

Transnational reporting in South East Europe (SEE)

Belgrade, 11.09.2014

Attract SEE International Conference

Emilia-Romagna Region *in collaboration with* ERVET SpA

The Transnational report

General objective:

to support policy making on territorial attractiveness in the SEE area

Sources:

the report provides integration and cross-cutting analysis of previous ATTRACT SEE project outputs

Complexity of 'attractiveness' concept – TO ATTRACT:

Project outputs

WHAT

Territorial analysis/monitoring

WHO

Different Targets/
Audiences/Stakeholders

WHY

Identification of objectives/priorities

HOW

Policy coordination

WHERE/ WHEN

Different territorial scales

Framework of Territorial Capitals and Assets

Analysis of programmes/policies

Report on Territorial Attractiveness Concept

Common system of indicators

Indicators: territorial scales/ trends

Common Territorial Monitoring Framework

Mapping and analysis of policy priorities

Territorial Attractiveness report for each country/region

Relevant target audiences, territorial assets and stakeholders

Chapter 1. Overview of the country/regional reports

Chapter 2. Monitoring attractiveness
Indicators + maps

Chapter 3. Keys of interpretations
Analysis at transnational level
Chapter 4. Key role of governance

Transnational report

Common framework of territorial capitals and assets

preliminary to the definition of a system of indicators

Environmental capital

Environmental quality	Environmental quality (air, water, waste, greenhouse gases, etc.)
Territorial/ecosystem integrity	Territorial/ecosystem fragmentation
	Biodiversity
Natural resources and energy	Risk management
	Natural resources management (renewable/non renewable)
	Energy management (fossil fuels / renewable resources)

Anthropic capital

Urban quality	Access to public services
	Towns/settlements revitalisation/networking
	Urban health/liveability /environmental services
Landscape quality	Visual attractiveness
	Landscape diversity
	Balanced urban-rural relations
Infrastructures	Local/global accessibility
	Basic infrastructures for daily life (to be detailed)

Socio-cultural capital

Culture	Cultural heritage
	Multiple cultural services
Quality of life	Welfare/Cost of living
	Social equity/poverty reduction
	Multicultural integration
	Sense of belonging/citizenship
	Gender mainstreaming

Economic/human capital

Knowledge & Innovation	Research
	Education/capacity building
	Attracting/holding competences
Employment	Employment
Specializations / Key sectors	Diversified economic activities/services
Tourism	Attractiveness for tourism
Investment Promotion	Foreign investments attraction
	Quality business locations/services
	Partnerships relations
Population	Population growth , % pop in age 15-64 years

Institutional capital

Governance	Effective governance arrangements
International relations	Cross-border cooperation
	Internationalization

Identified with bottom-up process by the Attract SEE partnerships

Chapter 1 - An overview of the country/regional reports

Each summary of the country/regional attractiveness reports was drafted according to the common **Terms of Reference (ToR)**. **Main contents:**

- **Attractiveness strategy** – mapping of programmes, listing of policy priorities, general objectives;
- **Analysis of the policy priorities for territorial attractiveness:** for target audiences, cross-cutting assets.
- Identification of **potential conflicts and/or synergies** among policies

Main target audiences identified in the reports

INVESTMENTS

SKILLS &
KNOWLEDGE

INHABITANTS/
MIGRANTS

TOURISTS/
VISITORS

MONITORING ATTRACTIVENESS AT SEE LEVEL

**FRAMEWORK OF
TERRITORIAL
ASSETS**

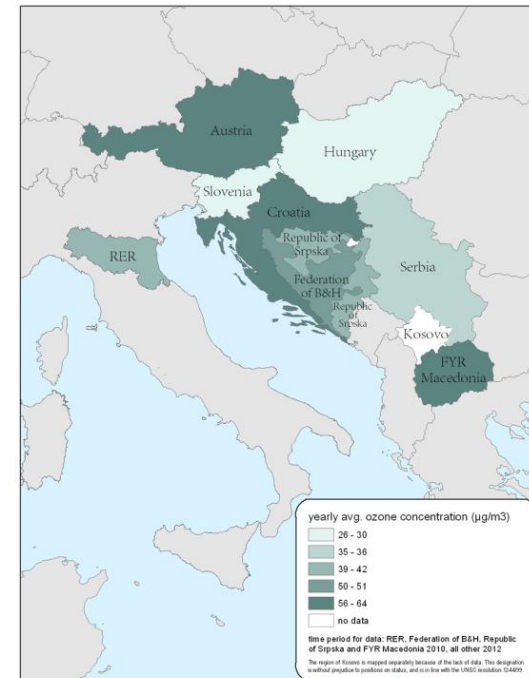
**LIST OF 31
COMMON
INDICATORS
+ METADATA**

