

Place-Based Branding Strategy Project - "He who chooses, will be chosen."

City Innovation Library · Good practice · Netherlands

Quality score: 86/100

Evidence strength: Descriptive / self-reported

Summary

The municipality had the ambition to be the European leader of creative innovation by 2020 after the Lehman Brothers collapse. The city created a program and management structure to invest in the image and reputation of Eindhoven.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Scalability	2/3
Sustainability / continuity	3/3
Innovation	3/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	3/3
Transferability / demonstrated replication	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE City Innovation Library research](#) — accessed 2026-08-15

[2022-2030 City Marketing Strategy](#) — accessed 2026-08-15

[#ShareTheVibe](#) — accessed 2026-08-15

[Place Brand Observer focus on Eindhoven](#) — accessed 2026-08-15

[This is Eindhoven homepage](#) — accessed 2026-08-15

[2020 interview with Eindhoven365](#) — accessed 2026-08-15

[WeEindhoven policy programme,](#) — accessed 2026-08-15

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