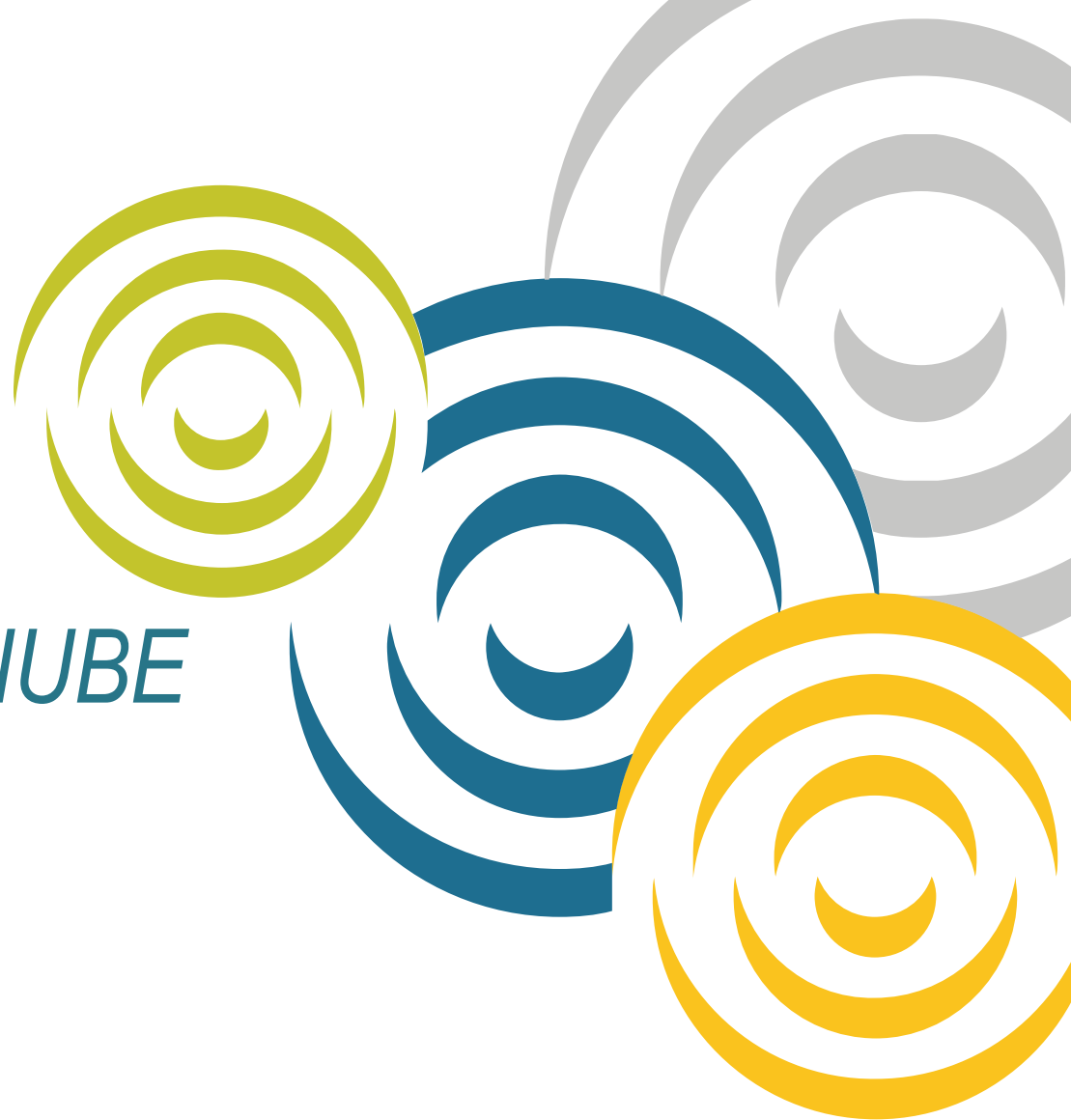


ATTRACTIVE DANUBE

Introduction of the project

Prague, 14. February 2017

Blaž Barborič



ATTRACT-SEE: ASSESSING TERRITORIAL ATTRACTIVENESS IN SEE

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




6 EU countries : Austria, Croatia, Hungary, Italy, Netherlands (OP), Slovenia (LP)

3 Non EU countries: Bosnia and Herzegovina, Macedonia, Serbia

Attract SEE cooperation area



Legend

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

WHY THE PROJECT WAS DEVELOPED?

