Analyzing the Effects of Urban Sustainability Assessment Tools on City Branding: YeS-TR Case

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Abstract

Increasing competition between cities has led to the acceleration of branding efforts and to be treated as a commodity. In order to create a strong city brand, it is important to analyze the city well and shape all city components in a symbolic way. This is recognized as a challenging and costly process in dynamic, complex and multifaceted cities. Urban sustainability assessment tools allow cities to be addressed in a systematic, holistic and controlled manner. At the same time, it allows to reach a city that has adopted the principles of sustainable development and is resistant to climate change with an objective approach. Many urban sustainability assessment tools such as LEED, BREEAM, DGNB have been developed around the world. One of these assessment tools is YeS-TR, which has been developed in our country. Within the scope of this study, the effects of YeS-TR urban sustainability assessment tool on city branding are examined.

Keywords: City branding, city ıdentity, urban sustainability assessment tools, YeS-TR.

Kentsel Sürdürülebilirlik Değerlendirme Araçlarının Kent Markalaşması Üzerindeki Etkilerinin İrdelenmesi: YeS-TR Örneği

Öz

Kentler arasındaki artan rekabet markalaşma çalışmalarının hız kazanmasına ve meta olarak ele alınmasına neden olmuştur. Güçlü bir kent markasının oluşturulabilmesi için kentin iyi bir şekilde analiz edilmesi ve tüm kent bileşenlerinin sembolik biçimde şekillendirilmesi önem taşımaktadır. Dinamik yapıdaki, karmaşık ve çok yönlü kentlerde bu zorlu ve maliyetli bir süreç olarak kabul edilmektedir. Kentsel sürdürülebilirlik değerlendirme araçları; kentlerin sistematik, bütüncül ve kontrollü bir şekilde ele alınmasına olanak tanımaktadır. Aynı zamanda objektif bir yaklaşımla sürdürülebilir kalkınma ilkelerini benimsemiş, iklim değişikliğine dirençli bir kente ulaşmaya olanak tanımaktadır. Dünya üzerinde LEED, BREEAM, DGNB gibi birçok kentsel sürdürülebilirlik değerlendirilme aracı geliştirilmiştir. Bu değerlendirme araçlarından bir tanesi de ülkemizde geliştirilmiş olan YeS-TR'dir. Bu çalışma kapsamında YeS-TR kentsel sürdürülebilirlik değerlendirme aracının kent markalaşması üzerindeki etkileri irdelenmiştir.

Anahtar Kelimeler: Kent markalaşması, kent kimliği, kentsel sürdürülebilirlik değerlendirme araçları, YeS-TR.

1. Introduction

Cities are dynamic areas formed by the interaction of complex physical and social environments throughout history. Although the meaning of the concept changes over time, its definition often emphasizes population size, economic function and political/administrative status (Topal, 2004). Today, cities, which host more than half of the world's population, stand out as commercial actors (United Nations, 2018; Bilgili, 2021). Cities, which include tourism, trade, industry, urban residents and workforce, are in a position to shape the world economy and be directly affected by global changes (Bilgili, 2021). Cities, which are accepted as the basic building block of globalization, help to ensure sustainability and the continuity of quality living conditions for future generations (Merino-Saum et al., 2020).

With the widespread use of mass media, globalization has had a more significant impact on our lives (Yaylı, 2012). Although the most important role in globalization is considered to be capital and informatics, it is accepted that cities also have an important role in this issue (Paganomi, 2015) and the global system causes changes in the structure of cities. Although this change initially started in large cities, it has started to come to the agenda even in small settlements over time (Dinnie 2010; Noori & De Jong, 2018).

While cities that have succeeded in highlighting their unique qualities while developing economically can be integrated into the global system, others remain in the background (Akturan & Oğuztimur, 2016; Bilgili, 2021). For this reason, city authorities and leaders have started to carry out marketing and branding activities that will increase incentives to the city by creating a unique city identity while highlighting the natural and cultural assets they have in their cities. The basis of marketing strategies is to emphasize what is different and to ensure that the product is preferred. Therefore, the main purpose of branding can be defined in this way (Dinnie, 2011).

