

Attract-SEE: Assessing Territorial Attractiveness in SEE

About the project activities and results

Skopje, 28.3.2014

Blaž Barborič

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



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

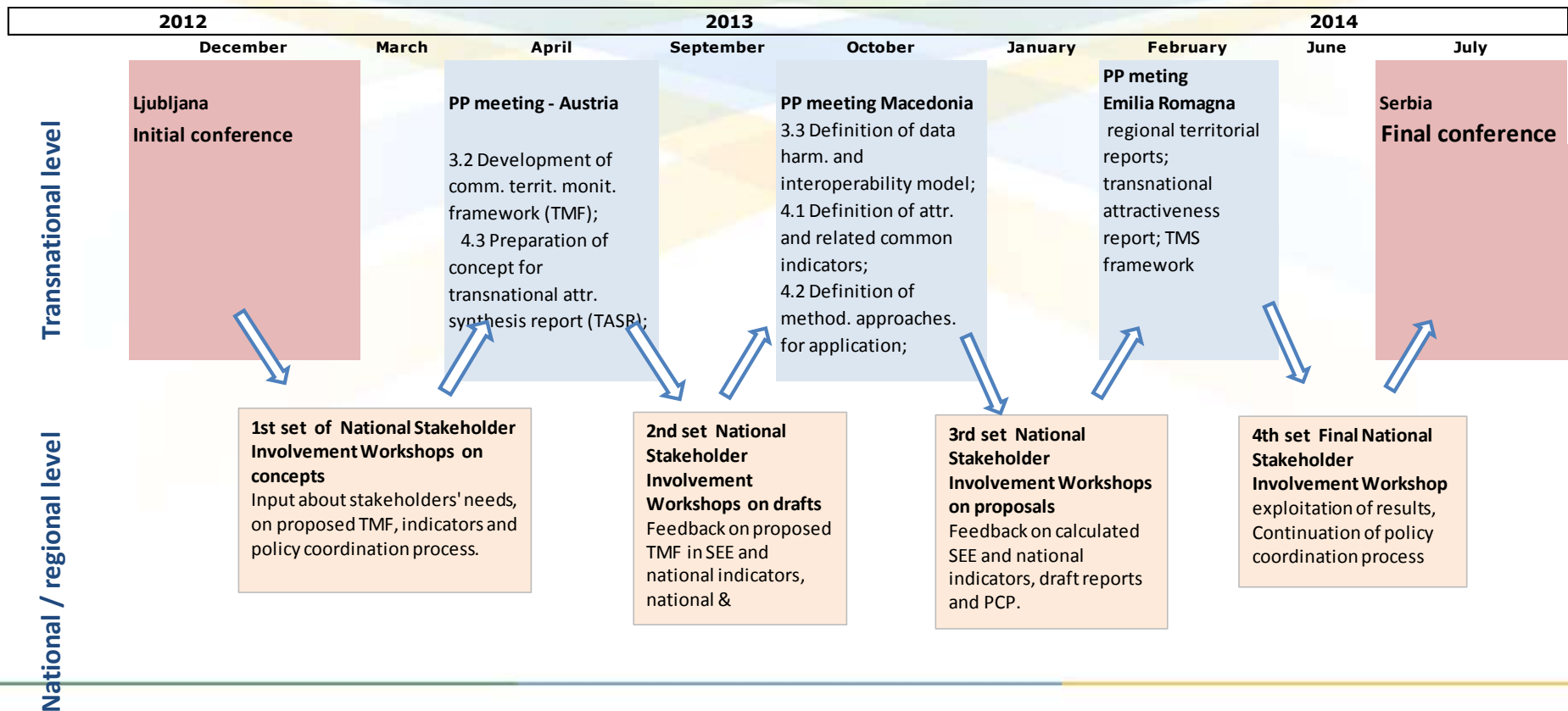
Interlinkage of two thematic aspects



Creation of a common
territorial monitoring
system

Improvement of a
policy coordination
process

Interlinkage of territorial monitoring and policy coordination processes



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?

“**Attractiveness**” is based on a **mobility concept** and implies the **capacity** of a “*place*” to attract and retain subjects (and objects) from other places:

- ✓ *Enterprises and in general new investments;*
- ✓ *migrants (incl. the “creative class”)*
- ✓ *tourists;*
- ✓ *residents;*
- ✓ *etc...;*

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.