- A need for evidence based (territorial) policy in the SEE countries,
- A need for better territorial coordination of EU and national public policies,
- Initial partners of the project shared the believe that achievement and implementation of territorial development goals are threatened by lack of territorial knowledge.

INTERLINKAGE OF TWO THEMATIC ASPECTS

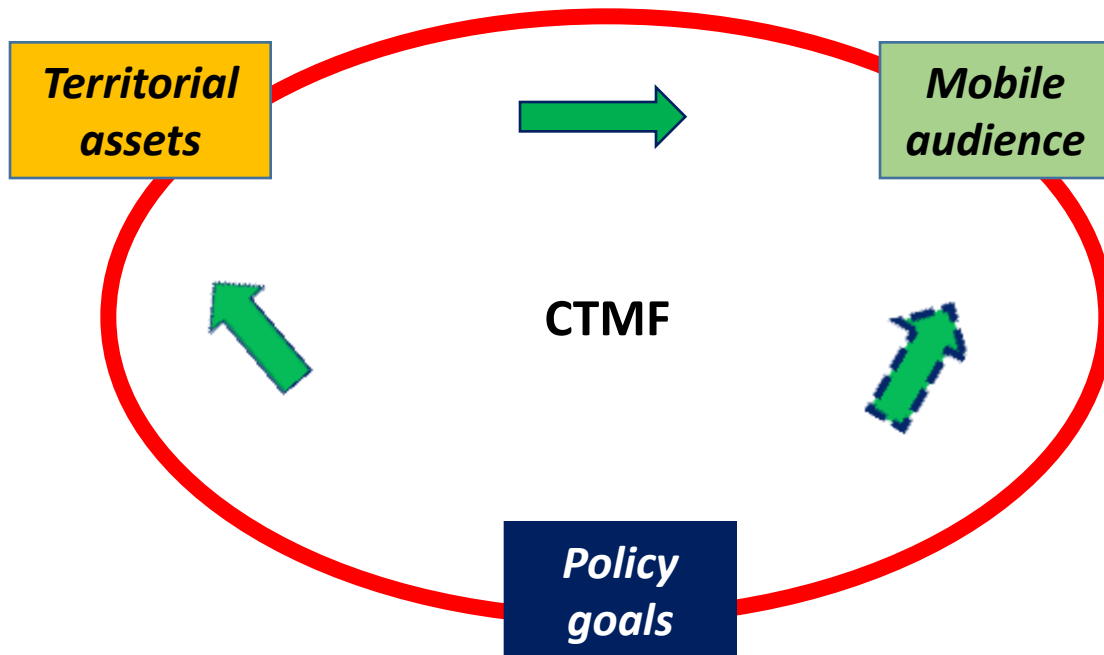


Creation of a common
territorial monitoring
system

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.