Urban authorities and leaders today also prefer urban sustainability assessment tools that can provide a controlled approach to complex urban problems and address components holistically (Dawodu et al., 2021). Urban sustainability assessment tools are systems that adopt the principles of sustainable development; provide ecological, economic and sociocultural benefits to the city in the long term; focus on the priorities of the region; and have an impartial and objective approach. Within the scope of this study, the contributions of urban sustainability assessment tools, which provide ecological, economic and sociocultural contributions in cities, to the branding efforts carried out in order to highlight the unique values of the city, were examined. As a result of the studies carried out, it has been determined that they contribute the most to city branding.

1.1. Theoretical Foundations

1.1.1. City Branding

Beyond abstract concepts such as "quality, image and loyalty", branding is defined as an emphasis that requires an analytical and strategic approach, responds to people's needs, and adds value to its components functionally and/or symbolically (Papatya et al. 2015).

City branding is the totality of the perceptions that the city's characteristics and advantages portray in the minds of the stakeholders in question and the efforts to gain a competitive identity (Zeren, 2019). As a result of branding efforts, the city's reputation, living standards, tourism and investment potentials are aimed to increase and gain identity (Paganomi, 2015). This process (Figure 1) is long and challenging and requires significant investments.
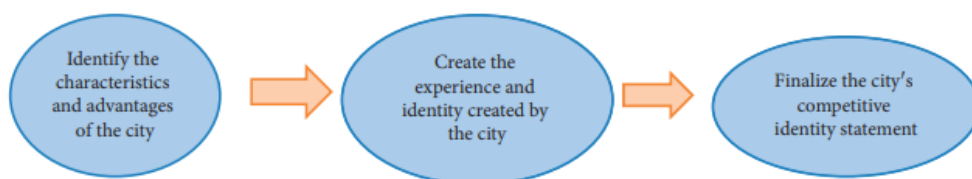

Figure 1. Organic and strategic approaches of city branding (Vahabian et al., 2021)

Macrofactors affecting place branding are classified as demographic forces, economic forces, socio-cultural forces, technological forces, ecological forces, and political forces (Vahabian et al. 2021). As it is often mentioned in the branding process; whatever the future brings us, it is not possible to produce a global brand without always understanding people's needs, wants and passions locally (Hollis, 2012). For this reason, in a city-scale branding movement, it is important to consider the physical, administrative, historical, sociocultural and functional elements of the city in detail and develop strategies accordingly.

City branding consists of 5 elements: physical, administrative, historical, sociocultural and functional. According to Zeren 2019;

- - Physical elements are divided into two as natural and artificial. It is the presentation and highlighting of the physical elements of cities in an attractive way. This element includes natural components such as climate, topographical features, vegetation or artificial components such as architectural structure.
- - Administrative elements; the decisions and behaviors of the administrators responsible for city development affect the branding process. It should not be ignored that city branding is a multi-actor structure including local (public and private sector), regional, national and international actors. At the same time, local people should be included in the process.
- - Historical elements; creating a strong direction by highlighting the history of all cities and the civilizations that host them.
- - Sociocultural elements; this is an element that includes a wide field of study covering the communication, lifestyle and culture of the society with each other.
- - Functional elements; cities that have succeeded in becoming a center of attraction in many fields such as art, culture, sports, education, entertainment and industry will increase their brand value considerably. At the same time, one of the ways that cities use for branding today is the internet (Paganoni, 2015).

1.2. Urban Sustainability Assessment Tools

Initially developed at the building scale, assessment tools have been developed at the urban scale due to the recognition of the inadequacy of the interactive infrastructure of the assessment tools to address buildings holistically and the introduction of many different parameters at the urban scale (Berardi, 2015; Komeily & Srinivasan, 2015). Urban sustainability assessment tools support the achievement of sustainability and development in ecological, economic and sociocultural contexts with an unbiased and objective approach by addressing cities at a systematic and scientific level. There are more than 60 urban sustainability assessment tools worldwide (Criterion Planners, 2014). The most preferred assessment tools are LEED (Leadership in Energy and Environmental Design) developed in the USA, BREEAM (Building Research Establishment Environmental Assessment Method) developed in the UK, and DGNB (Deutsche Gesellschaft für Nachhaltiges Bauen E.V.) developed in Germany. In Turkey, YeS-TR was developed in 2017. Although urban sustainability assessment tools have been developed for common purposes, they have different criteria and approaches.

