Attract-SEE: Assessing Territorial Attractiveness in SEE
Towards Monitoring Information System for Territorial Attractiveness

Vienna, 23.5.2014
Blaž Barborič
Content:

- Facts about the project,
- Towards Monitoring Information System for Territorial Attractiveness,
- 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
- AoI: Promote a balanced pattern of attractive and accessible growth areas
- Cofinanced by ERDF and IPA Funds
- Total budget: 1.7 MIO EURO
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

### National / regional level

1st set of National Stakeholder Involvement Workshops on concepts
Input about stakeholders’ needs, on proposed TMF, indicators and policy coordination process.

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.

### Transnational level

Ljubljana Initial conference

PP meeting - Austria
3.2 Development of comm. territ. monit. framework (TMF);
4.3 Preparation of concept for transnational attr. synthesis report (TASR);

PP meeting Macedonia
3.3 Definition of data harm. and interoperability model;
4.1 Definition of attr. and related common indicators;
4.2 Definition of method. approaches. for application;

PP meeting Emilia Romagna
Regional territorial reports; transnational attractiveness report; TMS framework

Serbia Final conference

### Timeline

- **2012**
  - December: Ljubljana Initial conference

- **2013**
  - March: PP meeting - Austria
  - April: PP meeting Macedonia
  - September: 3rd set National Stakeholder Involvement Workshop
  - October: 4th set Final National Stakeholder Involvement Workshop

- **2014**
  - January: PP meeting Emilia Romagna
  - February: Regional territorial reports; transnational attractiveness report; TMS framework
  - June: 4th set Final National Stakeholder Involvement Workshop
  - July: Regional territorial reports; transnational attractiveness report; TMS framework
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.
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 Territorrial Monitoring Framework on transnational level and action plans for CTMF at national level,
- Preparation of attractiveness reports (national, transnational level)
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

WHO/WHAT
Territorial Attractiveness

Diverse subjects and objects to attract

Targets

1. Target
2. Target
3. Target
4. Target
x

HOW
Territorial Capital (TC) and Assets

“Local” PP visions

EU /SEE vision

Europe 2020; TA 2020

Territorial Capital

1
2
3
4
n
Attractiveness indicators

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


<table>
<thead>
<tr>
<th>N° OF SUGGESTED (FOR ALL PP)</th>
<th>N° OF OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENVIRONMENTAL CAPITAL</td>
<td>7</td>
</tr>
<tr>
<td>ANTHROPIC CAPITAL</td>
<td>1 (+1)</td>
</tr>
<tr>
<td>SOCIO-CULTURAL CAPITAL</td>
<td>5</td>
</tr>
<tr>
<td>ECONOMIC/HUMAN CAPITAL</td>
<td>14</td>
</tr>
<tr>
<td>INSTITUTIONAL CAPITAL</td>
<td>1 (+1)</td>
</tr>
<tr>
<td>SUM</td>
<td>29 (+2)</td>
</tr>
<tr>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>
## Attractiveness indicators data analysis – by PP

<table>
<thead>
<tr>
<th>Project partner</th>
<th>Value-data collected for common territorial attractiveness indicators (29+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slovenia</td>
<td>28</td>
</tr>
<tr>
<td>Austria</td>
<td>31</td>
</tr>
<tr>
<td>Italy</td>
<td>30</td>
</tr>
<tr>
<td>Hungary</td>
<td>29</td>
</tr>
<tr>
<td>Serbia</td>
<td>28</td>
</tr>
<tr>
<td>Croatia</td>
<td>29</td>
</tr>
</tbody>
</table>
Mapping of SEE common attractiveness indicators

- The 28 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,
Mapping of SEE common attractiveness indicators

Life expectancy at birth by sex

- Years for female:
  - 76.83
  - 76.84 - 78.70
  - 78.71 - 80.40
  - 80.41 - 83.90
  - 83.91 - 84.90
  - no data
  - Time period for data: 2011

- Years for male:
  - 71.20
  - 71.21 - 71.54
  - 71.65 - 73.80
  - 73.81 - 78.30
  - 78.31 - 80.30
  - no data
  - Time period for data: 2011

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

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

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