitants, 2,911 cities with a combined total of one billion residents have been identified. This corresponds to 28% of the total population in these countries. The countries have an average population of 19.6 million people. The average number of inhabitants in each city identified is 343,492. Take a look at the [world map](#) to locate your city in the Network.
- In order to get off to a flying start, and to create immediate value for participating cities in terms of content, volume, promotion, name recognition and costs, the Start Up Project has been formulated for a total of at least 31 cities from several countries. *City governments can sign up for participation immediately and the network will be launched as soon as at least 31 cities have done the same!*
- Advantages for these first 31² cities.
1) Your city and business community will be promoted in 30² other cities, the majority of which will be abroad.

² The precise figures for the Start Up Project will be finalized based on actual registrations.

2) For a two-year period, these cities will take precedence in a positive search result above the cities that join later (cities 32+).

3) In addition to the benefits highlighted in terms of reaching major new target groups and the publicity gained in foreign cities, participation in the Start Up Project also offers options for creating employment for the city. The staff required for the growth of the concept will largely be recruited from these 31 cities. **This employment could generate dozens or even hundreds of jobs for the participating city.** For the total concept, the employment generated could amount to several hundred or even several thousand jobs.

- Why will other cities wish to join the Network later?
From day one of its launch with 31 cities, the Network will constitute significant value for new cities. For example, the 32nd city will gain the **attention of a total of 465,000+ users²** from the first 31 cities, the 33rd city will be able to reach 480,000+ users from 32 cities, etc.
By means of the 'RUP (Reach Unreached People) effect', the city banners and videos of the new (32nd) city will be **promoted daily in 31 cities and approximately 155,000 accounts**, etc. This number will continue to grow as new cities sign up and new business listings are featured.
The international search profile of the city and its businesses will benefit from the mass, promotion and name recognition of the network.

- Wait and see or start reaping the benefits from the outset?
City governments that opt to wait and see will run the risk that when they do choose to participate, the international promotional options available for the city government are **significantly reduced or even temporarily unavailable**. These will then have been taken up by other (foreign) participants in the Global Network gaining additional promotion for their city in other countries by sponsoring address listings from other non-MultiLingualCities or those on the waiting list.

If the city government has not signed up for a License, the business community will be unable to take advantage of the benefits offered by a MultiLingualCity License. **They will however be able to pay to have address listings featured.** This option works out to be significantly more expensive.

- In order to generate content and Users quickly, efficiently and cost effectively, a Communication Project (CP) will be implemented in collaboration with the city government in each participating city. In the same period, the Start Up Project for the 31 cities will offer publicity for every city in several foreign cities/countries simultaneously. The Communication Project can be set up quickly and easily by applying standard elements internationally.
- The 'Dual Effect'
The major advantage of promoting a search engine is that it offers the benefit of both worlds. Everyone who knows about this search engine is aware of the option for posting content for users and of the fact that the User can use the search engine to search for Businesses and other organizations abroad. This advantage exists because all content from participating cities is accessible under a single name and URL. **Thanks to this 'Dual Effect', the Communication Plan in the cities designed to encourage businesses to register also serves as a campaign for recruiting Users.**
- The 'RUP effect'
In addition to the city promotion banners and videos in multiple languages on the

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search engine's results listings, the concept also offers city governments a unique opportunity **to promote their city in multiple foreign cities at random**, via the 'RUP effect'. From day one, city banners and videos will be displayed on the 155,000+ **account page² of registered businesses from 30 other cities in numerous countries within the network**. This enables them to be seen by account holders based abroad. The 'RUP effect' can be quantified in terms of the 'RUP Value' which will be measured on a monthly basis. This figure will continue to increase as new cities sign up and new business listings are featured. Read more about this in the Business Case.

With 'RUP Targeting' city government can **target** another city in the network to display its city promotion banners and videos.

- International promotion is also stimulated by the **MultiLingualCity logo**, recognizable worldwide. This logo will be used in all communications, online and offline. Businesses can also use it as a window sticker, etc.
- International Discount Card/IDC card
The International Discount Card Program has been developed exclusively to promote MultiLingualCity. Search engine users can apply online for the IDC card or receive it free of charge as part of a promotional campaign. The card offers exclusive discounts at businesses from the affiliated cities searchable on MultiLingualCity. The aim of the IDC card is to ensure that the MultiLingualCity search engine enjoys **permanent top-of-mind status** among Users.
- Promotion via the websites of participating businesses.
All businesses and other organizations that register for a free address listing, are asked if they will post a MultiLingualCity city banner on their website. This enables the businesses to contribute towards the international promotion of their city and the project. This generates multiple inbound links, improving the ranking within search engines.

CiYL service tool

The 'Contact in Your Language' service tool is an online database that participating businesses can feature on the contact page of their own website **as a service for their visitors**. This software enables international visitors to be directed to the relevant business address listing on the MultiLingualCity website in the language of their choice. This means that the city banners and videos are seen by even more people internationally.

- Database volume advantages.
The thousands of address listings are posted online in the language by the businesses themselves and supplemented by a descriptive text. These texts in numerous languages for many different businesses create a large database. **This has a significant positive impact by directing users of search engines (for example, Google) to the address listings pages on the website. The Start Up project will generate >768.500¹ online listings pages.**

The registrations in each city generate a unique email address database in each language. The city government can use this database **to communicate with groups of speakers of other languages in their city**. Options for this include the issuing of a newsletter in each language. This newsletter can also be made available to subscribers.

- For the Communication Project, it is important to establish an inner circle of key officials within the city. These will be well-known, influential people acting on behalf

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of a large group of others. These potential '**ambassadors**' will be in a position to reach out to many of these people rapidly and cost effectively.

- Investigations are currently underway to establish whether this project will be eligible for European subsidies to be paid to participating city governments that are members of the EU. Since the network is open to city governments from all countries within the European Union, the necessary enquiries are ongoing.
- The cost for the city government is divided into three components. All of these are dependent on volume. ***The prices quoted are gross prices provided for indication only.***
More detailed pricing for Start Up participants will be provided based on the cities that apply and their volumes, and final registration will follow after that.

1) License fees for a 12-month period are € 0.30 per resident².

2) Processing charges are approximately € 2.00 per address listing².

3) The cost of the Communication Project for each city will be calculated on the basis of the resources chosen and the volumes involved.

- It is possible to sign up for the Start Up Project until April 15th 2010.
- Would you like the Project Team to provide further details by telephone? Email us to make a telephone appointment.
- The full text of the Business Case is available to [download here](#).