1.2.1. YeS-TR settlement

YeS-TR is an assessment tool developed with the contributions of the Ministry of Environment, Urbanization and Climate Change, 32 academicians from 11 different science working groups from 7 universities and many experts (Özçevik et al., 2018). In the development process, it is aimed to be a system that can compete with internationally recognized systems and can be applied all over the world and is the local assessment system of our country. In its first version, a guideline was prepared that allows application in both building and settlement areas. YeS-TR Settlement consists of 6 themes, 21 categories and 77 criteria. The main themes are regional and immediate environment profile, sustainable land use, ecology and disaster management, transportation and mobility, urban design, social and economic sustainability. 11 criteria are mandatory, some of which can also be scored. YeS-

TR additionally has an innovation theme. The innovation theme has 2 categories and 3 criteria. It is possible to obtain an additional 10 points from this theme, but the points obtained are not added to the evaluation process. It only provides prestige and efficiency to the project. All themes correspond to 100 points, but each theme has a weighted credit coefficient (Table 1). At the final evaluation stage, the score obtained from the theme is multiplied by the corresponding value (Ministry of Environment, Urbanization and Climate Change, 2021).

Table 1. YeS-TR weighted credit coefficient (Ministry of Environment, Urbanization and Climate Change, 2021)

Theme	Regional and Near Environment Profile	Sustainable Land Use, Ecology and Disaster Management	Transportation and Mobility	Urban Design	Social and Economic Sustainability	Ino_Settlement
Weighted Credit Coefficient	0,08	0,26	0,25	0,21	0,20	0,10

Regional and Near Environment Profile: It aims to define the size of the subject area, to provide the requirements at legal, administrative and planning levels, to reveal the project development plan and implementation and financial process, and to ensure participation and communication with project stakeholders. 8 points can be earned with a weighted coefficient of 0.08. 2 themes, 5 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

Sustainable Land Use, Ecology and Disaster Management: It aims to ensure integrity between the scales studied. In the site selection of the area subject to the certificate; it provides sensitivity to protect ecological values against flora and fauna approach. It enables the most appropriate location decisions to be taken in planning with energy efficient approaches and the evaluation of the natural and physical characteristics of urban areas. Adopts a general environmental management approach to urban infrastructure. It evaluates the land with the most appropriate techniques through land use and transportation decisions. It aims to increase public interaction. Addresses the issue of urban disaster management in a sensitive, realistic and feasible manner. It can earn 26 points with a coefficient of 0.26 and has the highest score in the certificate. It has 5 themes and 14 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

Transportation and Mobility: Improves existing transportation networks to prioritize pedestrian connections, pedestrian facilities and pedestrian priority transportation. It also includes approaches to improve public transportation systems to reduce car dependency. It creates healthy, active cities and positively affects the quality of life by indirectly ensuring emission control. 25 points can be earned with a coefficient of 0.25. It has 4 themes and 21 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

Urban Design: In the process of creating green settlements, it is aimed to create healthy and sustainable environments with the urban design criteria determined. It encourages the creation of a local language in the project area by creating an urban design guide. Ensures the protection of the historical heritage and culture of the design. Organizes the project participation process. It aims to create barrier-free, safe and attractive spaces. It ensures designs that are resilient to climate change and restrict factors that negatively affect the quality of life and the environment. 21 points can be earned with a coefficient of 0.21. It has 6 themes and 20 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

Social and Economic Sustainability: It protects the natural and cultural environment by ensuring integrity across scales, ensures social equity, increases economic welfare, and aims to improve the quality of life. It also encourages sustainable production and consumption and enables a competitive, eco-efficient economy. It aims to achieve an innovative and knowledge-based society that respects fundamental rights and cultural diversity. 20 points can be earned with a coefficient of 0.20. It has 2 themes and 11 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

Ino_Settlement: It aims to incorporate information and communication technologies into the project in order to improve the quality of life of individuals and society and to ensure sustainability. It

encourages innovative and continuously traceable planning and design practices. With this criterion, additional points are awarded that do not affect the final result. The maximum number of additional points that can be earned is 10. It has 2 themes and 3 criteria (Ministry of Environment, Urbanization and Climate Change, 2021).

