BSBI Gazette

Editorial

Professor Dr. Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
Berlin School of Business and Innovation

For this week's Editorial I want to share an amazing infographic:

Photo of the Week

> "

Inspirational
Quote

Instead of worrying about what you cannot control, shift your energy to what you can create.

—   Roy T. Bennett, *The Light in the Heart*

Article of the Week

Dr. Ali Kamali
Lecturer

Areas of expertise:
Information Systems, Project Management, Supply Chain Management, Research Methodology

Gamification and Game-Based Learning: Enhancing Education through Play

INTRODUCTION

Educators have increasingly embraced the power of gamification and game-based learning as new techniques to engaging pupils and improving the learning process in recent years. These strategies use gaming aspects to encourage learners' enthusiasm, active participation, and a sense of accomplishment. Gamification and game-based learning provide unique potential to modify traditional teaching techniques and better prepare students for the challenges of the twenty-first century by integrating game mechanics and ideas into educational environments.

UNDERSTANDING GAMIFICATION AND GAME-BASED LEARNING

Gamification and game-based learning are two independent but related concepts with the same goal: to improve the learning experience by incorporating game aspects.

Gamification is the incorporation of game-like aspects into non-game settings, such as educational platforms and curricula, such as points, badges, leaderboards, and challenges. The goal is to inspire kids, instil a sense of competitiveness, and provide immediate feedback to reward positive behaviours and accomplishments. Students are encouraged to continue studying and exploring as they go through their studies and receive incentives.

Game-Based Learning, on the other hand, is employing actual games or simulations of games as teaching aids. These games are created with specific learning goals in mind, engaging students in interactive experiences that involve problem-solving, critical thinking, and decision-making abilities. Game-based learning creates a dynamic and experiential learning environment, allowing students to learn from their failures and try out new solutions.

THE ADVANTAGES OF GAMIFICATION AND GAME-BASED LEARNING

1. **Increased Engagement**: Gamification and game-based learning tap on students' innate urge to compete and play, making learning more interesting and engaging. Students are more likely to retain information and gain a deeper comprehension of the subject matter when they are actively involved in the learning process.
2. **Improved Learning Outcomes**: By delivering educational content in the form of a game, students can apply their knowledge in real-world circumstances and learn crucial decision-making and problem-solving abilities. This strategy fosters a growth mentality in pupils, encouraging them to take risks and learn from failure.
3. **Real-Time Feedback and Progress Tracking**: Gamification and game-based learning frequently provide real-time feedback, allowing students to track their progress and make necessary adjustments.
4. **Promoting Collaboration and Communication**: Many games have social features that encourage students to interact with their peers and communicate well in order to attain common goals. This encourages teamwork and improves interpersonal skills.
5. **Customized Learning Experience**: Gamification and game-based learning can be tailored to individual learners' requirements. Students receive content and challenges based on their competency level and learning speed, ensuring a tailored learning journey.

GAMIFICATION AND GAME-BASED LEARNING IN THE CLASSROOM

Several critical criteria must be considered by educators in order to effectively use gamification and game-based learning in education:

1. **Specific Learning Objectives**: Educational games should be aligned with specific learning objectives, ensuring that gameplay contributes directly to the development of needed skills and knowledge.
2. **Curriculum Integration**: Gamification and game-based learning should be easily integrated into the curriculum to supplement rather than replace traditional teaching techniques.
3. **Striking a Balance Between Fun and Learning**: Games should be interesting and fun, but they should also deliver valuable learning experiences. It is critical to strike the proper balance between enjoyment and knowledge.
4. **Continuous Evaluation**: Educators should evaluate the influence of gamification and game-based learning on students' learning outcomes on a regular basis. Data analytics can assist in identifying areas of concern.

CONCLUSION

Gamification and game-based learning are potential approaches to making education more interactive and fun. Educators can increase student engagement, critical thinking, and cooperation while attaining desired learning outcomes by leveraging the power of play. As technology advances, these new techniques will play an increasingly important role in molding the future of education, preparing students for success in an ever-changing world.

