

The Attract-SEE Newsletter 01

February 2013

FOREWORD

Welcome to the Attract-SEE project newsletter, which will inform you about the progress of our project activities throughout the duration of the project. We will do our best to make it informative and interesting.

Transnational cooperation under the Attract-SEE project: *Assessing Territorial Attractiveness in South East Europe* becomes fully operational in 2013. This year offers a collection of interesting events that will provide opportunities to exchange knowledge and discuss topics concerning the development of a common territorial monitoring system suited to the needs of policy and decision makers in South East Europe.

Since the project is based on real needs expressed by policy and decision makers from different sectors and administrative levels, the process of establishing a monitoring system model will be verified and discussed at trans-national workshops and stakeholder workshops. Two trans-national workshops and two national stakeholder workshops will be organised in each partner country/ region this year. This should consequently lead to improved communication among different policy and decision makers and national and regional stakeholders. The year 2013 is also the starting point for various project activities concerning the establishment of a common territorial monitoring framework, attractiveness of SEE territories, development of territorial monitoring reports and policy coordination. The Attract-SEE project partners will also organise and participate in a number of events where we would like to present our interim outputs and results.

We wish you a nice winter and warm spring, interesting and fruitful cooperation, and a pleasant reading.

Blaž Barborič, *Project Manager,*
for the Lead Partner, the Geodetic Institute of Slovenia
e-mail: attract-see@gis.si



Lead partner team: from left to right, first row: Blaž Kovačič, Katja Bajec, Blaž Barborič, Urška Babič, Matija Klanjšček, Sandi Berk; back row: Vasja Bric, Dominik Fajdiga, Tomaz Žagar, Vesna Dežman, Janja Hari, Andrej Zadnikar; photo by Igor Karničnik, also part of the team.

KICKING OFF IN BUDAPEST

Following a preparation period, the Attract-SEE project: *Assessing Territorial Attractiveness in South East Europe* officially started on October 1st 2012. On the 15th and 16th October 2012, the partners met at a kick-off meeting in Budapest.

The kick-off meeting was the first opportunity after the preparation of the project application for all the partners to meet in person and to acquaint themselves in detail with all the project tasks and the timelines. The Leader of each Work Package presented its activities, and for some issues also consulted with the project partnership, which consists of **ten partners from eight countries**:

- Geodetic Institute of Slovenia (*Lead Partner*);
- Central European Institute of Technology ALA-NOVA (Austria);
- Office for National Economic Planning (Hungary);
- Emilia-Romagna Region (Italy);
- Ministry of Infrastructure and Spatial Planning (Slovenia);
- The Regional Environmental Center (Slovenia);
- Republic Agency for Spatial Planning (Serbia);
- Network of Associations of Local Authorities in South-East Europe (FYR Macedonia);
- Institute for Spatial Planning of Koprivnica-Križevci County (Croatia);
- Federal Ministry of Physical Planning (Bosnia and Herzegovina).

Also involved in the project are an **EU Associated Strategic Partner**, the Association of Municipalities and Towns of Slovenia, and the following **eight 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 the Republic of Serbia;
- State Geodetic Administration (Croatia);
- EUROGI - European Umbrella Organisation for Geographic Information (Netherlands).



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Bosna i Hercegovina
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Federalna agencija za prostorni uređenje

The meeting was also attended by the representatives of the Joint Technical Secretariat (JTS) in charge of the project, Zsuzsanna Balogh, who presented financial management and reporting, and Johannes Gabriel, who wished the project "a smooth journey" and emphasised that the JTS would always be available for any help.

The Attract-SEE project will last 24 months, ending in September 2014. In these 24 months the Attract-SEE project will address two main challenges: to improve the understanding of comprehensive territorial dynamics and to improve coordination among different public policies in order to achieve territorial cohesion and other development goals at trans-national, national, regional and local levels.

WITH THE INITIAL CONFERENCE BUILT A GOOD FOUNDATION



The Attract-SEE Initial Conference took place on the 13th of December 2012 at City Museum in Ljubljana, Slovenia. More than 60 participants from various institutions and professional areas joined all the project partners to make use of this opportunity to have a constructive dialogue about the challenges in territorial monitoring and ways to overcome them.

