Attract-SEE: 
Assessing Territorial Attractiveness in SEE Europe.

Establishing a Common Territorial Monitoring Framework

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Acquario Romano, May 23, 2013
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
- AoI: Promote a balanced pattern of attractive and accessible growth areas
Who are we?

- 10 project partners
- 1 strategic associated partner
- 8 observers

5 EU countries: Austria, Hungary, Italy, Netherlands (OP), Slovenia (LP)
4 Non EU countries: Bosnia and Herzegovina, Croatia, Macedonia, Serbia
Why was the project developed?

- South-East Europe is one of the most heterogeneous and complex regions in Europe
- the need for better territorial coordination of EU and national policies in SEE Europe,
- in the SEE countries there is still a lack of knowledge, harmonized methodologies and efficient tools for monitoring current position and trends,
- how sectoral policies can effect a sustainable development of a territory,
- the need for evidence based policy in the SEE countries with monitoring of current position and trends
What do we want to do?

Project’s aim is ...

- to create a model of territorial monitoring system suited to the needs of policy and decision makers,
- to develop tools and approaches useful for policy and decision makers for supporting quality of decisions concerning territorial cohesion and growth,
- Through the establishment of a shared system of indicators, the model will then be applied to monitor territorial quality and attractiveness.
- to design a policy coordination process in order to improve communication, cooperation and actively involvement among different policy and decision makers at national and regional level
Project`s design –
two parallel interlinked processes

1 – territorial monitoring
- to establishing harmonised spatial monitoring framework
- to set shared territorial monitoring indicators
- to evaluate territorial state and trends – reference to territorial quality and attractiveness

2 – policy coordination
- promoting, supporting and actively moderating participation and involvement of policy and decision makers
- importance to improve communication and cooperation among different policy and decision makers
- development of tools and procedures, gain skills and competences needed to monitor and understand complicated territorial development trends
### Interlinkage of territorial monitoring and policy coordination processes

<table>
<thead>
<tr>
<th>2012</th>
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<th>2014</th>
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<tr>
<td>December</td>
<td>March</td>
<td>April</td>
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<td>Ljubljana</td>
<td>PP meeting - Austria</td>
<td>PP meeting Macedonia</td>
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**Transnational level**
- **1st set of National Stakeholder Involvement Workshops on concepts**
  - Input about stakeholders’ needs on proposed TMF, indicators and policy coordination process.

**National / regional level**
- **2nd set National Stakeholder Involvement Workshops on drafts**
  - Feedback on proposed TMF in SEE and national indicators, national &

- **3rd set National Stakeholder Involvement Workshops on proposals**
  - Feedback on calculated SEE and national indicators, draft reports and PCP.

- **4th set Final National Stakeholder Involvement Workshop**
  - Exploitation of results, Continuation of policy coordination process.
The Attract–SEE approach to Territorial Attractiveness

Territorial Attractiveness can be described as the capacity to attract new residents, visitors, enterprises and investments from other places, due to its advantageous features. “

“Territorial Attractiveness” relies upon multi-dimensional assets of areas / regions (“places”), as an opportunity to pursue Territorial Agenda 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.
Methodology of defining attractiveness concept

- Assessment of the concept of “Territorial Attractiveness” (TA), (Tool of inquiry)
- "Qualitative" and quantitative assessment of the assets
- Identify proper indicators for attractiveness assets
- Classification of Territorial Capital Assets
- CTMF
Monitoring for spatial decisions

- Building territorial monitoring tool
  - provide platform for collection and storing various types of data and information on different territorial development conditions, statuses and events through time periods; from public policy process perspective,
  - Project propose territorial monitoring tool that should support territorial attractiveness policies and decision-making processes coordination within the South East Europe region
Design and implementation of the monitoring framework

- Need of monitoring tools to continually and easily follow-up and understand effects and trends of territorial development,
- provide basis both for local as well as SEE-wide attractiveness development of decision-making process,
- Includes both social and technical dimensions of common information platform
- Relies on EU programmes, results and recommendations, like ESPON, INSPIRE/Plan4all and other relevant approaches (OECD, UN).
Elements of CTMF

- GOALS
- LEGAL FRAMEWORK
- CONTENT (concept of TMS criteria of TMS),
- INSTITUTIONAL FRAMEWORK (data, selection/calculation of indicators),
- TECHNOLOGICAL FRAMEWORK (SW, portal)
- REPORTING (maps, charts interpretation of results)
- USERS (stakeholders, decision makers)
- MECHANISMS FOR ADOPTING MEASURES
Project`s outputs and results/Next steps

- The results of Attract-SEE should be used by politicians and decision makers to improve cooperation and networks between different public policies European countries,
- Establishing and strengthen an policy coordination process as well as the involvement of stakeholders,
- to support territorial cohesion and development in South-East Europe.

Next steps of Attract-SEE:

- The finalization of the design of the common monitoring framework,
- the final definition of monitoring indicators,
- the development of the common data model
More information on
www.attract-see.eu

Thank you for your attention!

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