

# BOP500

The Global Index for  
Cities, Culture and  
Creative Economy

# EACH CITY HAS A CORE CULTURAL CAPABILITY THAT DEFINES IT.

**Our consistent, comparable data can help identify and build the assets and resources that make up this capability.**

Every city also has untapped cultural and creative potential. This is the ability to transform itself by drawing on and growing its cultural capability.

The rewards are huge in terms of human development, soft power, quality of life and environmental sustainability.

The only service measuring cultural capability, BOP500 is designed to equip you with the tools necessary to optimize this capability.

Spanning 500 global cities, BOP500 understands that the 21st century looks different from the 20th.

It reflects a new cultural geography and the dynamic cultural diversity found in cities worldwide.

Book a call today and discover how policy makers, business leaders, and cultural practitioners are using BOP500 to develop and advocate for their city's potential.

**BOP500@bop.co.uk**  
<https://www.bop.co.uk>



# 1. CULTURAL MATRIX INDEX

**BOP500 provides robust, comparable data from 500 global cities, far beyond the scope of conventional 'creative city' indices.**

**Discover how your city compares using a dynamic matrix of indicators that measure a city's cultural offer, attractiveness, and level of innovation.**

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**GLOBAL COVERAGE** Leverage our extensive coverage of the world's cultural and creative economies, providing you with an unparalleled understanding of the global cultural landscape.

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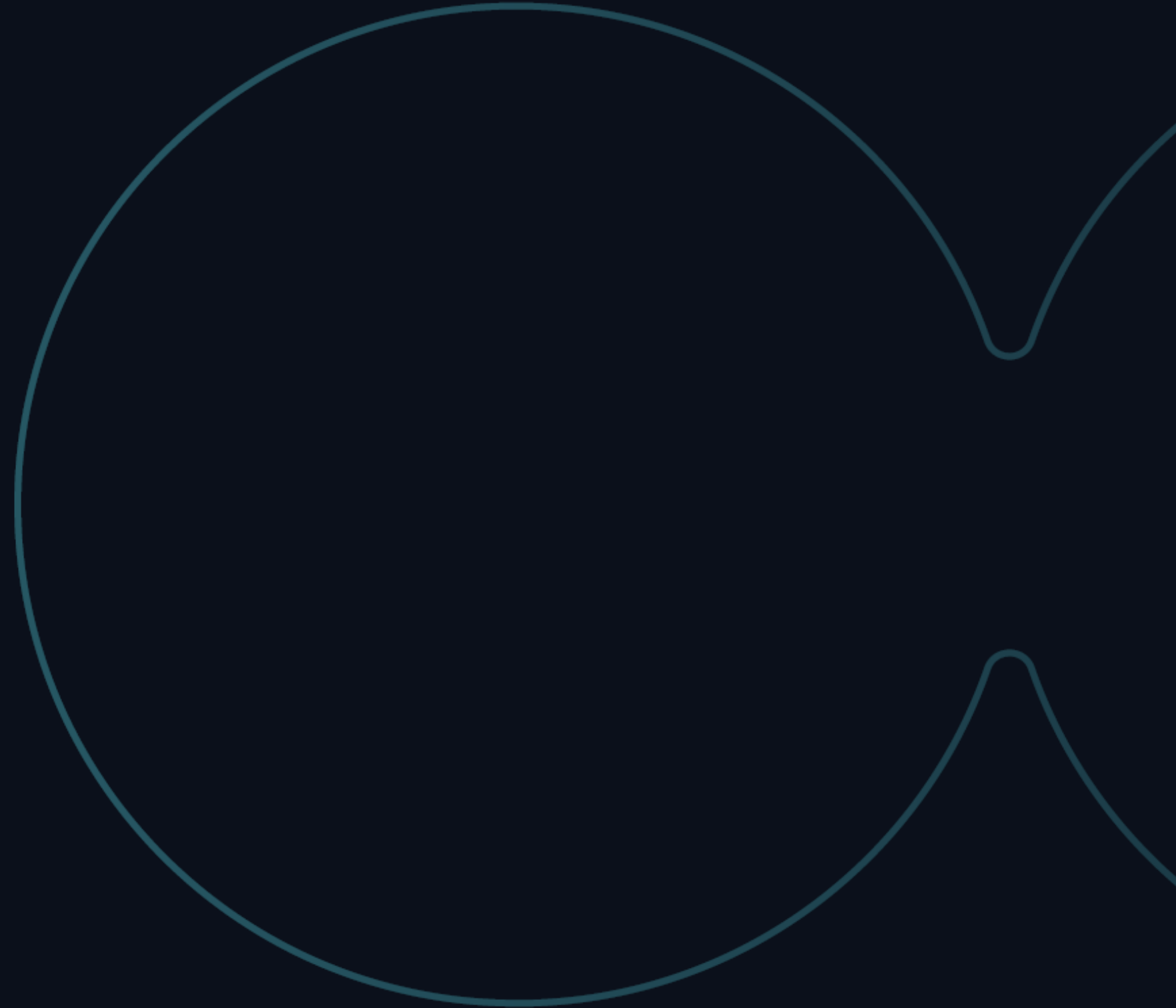
**EVALUATION MATRIX** Our index pulls on a comprehensive set of indicators to measure a city's cultural vitality, equipping you to make informed decisions grounded in dependable data.