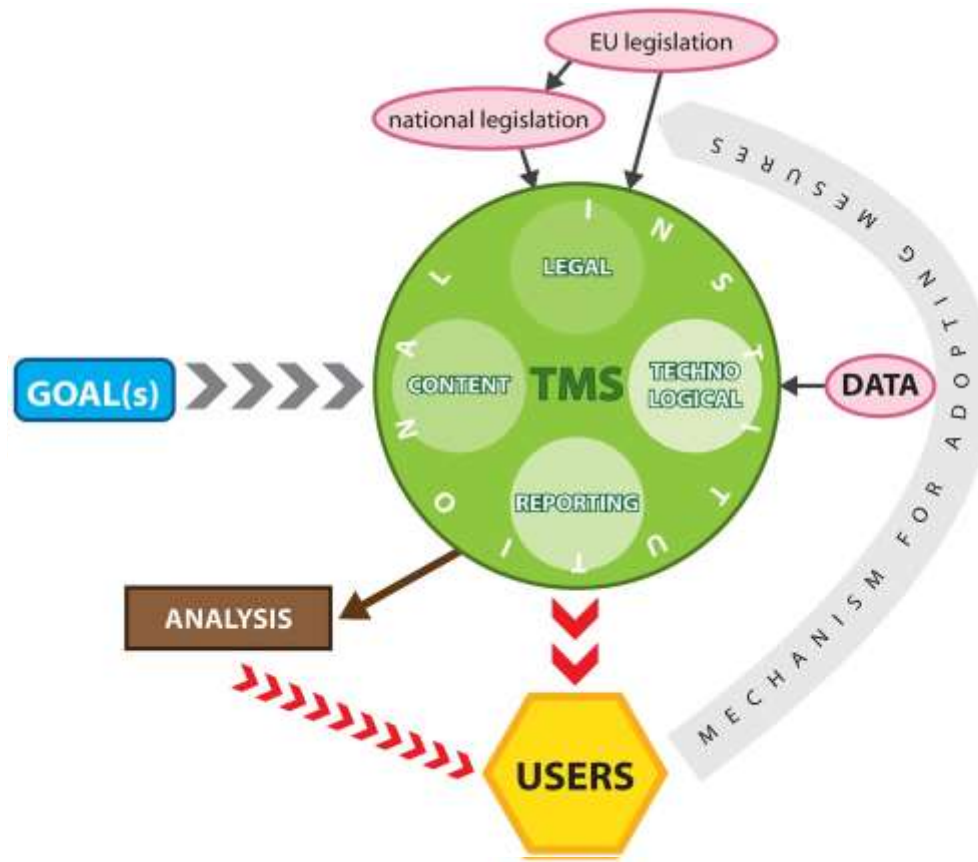


ATTRACTIVENESS INDICATORS

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 |

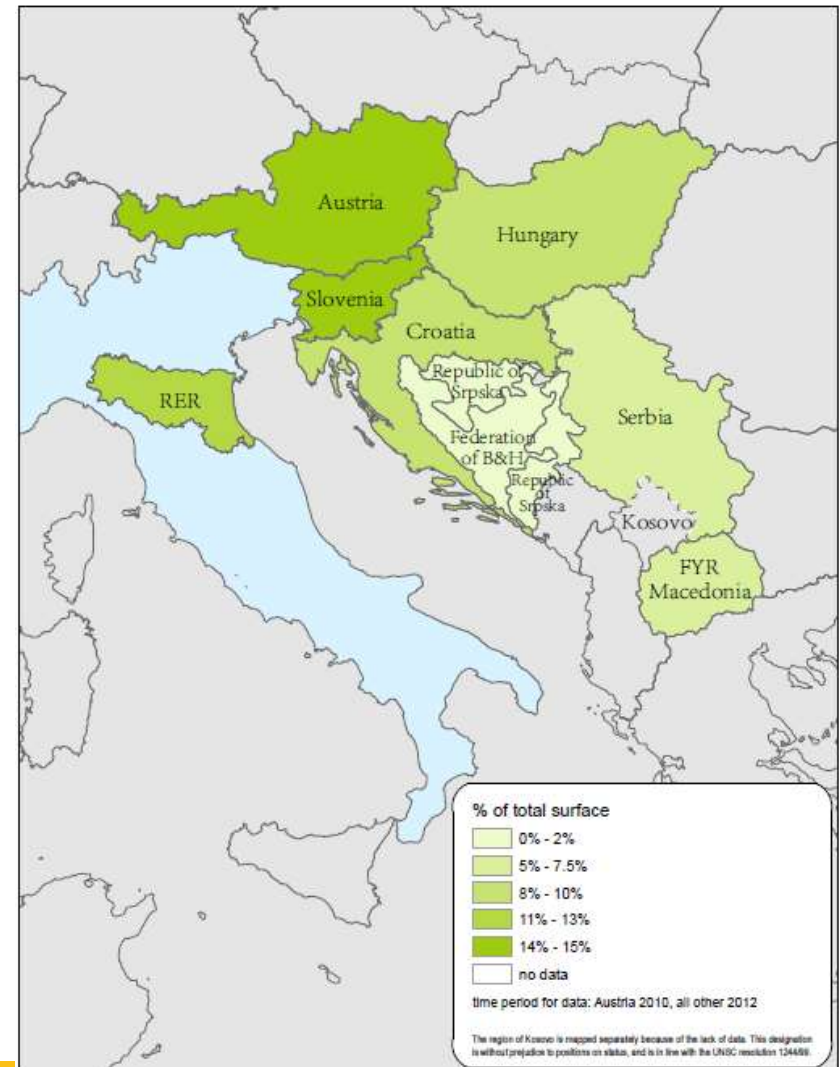
CONCEPT OF TERRITORIAL MONITORING FRAMEWORK