The participants were welcomed by **Tanja Bogataj**, Director General of the Spatial Planning Directorate, at the Ministry of the Republic of Slovenia of Infrastructure and Spatial Planning, and **Miran Brajnik**, Deputy Director of the Geodetic Institute of Slovenia. They both emphasised the importance of the project from the point of view of experts, of all the final users of its outputs/results and of the participating institutions and countries in general.

This was followed by a short presentation of the project, its objectives and planned results, firstly to explain to participants what the project is all about and secondly to make links with the other presentations on the agenda and establish a good basis for debate.

With the Initial Conference **we aimed to present the need for territorial information** in evidence-based spatial planning at different territorial levels and **to highlight the necessity of a better policy coordination process**, preventing unwanted discord among different policy objectives and spatial conflicts.

Policy makers need comprehensive information about the situation of their territories and related trends. This is particularly true for spatial policy, where the needs and influences of sectoral policies have to be understood and taken into account. A key component of an approach towards information-based policy making is the development of territorial monitoring systems that can provide an assessment and interpretation of territorial development dynamics. The results from territorial monitoring contribute towards evidence-based policy development.

As adequate data and information are certainly basic preconditions for evidence-based planning, it is the policy coordination process related to good governance that puts the focus on an understanding of territorial dynamics for sectoral policy developers and decision makers.

In this regard participants agreed that the Attract-SEE project can contribute significantly to the improvement of territorial knowledge and raise the level of co-operation between different institutions/sectors/decision makers.

The conference concluded in a positive mood and with **an open invitation** from the Attract-SEE project partners **to all interested parties to join in the efforts to create the most useful territorial monitoring system.**



Photos: Igor Karničnik

All presentations from the Initial Conference can be found on www.attract-see.eu

TERRITORIAL ATTRACTIVENESS: CONCEPT AND OPERATIONAL IMPLICATIONS

ERVET – Emilia-Romagna Regional
Development Agency

"Attractiveness": what are we talking about? "Attractiveness" is based on the concept of mobility and implies the capacity of a "place" to attract and retain people from other places, because of its advantageous features. The use of this concept is more and more frequent in development plans, programmes and many other policy documents. Unfortunately, the appeal of the word does not always go together with a clear meaning. In practice, the wideness of the concept of attractiveness often permits its use in an abstract way or an adaptation of the meaning to specific needs. That is why it is very difficult to define "Territorial Attractiveness" in a shared way among the different actors that pursue this objective in different territories.

Mostly, it can be said that "attractiveness" is the interaction of a complex set of characteristics based on the presence/absence of certain assets, attracting various mobile audiences such as long-term residents as a working population or short/mid-term visitors (for work, business or tourism).

In order to provide a concrete perspective to the concept, we can consider that **building an "attractive region" consists in designing a project for the "future territory"**, focusing on two complementary dimensions:

- the internal side, consisting of quality settlements and ecosystems, able to increase social cohesion, reproduce knowledge, create decent jobs and make good value of entrepreneurship: this is the key to retaining citizens, a skilled workforce, enterprises, etc. already living in the "place";
- the external side, consisting of international acknowledgement of these territorial qualities, linked to the capacity to attract and retain talent and investment, to attract visitors/tourists for different purposes (culture, nature, business, etc.) and to ensure their "loyalty" to return to the "place".

The concept of **"Territorial Capital"** can be considered a "driver" of attractiveness. **Emilia-Romagna Region**, in its Regional Territorial Plan, makes specific reference to Territorial Capital as "a system of assets – both tangible and un-tangible, public, collective and private – that supports the growth of quality of life as well as the efficiency and competitiveness of the regional economy". In its wake and in accordance with the proposal of the ESPON ATTREG project (The Attractiveness of European Cities and Regions for Residents and Visitors), the categories of the Territorial Capital adopted by the Attract-SEE project are: **environmental, anthropic, socio-cultural, economic/human and institutional capital**.

Another driver of attractiveness is represented by **"mobile audiences"**. The range of subjects and organisations to be attracted and retained can be very wide: enterprises; investors; migrants (incl. the "creative class"); tourists; residents; etc. Each and any of them constitute a different target that may have – and in fact often have – diverse and potentially conflicting desires and needs that are normally addressed by sectoral policies. Accordingly, Territorial Attractiveness cannot be determined in a unique and absolute way but has to be related to the objectives, the assets and a vision that a territory decides to adopt.