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## **ATTRACTIVENESS AND INNOVATION**

**ASSESSMENT** Gain insights into a city's cultural appeal and level of innovation, enabling you to identify new opportunities and potential partnerships.

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## 2. GIS PLATFORM

**Make data-driven decisions with our global asset mapping and assessment.**

**Whether you're planning a project or aiming to harness cultural assets for your business, our interactive platform allows you to examine cultural resources globally.**

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**GLOBAL REACH** Our platform presents a panoramic view of cultural assets, enabling you to understand spatial distribution and pinpoint relevant resources across various cities and regions.

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**CUSTOMIZABLE DATA** Tailor the platform to your specific requirements ensuring you access the information most relevant to your projects and objectives.

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# 3. EXPERT INSIGHTS

**With guidance from our team of experts, anticipate challenges and make strategic decisions with confidence.**

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**EXPERT ANALYSIS** Reap the benefits of our expertise. Our sector leaders continuously enhance the richness of our data and intelligence, providing you with valuable insights into the perpetually evolving cultural landscape.

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**GLOBAL TREND MONITORING** Stay informed about the latest global trends and shifts in cultural dynamics, enabling you to predict changes and grasp emerging opportunities.

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**REGULAR UPDATES** Gain a competitive advantage with our yearly reports and bi-monthly insights, crafted by a team of global experts with over 25 years of experience.

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# BOP500 IS AN EVOLVING SERVICE BUILT TO SCALE WITH YOU.

**It will equip you to build better projects, gather reliable data and plan confidently.**

We are developing new datasets to increase depth and reach of the platform, setting a new standard for measuring culture and the creative economy in cities.

## CORE SUBSCRIPTION

Access to **25 cities'** data of your choosing, **BOP500 Index**, **yearly BOP report**, **bimonthly insight reports**, **the BOP500 Network**, **webinars**,

## PRICING STRUCTURE\*

<b>SUMMER 2023</b>	Pre-Sale
<b>YEAR ONE STARTING SEPTEMBER 2023</b>	\$7,500 USD
<b>YEAR TWO, 2024</b>	\$9,500 USD
<b>YEAR THREE, 2025</b>	\$11,500 USD

\* STARTING AT, SCALED BASED ON NUMBER OF USERS

## WHAT DATA AND CITIES ARE ON OFFER?

YEAR

1

Cultural infrastructure and attractiveness indices for 250 global cities

Cultural infrastructure data for 25 of the BOP250 cities

Attractiveness data (launched within the year) for 25 of the BOP250 cities

YEAR

2

Expanded offer of 500 cities

Access to both the infrastructure and attractiveness index across the BOP500

Access to 25 of the BOP500 cities cultural infrastructure and attractiveness data.

YEAR

3

Introduction of the innovation index and data for BOP500 cities.

Access to the full range of data: infrastructure, attractiveness and innovation for 25 of the BOP500 Cities.

# BOOK A CALL

**Culture and the creative economy have a vital role to play in our current age of technological and social change.**

**BOP500 provides you with the knowledge needed to navigate this new cultural geography, measuring individual cultural and creativity indicators and providing you with expert insights.**

**With BOP500, you're not merely keeping pace with a 21st century economy; you're leading the way.**

**Book a call with us today to discover how to measure your cultural capability and maximize your city's potential.**

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