MAPPING OF SEE COMMON ATTRACTIVENESS INDICATORS

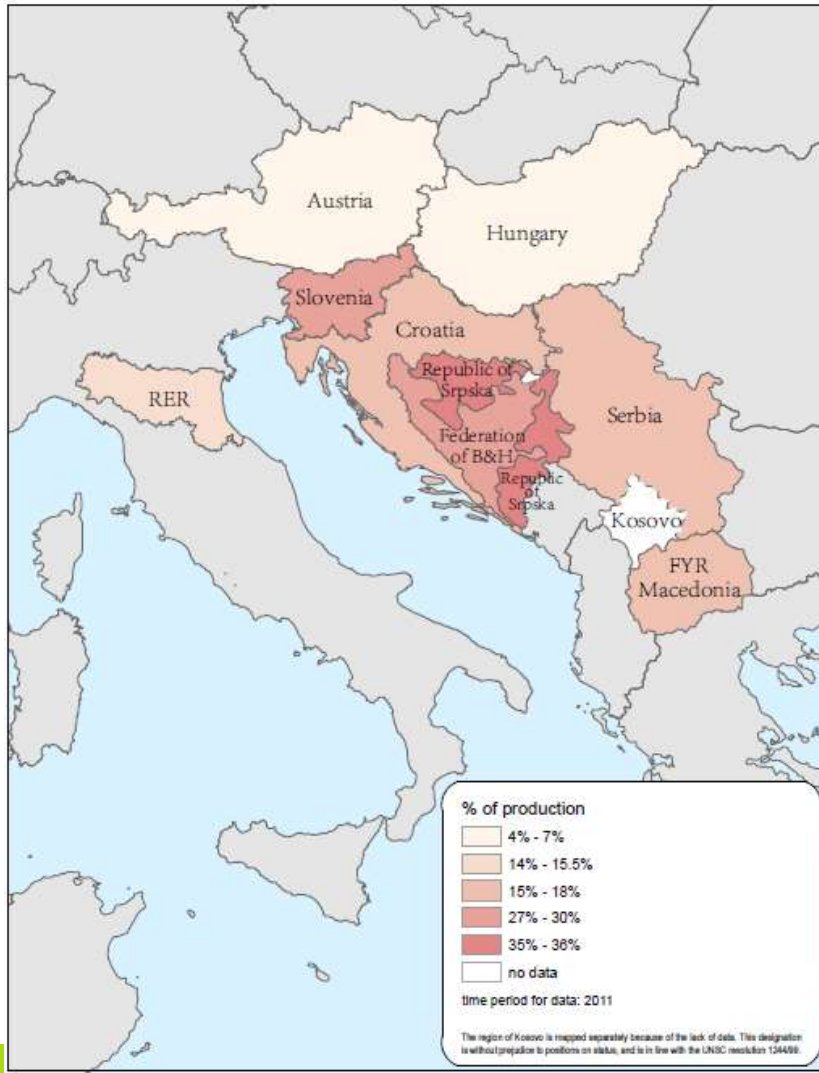
- The **22** map presentations of data collection for the indicators were made,
- preparation of priority indicators has been made where most recent data of indicators were selected for mapping presentation,