Attract-SEE partners have identified some specific **features of the concept**:

1. **Quality of places** is highly important. Cohesion/inclusiveness, culture, public services, and effective governance are the key for attracting and retaining a specific "audience". For example, in the case of cities seen as "engines of regional development", attractiveness depends not only on the sum of its structures and infrastructures but also on its capacity to attract and retain people.
2. **Territorial scales and diversity of places** are the key to assessing attractiveness. It is on diversity that depend the generation of flows from one place to another and the effectiveness of different strategies – such as specialisation or balance of mixed factors – depending on the context and dimension of the area considered.

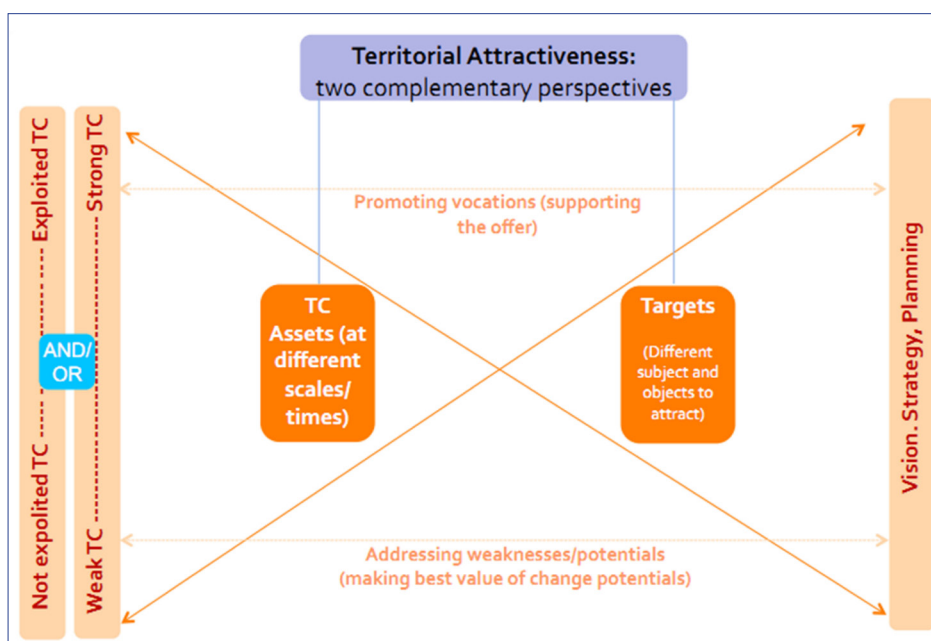
3. **Different drivers for "attractiveness":** Territorial Capital assets should be considered in relation to "who is attracted by what". For example:

- environmental/ecological capital, including good climate and a high quality landscape attract the 'silver migrants' (retired people), such as in the Western Mediterranean arch (or in Greece and Turkey);
- economic/knowledge capital – concentrated in the core European cities – attracts both investment and talent;
- social inclusion capacity and good governance reinforce flows of migrants, both new citizens and enterprises, also facilitating the birth of new initiatives through the "contamination" of ideas, organisational capacity, financial resources, etc.

- this calls for "good governance" of spatial development processes, aimed at choosing what type of policy mix should be pursued, how coordination and integration should be ensured and the conflict of objectives managed.

5. **(In)stability of factors of attractiveness:** positioning of the territories should rely on stable features that allow a long-term strategy, while some drivers for attractiveness may prove to be volatile (e. g.: large events) if not included in a wider vision. Some assets of attractiveness may not to be constant because of internal/external factors:

- many territories became very "fragile" after the 2008 financial crisis;



- social capital supporting innovation capacity of a local system (e.g. an industrial district) may break down due to globalisation;
- knowledge capital as well as financial capital may be attracted elsewhere, with more favourable conditions;
- climate change can effect significant changes in territorial quality and make a territory less attractive for tourists for example;
- the financial crisis can make the management of cultural and natural resources less reliable, discouraging both fulfilment and implementation of proactive environmental prevention policies.

4. **"Plurality" of needs/expectations** underlie the demand for diversified policies:

- targeted to different actors that, while commonly looking for "quality of places", do not always share the same concept of what quality is;
- for example, natural and/or cultural tourism development policies may strongly conflict with heavy infrastructure policies (e.g. industrial/logistic poles), if pursued on the same territory;

To conclude, this note intends to show how **"Territorial Attractiveness" is not an absolute concept**: "attractiveness" of a territory **can change according to the targets and the assets of the Territorial Capital considered**, and positioning a territory in its external context implies a matching between specific assets and targets to attract. These two dimensions have to be related to the different goals/visions of the overall territorial development strategy.

