



Attract-SEE:
Assessing Territorial Attractiveness in SEE
About the project

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
- Party cofinanced by ERDF and IPA Funds
- Total budget: 1,7 MIO EURO
- Project duration: September 2012 – August 2014



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)

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?

- in the SEE countries there is still a lack of knowledge, harmonized methodologies and efficient tools for monitoring current position and trends
- understanding of territorial dynamic and potentials is far from adequate in South east Europe
- achievement and implementation of territorial development goals are therefore threatened by lack of territorial evidence
- there is a need for evidence based policy in the SEE countries with monitoring of current position and trends
- there is a the need for better territorial coordination of EU and national public policies

What do we want to do?

Project`s aim is ...

- 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
- to design a policy coordination process in order to improve communication and cooperation among different policy and decision makers and national and regional stakeholders

Project`s design – two parallel interlinked processes

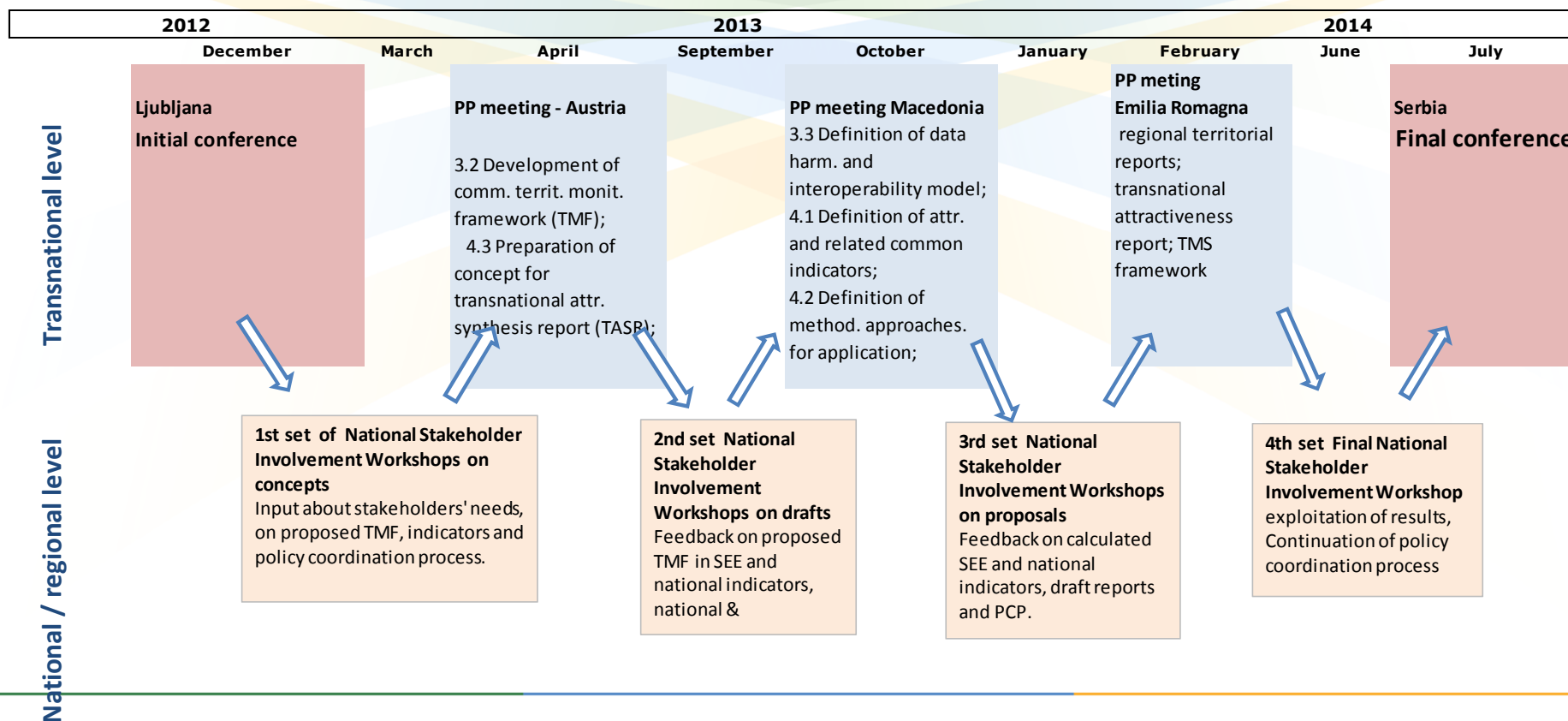
1 – territorial monitoring

- 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

- raising awareness on the importance of consideration of territorial dimension
- to increase knowledge and skills of territorial development experts in communicating territorial „evidence“
- to establish a framework for policy coordination process

Interlinkage of territorial monitoring and policy coordination processes



The project also addresses

the concept of Territorial Attractiveness

The Attract-SEE approach to Territorial Attractiveness

Act. 4.1: Territorial Attractiveness can be described as the capacity to attract new residents, visitors, enterprises and investments. “

“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

Main objectives:

„/.../Taking in consideration the timeframe of this project the thematic area on which the project will be applied to, was narrowed to **territorial quality and attractiveness** as the common, relevant cross-sectoral thematic area. Territorial attractiveness was chosen as a theme exceeding local problems and narrow sectoral interests, demanding wider territorial scope and joint solutions or actions. /.../“

Expected outputs and results:

„/.../Within the present project territorial reports will be prepared for the topic of territorial **quality and attractiveness**. Transnational territorial report prepared in WP₄ will provide an overview of the state and trends in SEE in the field of **attractiveness**.“

Main project`s outputs and results

- SEE-wide interoperable TMS (not one fits all solution!)
- Territorial quality and attractiveness report – transnational and national / regional level
- Establishing and/or strengthen permanent stakeholder networks
- Improved coordination among different public policies/ sounder decisions and more effective implementation of cohesive goals

More information on
www.attract-see.eu

Thank you for your attention!