

# ***Attract-SEE: Assessing Territorial Attractiveness in SEE***

About the project activities and results

**EnE14/ENV.net Conference**

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Blaž Barborič

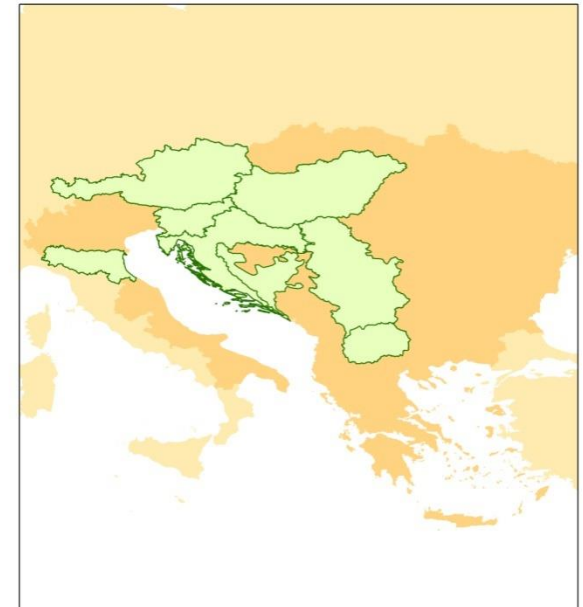
# Content:

- Facts about the project,
- The meaning of “attractiveness”,
- Towards Monitoring Information System for Territorial Attractiveness,
- Improvement of policy coordination,
- Possible future network activities.



# Project's ID

- Project of the 4th Call - South East Europe Transnational Cooperation Programme
- Priority Axis 4: Development of transnational synergies for **sustainable** growth areas
- Aol: Promote a balanced pattern of attractive and accessible growth areas
- Cofinanced by ERDF and IPA Funds
- Total budget: 1,7 MIO EURO
- Project duration: 1.October 2012 – 30. September 2014

Attract SEE cooperation area



**Legend**

-  Attract SEE project partner countries, regions, entities
-  SEE transnational cooperation area
-  other countries

# Who are we?

- 10 project partners →
- 1 strategic associated partner  
Association of Municipalities and Towns of Slovenia

- 8 observers

Public Institution for Management of Protected Natural Values in the Area of the Koprivnica-Križevci County (Croatia)  
Surveying and Mapping Authority of the Republic of Slovenia  
Town of Koprivnica (Croatia)  
Statistical office of the Republic of Slovenia  
Municipality of Maribor (Slovenia)  
Statistical office of Republic of Serbia  
State geodetic administration (Croatia)  
EUROGI - European Umbrella Organisation for Geographic Information (Netherlands)

Geodetic Institute of Slovenia (Lead Partner)  
Central European Institute of Technology  
ALANOVA (Austria)  
Office for National Economic Planning (Hungary)  
Emilia-Romagna Region (Italy)  
Ministry of the Environment and Spatial Planning (Slovenia)  
The Regional Environmental Center for Central and Eastern Europe (Slovenia)  
Republic Agency for Spatial Planning (Serbia)  
Network of Associations of Local Authorities in South-East Europe (Former Yugoslav Republic of Macedonia)  
Institute for spatial planning of the Koprivnica-Križevci County (Croatia)  
Federal Ministry of Physical Planning (Bosnia and Herzegovina)

*6 EU countries : Austria, Hungary, Italy, Netherlands (OP), Slovenia (LP)*

*3 Non EU countries: Bosnia and Herzegovina, Macedonia, Serbia*

# Why the project was developed?

- A need for evidence based (territorial) policy in the SEE countries,
- A need for better territorial coordination of EU and national public policies,
- Initial partners of the project shared the believe that achievement and implementation of territorial development goals are threatened by lack of territorial knowledge.