NEED FOR TERRITORIAL KNOWLEDGE AT A NATIONAL LEVEL

Territorial Monitoring as a Tool for Implementation of National Policies

Siniša Trkulja, PhD in Spatial Planning
Serbian Republic Agency for Spatial Planning

Territorial monitoring of the planning process can exist at all levels of governance from local to international. The national level can be seen as one of the intermediate levels in the total range, positioned between regional and trans-national. The national level itself varies widely, not only due to differences in the size of the country and number of inhabitants, but also with natural, social, cultural and economic differences that contribute to the diversity and at the same time represent a challenge for harmonised spatial development and its monitoring.

Territorial monitoring should not be a phase which precedes or follows any other phase, but it should be a permanent component of the planning process. Harmonised development of territorial monitoring systems is an essential form of cooperation between stakeholders. For the national level as an intermediate level of monitoring, two forms of cooperation are relevant – subnational (regional) and supranational (transnational).

This article refers to the example of Serbia, describing elements which can lead to creation of a knowledge-based territorial monitoring system.

Knowledge-based development is in accordance with the main strategic objective of 'Europe 2020' - smart development - which should be inclusive and sustainable. The 'Territorial Agenda of the European Union 2020' is a strategic document following the Europe 2020 strategy, which underlines the importance of territorial monitoring. Serbia, as a country of South East Europe and particularly in that part that is still outside the European Union - the Western Balkans - was

granted in March 2012 the status of candidate country for membership to the EU. Serbia is therefore developing its own territorial monitoring system to be harmonised with the strategic objective of EU, at the same time taking into account its specificity and path-dependency based on its previous activities in the domain of spatial development.

The creation of national territorial monitoring in Serbia started in 2010, but its roots are older, being embedded in the practice of spatial planning. The year 1957 is taken as the start of spatial planning in Serbia, which at that time was a federal unit of Yugoslavia. In that year, a meeting of urban planners of Yugoslavia adopted a resolution concerning spatial planning as an activity which would take into account the regional as well as the urban dimension. For fifty years – from 1957 to 2007 – many spatial plans were made at different levels. The Spatial Plan of the Republic of Serbia was one of them (the first one is no longer in force, but replaced by a new one). Its development lasted for 28 years (1968 to 1996). The 1996 Spatial Plan mentions monitoring and a reporting system based on indicators. Annual reports on the realisation of a spatial plan were required by the 1996 Law on the Spatial Plan of the Republic, which were to be submitted to the Assembly of Republic, but were never made. Two reports on the Spatial Plan were realised in 2008 as part of the preparation activities for the new Spatial Plan of the Republic. These reports contain an evaluation by experts of the sectors covered by the Spatial Plan.

A monitoring system proper was initiated with the new Spatial Plan of the Republic of Serbia for the period 2010 to 2020. In addition to the activities in the old Spatial Plan of the Republic, many other spatial plans were made at local and regional levels or for areas with special purposes (including natural or cultural heritage, infrastructure, mining areas, water accumulation, and tourist areas). The accumulated experience contributed to an improved understanding of spatial development and the need for its monitoring.

The second Spatial Plan of the Republic of Serbia was made in accordance with the 2009 Law on Planning and Construction. To ensure implementation and consecutive monitoring and reporting, the 2009 law introduced the concept of an innovative document to be called *Programme of Implementation of the Spatial Plan*. This document was made for the first time in 2011, one year after the adoption of the new Spatial Plan of the Republic. It covers a period of five years, and sets the basis for a monitoring and reporting system to enable the evaluation of the effects of the plan on spatial development. Territorial knowledge formulated in the plan should be sustained through the implementation, monitoring, reporting and evaluation. This system demands a system of continuous update of information in cooperation with different stakeholders. Cooperation is therefore essential, combined with the use of a common territorial monitoring framework for the national territory. Harmonisation with spatial development activities in surrounding countries is ensured by the implementation of international standards, directives and monitoring activities. For this reason the 2011 *Programme of Implementation of the Spatial Plan of the Republic of Serbia* takes into account the ESPON programme and the INSPIRE Directive.

