

ATTRACTIVE DANUBE

Introduction of the project

12th Meeting of the Steering Group of Priority Area 10

Berlin, 10 March 2017

Blaž Barborič

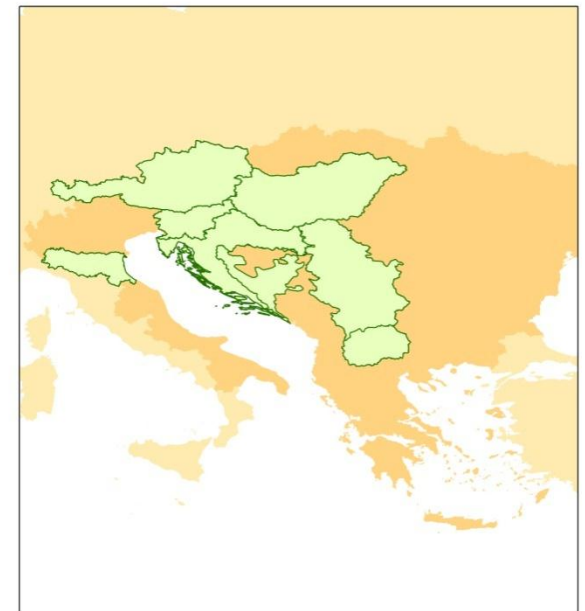


ATTRACT-SEE, FORRUNER OF ATTRACTIVE DANUBE




ASSESSING TERRITORIAL ATTRACTIVENESS IN SEE

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

Attract SEE cooperation area



Legend

-  Attract SEE project partner countries, regions, entities
-  SEE transnational cooperation area
-  other countries

CONCEPT OF THE ATTRACT-SEE PROJECT

INTERLINKAGE OF TWO THEMATIC ASPECTS



Creation of a common
territorial monitoring
system

Improvement of a
policy coordination
process

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.