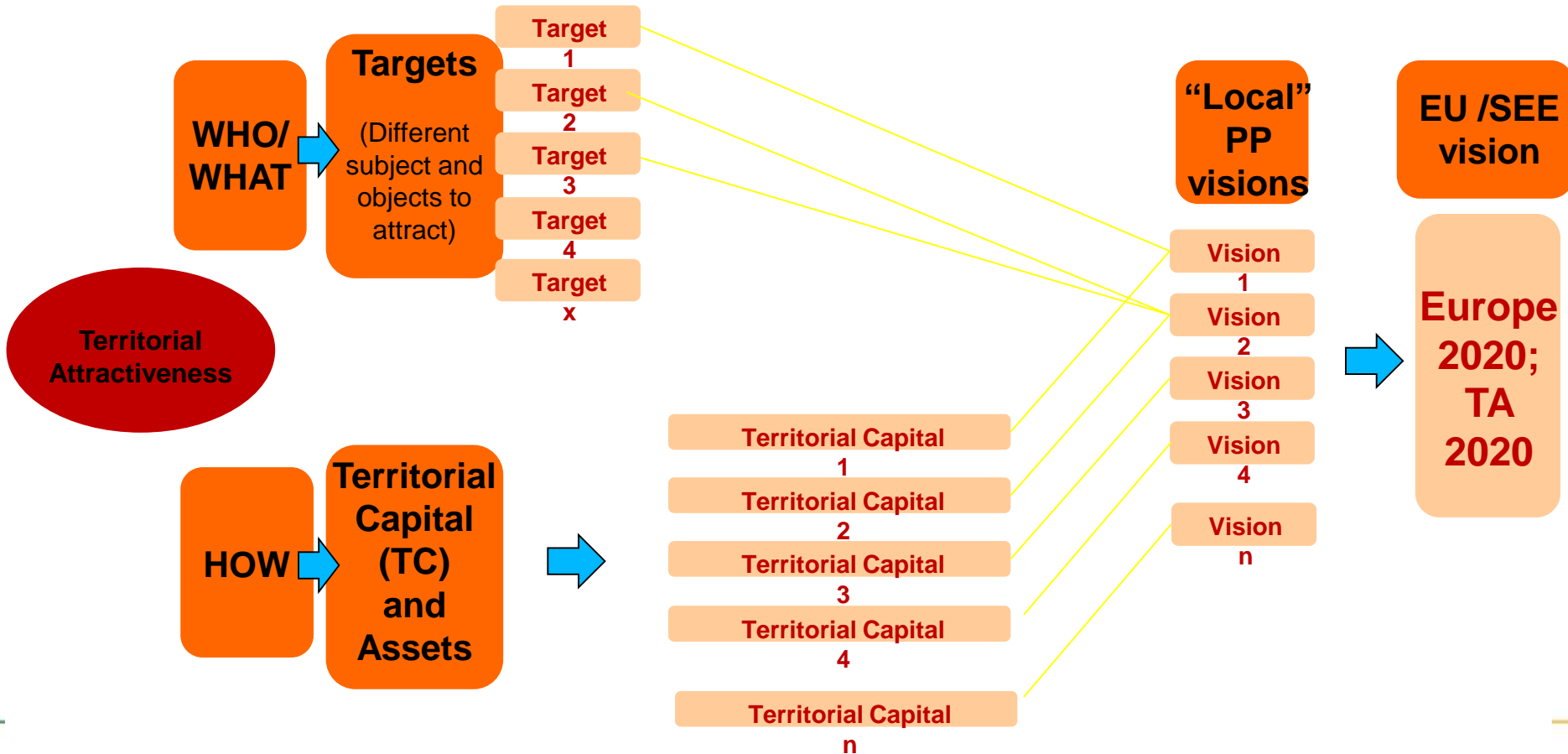
Territorial attractiveness grounds on a mobility concept and implies the capacity of a **place** to **attract** and retain subjects from other places, due to its advantageous features.

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



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.