The Programme has the following structure:

- Strategic priorities from the Spatial Plan of the Republic of Serbia for the period until 2015;
- Description of indicators for territorial monitoring which were identified in the Spatial Plan, described more in detail in *the Programme of Implementation* and calculated in the annual reports;

- A model information system on spatial development for monitoring and evaluation of the Spatial Plan of the Republic and spatial development in Serbia.

This document has been adopted by the Government of the Republic of Serbia.

Territorial monitoring reports are annual documents that give an overview of the state of realisation for strategic priorities, calculate indicators on an annual basis and give an overview of the realisation of the information system based on GIS technology and in accordance with international standards. Annual reports are supposed to establish the state of development and indicate directions for future action. They introduce continuity in the spatial planning process and they will impact the formulation of forthcoming spatial planning documents.

The main purpose of the territorial knowledge-based monitoring system is improvement of the planning process, which should be more effective and efficient. The 106 indicators proposed in the Spatial Plan should be re-examined in the annual reports and the forthcoming *Programme of Implementation* for the second half of the planning period (2016 to 2020). An improved planning process should contribute to more trust in planning documents and their effects, and finally territorial monitoring should impact on the processes of decision making and policy formulation.



STAKEHOLDERS HAVE A SAY IN THE Attract-SEE PROJECT

Milena Marega,
Regional Environmental Centre

The Attract-SEE project aims to establish a coordination framework for territorial monitoring policy as well as tools for policy and decision makers to enhance the quality of their decisions. Such a goal can be more easily achieved with good involvement of stakeholders. This was the rationale behind the decision of the Attract-SEE partners that key stakeholders as well as interested general public would be involved in the different implementation stages of the project. With that in mind we have two specific objectives: firstly to raise the awareness and increase the knowledge of stakeholders about the territorial monitoring system (TMS) and other project results; and secondly to enhance the use of TMS and other results by stakeholders.

We intend by means of a participatory approach to ensure that Attract-SEE project results and tools respond properly to the real needs of future users. For this reason, we intend to engage stakeholders in discussions about the actual situation and the definition of needs at early stage of project implementation. We plan that project results will be developed based on deliberation of different options, using the knowledge, views and ideas of a wide group of experts, including those outside the Attract-SEE project, and we will involve stakeholders in discussions about the concepts, drafts and proposals for TMS-related materials and policy coordination. Later on, with open discussions with stakeholders, we will contribute to better informed, better understood and better supported project outcomes, which will contribute to enhanced awareness and knowledge of relevant stakeholders. Stakeholders with a feeling of ownership of the project results will be more prepared to use new tools, and finally, stakeholder events will help to build improved networking and mutual understanding between stakeholders, which will lead to smoother policy coordination.

The "Attract-SEE stakeholders" are all individuals or institutions that can influence the implementation of the Attract-SEE project and are likely to be affected by the implementation process and project outputs or are potential users of project results.

The stakeholders relevant to the Attract-SEE project are represented in the following stakeholder groups:

- Municipalities: policy and decision makers at regional and/or municipality levels;
- Regional Development Agencies;
- Businesses and associations: project engineering businesses, geodetic businesses, Chambers of Commerce, Association of Engineers, real estate agents, surveyors and valuers, etc.;
- Government administration: ministries for environment, infrastructure, spatial planning, agriculture, traffic, railways, energy, space, rural development, statistics, surveying and mapping authorities, etc.;
- Public institutions, dealing with roads, forests, geology, nature, environment, cultural heritage, economy, etc.;
- Educational and research institutions: university faculties, i.e. civil and geodetic engineering, biotechnical, landscape architecture, and economics;
- NGOs: i.e. Society of Landscape Architects, Society of Urban Planners etc.

Several activities will be undertaken to inform stakeholders and to engage them in discussions about the questions and issues relevant to achieving effective project outputs and to exploiting these.

The first set of stakeholder workshops will be implemented in March 2013 in eight partner countries.



The objectives of national stakeholder workshops are:

a) To present to the participants and discuss with them the concept of establishment and subsequent implementation of a territorial monitoring system – TMS (objectives, exploitation/utility values, incentives and barriers to implementation, etc.).