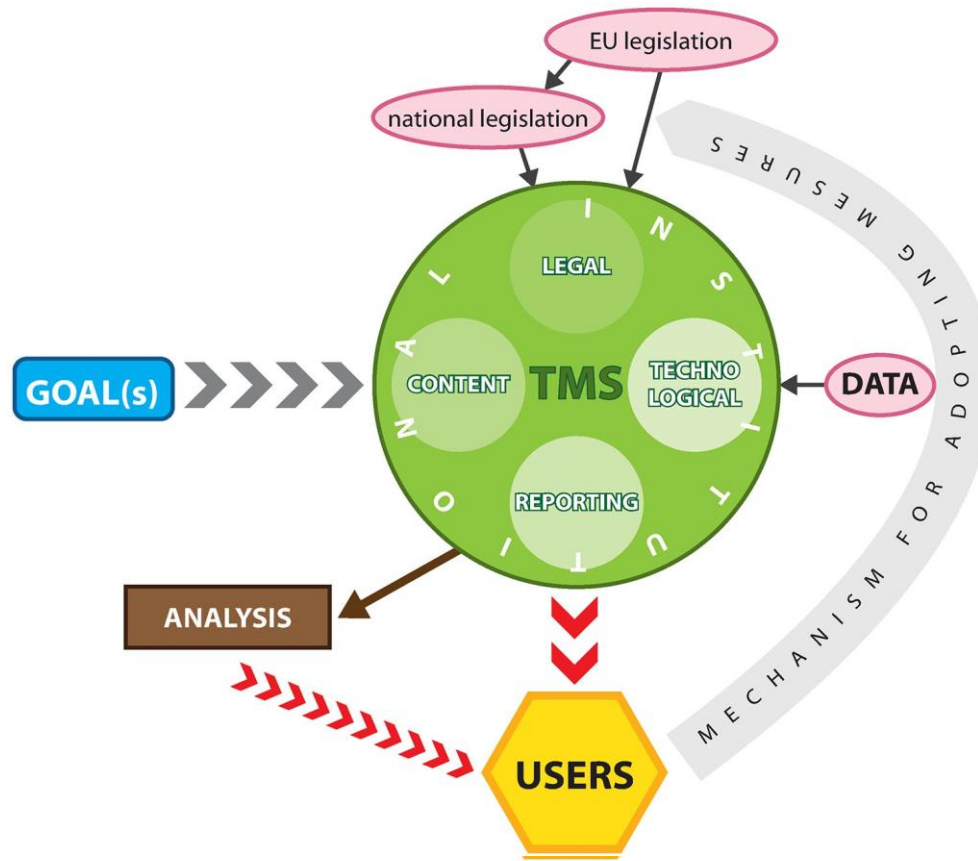


ATTRACTIVENESS INDICATORS

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

CONCEPT OF TERRITORIAL MONITORING FRAMEWORK



MONITORING ATTRACTIVENESS AT SEE LEVEL

**FRAMEWORK OF
TERRITORIAL
ASSETS**

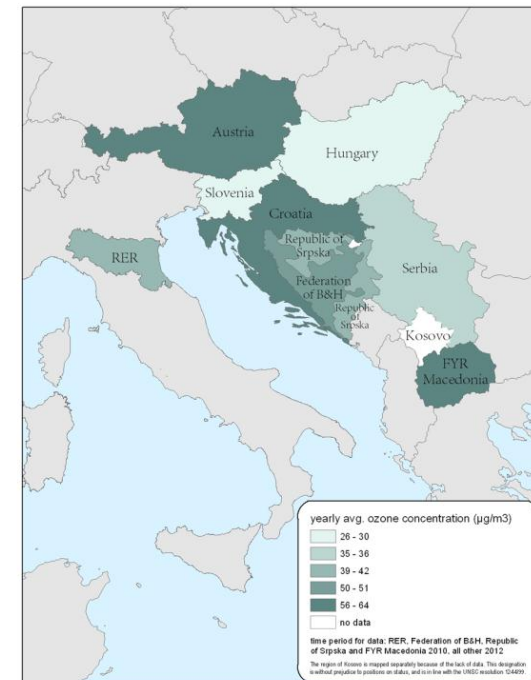
**LIST OF 31
COMMON
INDICATORS
+ METADATA**

**RESULTS
22 TRANSNATIONAL
MAPS & TRENDS**

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