✳✳✳

REFERENCES

1. Johnson, G. (2019). Gamification in Education: A Comprehensive Review. Journal of Educational Technology, 22(3), 127-143.
2. Gee, J. P. (2015). What Video Games Have to Teach Us About Learning and Literacy. Palgrave Macmillan.
3. Steinkuehler, C., & Duncan, S. (2008). Scientific Habits of Mind in Virtual Worlds. Journal of Science Education and Technology, 17(6), 530-543.
4. Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From Game Design Elements to Gamefulness: Defining "Gamification". In Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments (pp. 9-15).
5. Squire, K. (2011). Video Games and Learning: Teaching and Participatory Culture in the Digital Age. Technology, Education - Connections (pp. 101-114). Teachers College Press.

Websites of the Week

Books of the Week

Videos of the Week

Thinking, Fast and Slow
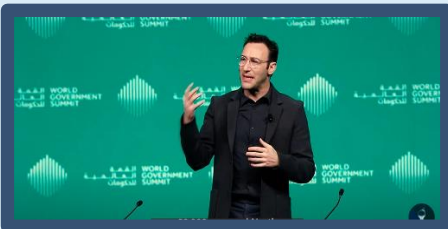
5 Fundamentals of Leadership - Leadership Development

5 Tips to Develop Strategic Thinking for Managers

Creative Thinking: How to Increase the Dots to Connect
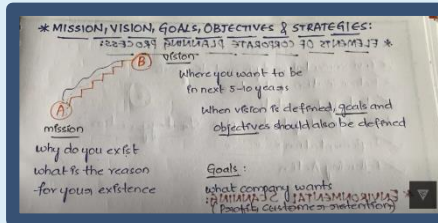
Mission, Vision, Goals, Objectives & Strategies in Management
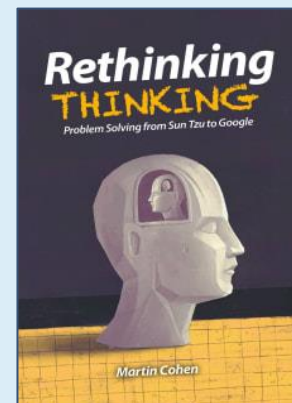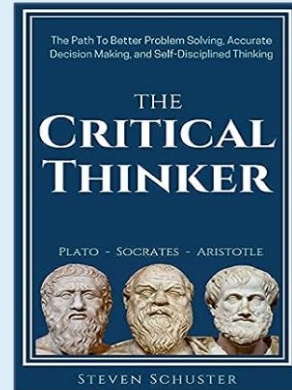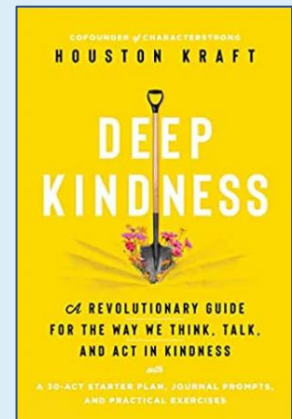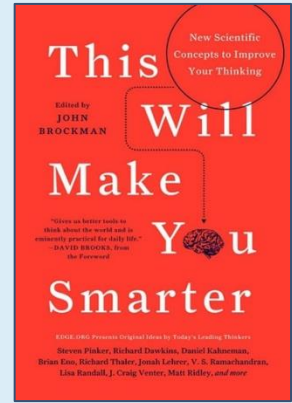
BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters

Hamid Azad
Lecturer

Areas of expertise:
Technology in Education; Creativity in Language Learning; Monitoring and Supervision in Language Acquisition

LEARNING STYLES

It is important to understand your own learning style to improve your chances of success in any educational environment. Even though learning styles are vastly different, they can all be categorized into three types: visual, auditory, and kinesthetic.

Diagrams, charts, and videos are commonly used by visual learners as aids for learning. They often have good spatial awareness and can visualize concepts in their minds. [They may struggle with purely verbal instruction or with reading long passages of text. To cater to visual learners, teachers and instructors can use visual aids and diagrams in their lessons, provide handouts with plenty of images and diagrams, and encourage students to take notes with drawings and diagrams.