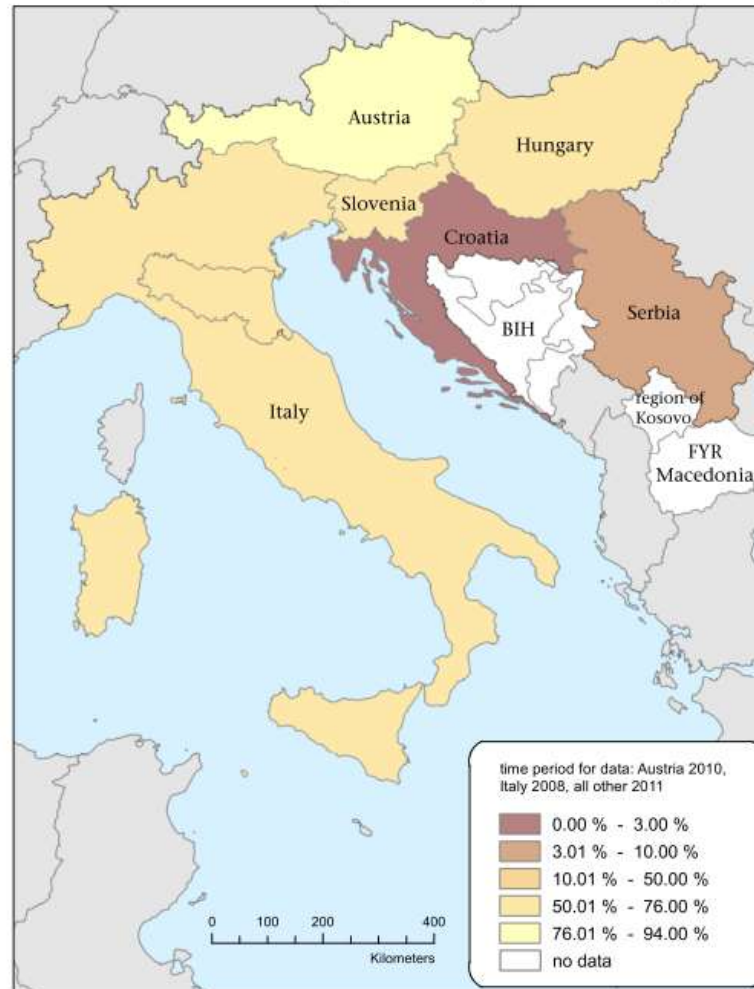
| | N° OF SUGGESTED (FOR ALL PP) | N° OF OPTIONAL |
|-------------------------------|-------------------------------------|-----------------------|
| ENVIROMENTAL CAPITAL | 7 | |
| ANTHROPIC CAPITAL | 1 (+1) | 1 |
| SOCIO-CULTURAL CAPITAL | 5 | |
| ECONOMIC/HUMAN CAPITAL | 14 | |
| INSTITUTIONAL CAPITAL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