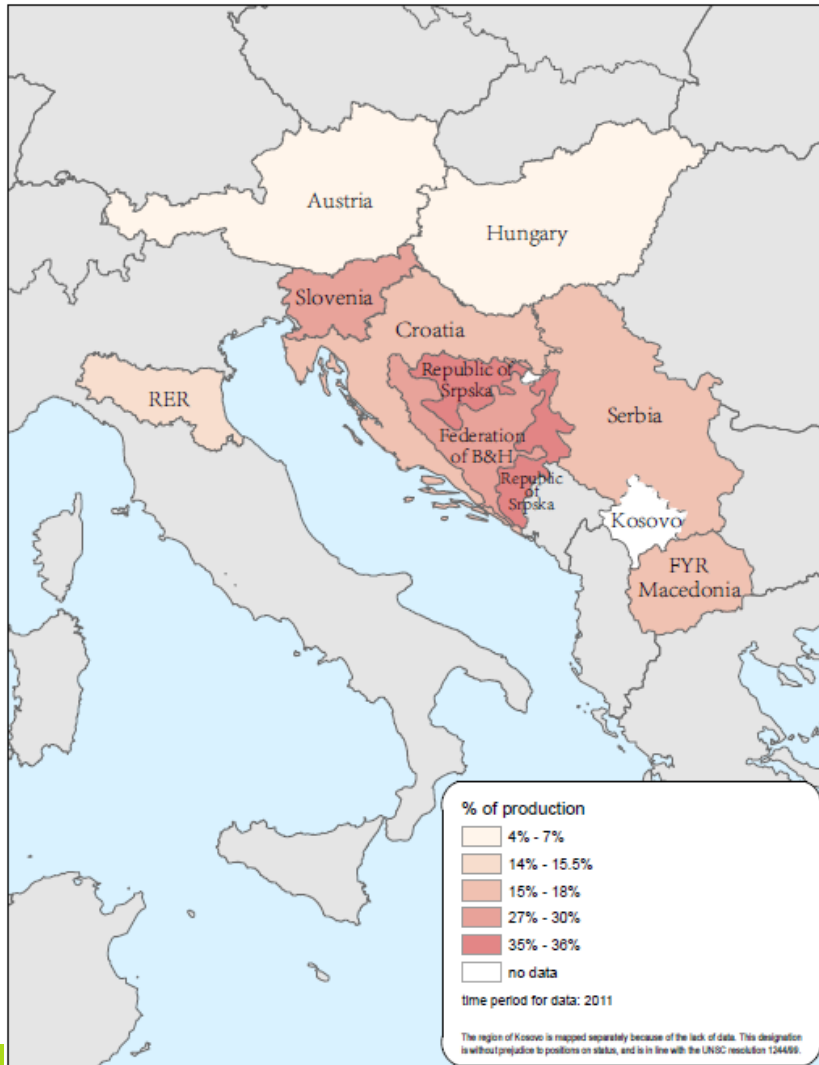
		TIME PERIOD (YEAR)					
PROJECT PARTNER		2008	2009	2010	2011	2012	2013
Slovenia				32,67	31,32	29,96	
Austria						56,00	
Emilia-Romagna				42,00			
Hungary						26,07	
Serbia				8,73	23,00	35,21	35,5
Croatia					58,68	59,95	56,53
BiH	<i>Federation of B&H</i>	49,00	48,00	50,00			
	<i>Republika Srpska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