The evaluation of the system is based on 100 points. A 5-level rating is possible, including application (4 points and above), passing (25-39 points), good (40-69 points), very good (70-84 points) and national superiority (85 points and above), but the criteria expected to be fulfilled at each level are limited (Koçak & Topay, 2022). Similar to BREEAM, a gradual progression is encouraged.

2. Material and Method

Urban sustainability assessment tools that enable ecological, economic and sociocultural gains at the city scale are related to the physical, administrative, historical, sociocultural and functional elements of city branding. Within the scope of the study, YeS-TR urban sustainability assessment tool, which was developed in our country, was preferred because it was compared with globally accepted tools such as LEED and BREEAM at the preliminary stage and it was determined that YeS-TR provided the strongest benefit to city branding.

This study was developed in line with the assumption that "YeS-TR urban sustainability assessment tools can provide gains such as city reputation, high living standards, increased tourism and investment potential, and city identity targeted by city branding.

In the methodology phase of the study, the problem was first defined. Then a detailed literature review was conducted. In the next stage of the study, the YeS-TR evaluation guide was examined and the requirements of the system in each theme were listed. In this list, the results expected to be achieved if YeS-TR is implemented in a settlement area and the requirements of the system are taken into consideration. The list of 44 items under 6 themes was transformed into a questionnaire according to the four-point Likert scale. Likert scale is preferred because it is one of the most preferred scales to learn the participant's attitude on a subject (Arıkan, 2018). The meanings of the numbers in the Likert scale used in the questionnaire are as shown in Table 2.

Table 2. Meanings of the numbers on the Likert scale

1	2	3	4
Strongly Disagree	**Partially Disagree**	**Partially Agree**	**Completely Agree**
(No Impact)	(Partially No Impact)	(Partially Impacted)	(Fully Impacted)

Ten people, including landscape architect (2), interior architect (1), architect (1), environmental engineer (1), urban regional planner (1), sociologist (1), strategic marketing specialist (2), mechanical engineer (1), who have knowledge on both urban branding and YeS_TR, participated in the survey. 8 of the survey participants also have YeS_TR expertise. In the findings and discussion section of the study, the items in the questionnaire and the approaches of the experts were analyzed. In the last stage, the results are interpreted based on the data obtained.

3. Findings and Discussion

3.1. Regional and Near Environment Profile

In the theme of regional and near environment profile, 3 questions were identified. The items and the number of answers given by the surveyed experts are as given in Table 3.

Table 3. Regional and near environment profile theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
Demographic, economic and social analysis of the project area and its immediate surroundings	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*1*	*7*
Examination of regional and strategic decisions that may affect plan decisions	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*2*	*7*
Involving all local stakeholders before, during and after the project	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*3*	*6*

Involving the local community and an interdisciplinary team in the entire project process positively affects the managerial elements of brand city formation. The detailed analysis of the project area and its immediate surroundings also enables the identification of the aspects to be highlighted in the city. YeS-TR regional priorities criteria support the branding process. It is seen that the majority of the respondents found the questions completely relevant.

3.2. Sustainable Land Use, Ecology and Disaster Management

In the sustainable land use, ecology and disaster management theme, 9 questions were identified. The items and the number of answers given by the experts participating in the survey are as given in Table 4.