The different types of audio learning, such as lectures, discussions, and audio recordings, are best suited for auditory learners. It may be difficult for them to follow instructions purely visually or to read long passages of text. By the help of lectures, discussions, and audio recording files in different lessons, teachers and instructors can cater auditory learners. Also, these types of students can ask questions and engage in class activities through these ways.

Kinesthetic learners thrive on physical activities and hands-on experiences. They excel at learning by doing, making connections, and experiencing. Verbal or visual instruction may pose challenges for them. To support kinesthetic learners, educators can incorporate hands-on activities, experiments, and opportunities for movement and interaction.

Finally, remember that each student is different and may not precisely match any single learning style. Many people have a mix of various styles. For instance, some prefer visual and auditory methods, while others work better with kinesthetic and visual approaches. You'll achieve the best results by tailoring how you study to match your own natural proclivities. Customize your notes, flashcards, and study groups to align with what comes most easily to you. Studying in a way that resonates with your own brain will help you absorb and retain the material best.

Dr. Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:
Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY
Emotional Self-Esteem:
The Pillar of Employee Sustainability

Emotional Self-Esteem is a crucial component of Emotional Intelligence (EQ) that plays a fundamental role in enhancing the sustainability of employees in the workplace. It refers to an individual's perception of their self-worth and overall confidence in their abilities and value as a person. The role of Emotional Self-Esteem in relation to EQ is pivotal. Without a positive sense of self-esteem, individuals may struggle with recognizing and understanding their emotions effectively, hindering their emotional self-awareness. Low self-esteem can also lead to difficulties in regulating emotions, making it challenging for employees to manage stress, cope with setbacks, and maintain a balanced emotional state. In the context of employee sustainability, Emotional Self-Esteem significantly impacts various aspects of an individual's professional life. Employees with high self-esteem tend to have a stronger belief in their abilities, making them more proactive and self-motivated. They are more likely to set ambitious but attainable goals and work diligently towards achieving them. This intrinsic motivation and resilience are key factors that contribute to their long-term success and well-being in the workplace. Self-esteem fosters a positive outlook and enhances interpersonal relationships. Employees who value and respect themselves are more likely to extend the same courtesy to their colleagues. Their optimistic demeanour also acts as a source of inspiration for their peers during challenging times, further strengthening the team's bond. Various strategies, including promoting self-awareness, fostering a supportive environment, encouraging professional development, cultivating mindfulness and self-compassion, and emphasizing realistic goal setting, can help enhance employees' emotional self-esteem. Emotional Self-Esteem is a vital aspect of Emotional Intelligence that significantly influences employee sustainability. By nurturing this component within the workforce, organizations can create a more emotionally resilient, motivated, and harmonious work environment, leading to improved overall productivity and employee well-being.

Links: Link1, Link2, Link3, Link4

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM

Speaking at a panel session at the Hyatt Regency Pravets Resort in Bulgaria few days ago, World Travel & Tourism Council (WTTC) President & CEO Julia Simpson revealed that the WTTC 2023 Economic Impact Research (EIR) today forecasts that 10% of the Bulgarian economy will come from Travel & Tourism by 2033.

The research also reveals Bulgaria's Travel & Tourism sector is forecast to reach more than 75% of the 2019 peak this year. The sector is set to grow more than 14% this year and contribute BGN 11.4BN to the economy, edging closer to

the 2019 pre-pandemic high of BGN 14. 8BN.WTTC is also forecasting that the sector will create 17,500 jobs this year, to reach more than 287,000 in total, with one in twelve workers across Bulgaria, in the Travel & Tourism sector. for more information visit this link.

Last year, the Travel & Tourism sector's GDP contribution grew by 25% to reach BGN 10 BN, representing 6.5% of Bulgaria's economy, edging closer to the 2019 high of 9.9% of the economy. Last year the sector also created almost 18,000 more jobs from the previous year to reach 270,000 jobs – one in 13 across Bulgaria.

According to the global tourism body's annual research, the sector has now recovered a third of the jobs lost during the pandemic. Last year also saw the return of international travellers heading to Bulgaria with spending from foreign visitors growing 31% year on year, to reach almost BGN 6. 5BN.Domestic visitor spend almost fully recovered in 2022, growing 21% to reach BGN 1.3BN, less than 5% below the pre-pandemic high of BGN 1.4BN.