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

**Population connected to urban waste water treatment
with at least secondary treatment (in % of households)**

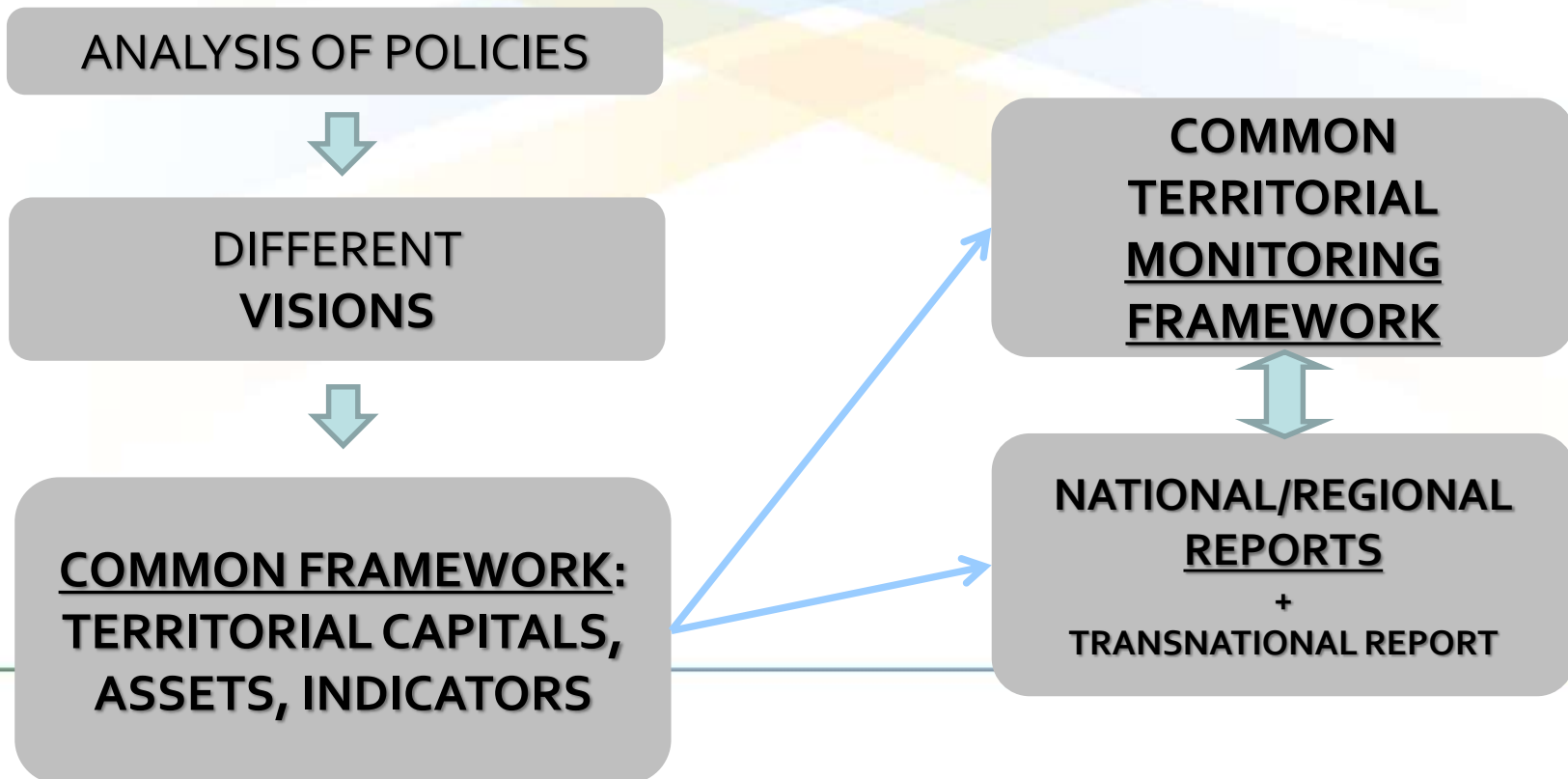


The region of Kosovo is mapped separately because of the lack of data. This designation is without prejudice to positions on status, and is in line with the UNSC resolution 1244/99.

Attractiveness and Territorial quality and attractiveness reports

ATTRACT SEE **Methodology** to define territorial attractiveness

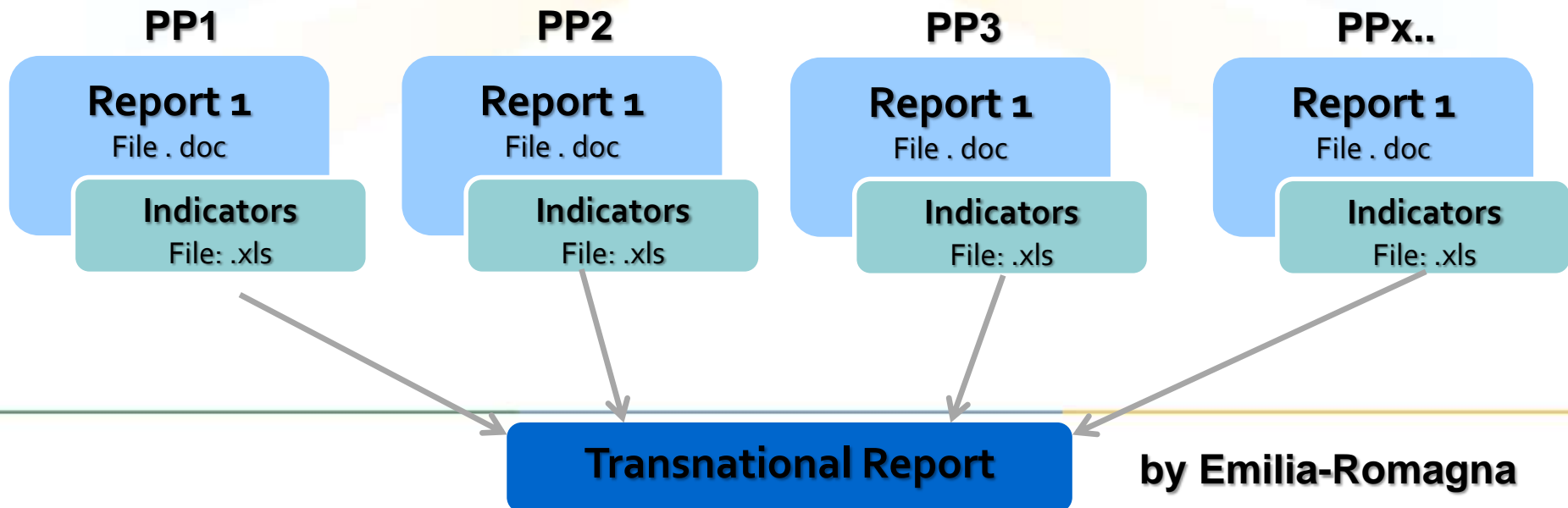
There will be **NO "Territorial Attractiveness"** established as such at SEE scale