Table 4. Sustainable land use, ecology and disaster management theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
Establishment of protection decisions for the project area	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*3*	*6*
Restoration of at least 30% of the land and roof surfaces in appropriate conditions with native plant species	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*5*	*3*
Conducting settlement suitability studies for the protection of agricultural lands	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*1*	*1*	*3*	*5*
Assessment of erosion risk and preparation of measures	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*3*	*2*	*5*
Meeting at least 10% of energy needs from renewable resources	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Increasing open and green areas by approximately 30%	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*0*	*3*	*7*
Developing a disaster resilience plan	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*3*	*6*
Reuse of rain and wastewater	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*1*	*7*
Ensuring urban waste recycling	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*1*	*2*	*3*	*4*

When the physical elements that positively affect brand city formation are examined, there are indicators such as turning climatic data into an advantage, increasing natural vegetation cover,

reducing urban pollution, and highlighting topographical features. Sustainable land use, ecology and disaster management themes contribute to the fulfillment of these elements. Survey respondents were fully engaged with questions on approaches to conservation decision-making in the region, protection of green spaces and soil, disaster resilience and water management. When the answers are analyzed, the positive impact of the adopted approach on branding is supported. Protection of agricultural land and waste management were deemed irrelevant by one respondent each.

3.3. Transportation and Mobility

In the transportation and mobility theme, 5 questions were identified. The items and the number of answers given by the experts participating in the survey are as given in Table 5.

Table 5. Transportation and mobility management theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
Promotion of mixed land use	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*5*	*4*
Improving public transportation facilities and encouraging their use	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Promoting cycling and walking access	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*0*	*3*	*7*
Reducing carbon emissions by at least 20%	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Increasing opportunities for the use of non-motorized and/or electric vehicles	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*6*	*3*

Among the city branding elements is the criterion of increasing public transportation opportunities. Reducing air pollution is also among the criteria. Mixed land use, encouraging walking and cycling, and increasing the use of non-motorized and electric vehicles allow for the reduction of air pollution. Providing transportation by walking and cycling and mixed land use increase mobility in the city. Survey participants responded that they are fully interested in questions that include approaches such as improving public transportation, increasing bicycle and pedestrian access, and reducing carbon emissions. The fact that the YeS-TR criteria directly adopt these approaches was also taken into consideration by the survey participants.

3.4. Urban Design

In the theme of urban design, 14 questions were identified. The items and the number of answers given by the surveyed experts are as given in Table 6.

Table 6. Urban design theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
Ensuring the participation of city residents in the project process	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*4*	*4*
Identifying the local architectural identity in the city, ensuring the continuity of cultural and historical features	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*1*	*1*	*3*	*5*
Promoting the use of local materials	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Improving the connections of public spaces with walking paths	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*0*	*6*	*4*
Conducting crime risk assessment and creating safe spaces in public areas	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*5*	*3*
Creation of recreation areas of various types and sizes in public spaces to encourage social interaction and physical activities	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Development of agricultural lands in the city	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*6*	*0*	*4*
Increasing the number of green certified buildings	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Providing diversity in housing types to bring together different social and economic classes	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*4*	*3*	*3*
Designs that adapt to climate change	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*3*	*6*
Reduction of the heat island effect	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*4*	*5*
Reduced noise pollution from transportation and industry	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*3*	*6*
Lighting to reduce light pollution	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*6*	*3*
Selection of the least polluting materials in the open space	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*5*	*4*

Preservation of the historical urban fabric and strengthening tourism opportunities are possible with the criteria in the urban design theme. At the same time, an urban design guide is created to create a local architectural language. Encouraging the use of local plant species and local materials while creating a local architectural language provides both ecological and economic benefits. The creation of agricultural lands in the city contributes both to the city having its own unique food and to the development of the city's product and service opportunities. Reducing environmental problems that negatively affect climate change is related to the physical elements of city branding. Survey respondents stated that the criteria are completely relevant to approaches such as preserving local architectural identity, diversifying public spaces, increasing the number of green certified buildings, designing in harmony with climate change, and reducing pollution. The impact of the sustainable and

local movement adopted in cities on branding was supported by the majority of respondents. No criteria were not mentioned as being irrelevant to branding.

3.5. Social and Economic Sustainability

In the theme of urban design, 11 questions were identified. The items and the number of answers given by the surveyed experts are as given in Table 7.