Julia Simpson, WTTC President & CEO, said: "Bulgaria's Travel & Tourism sector has shown remarkable resilience in recovering from the pandemic's challenges, despite ongoing regional conflicts. The country's commitment to creating a safe and welcoming environment has not only supported its own recovery but also contributed to the sector in the region overall.

Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:
Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

CLIMATE CHANGE
*July 2023 is set to to be the hottest month ever recorded for Earth*

According to recent data, July 2023 is set to be the hottest month ever recorded for the planet. The World Meteorological Organization (WMO), the European Union–funded Copernicus Climate Change Service (C3S) and Leipzig University in Germany, have combined temperature data for July 2023 so far with projections for the remainder of the month and have found it will be the hottest July by a wide margin. The analysis determined that July 2023 will be 0.2 °C (about 0.4 degree Fahrenheit) warmer than the previous warmest July back in

2019. July is climatologically the hottest month of the year for the Earth as a whole, making this July the hottest month since records have been kept and likely the hottest in 120,000 years, based on evidence of past temperatures found in ancient sediments and layers of ice, as well as on other paleoclimate records. Imagine that, the world was 1.5 °C (2.7F) hotter in July 2023 than in the average July before industrialisation.

July has already seen the hottest three-week period ever recorded; the three hottest days on record; and the highest-ever ocean temperatures. WMO predicts that there is a 98% likelihood that at least one of the next five years will be the warmest on a new record. According to the ERA5 dataset, the global mean surface air temperature reached its highest daily value (17.08 °C) on 6th July 2023, hotter than the previous record of 16.80°C from 13th August 2016.

Temperatures reached as high as 45 degrees Celsius in Greece last week and the burning forests are now contributing significantly to the problem. Greek wildfires have unleashed the same CO_2 emissions in July as over 222,000 cars in a year. It will take time to assess the full environmental impact of the wildfires in Greece and elsewhere in southern Europe this summer. The vast amount of emissions unleashed by high-intensity blazes as well as the loss of biodiversity in these fragile ecosystems is an increasing concern for many environmentalists. The European Forest Fire Information System (EFFIS) reports that more than 173,000 hectares of EU forest has been reduced to ashes as of 22 July. That's more than double the average of 80,000 hectares recorded from 2003 to 2022.

For further information, please visit Link1, Link2 and Link3.
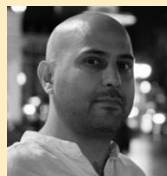
Dr. Mahmoud Manafi
Lecturer

Areas of expertise:
Human Resources Management, Marketing Management, Economics, Mathematics

LITERATURE
Zorba the Greek

"Zorba the Greek" is a captivating and timeless novel written by Nikos Kazantzakis. The story unfolds through the eyes of the unnamed narrator, a bookish intellectual, who encounters the enigmatic and free-spirited Alexis Zorba during a trip to Crete. The novel is a rich exploration of the complexities of human

nature, the clash between reason and instinct, and the pursuit of a meaningful existence.

At its core, "Zorba the Greek" is a celebration of life and the embodiment of living in the present moment. Zorba, with his larger-than-life personality, becomes a symbol of unrestrained passion and joy. His zest for life, his unapologetic embrace of pleasure, and his uninhibited approach to living leave a profound impact on the narrator, challenging his own cautious and contemplative nature. Through their contrasting perspectives, the novel invites readers to reflect on the balance between the intellectual pursuit of knowledge and the raw, instinctual experience of life.

Kazantzakis skillfully weaves themes of love, friendship, spirituality, and mortality throughout the narrative. The novel delves into the complexities of human relationships and the transformative power of connection. Zorba and the narrator form an unlikely friendship that transcends societal conventions and deepens their understanding of themselves and each other. Through their conversations, debates, and shared experiences, the novel explores profound philosophical questions about the purpose of existence, the nature of God, and the fragility of human mortality.

"Zorba the Greek" is a profound and deeply moving novel that captures the essence of the human experience. Kazantzakis's vivid storytelling, colorful characters, and philosophical musings make it a literary masterpiece that continues to resonate with readers around the world. It challenges us to examine our own lives, embrace the joys and sorrows that come our way, and find meaning in the dance of existence.

