



Europe's Civic University Alliance



## BLENDED INTENSIVE PROGRAMME

*Attractiveness, Branding,  
and Governance of  
Regions*

2025-2026

## General informations

# INFORMATION

## Structure of the course

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### 3 parts (6 ECTS):

- Virtual part – 8 online sessions in October and November
- Mobility part in Lausanne (9-13 February 2026)
- Personal work (2 reports, one after the virtual part and one after the mobility part)

# INFORMATION

Virtual part (4-7 pm Paris Time)

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Session	Date	Main topics	Lecturer (TBD)
1	09.10.25	Introduction / Public Policy and Place	
2	16.10.25	Place and its characteristics	
3	23.10.25	Types of territorial attractiveness: successes & failures	
4	06.11.25	Local governance and stakeholder analysis	
5	13.11.25	Diagnosis & implementing attractiveness strategies	
6	20.11.25	Attractiveness and competitiveness	
7	27.11.25	Principles, phases and targets of place marketing	
8	04.12.25	Assessing the impact of attractiveness strategies	

# INFORMATION

## Mobility part (Lausanne, 9-13 2026)

	Responsible	Morning 8-12	Afternoon 14-18
<b>Monday</b>	Stéphane Boisseaux, UNIL Martial Pasquier, UNIL	Regional integration strategies	PDO/IGP presentation and analysis and visit to the Maison du Gruyère
<b>Tuesday</b>	Vincent Mabillard, ULB	The development of place attractiveness strategies	The example of a metropolis: Ghent
<b>Wednesday</b>	Jean-Loup Chappelet, UNIL Martial Pasquier, UNIL	The cluster sport - Governance of IOC - ThinkSport Court of Arbitration for Sport	Visit UEFA Academy
<b>Thursday</b>	Christophe Alaux, AMU	Place and residential integration strategies	Presentation of a concrete example : Bretagne
<b>Friday</b>	Christophe Alaux, AMU	Place and sustainable integration strategies (applying the Ecological Fresco – Climate Fresco)	Tour of Lausanne and meeting with Lausanne Tourisme