% of terrestrial area protected

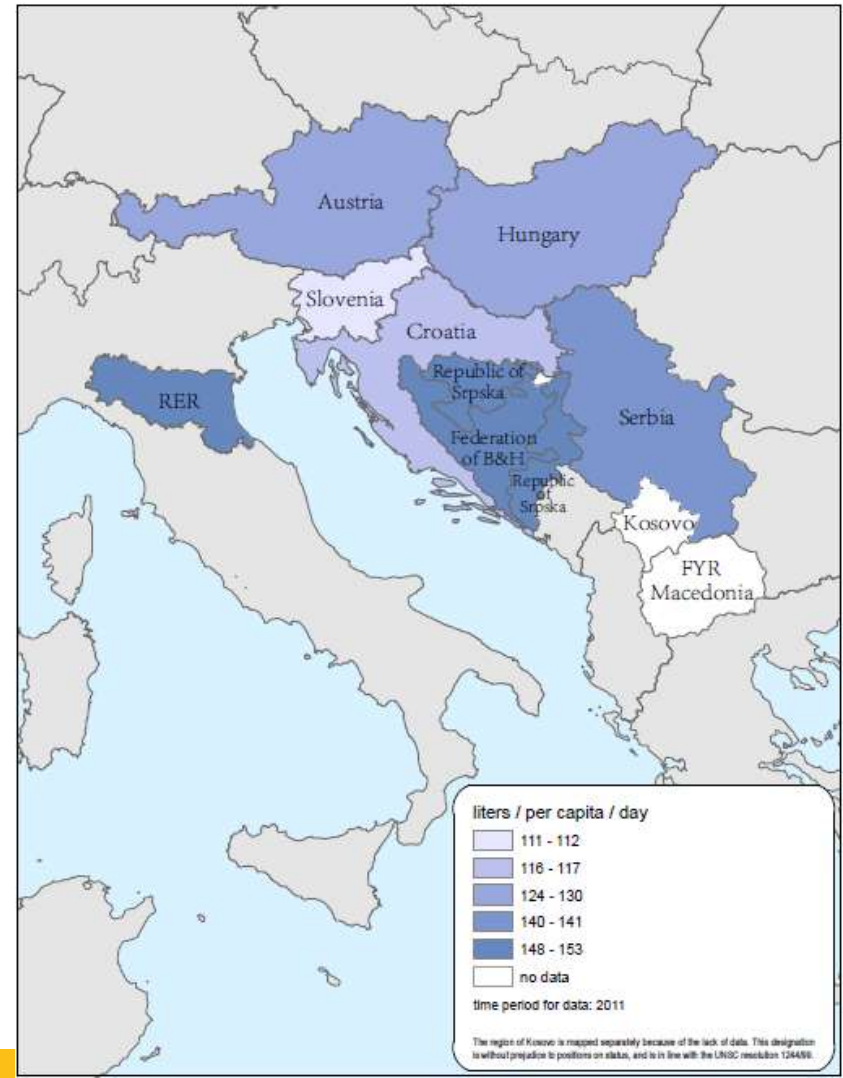


Mapping of...