Table 7. Social and economic sustainability theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
Adherence to demographic needs and priorities	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*4*	*1*	*5*
Public services are equal and accessible for city residents	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*1*	*8*
Training opportunities for residents for the realization of economic development	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*3*	*2*	*5*
Establishing strategies for residents to adapt to the economic and social differences that will occur with the realization of the project	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*1*	*5*	*4*
Increasing employment opportunities	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*2*	*6*
Financial evaluation of the profit expected to be obtained as a result of the applications to be carried out in the city	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*4*	*0*	*6*
Increasing the value and future prospects of the study area by conducting detailed analysis of the study area and its immediate surroundings and identifying competitive situations	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*3*	*5*
Developing strategies that will enable the development of the targets set in development plans and contribute to increasing regional production and competitiveness	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*1*	*7*
Increasing the number of visitors coming for tourism purposes, the time spent by visitors in the city and the number of revisits to the city	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*2*	*2*	*6*
To enable city dwellers to live in healty, happy and peaceful areas	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*0*	*3*	*7*
Promoting local production in urban and hobby gardens and meeting the food needs of residents	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*4*	*2*	*4*

YeS-TR has adopted many economic approaches to ensure local and regional development. At the same time, the promotion of local production in the city and hobby gardens directly affects both the response to the needs of the local people and the quality of life of the urban residents. Identifying the competitive situations and evaluating the expected financial profit after implementation contributes positively to many indicators under the managerial elements of city branding. The adaptation of the residents to the changes expected to occur during and after the implementation contributes to the formation of cultural unity and a sense of urbanity. Survey respondents responded that the criteria are fully relevant to approaches such as identifying demographic priorities, accessibility of public services, promoting economic development, providing educational opportunities, increasing the level of

employment, and identifying the competitive situation. No irrelevant answer was given for any question. This supports the assumption that YeS-TR will contribute positively to the branding process from a socioeconomic perspective.

3.6. Ino_Settlement

In the ıno_settlement theme, 2 questions were identified. The items and the number of answers given by the experts participating in the survey are as given in Table 8.

Table 8. Ino_settlement theme survey items and expert responses

YeS-TR Assessment Criteria/Indicators	Value of the Effect on City Branding on Likert Scale			
	1	2	3	4
Utilizing information technology to improve quality of life	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*1*	*1*	*3*	*5*
Obtaining data from all kinds of consumer devices in order to create an informed consumer profile	**1**	**2**	**3**	**4**
Number of responses of experts who participated in the survey:	*0*	*3*	*4*	*3*

Utilizing information technologies for a sustainable approach in urban areas brings many benefits. Survey participants also believe that utilizing information technologies can contribute positively to the branding process.

4. Conclusion and Suggestions

Cities, which consist of many components such as natural and cultural urban features, social development, politics, and economy, are now considered as a commercial brand with the effect of globalization (Koçyiğit & Aktan, 2020). City branding created with a systematic, persuasive, strong, and consistent approach not only creates a sense of belonging but also strengthens the city's credibility and positive image.

Urban sustainability assessment tools have been found to contribute to the city branding process. The assessment tools give the city the title of 'green'. YeS-TR includes approaches to highlighting topographical features, increasing the amount of green space, preventing pollution, providing adequate accommodation, increasing public transportation facilities, and improving infrastructure. It also supports the creation of urban identity and the use of local plants and materials. YeS-TR enhances regional and local development, increases employment capacity, promotes a sense of cultural cohesion and involves all stakeholders in the process. There are criteria to increase the number of visitors for tourism purposes, the time spent in the city and the frequency of visits by protecting historical values. YeS-TR aims to ensure social justice and increase the level of education and quality of life. In addition, incentive programs are expected to be created to improve product and service offerings.

Cities planned by utilizing urban sustainability assessment tools both support sustainable development goals and benefit the brand city process in many ways.

Acknowledgements and Information Note

The article complies with national and international research and publication ethics. Ethics Committee approval was not required for the study.

Author Contribution and Conflict of Interest Declaration Information

All authors contributed equally to the article contributed. There is no conflict of interest.

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