Dr. Noah Mutai
Lecturer

Areas of expertise:
Applied Statistics, Econometrics, Business Analytics

BUSINESS/MARKET ANALYTICS
Customer Churn Prediction

In the rapidly evolving and fiercely competitive world of business today, the issue of customer churn has emerged as a major source of worry for companies spanning a wide array of industries. Customer churn, in essence, pertains to the unfortunate loss of customers or clients who decide to sever ties with a company, thereby leading to a decline in revenue and potentially tarnishing the company's brand

reputation. However, thanks to the remarkable capabilities of predictive analytics, businesses now could proactively detect and address the issue of customer churn by harnessing the power of data-driven insights. In this enlightening article, we will delve into the intricate concept of customer churn prediction and its pivotal role in retaining invaluable customers.

Customer churn is a highly intricate occurrence that is affected by a multitude of elements including the quality of the product, the satisfaction of the customer, the pricing of the product, the level of competition in the market, and the ever-changing dynamics of the market itself. By recognizing and foretelling patterns of customer churn, businesses can take prompt measures to prevent the loss of customers, improve customer loyalty, and ultimately foster sustainable growth in the long run.

Predictive analytics is an incredibly potent methodology that leverages past customer data alongside cutting-edge algorithms to anticipate and project future outcomes. Through the meticulous examination of patterns and trends present within customer data, predictive models could detect early indicators that hint at possible customer attrition, empowering businesses to take preemptive measures and implement successful strategies aimed at retaining these customers.

To accurately forecast customer churn, companies must gather and merge pertinent data from diverse origins. This data encompasses customer characteristics, past purchasing behavior, interactions with customers, patterns of service usage, and feedback. Subsequently, data cleansing and preprocessing methodologies are employed to guarantee the accuracy of the data and eliminate any irregularities that could potentially impact the effectiveness of the predictive model.

After the data has been prepared, the subsequent task involves determining the most significant features or variables that have a substantial impact on predicting churn. These features might encompass factors such as the duration of a customer's relationship with the company, the frequency at which they make purchases, their interactions with customer support, sentiment analysis of their feedback, and potentially even more. Employing machine learning algorithms like logistic regression, decision trees, random forests, or neural networks, predictive models are developed using past data to discern patterns and establish connections between these features and the likelihood of churn occurring.

To guarantee the dependability and preciseness of the churn prediction model, it is of utmost importance to assess its effectiveness on data that has not been

previously seen. This customary practice involves dividing the historical dataset into distinct subsets for training and testing purposes. The model is trained using the training data and subsequently evaluated using the testing data to determine its predictive abilities. Diverse evaluation measures, including accuracy, precision, recall, and F1-score, are employed to gauge the performance of the model.

After the churn prediction model has been created and confirmed to be accurate and effective, businesses could utilize the valuable knowledge acquired from it to implement specific retention strategies. These strategies are designed to address the needs and preferences of individual customers and may involve tailoring personalized offers, taking proactive measures to provide customer support, introducing loyalty programs, analyzing customer feedback, or making improvements to products or services. By concentrating their efforts on customers who have been identified as being at risk of churning, businesses greatly enhance their ability to retain these customers and cultivate long-lasting loyalty.

Customer churn prediction provides numerous advantages for businesses. Primarily, it facilitates the proactive efforts of retaining customers, thereby resulting in amplified customer lifetime value and stability in revenue generation. Additionally, it empowers companies to efficiently allocate their resources by giving priority to customers with a higher risk of churning and optimizing their retention campaigns accordingly. Nevertheless, it is imperative to recognize the constraints associated with churn prediction models. Variables like fluctuating customer behavior, external market circumstances, or unidentified factors have the potential to affect the accuracy of these predictions. Consequently, it becomes vital to continuously monitor the performance of these models, refine them as necessary, and adapt strategies in line with the ever-evolving dynamics of customers.

