

STATE ADMINISTRATION

KYIV AS A CITY BRAND IN INTERNATIONAL INDICES AND RANKINGS: COINCIDENCE OR INEFFECTIVE LOCAL GOVERNMENT?

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For today, an effective city brand is a condition of its competitiveness. The brand of the city must correlate with a comprehensive city development strategy approved by the local government. The city brand can be targeted at both external and internal stakeholders, and its effectiveness can be evaluated by the various indicators on which the indices and rankings of cities are formed.

International indexes and city rankings reflect the current level of development of a city and define a comprehensive index by many criteria. The presence of a city in authoritative international indexes and rankings indicates the level of interest in it and is an assessment of its current level of competitiveness in the international context. In turn, the absence of a city in such indexes and rankings is a warning call, as it may indicate that the city's competitiveness is not recognized by certain indicators, making it difficult to attract investment and human resources, as well as positioning internationally.

In order to understand whether the international organizations and analytical agencies evaluate Kyiv as a competitive city in the global international arena, 23 international urban development indices have been analyzed. The most influential and large-scale cities listed include: Global Cities Index and Global Cities Outlook (A.T. Kearney, 130 cities) [2], City Travel and Tourism Impact (World Travel and Tourism Council, 123 cities) [6], Global Financial Centres Index 25 (China Development Institute (CDI) and Z/Yen Partners, 102 cities) [17], The Sustainable Cities Index (Arcadis, 100 cities) [3], World's Best Cities (Resonance Consultancy, 100 cities) [15], 100 Resilient Cities (The Rockefeller Foundation, 97 cities) [1], WCCD City Data for the United Nations Sustainable Development Goals (World Council on City Data, 56 cities) [11], City RepTrak[®] (Reputation Institute, 56 cities) [7] and Global Power City Index (Institute for Urban Strategies, The Mori Memorial Foundation, 44 cities) [21]. Unfortunately, there is no Kyiv in any of the above indices and rankings.

Furthermore, despite holding international image events aimed at developing Kyiv as a brand (such as the 2012 UEFA European Championship, Eurovision Song Contest 2017 and 2018 UEFA Champions League Final), Kyiv is also missing in

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indices that directly analyze city brands: Saffron City Brand Barometer [5], The Guardian Cities Global Brand Survey [13], Anholt-GfK City Brand IndexSM [19].

In spite of the positive dynamics and increasing the number of foreign tourists up to 1 million 930 thousand per year [16], it is important to note that according to the Top 100 City Destinations (Euromonitor International), Kyiv is not included to the most desirable destinations for tourism, unlike Lviv, which ranks 80th out of 100 cities [18].

Nevertheless, Kyiv is included in some international indexes of cities, which are given in the table below:

#	Index/Survey/Ranking	Organization or company	Year	Σ	Kyiv
1.	Mercer Quality of Living Ranking [12]	Mercer	2019	231	173
2.	Quality of Life Index [14]	Numbeo	2019	208	172
3.	Cities in Motion Index (CIMI) [4]	IESE Business School	2019	174	111
4.	Global Liveability Index [9]	The Economist Intelligence Unit	2019	140	117
5.	Innovation Cities™ Index [10]	2ThinkNow Innovation Cities™ Program	2018	500	399
6.	European Green City Index [20]	Siemens and The Economist Intelligence Unit	2009	30	30

Key: Year – last available data, Σ – total number of cities

However, there are other points of view about Kyiv as a green city. For example, according to the Normalized Difference Vegetation Index (NDVI), which was created by satellite image processing, in 2017 Kyiv was recognized the «Greenest European metropolis» [8] with a population above 2 million people.

So, Kyiv is rarely mentioned in international indexes and city rankings, which may cause Kyiv to be perceived as a non-competitive city. Local governments and key government officials should pay attention on the absence of Kyiv in international indices and rankings. The issue of Kyiv's inclusion in that indices and rankings should be given high priority, because it also affects the perception of Kyiv as a city brand among the stakeholders.

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