Air pollution: Ozone concentration

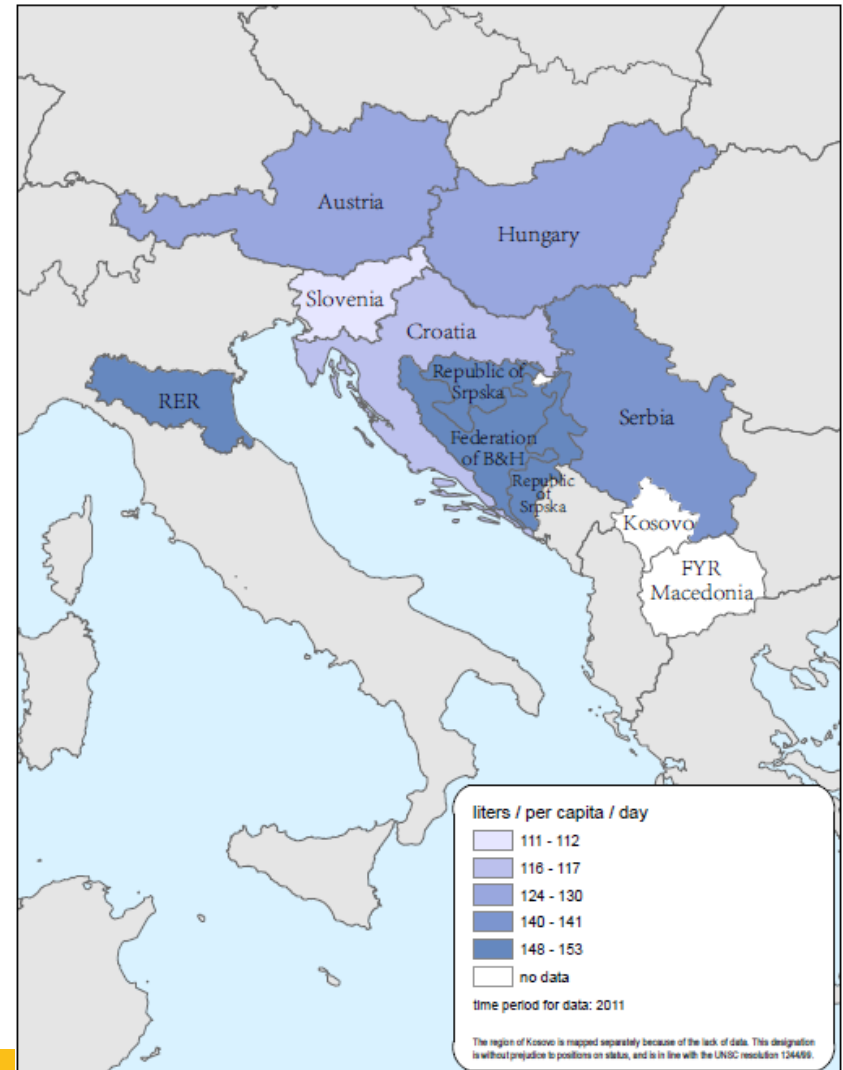


Mapping of...

