



ORGANISATION FOR ECONOMIC
CO-OPERATION AND DEVELOPMENT

Local Development Benefits From Staging Global Events

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Questions our work seeks to address?

- Why are large scale global events still important in the new age?
- What are the likely benefits for cities of hosting global events?
- What makes global events successful and how can cities actively leverage maximum local benefits from hosting them?
- Do different types of event yield distinctive benefits?
- How can hosting more than one event be beneficial for a city?
- What are the benefits for cities of just bidding for a global event?

Benefits?

- **Primary benefits:**
 - Alignment of the event with sector and business growth strategies.
 - Private-public investment partnerships.
 - Image and identity impacts attracting population, investment, or trade.
 - Structural expansion of **visitor economy** and supply chain development.
 - Environmental impacts, both in built and natural environments.

- **Secondary benefits:**
 - Post event usages of improved land and buildings.
 - Connectivity and infrastructure legacies.
 - Labour market impacts and social/economic inclusion.
 - Secondary impacts in the property market.
 - Global positioning, events strategy going forwards, and project management capability.



Global events in a global events age?

Global events have new roles as well as enduring ones:

Global markets and global value chains. Emerging Economies.

New leisure modes and entertainment travel patterns.

Face to face interaction.

Competition and innovation.

Global labour markets: test yourself against the best.

Immigration and diaspora.

Global governance.

Visiting, transformation, and sense of place.

Branding of firms, products, and places.

Incentives.

What do events do for a city?

- Platform for leadership
 - Legacy of amenity and infrastructure
 - Investment - short- and long-term.
 - Visitor economy
 - Social impact
 - Benefits to the public and private sector
 - Image and identity / brand
 - Future events
 - Internal governance, organisation, and co-ordination
 - Impact on relations with the rest of the country
 - Strengthen international links
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- Turin, Barcelona, Sydney, Vancouver, London..... Derry

Hosting Major Events.

Why do nations and cities host major events?

- Do people want to visit any more?
- Can they make money?
- A boost for the visitor economy?
- A moment of exposure: media?
- New investment, infrastructure, and facilities?
- A new identity for the city?
- New rules of engagement?
- Local benefits for people/firms/communities?
- National prestige and profile?
- Can nations and cities re-position themselves?
- What are the nation's and city's goals?
- How does the event align with other priorities?

What is the priority for the host city?

- Facilities, Amenities, Infrastructure?
 - Supply chain?
 - Employment - temporary and long term?
 - Image and Identity?
 - Foreign Investment?
 - Visitor economy, Trade, Enterprise & Innovation?
 - New purpose for disused land?
 - Science and Technology.
 - Culture and Arts.
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- Another event?

Alignment of goals

- World Cities host world events.
 - Hub cities global niches and global links.
 - Capital cities show national achievement.
 - Regenerated cities show off what is new and exciting.
 - Regenerating cities a new vision.
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- Needs clear sense of purpose.
 - Usually enriches strategic intent.
 - Has to benefit city as a whole.

Do cities make the most of event hosting?

- London Olympics 2012
 - Turin Winter Olympics 2006.
 - Rio Pan American Games 2007.
 - Seoul World Cup 2002
 - Sydney Olympics 2000.
 - Liverpool City of Culture 2008
 - Jo'burg World Summit 2002, World Cup 2010
 - Edinburgh G8 2005
 - Milan Feria 2005
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- Host city needs to know what it wants..... and have dedicated team to achieve it.
 - **The legacy and benefits capture is itself a project.**

Underlying value of hosting global events.

- i. Locates/positions the country in international context.
- ii. Unify the country around a purpose.
- iii. Nation building and international development.
- iv. High visibility, prestige, and status.
- v. Real deadlines avert avoidance.
- vi. Makes local investment a national priority.
- vii. Accelerates pace of change and delivery of goals.
- viii. Collaboration with other places.
- ix. Changes rules of engagement.
- x. Builds confidence towards long term development and role.