

“Can Tallinn be a Fast City?”

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What is the Fast City?

“They speak English, and they have the right mix of technology and tolerance to attract talent. They`re the international cities competing with the United States for the global talent pool.”

FASTCOMPANY

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Methodology of “Fast City”

To be considered, cities had to score relatively high marks on:

- Technology: high-technology industry, growth, average annual-patent growth, WIFI, 3G, digitv, satellite radio, etc
- Talent: occupation and employment survey, high relative importance of creative professions
- Tolerance: the Gay Index, the Melting Pot Index, the Bohemian Index, Racial Integration Index

5 Fast Cities

Dublin, Ireland

- **Cornerstones:** Combination of reduced corporate taxes; Affordable housing; Proximity to the European mainland; Tech-savvy; English speaking workforce; A pub on nearly every corner
- **Caveats:** Lagging Immigration and tolerance scores
- **Poster child:** inspired music artists (Bono, U2)

Montreal, Quebec

- **Cornerstones**: Multicultural, tolerant, hip, tech-oriented, creative-class workforce, job growth, film production, more set and soundstage than any city in North America
- **Caveats**: need to retain graduates,
- **Poster child**: Cirque du Soleil CEO, Guy Laliberté (creative export of engineering and theatre)

Sydney, Australia

- **Cornerstones:** natural and man-made beauty, temperate climate, laid-back attitude, diverse city (immigrant population), Australia`s financial center, home for more than 300 biotech companies, 20 local beaches (yachting, surfing, sailing mecca)
- **Caveats:** Gentrifying urban neighborhoods, threat of loosing it`s distinctive flavor and driving out the artists from there,
- **Poster child:** Sol Trujillo, CEO of Telstra, australia`s largest telco, top-class creative talents

Vancouver, BC

- **Cornerstones**: Creative class work-force, video-game industry development, High-tech workers in Metropolitan area, high % of immigrants, multicultural influence is palpable, high terms of tolerance, large gay community, downtown and snow-capped mountains view.
- **Caveats**: in anticipation of the 2010 Winter Olympics, population will be doubled, straining the city`s infrastructure is possible
- **Poster child**: Glenn Entis, Electronic Arts` - video game giant`s worldwide studio headquarters in Vancouver.

Helsinki, Finland

- **Cornerstones**: Clean, design-conscious, unpretentious, safe, location advantages (sea in summer, exotic dreamscape in winter)
- **Caveats**: diverse population, Proportion of foreign-born residents is 2,5% (even lower than Irelands 10%)
- **Poster child**: One of the Europe`s new high-tech centers (CEO of Nokia, Olli-Pekka Kallasvuo)

Tallinn as a fast city!?

- **Cornerstones:** internet banking, good internet accessibility, early adapters, good tolerance, high % of russian speakers, high % of creative professions, lot of casinos?, pub on every corner, close to Helsinki
- **Ceverts:** behind the corner, wet and cold climate, no high tech industry, talents are leaving, too close to Helsinki???,
- **Poster child:** Teet Jagomägi (but he is from Tartu)

Thank You!