# **Koncept of the project**

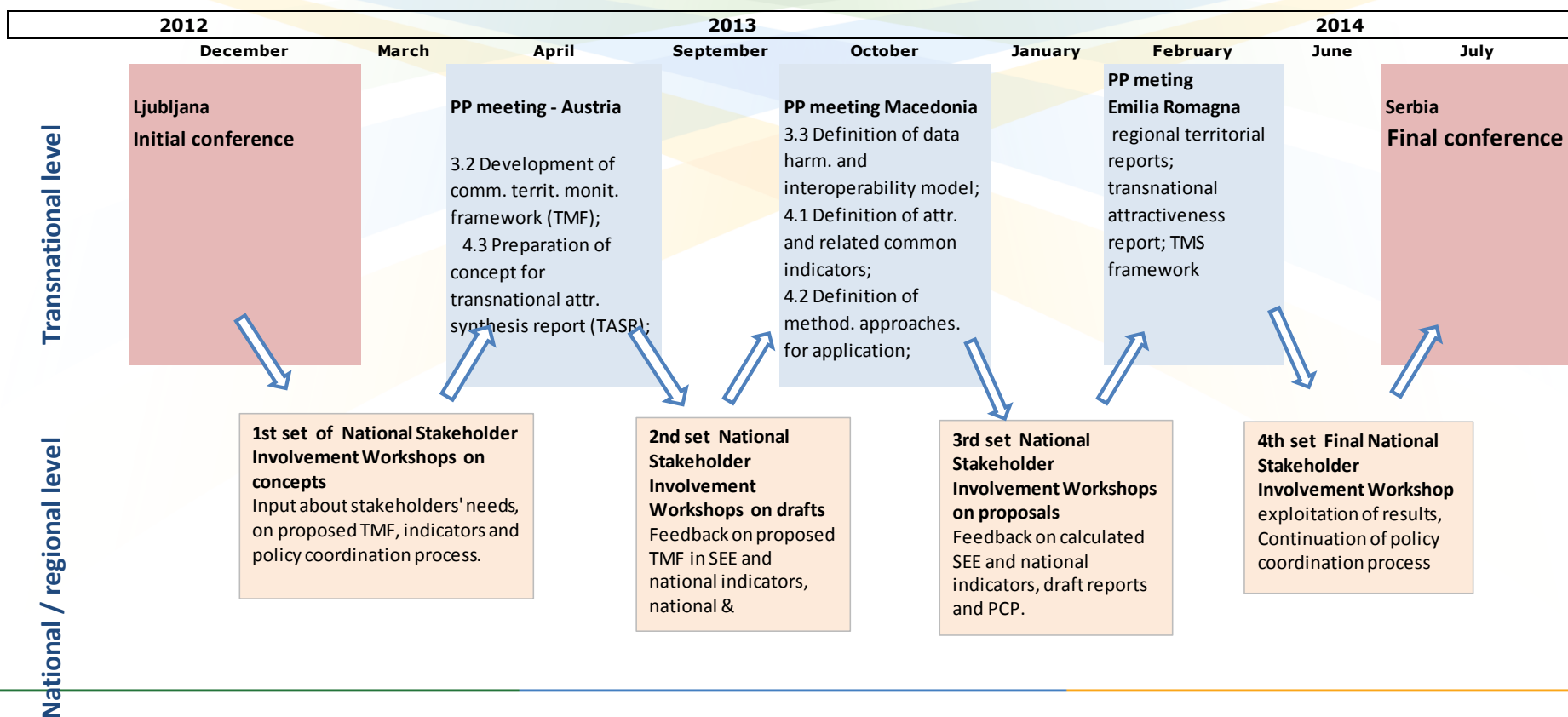
## **Interlinkage of two thematic aspects**



Creation of a common  
territorial monitoring  
system

Improvement of a  
policy coordination  
process

# Interlinkage of territorial monitoring and policy coordination processes



# Towards Monitoring Information System for Territorial Attractiveness

- Defining the Attractiveness,
- Selecting common indicators and values of, indicators on regional/national level,
- Built data model for common territorial attractiveness indicators,
- Creating Common Territorial Monitoring Framework on transnational level and action plans for CTMF at national level,
- Preparation of attractiveness reports (national, transnational level)-

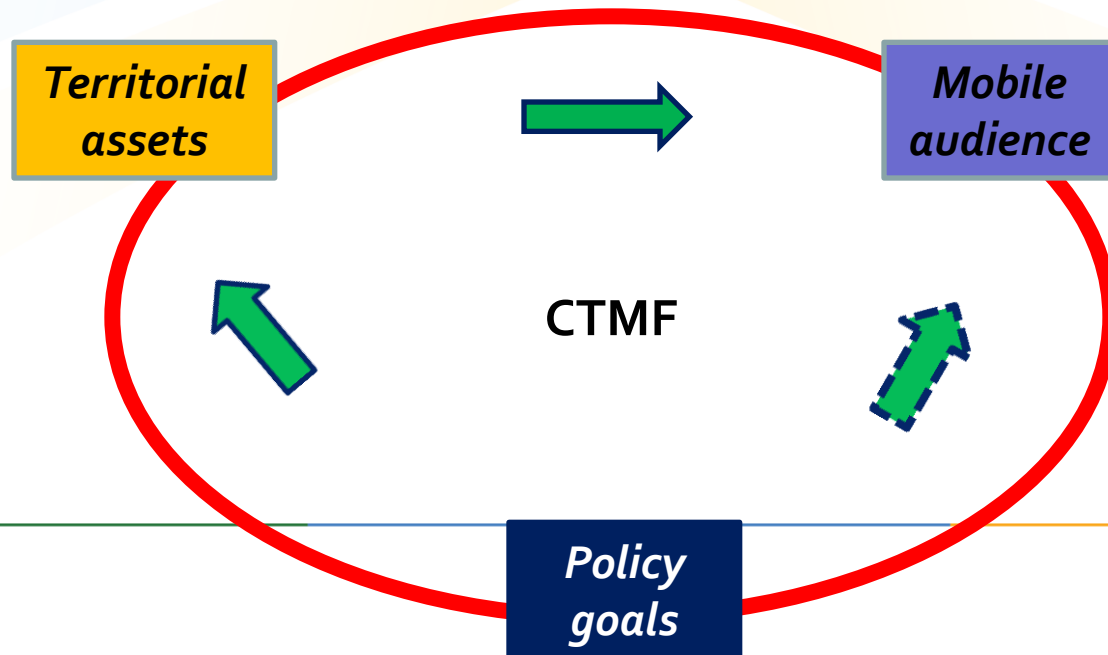


## Planned results ...

- to create a common territorial monitoring system suited to the needs of policy and decision makers,
- to develop tools and approaches useful for policy makers to enhance the quality of development decisions,
- territorial quality and attractiveness report – transnational and national/ regional level,
- to design a policy coordination process in order to improve communication and cooperation among different policy and decision makers and national and regional stakeholders.