National/regional reports consist in
2 integrated outputs to be delivered by each partner:

- **Territorial quality and attractiveness reports** for each involved region/state
- **Indicators**: excel file reporting indicators

These outputs will be the basis for the setting up of the **transnational report**



A common structure of the reports is a pre-condition for building up a global SEE picture that is not the simple “sum” of each single state/region.

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

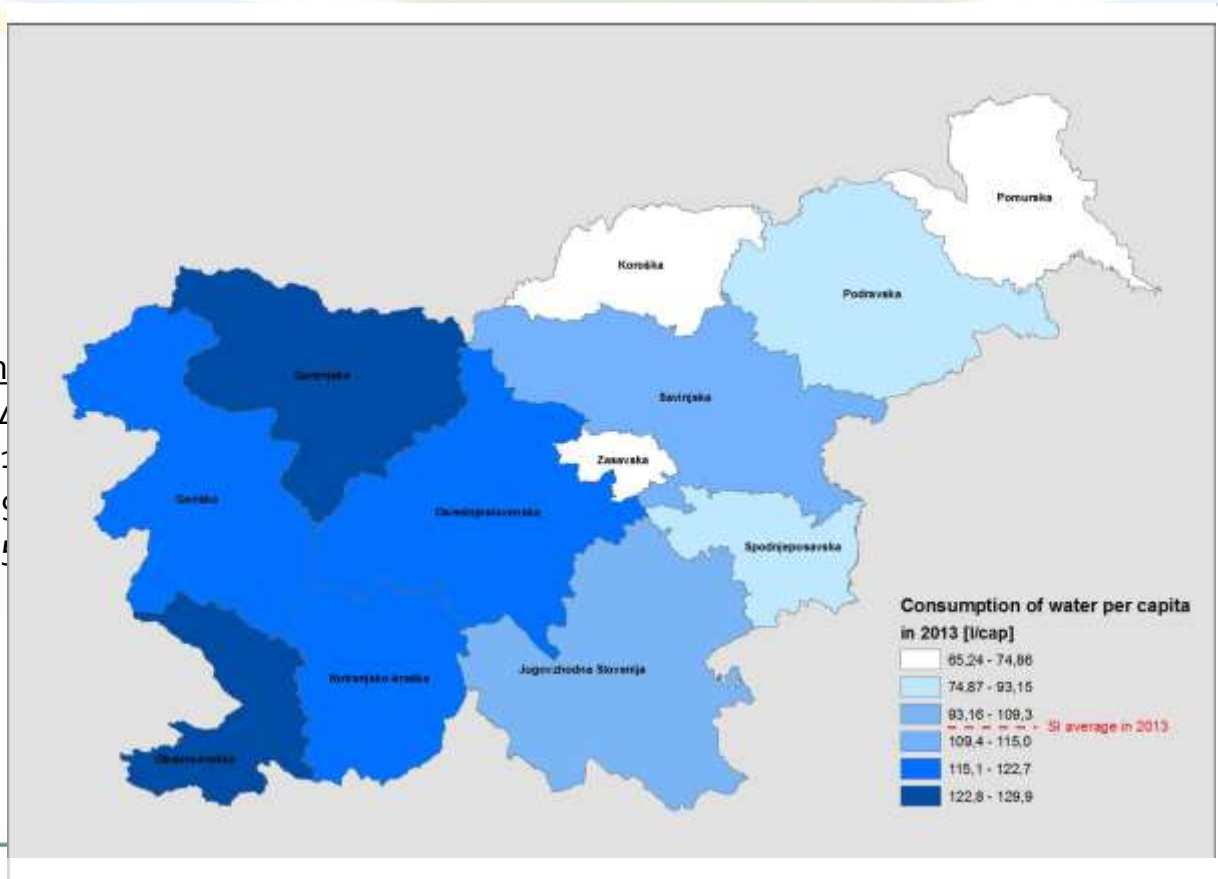
Chapter 4

- Integration of the different priority policies

Example of Slovenian national report, Territorial Capitals and Assets

Some

- -1.4
- -6.1
- +4.9
- -4.5

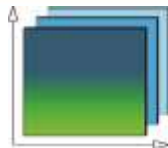


Common Territorial Monitoring Framework

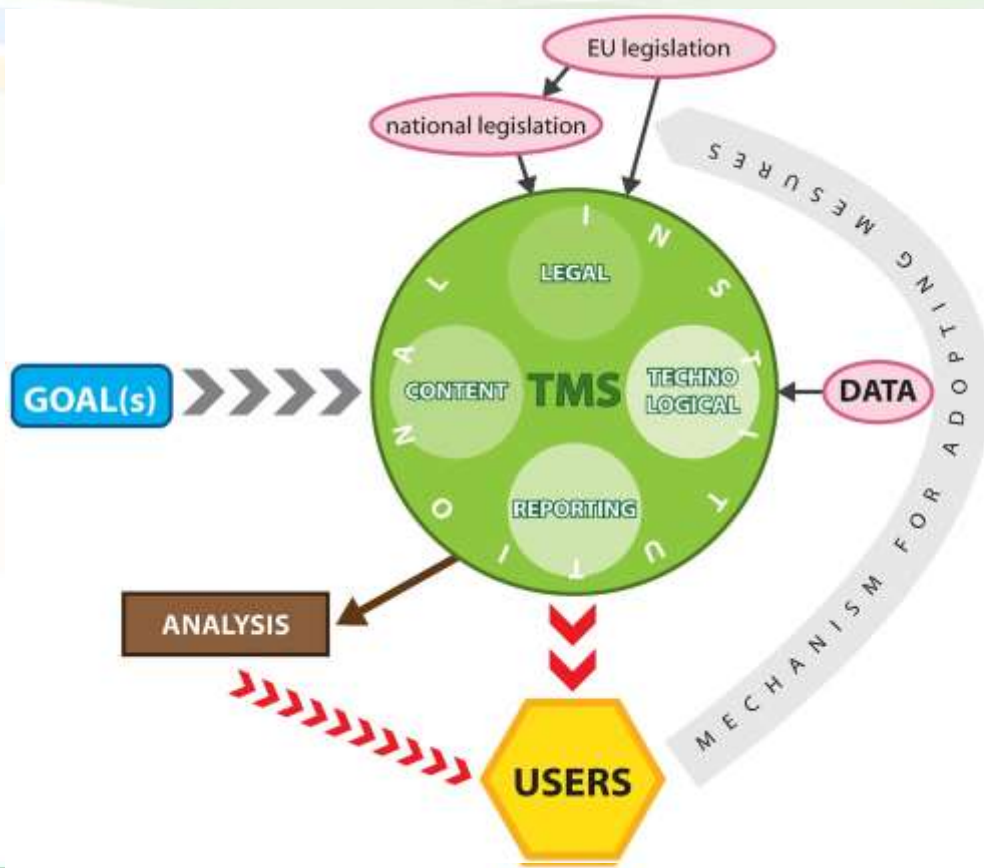
- Territorial monitoring framework is the model for territorial monitoring system

Elements of CTMF:

- Input (goals)
- Legal framework (laws, regulations..)
- Content (the concept of TMS)
- Institutional framework (selection of indicators)
- Technological framework (software, database, processing..)
- Reporting (the content of reporting)
- Users (stakeholders)
- Financial framework



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.

... and achievements so far

- Overview of territorial monitoring practices in participating countries
- Concept of territorial attractiveness with suited core set of indicators + additional indicators on national level
- Designed data model and concept of territorial monitoring framework
- Attractiveness and Territorial quality and attractiveness reports implemented
- Data analysis and map presentations of country/region specific indicators
- Running participatory process among different policy and decision makers - national and regional stakeholders

Thank you for your attention!

More information on:

www.attract-see.eu

blaz.barboric@gis.si