



Aim: Analysis of the overall image of Cantabria as a source of products and services and as a place where investment can be made. It includes the study of the awareness of Cantabria in Europe, images and/or features associated with the region and its distinctive features compared to other EU territories. Taken into consideration as well are a number of basic factors of regional image including economic, social, educational and environmental aspects.

Target audience: The study is aimed at the staff at the representative offices of the different regions of the European Union in Brussels.