

Attract-SEE: Assessing Territorial Attractiveness in SEE Europe.

Establishing a Common Territorial Monitoring Framework

REAL CORP 2013: "PLANNING TIMES"
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
- Aol: Promote a balanced pattern of attractive and accessible growth areas
- Project duration: 1.October 2012 – 30. September 2014



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 active 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

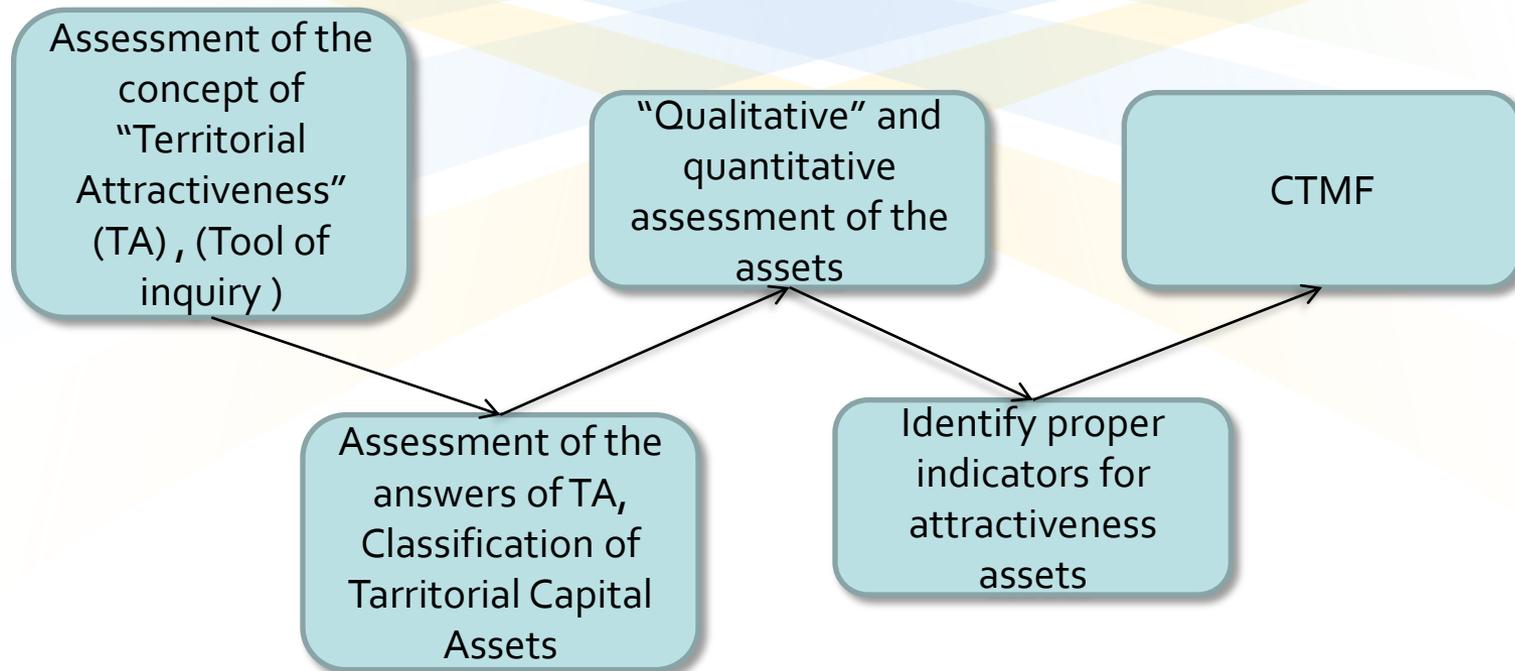
The Attract-SEE approach to Territorial Attractiveness

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



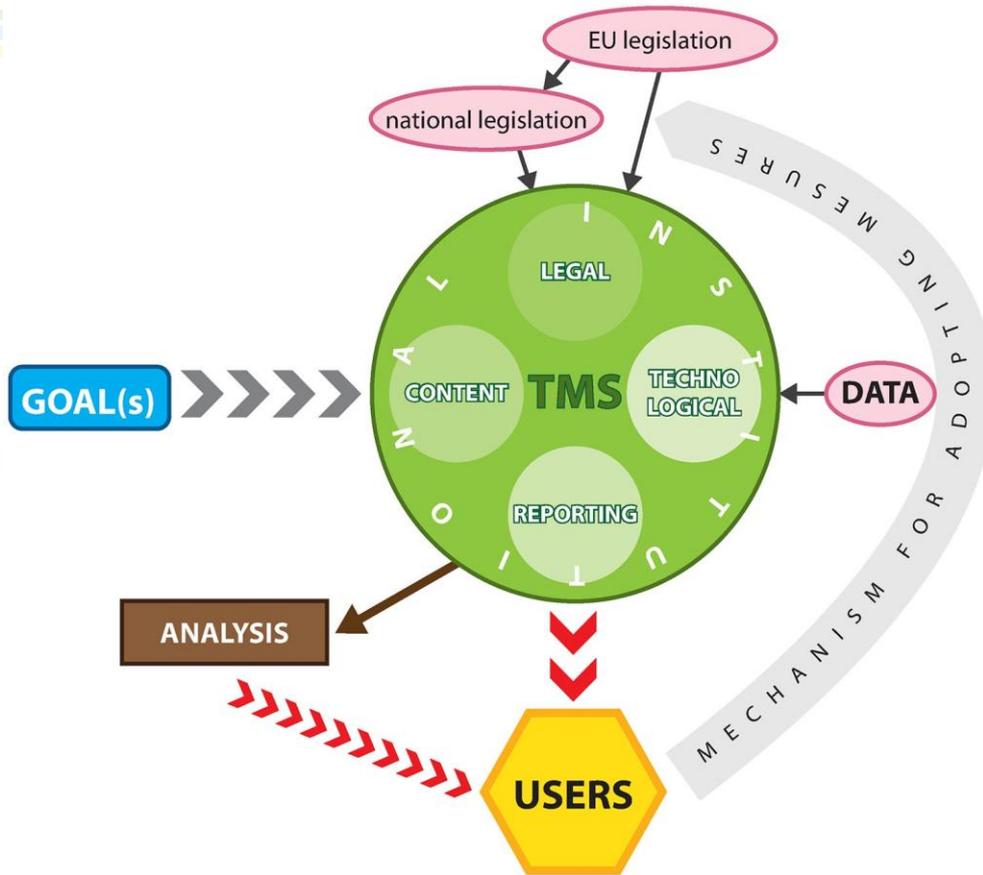
Monitoring for spatial decisions

- **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)
- MEECHANISMS 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 ain policy coordination process as well as the involvement of stakeholders,
- to support territorial cohesion and development in South-EastEurope.

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!

blaz.barboric@gis.si