**RESULTS
22 TRANSNATIONAL
MAPS & TRENDS**

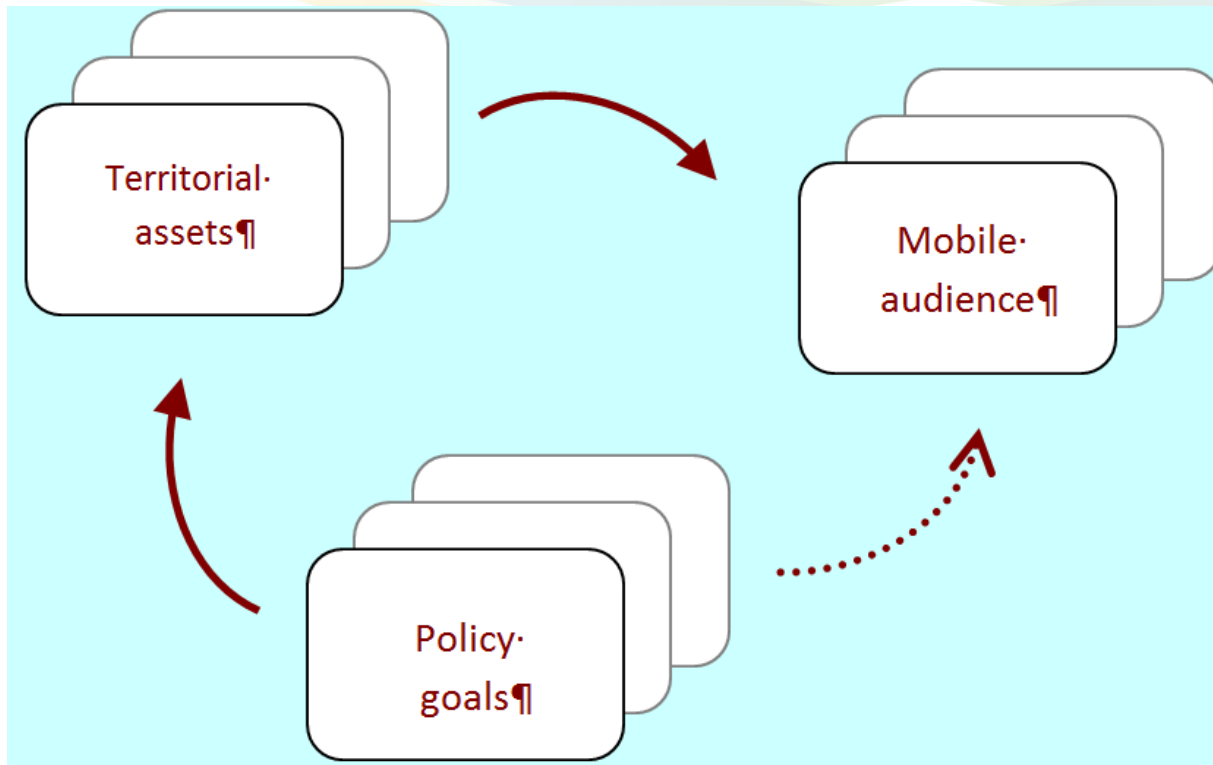
Air pollution: Ozone concentration ($\mu\text{g}/\text{m}^3$)

PROJECT PARTNER		TIME PERIOD (YEAR)					
		2008	2009	2010	2011	2012	2013
	Slovenia			32,67	31,32	29,96	
	Austria					56,00	
	Emilia-Romagna			42,00			
	Hungary					26,07	
	Serbia			8,73	23,00	35,21	35,5
	Croatia				58,68	59,95	56,53
BiH	Federation of B&H	49,00	48,00	50,00			
	Republika Srpska	43,00	42,00	39,00			
	Brcko district						
	FYR Macedonia	87,57	80,83	63,33			