Electricity generated from renewable sources

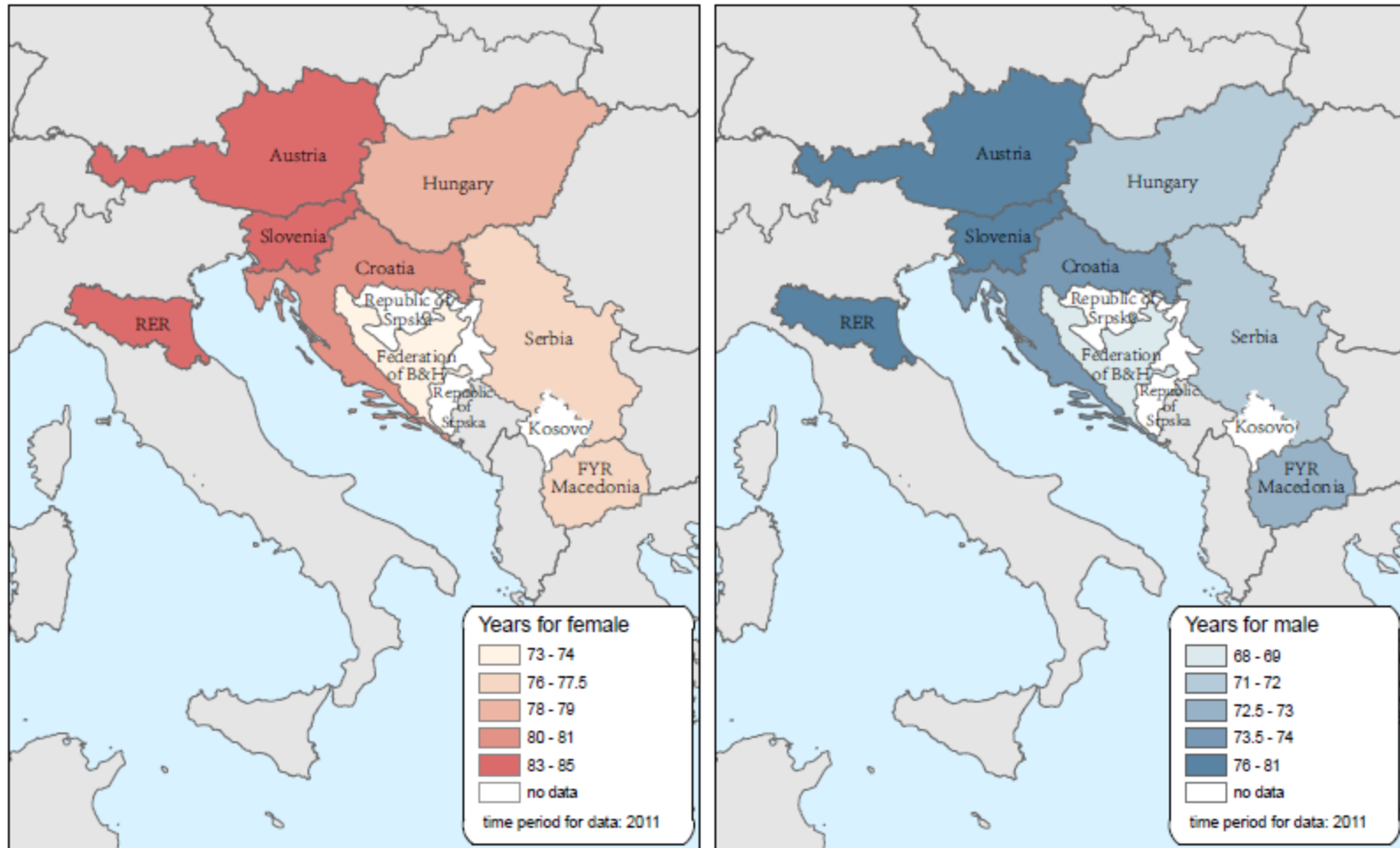


Consumption of water per capita



Mapping of SEE common attractiveness indicators

Life expectancy at birth by sex



ATTRACTIVE DANUBE PARTNERSHIP

19 partners from 12 DTP countries:

- **12** financing project partners
(9 ERDF, 3 IPA, 10 countries)
- **7 ASP** (Financing PP
countries+Italy, Austria)



MAIN TOPICS

- ATTRACTIVENESS
- GOVERNANCE
- DEVELOPMENT
- PARTICIPATORY PLANNING

...is a (long) **process** in which we would like to create some **impact**.

ATTRACTIVENESS

TAMP, CO-TAMP

1/3

SHARING INFLUENCE 2/3

**Participatory process, capacity building
and policy integration activities**

TARGET GROUPS

- Public institutions responsible for quality of living
- National, regional and local level organisations: governments, civil society, academia and private sector, including tourism
- International organisations and investors
- NGO

MOTIVATION FOR THE PROJECT DEVELOPMENT

- Capitalization of Attract-SEE results
- Need for information platform

MAIN RESULTS

- Development of Territorial attractiveness (TA) information platforms
 - National, TAMP
 - Transnational, CO-TAMP
- To ensure policy integration in the Danube Region
- To cooperate with other macro-regions
- To enable integration of the CO-TAMP in territorial development policies and strategies



TERRITORIAL ATTRACTIVENESS INDICATORS AND PLATFORMS

- Attract-SEE Common TA indicators will be updated and will feed the **COmmon transnational Territorial Attractiveness Monitoring Platform – CO TAMP**
- Country-specific TA indicators and databases will be created and will feed the **National National Territorial Attractiveness monitoring platforms (TAMP)**