In today's highly competitive marketplace, businesses recognize the importance of customer churn prediction as a crucial tool for their success. By leveraging the capabilities of predictive analytics, companies can proactively anticipate which customers are likely to churn, gain insights into the underlying factors driving their decision, and implement tailored strategies to retain them. By prioritizing customer satisfaction, providing personalized experiences, and adapting to evolving customer preferences, businesses can cultivate a sense of loyalty among their customers, ultimately leading to improved profitability and ensuring long-term sustainability.

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

EMOTION
Plutchik's Wheel of Emotion
"Human behaviour flows from three main sources: desire, emotion, and knowledge."
-Plato

The bewildering field of emotions is so vast and fascinating that we can sometimes mix emotions or not fully be aware of them by means of distinguishing our very own emotions and the emotions in the others.

Psychologist Robert Plutchik created the Plutchik Model shown below. It shows that there are 8 basic emotions: joy, trust, fear, surprise, sadness, anticipation, anger, and disgust, which have their subclasses of emotions.

Plutchik's wheel of emotions organizes these 8 basic emotions based on the physiological purpose of each. The model is actually the little "ice cream cone" which unfolds to the emotions wheel.

Some of these emotions belong to the same class and can be interconnected with some related emotions that can co-exist in ourselves simultaneously.

Self-awareness can here be very effective in terms of helping us make sense of our very own emotions, as well as the emotions in the others. In case we become more self-conscious, we will be able to deal with our emotions much better. And with the help of Plutchik's wheel we can easily identify them on our own.

Feel your fascinating emotions to the fullest and be happy about the marvels of therein.
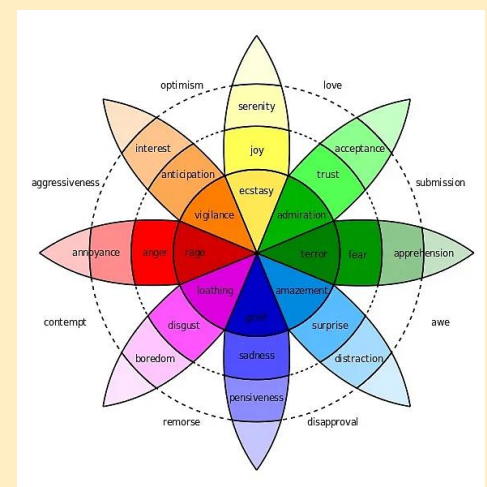
Dr. Goezde Tanrikulu
Lecturer

Areas of expertise:
Marketing, Innovation, Entrepreneurship and Gamification

NOSTALGIA MARKETING AND FILM INDUSTRY

The opening weekend of Barbie earned a record-breaking 162 million dollars at the worldwide box office. "That kind of excitement level is something we just haven't seen in theatres for some time," said film critic and CTV News contributor Richard Crouse. I appreciate that it was organic, not a marketing strategy."

"There's not a corner of the globe that hasn't turned pink," Mattel President and COO Richard Dickson remarked.

Kincaid noted Barbie's multigenerational appeal. "Generational loyalty makes good brands great," he remarked. "And fifty years later, think of how many generations (can enjoy this movie)—parents, little girls and little boys, I mean, I heard that 40% of the audience at the movie, at the opening this weekend, was male, so Barbie's a bigger brand than maybe many people give it credit for."

Barbie, one of the most beautiful examples of the effect of the power of brands on the film industry, is also a very important indicator that marketing can be effective in every field.

Dr. Gemma Vallet
Lecturer

Areas of expertise:
Digital Branding & Marketing, Marketing Direction & Strategy, Innovation in Advertising & Media strategy

CITY BRANDING IN THE ERA OF MEGACITIES

Today more than half of the population want to live in cities. City branding and tourism marketing are one of the most powerful engines behind building this scenario in which most of the population decide to make their living and live in a city.

Mckinsey consultants in 2017 did anticipate that: "While more than half of the world's population will likely live in cities by 2025, the fastest growth won't take place in today's emerging-market megacities, like Mumbai or Shanghai. Instead, during the next two decades the source of about 35 percent of the growth will be the several hundred million people projected to be living in more than 400 midsize cities spread across the emerging world."