Air pollution: Ozone concentration

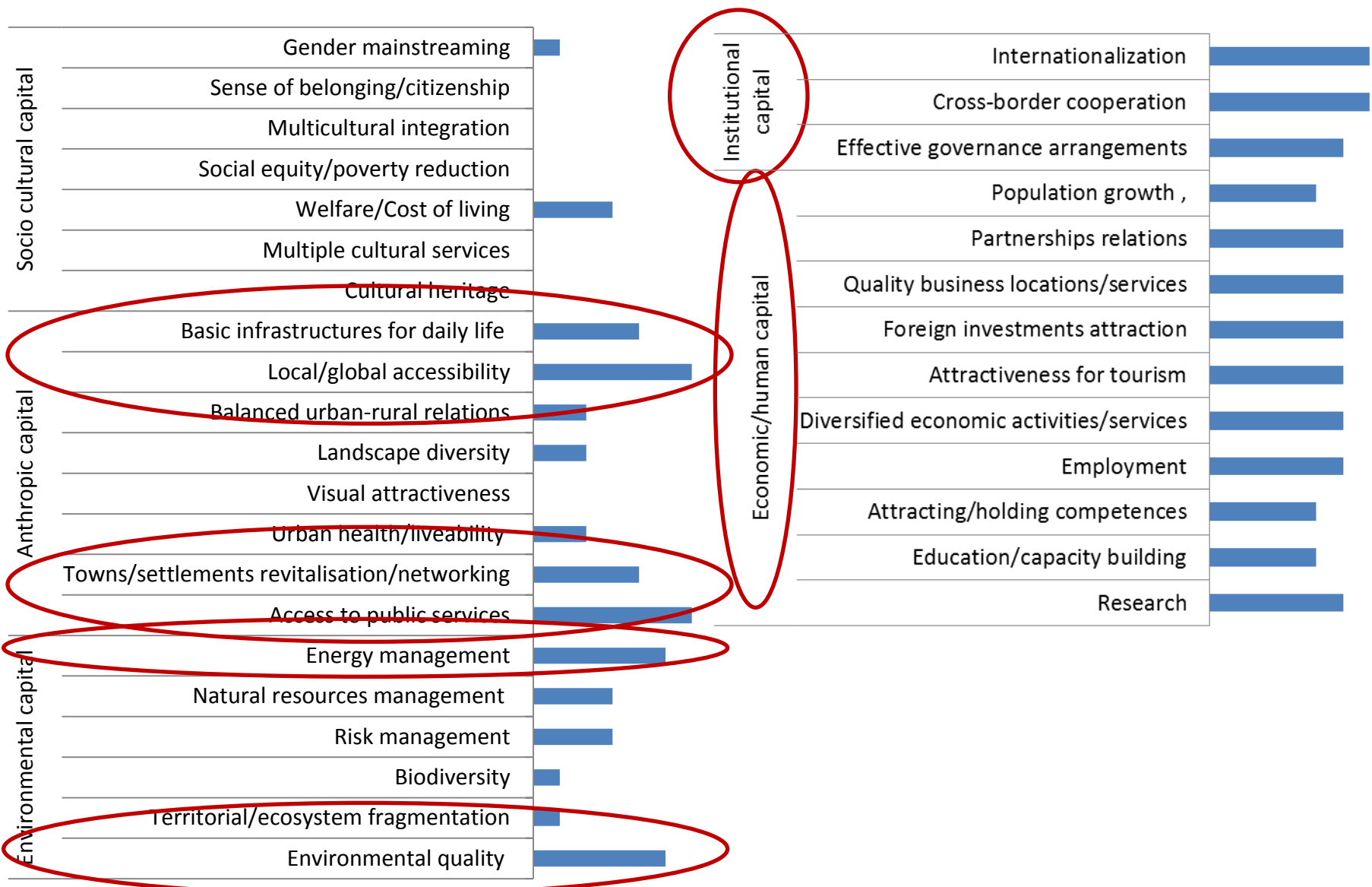


Which are the key assets to attract the target audiences?