N-TAMP VS. CO-TAMP

N-TAMP

**On NUTS 1-2-3 (regional)
or LAU 1-2 (local) level**

22 transnational TA
indicators

+

country-specific TA
indicators

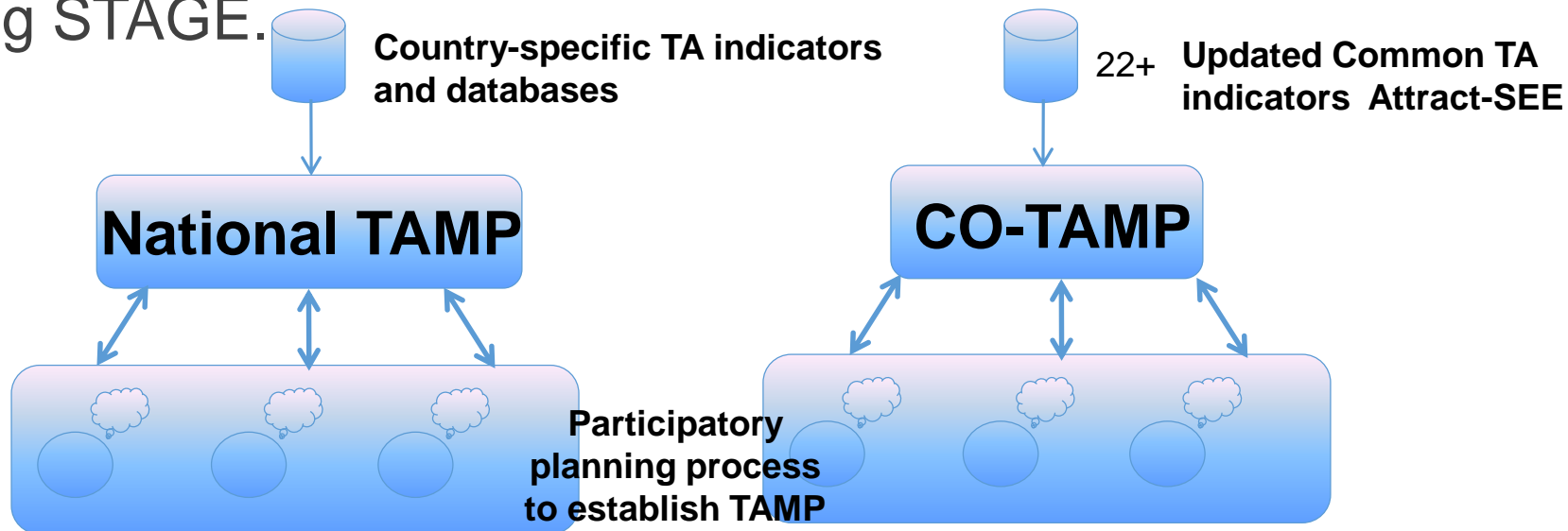
CO-TAMP

On NUTS 0 or national level

Supplemented 22 transnational TA
indicators

DEVELOPMENT OF INFORMATION PLATFORMS ON TRANSNATIONAL AND NATIONAL LEVELS

- **Participatory planning process** to establish TAMP and CO-TAMP will be introduced, 3 thematically different workshops with stakeholders per country will be implemented (33 altogether)
- Partners will establish the national TAMP in 11 countries using STAGE.

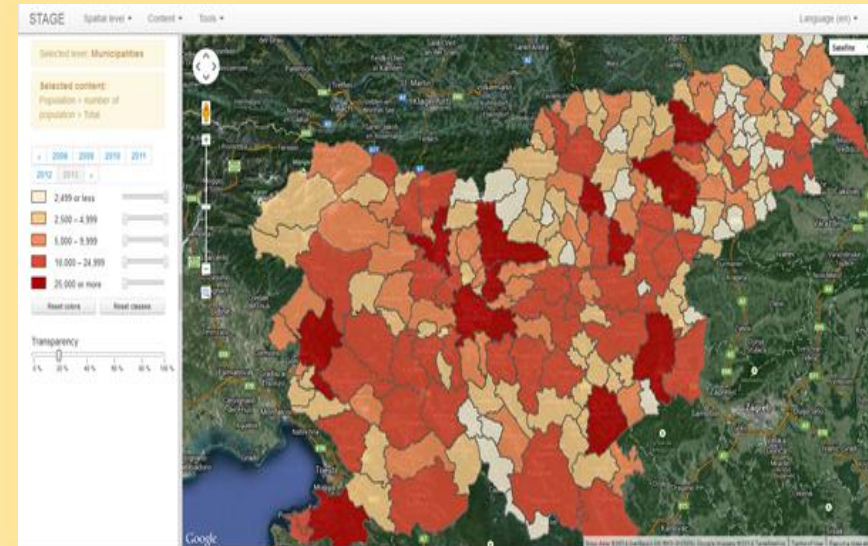


TERRITORIAL ATTRACTIVENESS MONITORING PLATFORM

TAMP will be created on the existing STAGE platform

Cartographic presentation of spatial data by selected **spatial units** in combination with Google Maps tool