In Europe, mid-side cities, those with a population of 50,000 to 500,000, and cities such as Hamburg with a population of around 2.5 million or Barcelona with 1.627.559 and because of their size, many attractives and engaging branding will continuously seduce and retain people... Despite their increasing cost of living. As marketers know, consumers, citizens, even during recession times, accept to pay more for well-known brands. And people today are finding creative and innovative ways to continue living in cities with a powerful brand despite their increasing price in real estate, food and basic services such as public transport.

Iconic or branded cities have a main role in our century as centers of power in the world economic organization, they are:
- Key locations for financial business and specialized services.
- Hubs for innovation and creativity.
- Epicenters of global networks.
- Magnets for students, the future talent and economic force.

Those previous facts have caused a constant competition for cities to achieve relevant brand positioning for being in the first place in the minds of individuals and investors to get their attention.

In this context, branding and marketing tools allow cities to acquire their uniqueness, meaning and symbolism and, consequently, a brand positioning and a brand recognition as a successful and interesting city to live, to study, to visit and to invest.

Barcelona Model O "Modelo Barcelona"

Barcelona has been investing in its branding for at least the last 100 years. In 1929 with the international Exposition event, the city started to acquire its today reputation as a Mediterranean city by the sea with a "suave" climate, also it is internationally well-knonw industry such as the design industry, graphic arts, advertising, architecture, education, gastronomy, textile, fashion, mobility, hospitality, healthcare... and nowadays also the technology industry. Today Barcelona is a hub for companies such as Amazon, Facebook or Google and also it has a growing startup ecosystem that allocates unicorn companies such as Domestika, Glovo, eDreams among others.

The Barcelona brand reached its international recognition thanks to the Olympic Games, celebrated 31 years ago (July 25–August 9, 1992). More than an event it was the reconstruction of the city. The main goal wasn´t the games, it was to modernise the city, open it to the sea and to the world. The "Modelo Barcelona", the Barcelona model was born as a reference in how to build a love brand and a city.

The Olympic Games were not the main goal, but a step in the reconstruction of the city. The objective was not the games, but the day after it. It is amazing to observe how the city as a whole, its leaders, investors and citizens put their hearts and best talent on it and then the "Modelo Barcelona" was born.

Barceloneta beach in the picture. After 1992 city reconstruction, Barcelona faces the sea.

Finally, today Barcelona, a medium-sized city in southern Europe competes in world best cities rankings. In 2023 Barcelona is in the number 6 in world best cities ranking, a ranking lead in first place by London followed by Paris, New York, Tokyo and Dubai. Berlin is in the 15 position and the ranking describes really well today´s Berlin brand positioning: "No other German city embodies the country's sentiments of tolerance and acceptance quite like its capital".

Barcelona Powerful Brand Insight: Friends For Life

The experts at Resonance Consultancy, the ones behind the ranking World's Best Cities, define Barcelona as "the almost ideal European city", thanks to the fact that it enjoys an "almost perfect year-round" climate that allows its citizens to enjoy the kilometers of beaches on its coastline, parks emblematic, "of surprising architecture" and "colorful neighborhoods" that they define as artistic, sophisticated and bohemian.

Adding to this, Barcelona is also well-known for being friendly and this is its most powerful brand insight to attract people. The 1992 Olympic Games Barcelona slogan was a mirror of this powerful insight: "Amigos Para Siempre (Friends for Life)", also called "Amics per sempre'' in Catalan. Friends for Life became many things for the branding of the city: a brand insight, a slogan and the official theme song of the 1992 Summer Olympics. British soprano Sarah Brightman and Barcelonian tenor Josep Carreras performed the song during the closing ceremony of the 1992 Barcelona Olympic Games.

A New Branding for Smart and Sustainable Cities

Like many other cities, Barcelona today is evolving its branding. The challenge is huge: to position the brand as a sustainable and smart city. A brand positioning that has to be built with actions that are always better than words.

Endnotes:
- Resonance Consultancy. 2023. 'World's Best Cities Report'. Link [Access on 26 July 2023]
- Mancini, M.; Namysł,V. Pardo, R; Ramaswamy, R. 2017. McKinsey Insights. Link [Access on 26 July 2023]