# The meaning of “attractiveness”: attracting whom, where, how?

**Territorial attractiveness** is defined as capacity of certain **territory's** Territorial Capitals and Assets to attract and retain target groups (tourists, residents, migrants and companies/investments) by already existing or developed advantages, imposed by relevant policies and their goals



# The Attract-SEE approach to Territorial Attractiveness

“**Territorial Attractiveness**” relies upon multi-dimensional assets of areas / regions (“places”), as an opportunity to pursue **Europe 2020** “smart, sustainable and inclusive growth”:

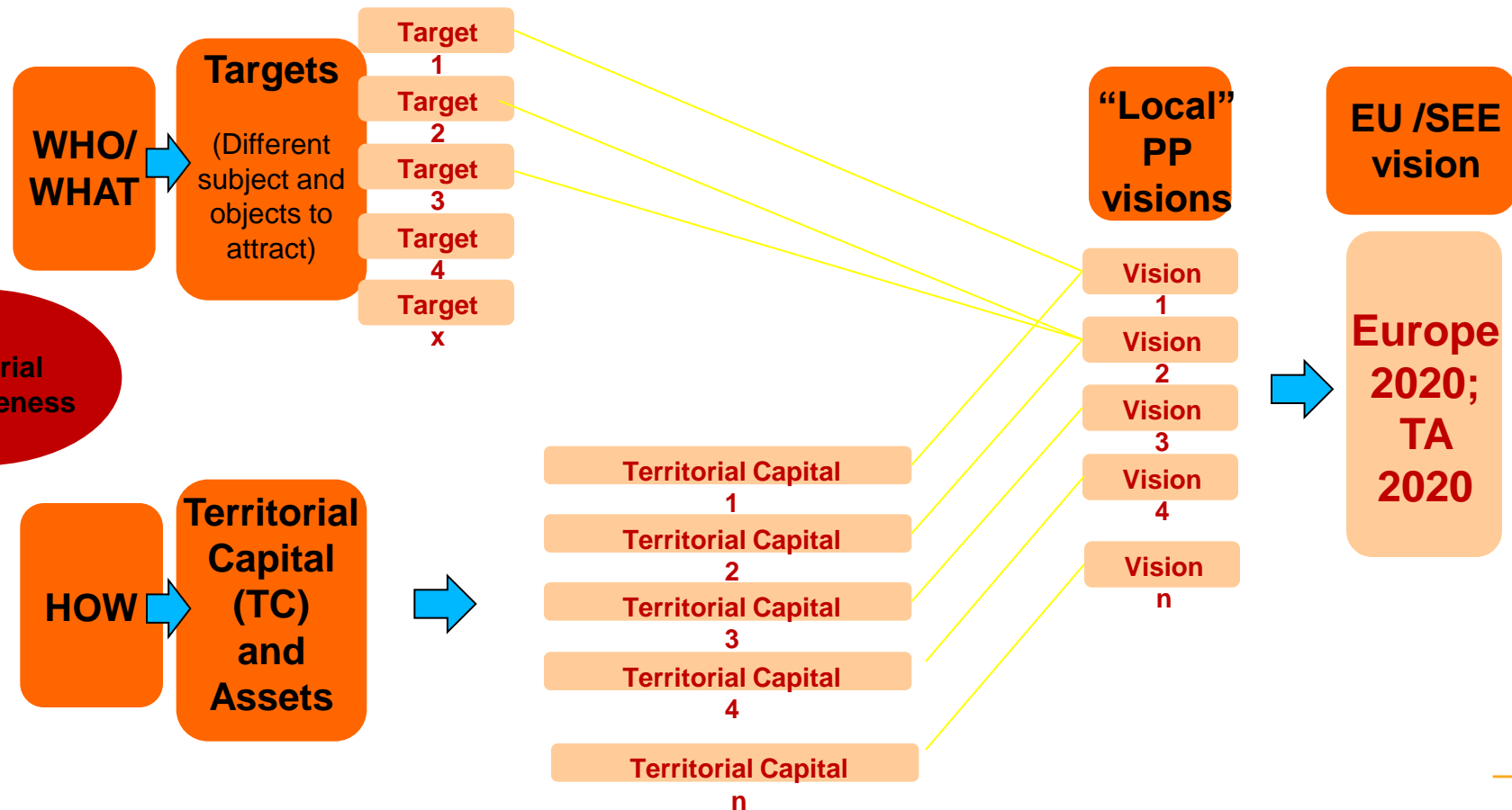
- Smart growth: an economy based on knowledge and innovation;
- Sustainable growth: a resource efficient, greener, more competitive economy;
- Inclusive growth: high-employment economy delivering social/territorial cohesion.

# The Attract-SEE approach to Territorial Attractiveness

- **Territorial Capital** adopted by ESPON ATTREG (Environmental, Anthropic, Socio-cultural, Economic/Human, Institutional Capitals) is “**what make territory attractive**”, **driver of attractiveness of territory**
- **Territorial Capital** made up of a system **of assets** that supports the growth of quality of life as well as the efficiency and competitiveness of the regional economy,
- “**Audience**”, **target group** (such as, enterprises, investors, migrants, tourists, residents)

**Attractiveness** is an the interaction of a complex set of characteristics of assets, with the attraction of various “*audiences*”

# A concept for monitoring Territorial Attractiveness at SEE scale



# Attractiveness indicators

For individual assets of the certain capital we used existing databases to find appropriate indicators:

- Eurostat, OECD, European Commission, European Environmental Agency, United Nations, UNECO, World bank, ESPON projects.