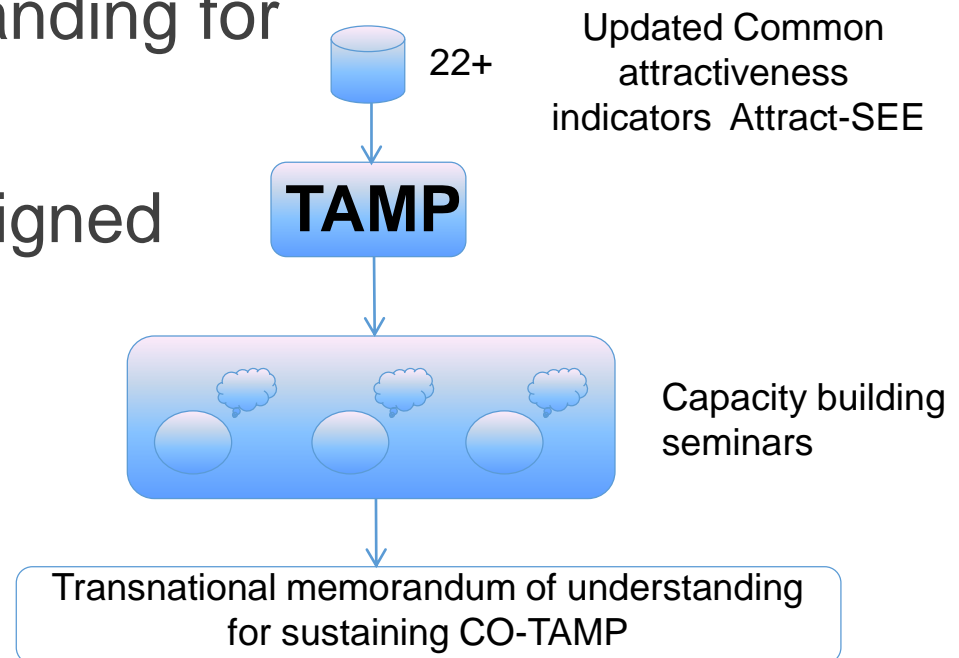
- Adjustable legend
- Different color palettes
- Adjustable time slider
- Adjustable transparency
- Spatial queries
- Metadata and methodological data
- Data export: as image (PNG), SHP file or CSV
- Sharing the map: deep linking



gis.stat.si

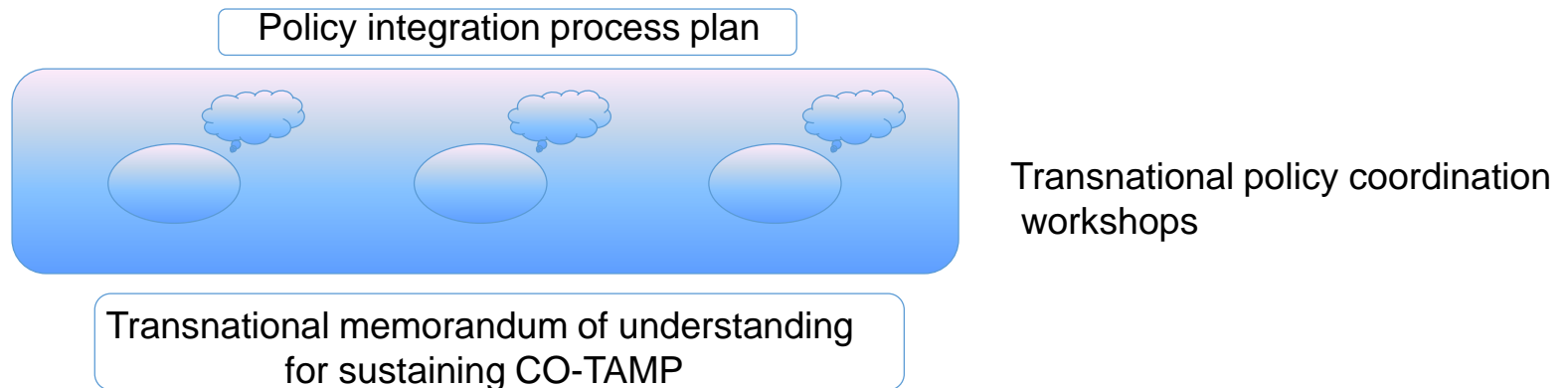
CAPACITY BUILDING PROGRAMME FOR PROMOTING TAMP

- The **capacity building seminars** for enhanced multilevel governance in development planning will be implemented in 11 countries, 3 per country
- Memorandums of Understanding for integration of TAMP to the multilevel policies will be signed



POLICY INTEGRATION

- Based on the Policy integration process plan, **3 transnational** workshops will be implemented
- Aim of WS: discussion the applicability of CO-TAMP at the transnational level, its integration into territorial development policies, and its sustainable use.



Thank You!

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