Electricity generated from renewable sources

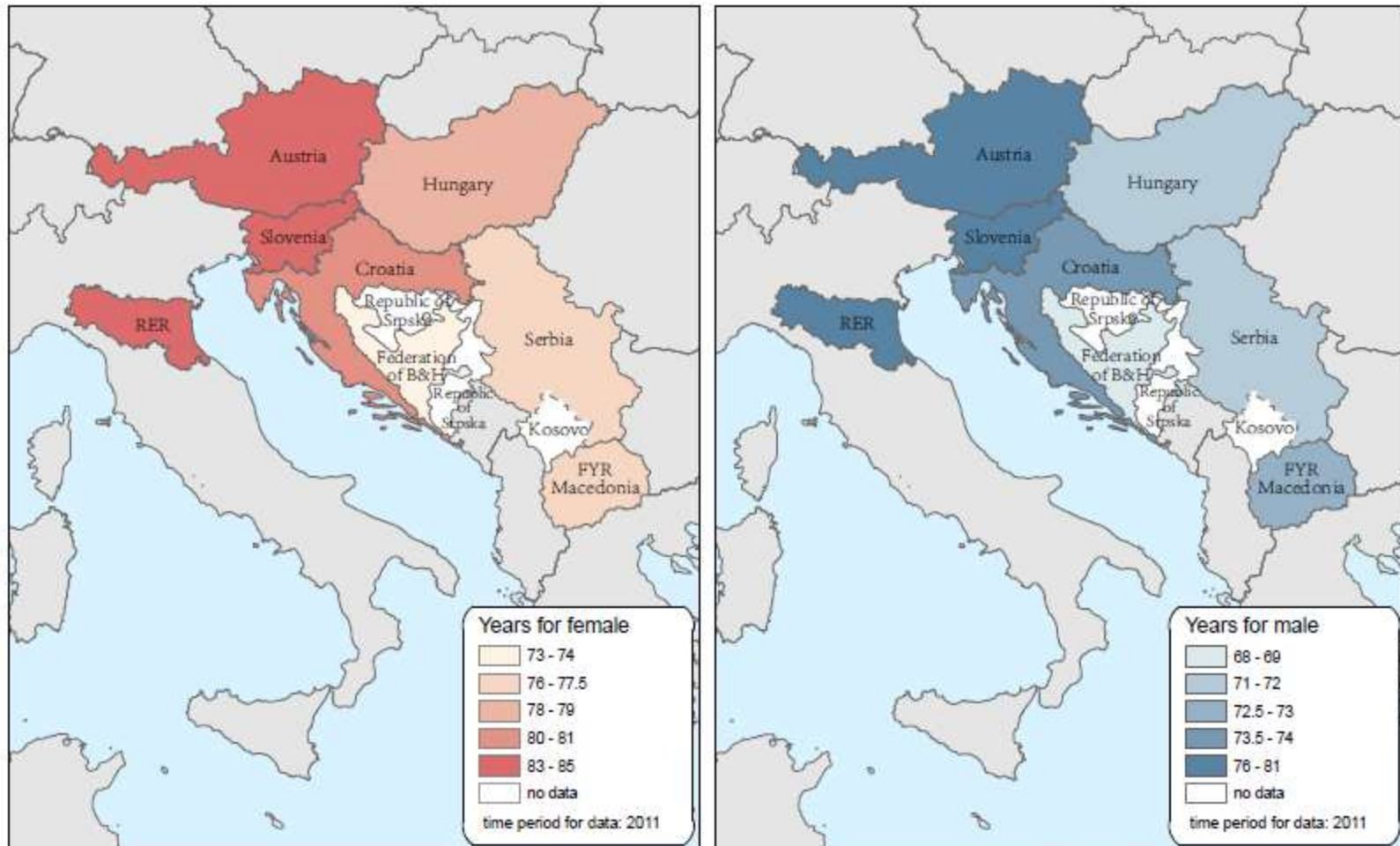


Consumption of water per capita



Mapping of SEE common attractiveness indicators

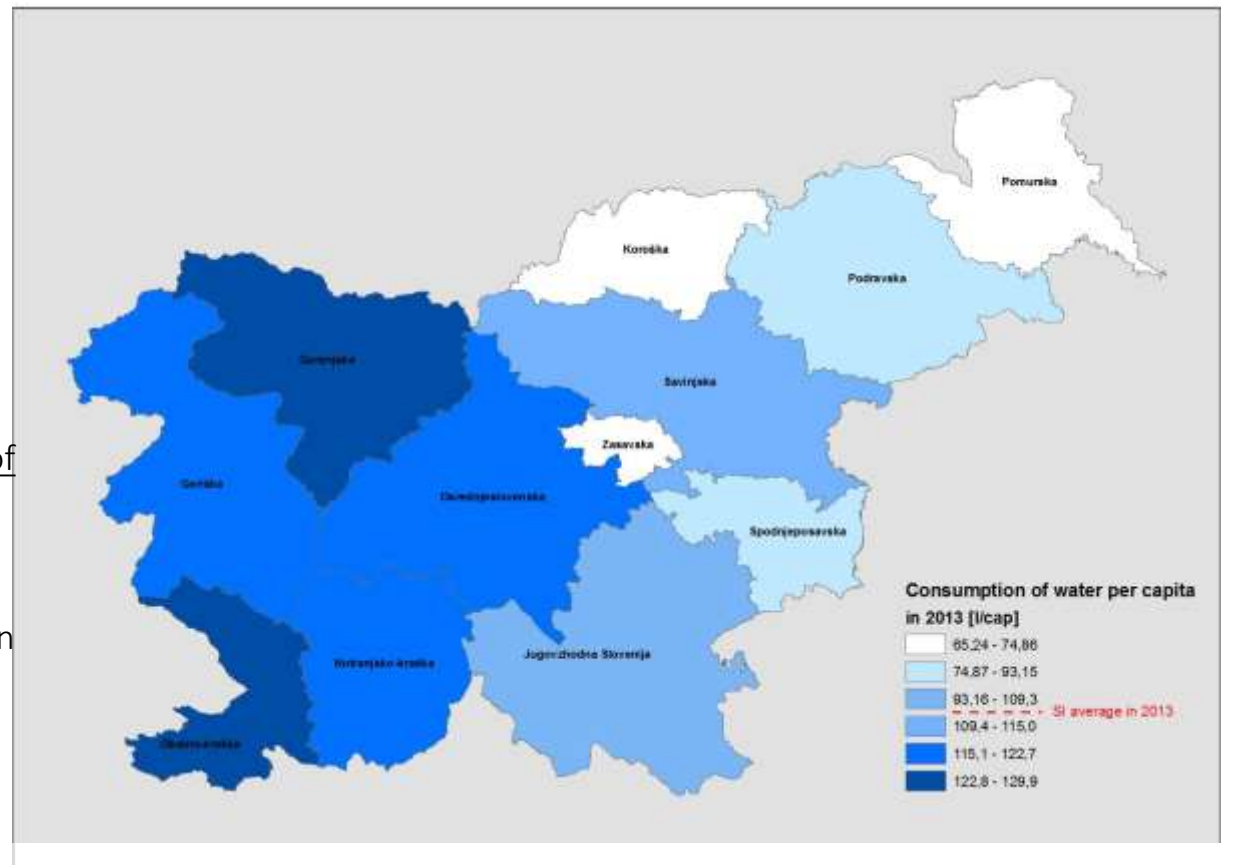
Life expectancy at birth by sex



EXAMPLE OF SLOVENIAN NATIONAL REPORT, NATIONAL ATTRACTIVENESS INDICATORS

Some latest (2008–2012) annual trends of daily consumption of water:

- –1.49%/year ... Republic of Slovenia (average)
- –6.12%/year ... Koroška Statistical Region (the lowest trend)
- +4.90%/year ... Notranjska Statistical Region (the highest trend)
- –4.56%/year ... Central Slovenian Statistical Region



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

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

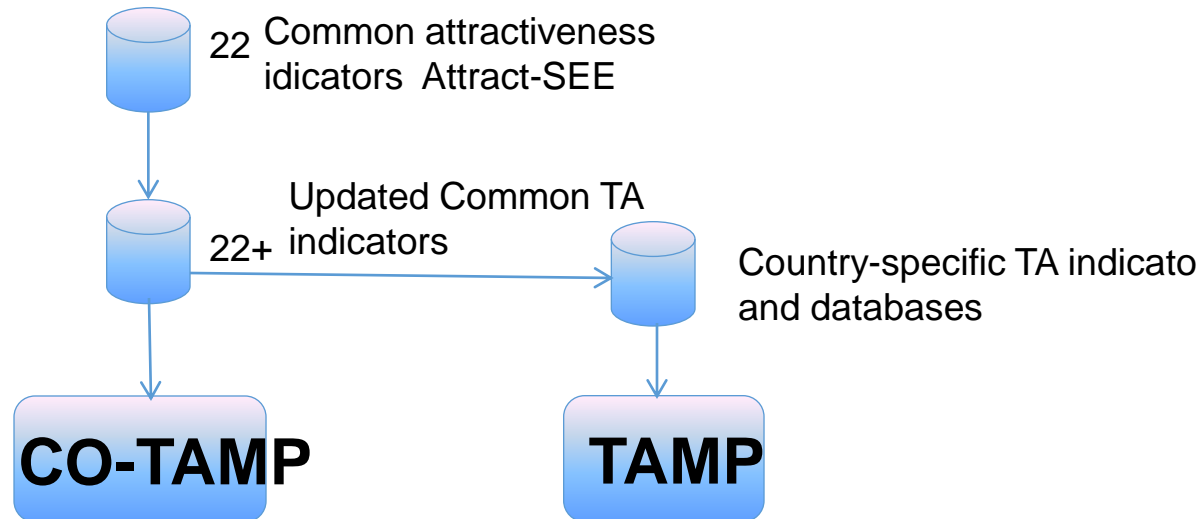
MAIN RESULTS

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



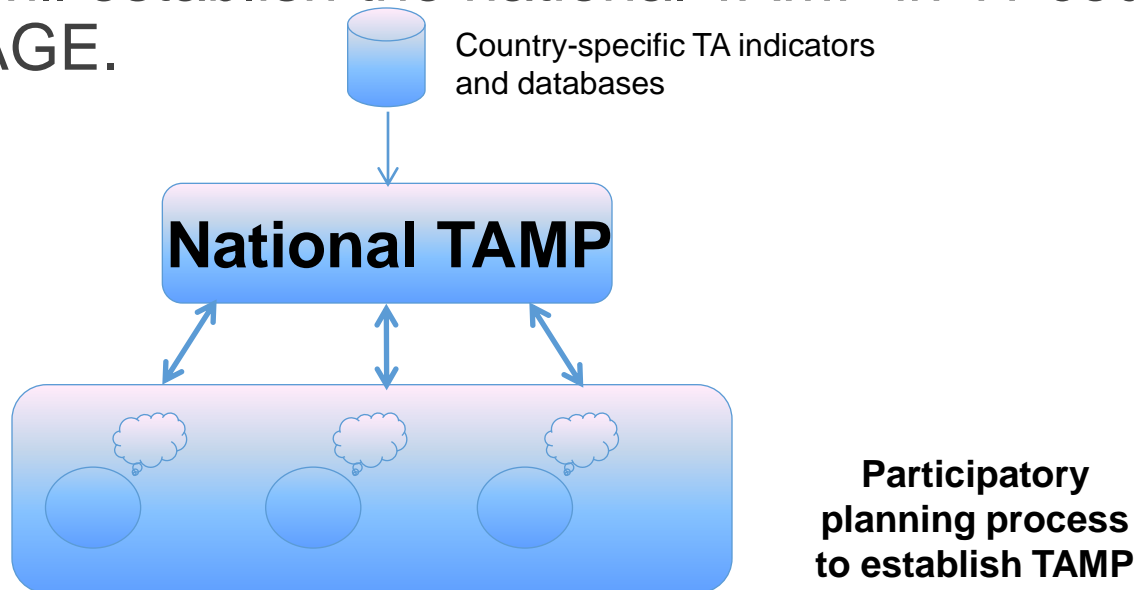
TERRITORRIAL ATTRACTIVENESS INDICATORS

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



DEVELOPMENT OF INFORMATION PLATFORMS ON TRANSNATIONAL AND NATIONAL LEVELS – NATIONAL TAMP

- Participatory planning process to establish 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.