	<b>N° OF SUGGESTED (FOR ALL PP)</b>	<b>N° OF OPTIONAL</b>
<b>ENVIROMENTAL CAPITAL</b>	<b>7</b>	
<b>ANTHROPIC CAPITAL</b>	<b>1 (+1)</b>	<b>1</b>
<b>SOCIO-CULTURAL CAPITAL</b>	<b>5</b>	
<b>ECONOMIC/HUMAN CAPITAL</b>	<b>14</b>	
<b>INSTITUTIONAL CAPITAL</b>	<b>1 (+1)</b>	
<b>SUM</b>	<b>29 (+2)</b>	<b>1</b>

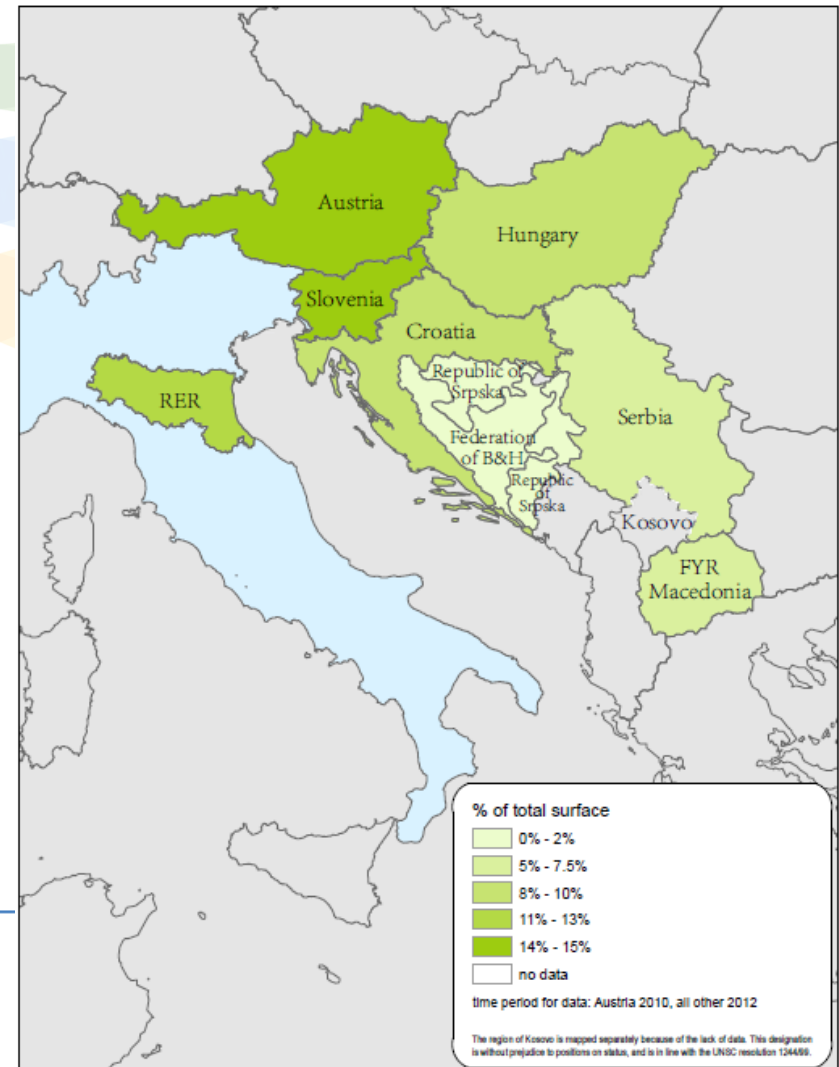
# Attractiveness indicators data analysis – by PP

Project partner	Value-data collected for common territorial attractiveness indicators (29+2)
Slovenia	28
Austria	31
Italy	30
Hungary	29
Serbia	28
Croatia	29

# Mapping of SEE common attractiveness indicators

- The 22 map presentations of data collection for the indicators were made,
- preparation of priority indicators has been made where most recent data of indicators were selected for mapping presentation,