Policies mostly do not address directly target groups, acting mostly on territorial assets which in turn influence the "mobile audiences"

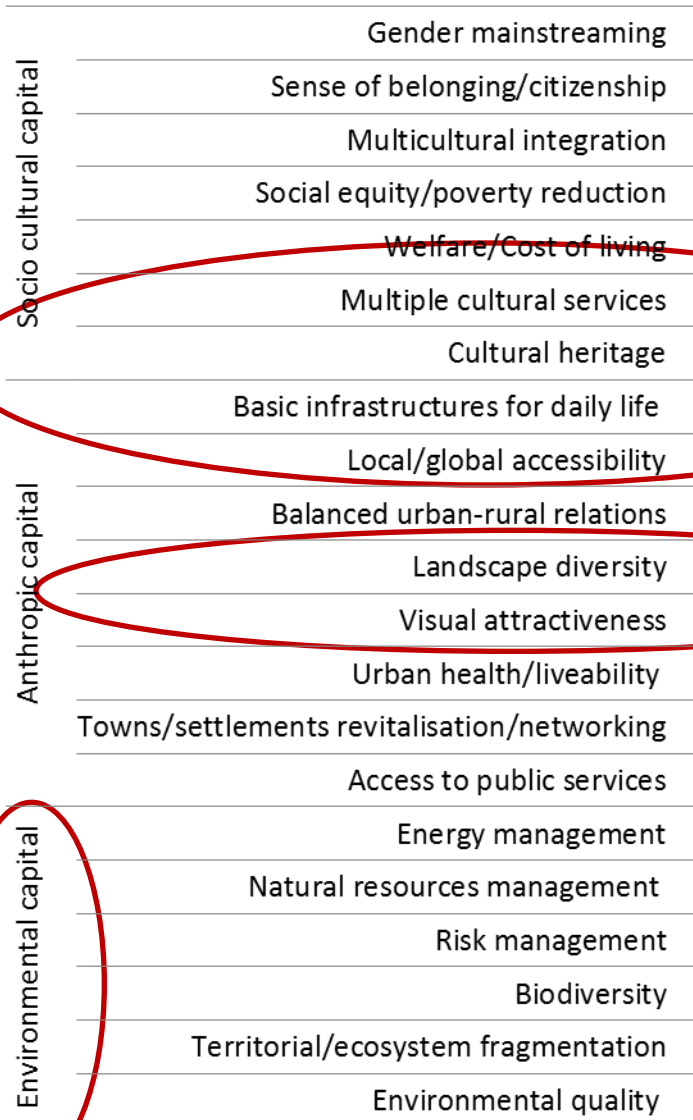
Investments: assets relevance



Skills and knowledge: assets relevance



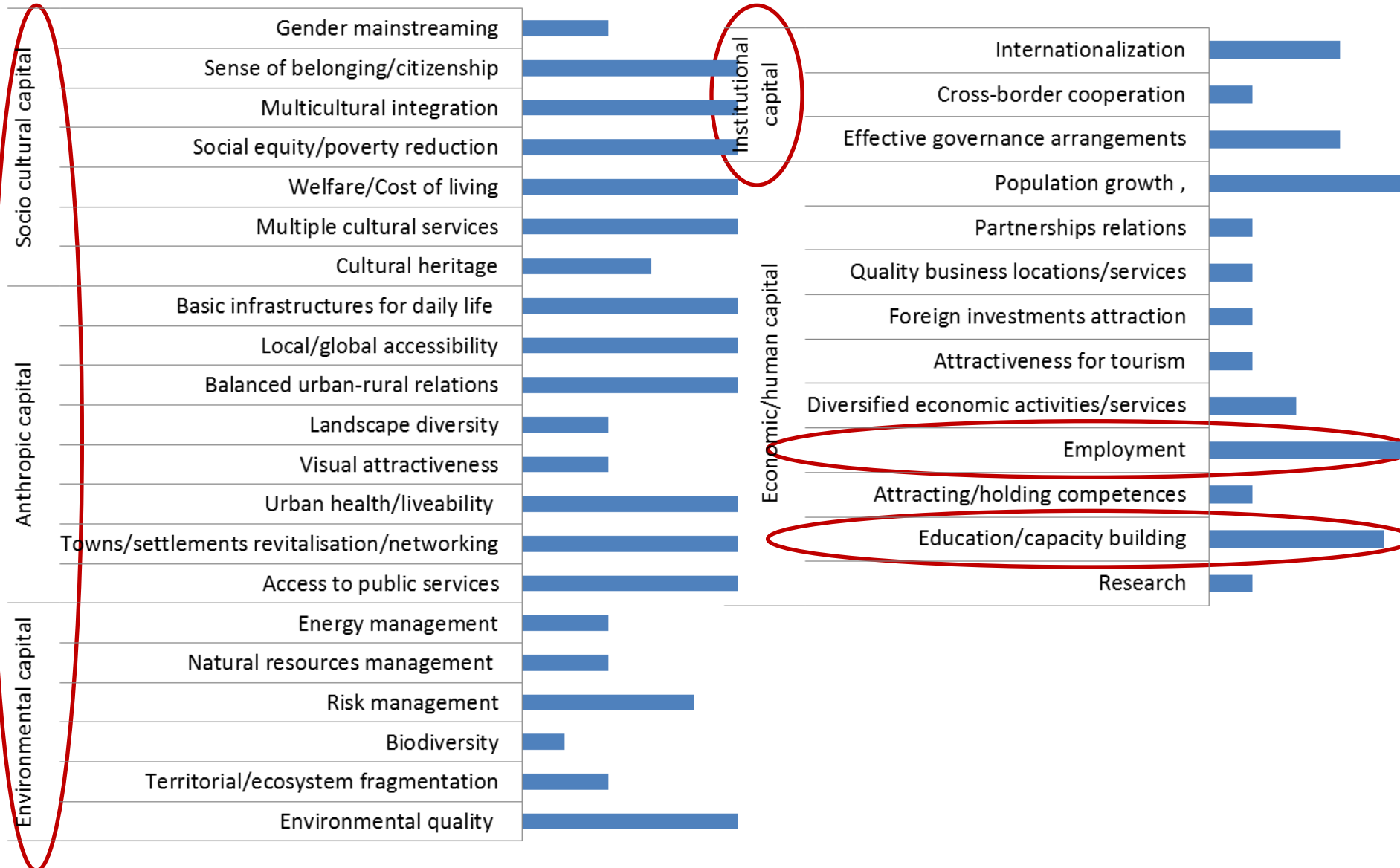
Tourist/visitors: assets relevance



Institutional capital



Inhabitants/migrants: assets relevance



Potential synergies: some examples

ASSETS HIGHLY RELEVANT FOR ALL TARGET AUDIENCES

- Local and global accessibility
- Environmental quality
- Governance

ASSETS HIGHLY RELEVANT FOR ALL TARGET AUDIENCES EXCEPT TOURISM

- Employment
- Welfare/cost of living
- Education
- Access to public services
- International relations

Potential conflicts: some examples

ASSETS HIGHLY RELEVANT ONLY FOR ONE/TWO TARGET GROUPS

Relevant only for tourists: visual attractiveness, landscape diversity, biodiversity.

Relevant only for inhabitants: social equity/poverty reduction, sense of belonging/citizenship, balanced urban-rural relationships.

Relevant only for tourists and inhabitants: cultural heritage, multicultural services, multicultural integration.

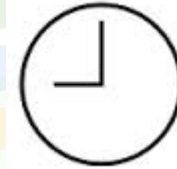
ASSETS NOT CONSIDERED RELEVANT FOR ATTRACTIVENESS POLICIES

Gender mainstreaming - Territorial ecosystem integrity

Policies don't have to forget the assets that represent a minimum condition for quality of life.

Stakeholders involment

- Each partner provided a list of the main stakeholders to be involved for each policy priority.
- Lists have been grouped by target audience in the transnational report.
 - An example:



*Regular workshops
with regional
stakeholders*

Investments

- *Companies/investments*
- *Entrepreneurial associations*
- *State, Regional and local Authorities/Administrations*
- *Development/Investment promotion agencies/operators*
- *Local development and urban planning units in municipalities*
- *Educational and Research institutions*
- *Infrastructure operators/providers*
- *International Trade Fairs*
- *Interest groups*
- *Etc.*

What's next: the key role of governance

GOVERNANCE IS A KEY ATTRACTIVENESS ASSET

e.g. well established and reliable governance system

GOVERNANCE HAS TO BALANCE DIFFERENT NEEDS AND DEMANDS

e.g. policy coordination, coherence and integration among sectoral policies

GOVERNANCE HAS TO INVOLVE THE RELEVANT STAKEHOLDERS

e.g. identification of relevant stakeholders; shared strategies; networking actions

GOVERNANCE: WHICH SCALE FOR WHAT POLICY?

e.g. coordinate the actions of actors operating at different scales on the same issues

GOVERNANCE AND EXTERNAL CONTEXT

e.g. links with other territories, management of common assets

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