

# Kaunastic Strategy of **Kaunas**





# The Challenge Of Being a Complete **Unknown**

# Short-Term Actions – Bold or Detrimental?



# The Case Of Kaunas



# **Motion** **Creates** **Emotion**

**FDIs +3500 FTEs (+100%)**  
**European Capital of Culture 2022**

# From Temporary To Contemporary

# The Value Of Ambassadors

# **Afraid of the Wolf? Don't Go to the Forest**





# **Enablement, Not Subordination**

**Enablement**

**Identity**

**Traditions**

**Values**

**Long-term  
strategy**

2016 – 2019

↑ **140%**

in Offices

↑ **150%**

in FDI FTEs

**Thank You,**  
**Kaunastic wishes**