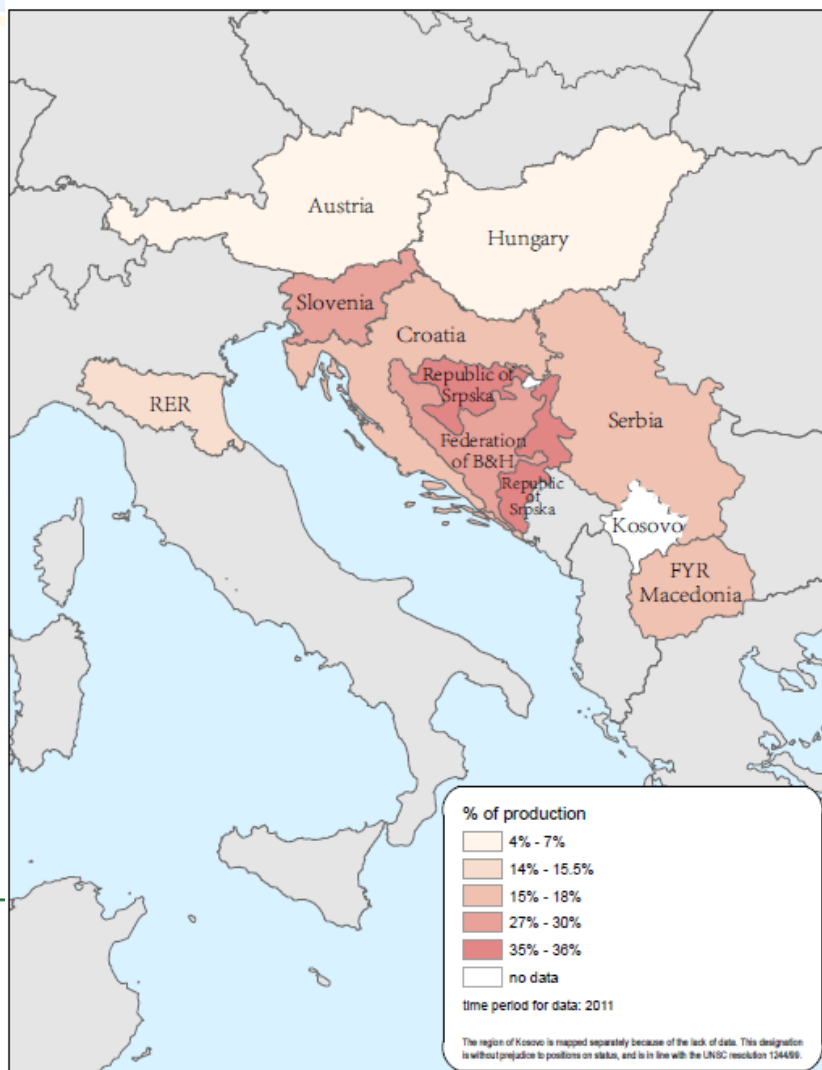
% of terrestrial area protected



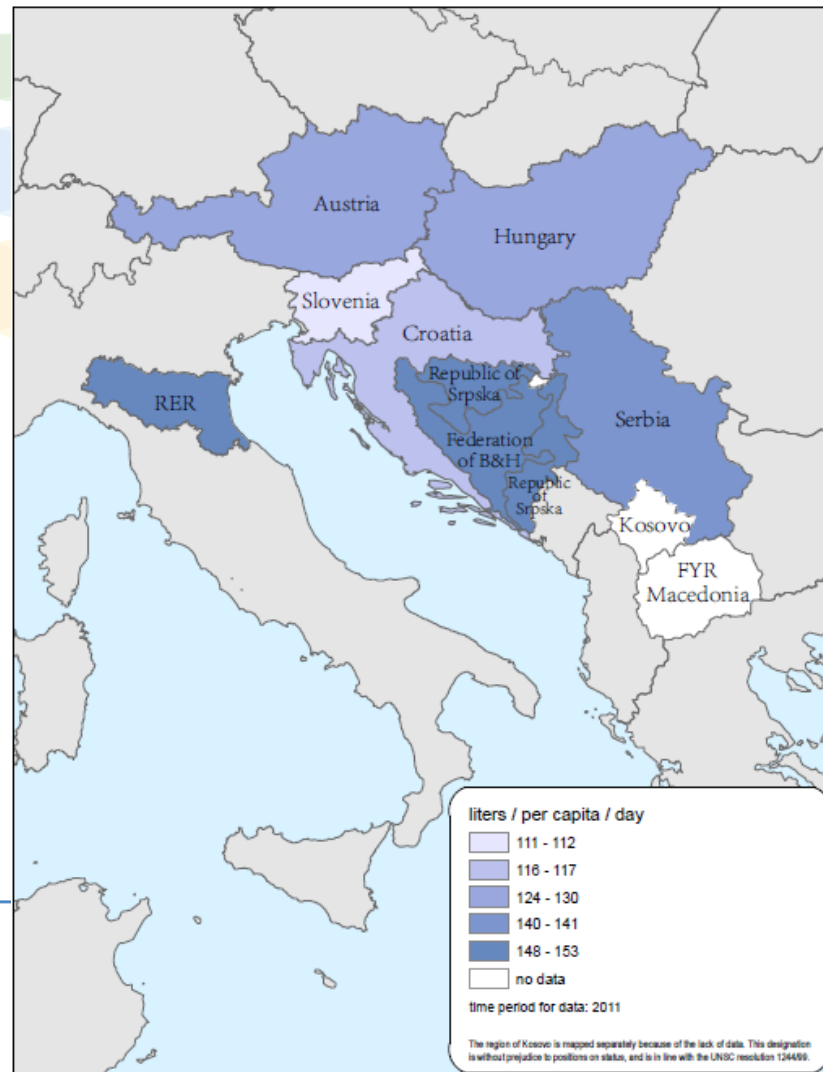


# Mapping of...

## Electricity generated from renewable sources

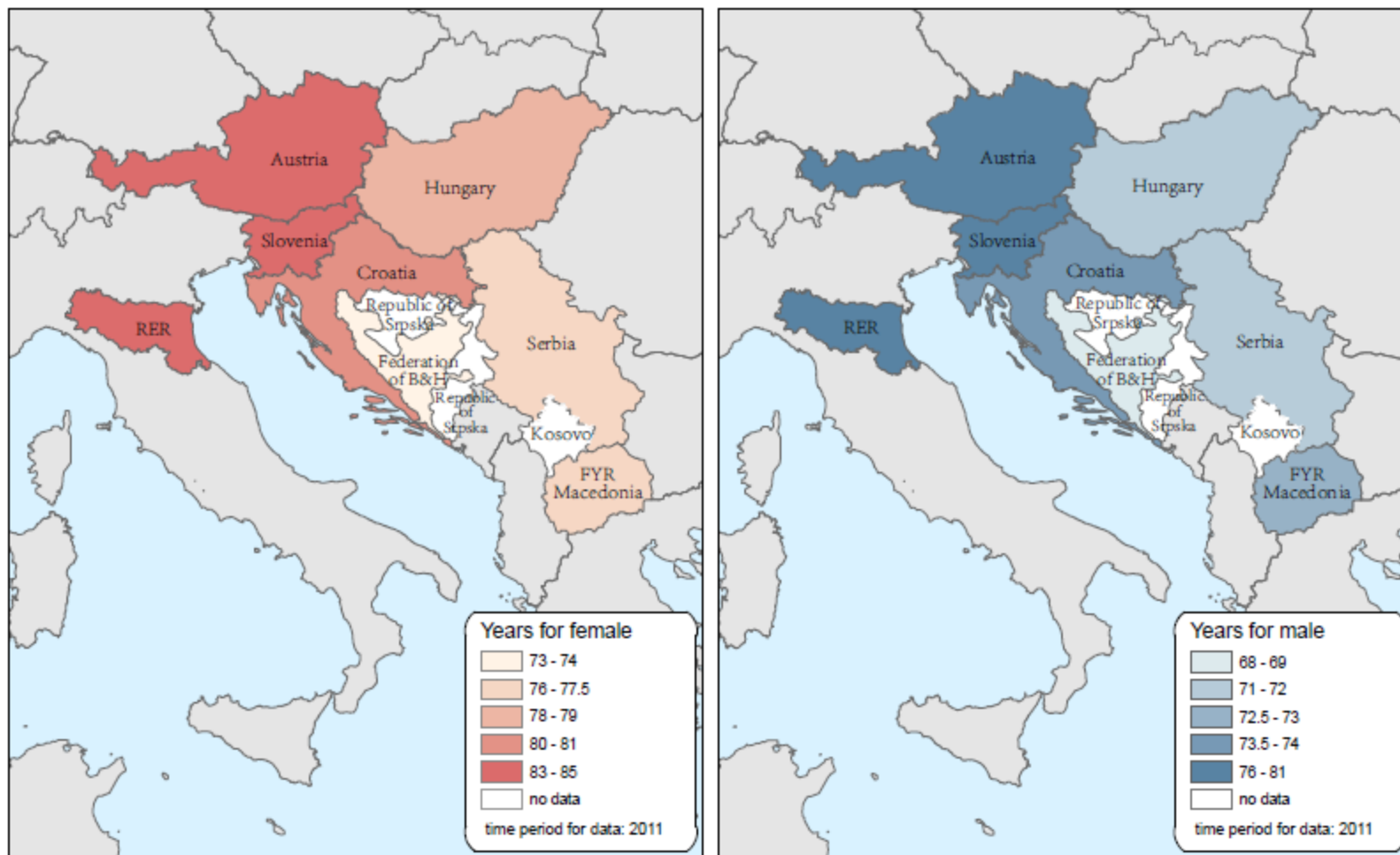


## Consumption of water per capita



# Mapping of SEE common attractiveness indicators

## Life expectancy at birth by sex



# Attractiveness and Territorial