

# QUALITY-OF-LIVING CITY BENCHMARKING SECURING A COMPETITIVE ADVANTAGE

2014

# Emerging Cities: Competing by Improving Quality of Living

## Introduction

In a dynamic global environment, multinational employers are eager to identify emerging talent hubs and to set up operations in new growth markets. And site selection is a “**zero-sum game**” – when a company chooses a site, it automatically excludes all others. In many cases, a city’s quality of living is a key factor that corporate decision-makers use when evaluating locations.

In such a fiercely competitive environment, city leaders need a clear understanding of the specific factors that affect their residents’ quality of living. Addressing the issues that lower a city’s overall quality of living can provide a sustainable competitive advantage.



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## Key Questions

Is your city regionally and globally **connected** in terms of public infrastructure, transport, and also in terms of talent flows?

Is your city **competitive** economically, socially, culturally, and environmentally?

Is your city **attractive** to foreigners, tourists, and globally mobile talent, for capital investments and for major multinational companies?

How can you **leverage** your city's unique strengths to differentiate it from other cities that are also striving to attract employers?



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## How Mercer Can Help You

For over 20 years, multinational employers and other organisations have relied on Mercer's Quality of Living surveys **as a reference to assess the relative quality of living among cities around the world.**

Mercer is uniquely positioned to offer your city a holistic approach that will help you and your city to:

- address challenges to future development,
- achieve excellence, and
- attract businesses and globally mobile talent.

| Regional Rank 2013 | Overall Rank 2013 | City       | Country     |
|--------------------|-------------------|------------|-------------|
| 1                  | 1                 | VIENNA     | AUSTRIA     |
| 2                  | 2                 | ZURICH     | SWITZERLAND |
| 3                  | 4                 | MUNICH     | GERMANY     |
| 4                  | 6                 | DÜSSELDORF | GERMANY     |
| 5                  | 7                 | FRANKFURT  | GERMANY     |

|                      |    |          |                |
|----------------------|----|----------|----------------|
| 1 (lowest in region) | 88 | LIMASSOL | CYPRUS         |
| 2                    | 84 | ATHENS   | GREECE         |
| 3                    | 63 | BELFAST  | UNITED KINGDOM |
| 4                    | 59 | LEIPZIG  | GERMANY        |
| 5                    | 56 | ABERDEEN | UNITED KINGDOM |

| Regional Rank 2013 | Overall Rank 2013 | City       | Country        |
|--------------------|-------------------|------------|----------------|
| 1                  | 68                | PRAGUE     | CZECH REPUBLIC |
| 2                  | 75                | BUDAPEST   | HUNGARY        |
| 3                  | 76                | LJUBLJANA  | SLOVENIA       |
| 4                  | 79                | VILNIUS    | LITHUANIA      |
| 5                  | 83                | BRATISLAVA | SLOVAKIA       |

|                      |     |                |         |
|----------------------|-----|----------------|---------|
| 1 (lowest in region) | 191 | TBILISI        | GEORGIA |
| 2                    | 189 | MINSK          | BELARUS |
| 3                    | 180 | YEREVAN        | ARMENIA |
| 4                    | 179 | TIRANA         | ALBANIA |
| 5                    | 168 | ST. PETERSBURG | RUSSIA  |

Top 5 and Bottom 5 QOL cities for Western and Eastern Europe, 2013

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## How Mercer Can Help You

We can perform **quality-of-living benchmarking against both international and local cities** to highlight strengths, weaknesses, opportunities, and threats so that city leaders can foster development planning, articulate a clear vision, and establish short-, medium-, and long-term monitoring.



We then analyse quality of living **from the point of view of people living in your city** so you can identify areas of concern and satisfaction. This analysis enables leaders to tackle and prioritise next steps.

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## How Mercer Can Help You

Our **cultural profile** of your city will help to attract and retain business and talent by recognizing differences and recurring challenges.

We measure your city's **business attractiveness** for both domestic and foreign direct investment by examining factors such as labour supply and quality, employment costs, and flexibility.

A **change management and communication plan** will help you to articulate and communicate the long-term vision and the city development plan.

- Political & Social Environment
- Medical & Health Considerations
- Public Services & Transport
- Consumer Goods
- Recreation
- Socio-Cultural Environment
- Natural Environment
- Housing
- Economic Environment
- Schools & Education

## Next Steps

Contact us to discuss how Mercer can help you as city leaders to benchmark your city's quality of living and consider effective ways to improve it.

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This proposal draws on Mercer's intellectual capital. All information contained in this document is confidential and we respectfully request that you treat it accordingly.