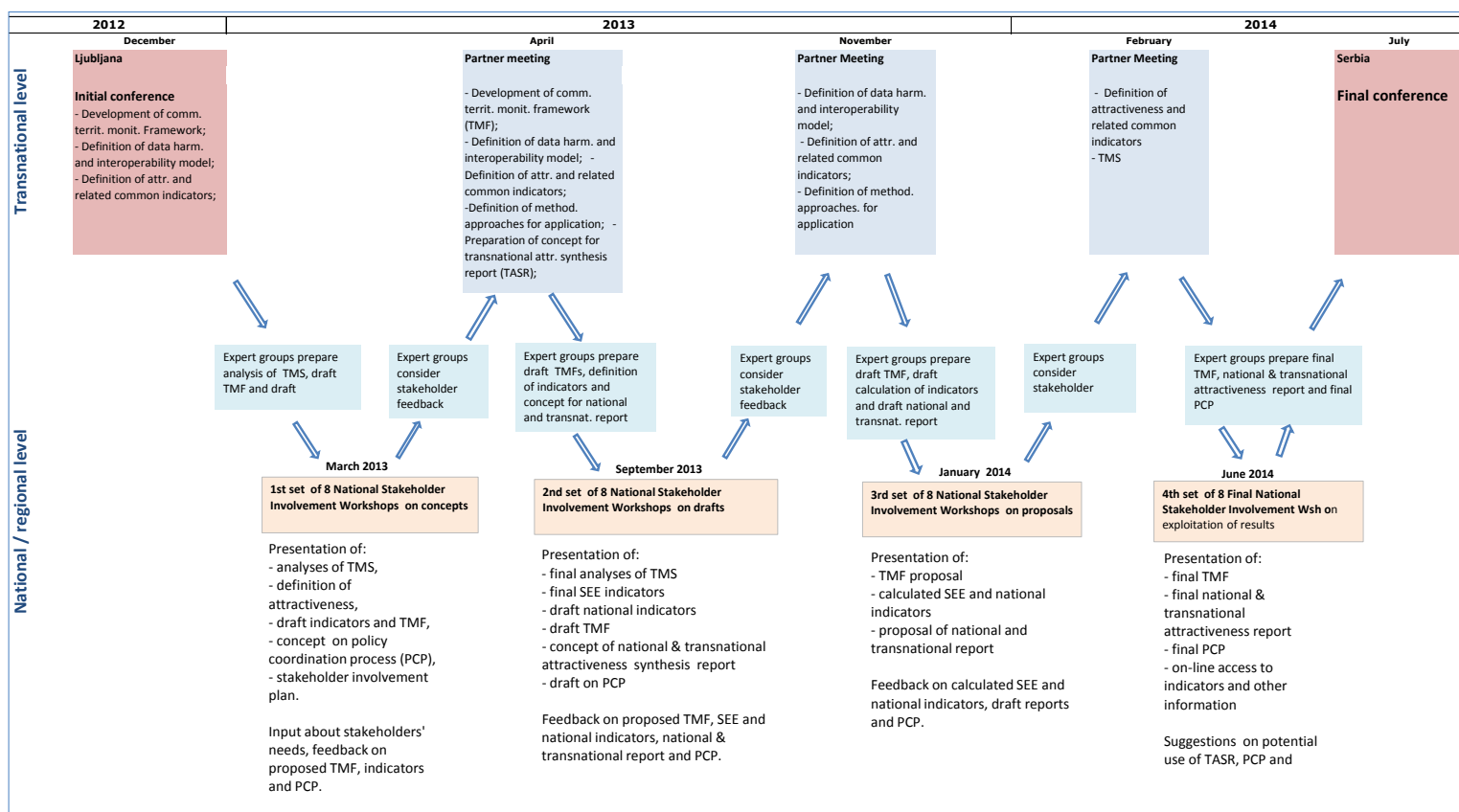
b) To present to the participants and discuss with them:

- key findings of the TMS analysis (discuss the existing needs of different stakeholders);
- an understanding of "attractiveness" (acquire from the discussion any ideas additional to the interpretation presented and to the range of key topics re-

levant to spatial development; such topics will form a basis for a set of indicators in the continuation of the project).

c) To present to the participants and discuss with them the policy coordination process and evidence-based decision-making, with a strong emphasis on stakeholder participation.

The first workshop will be an opportunity to hear expectations, opinions and suggestions from different stakeholders on the relevant background and goals of the project and on the current status of territorial monitoring and related needs.



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www.southeast-europe.net

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