quality and attractiveness reports

## General structure of the national/regional report:

### Chapter 1

- Context analysis: territorial capital and assets in your territory

### Chapter 2

- Attractiveness strategy: general objectives and list of policy priorities

### Chapter 3

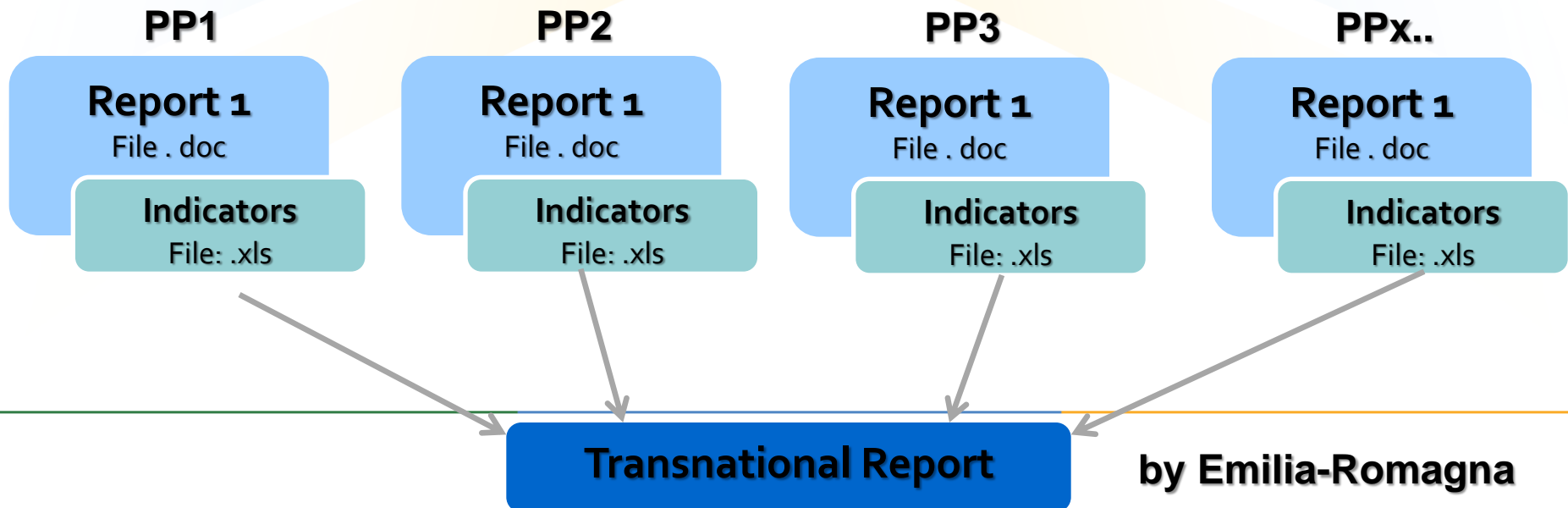
- Analysis of the policy priorities for Territorial Attractiveness

### Chapter 4

- Integration of the different priority policies

# Attractiveness and Territorial quality and attractiveness reports

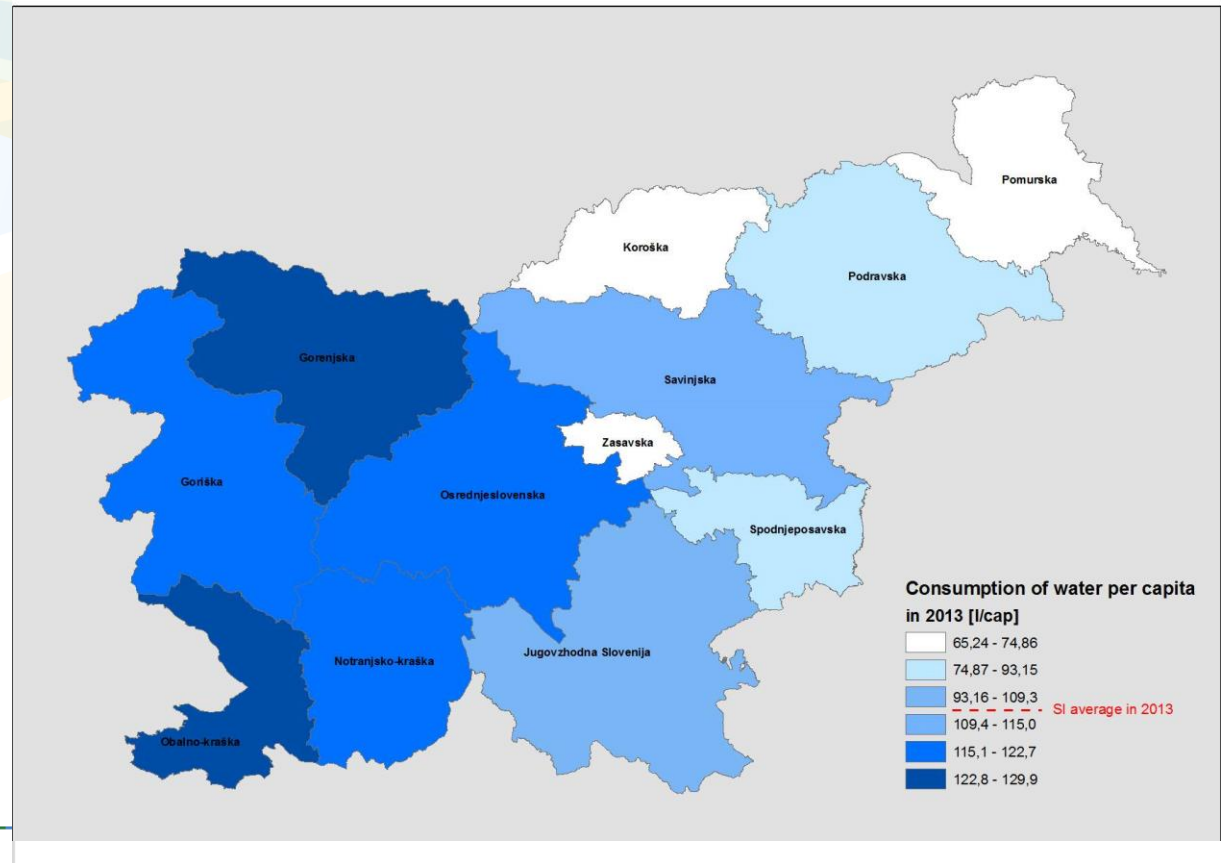
The Project partner reports are the basis for the setting up of the transnational report



# Example of Slovenian national report, Territorial Capitals and Assets

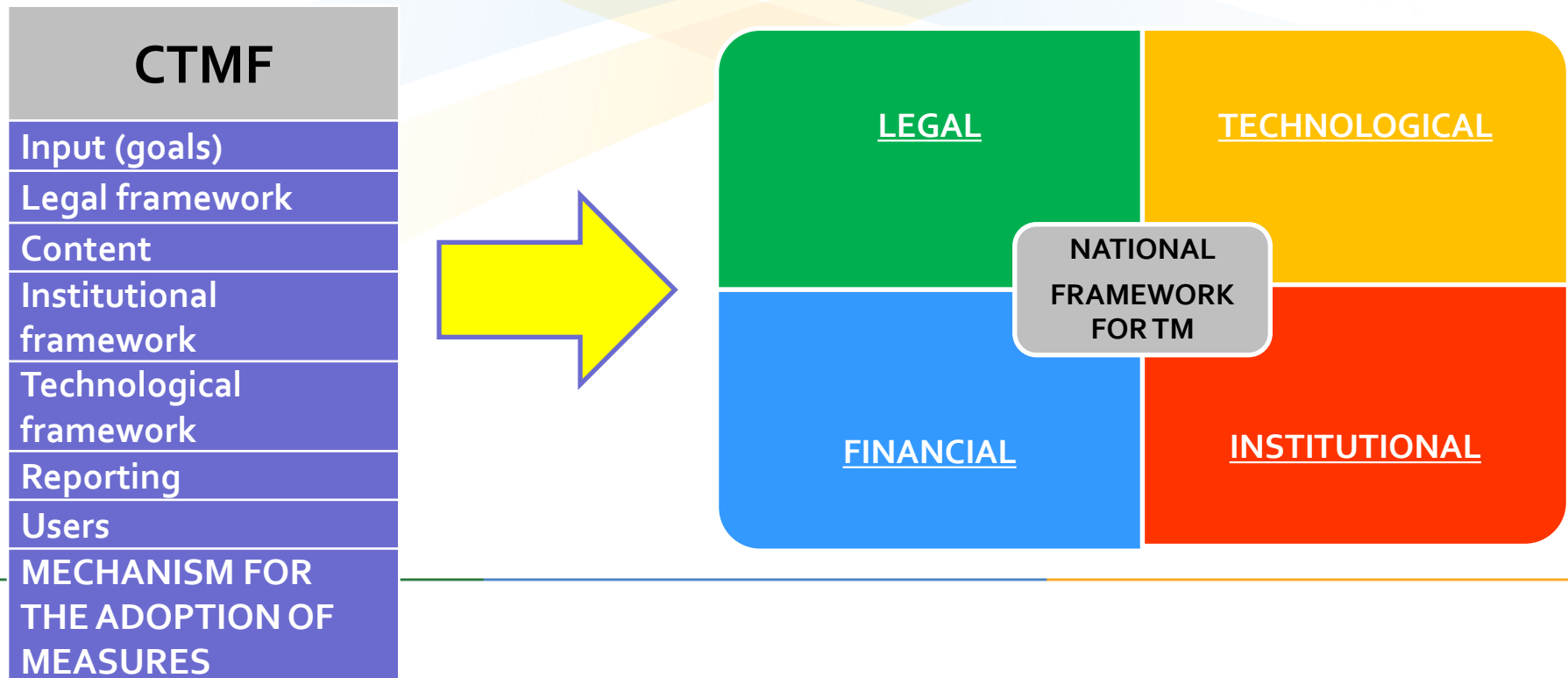
Some latest (2008–2012) annual trends  
of daily consumption of water:

- –1.49%/year ... Republic of Slovenia (average)
- –6.12%/year ... Koroška Statistical Region (the lowest trend)
- +4.90%/year ... Notranjska Statistical Region (the highest trend)
- –4.56%/year ... Central Slovenian Statistical Region

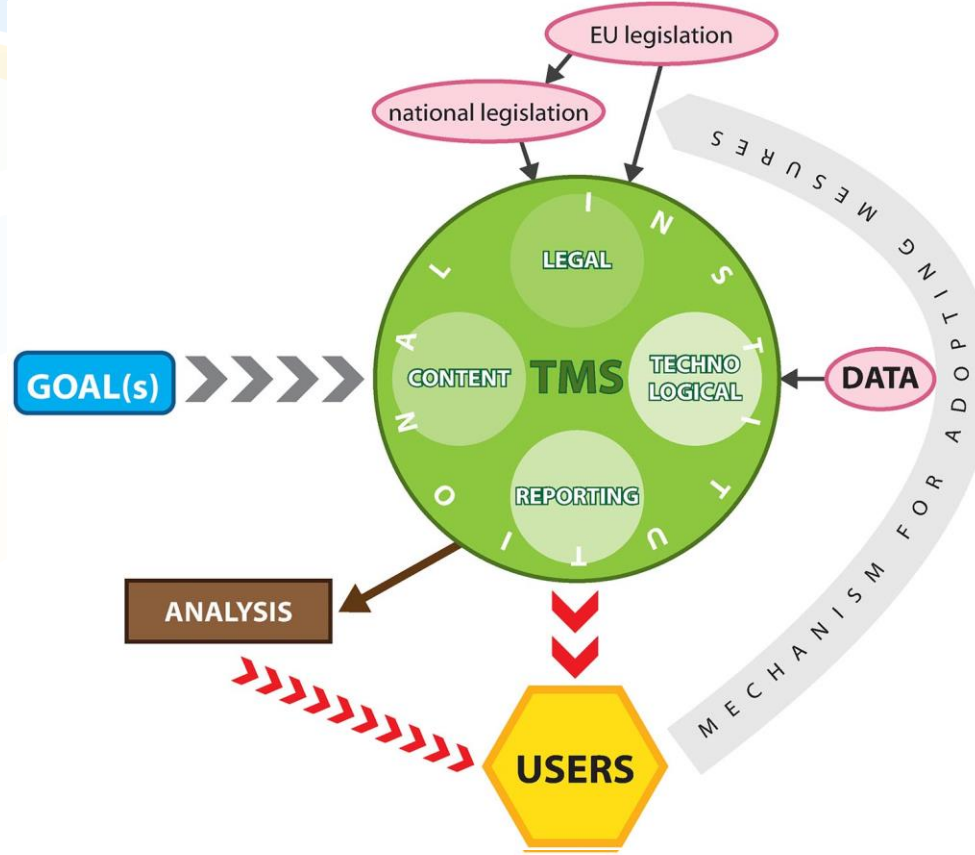


# Main result of the project

- Creating Common Territorial Monitoring Framework on transnational level and action plans for CTMF at national level



# Concept of territorial monitoring framework



# Stakeholder involvement

- Stakeholder involvement is implemented at national workshops where objectives and results will be discussed and verified,
- enable regular verification of intermediate results and strengthen the stakeholder networks.

## **Improved policy coordination**

- Raised awareness on the importance of consideration of territorial dimension,
- Increased knowledge and skills of territorial development experts in communicating territorial „evidence“,
- Established a framework for policy coordination process,
- Improved coordination among different public policies/ sounder decisions and more effective implementation of cohesive goals.



# Attract – SEE: possible future network activities

- Implementation of Monitoring Information System for Territorial Attractiveness Based on CTMF, data model, common metadata standards,
- Analysis of the availability of building plots for different types of potential investors including information on availability of public infrastructure,
- Capture data on the extent and characteristics of brownfield sites (including underutilized urban areas) and analysis of degraded areas (industrial, transport and especially urban brownfield - residential areas).
- Establishment of Spatial Observatories at national level. ESPON collects and processed spatial data only to the NUTS 3 level.

# Thank you for your attention!

More information on:

[www.attract-see.eu](http://www.attract-see.eu)

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