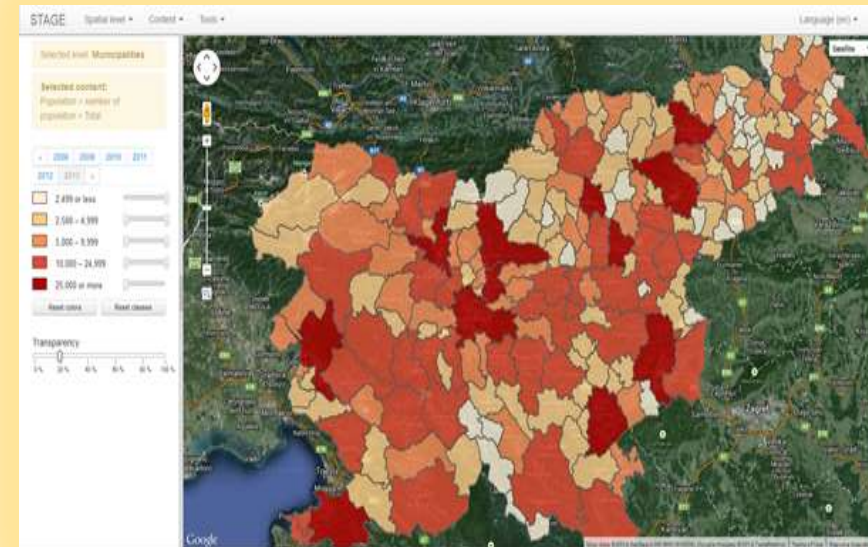


COMMON TRANSNATIONAL TERRITORIAL ATTRACTIVENESS MONITORING PLATFORM

CO TAMP will be created on the existing STAGE platform

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

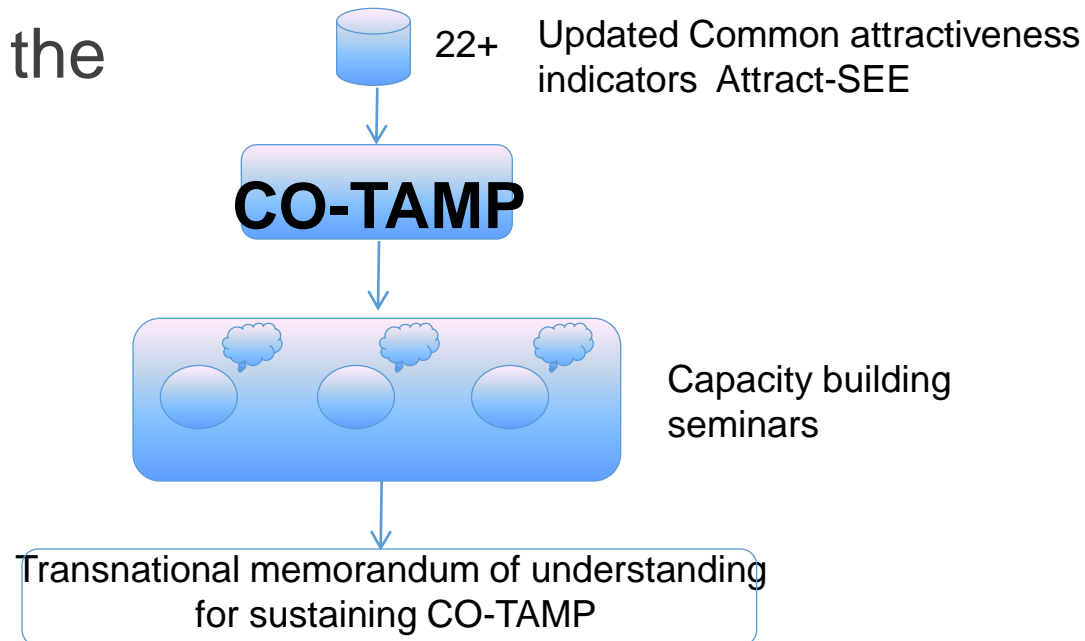
- Adjustable legend
- Different color palettes
- Adjustable time slider
- Adjustable transparency
- Spatial queries
- Metadata and methodological data
- Data export: as image (PNG), SHP file or CSV
- Sharing the map: deep linking



gis.stat.si

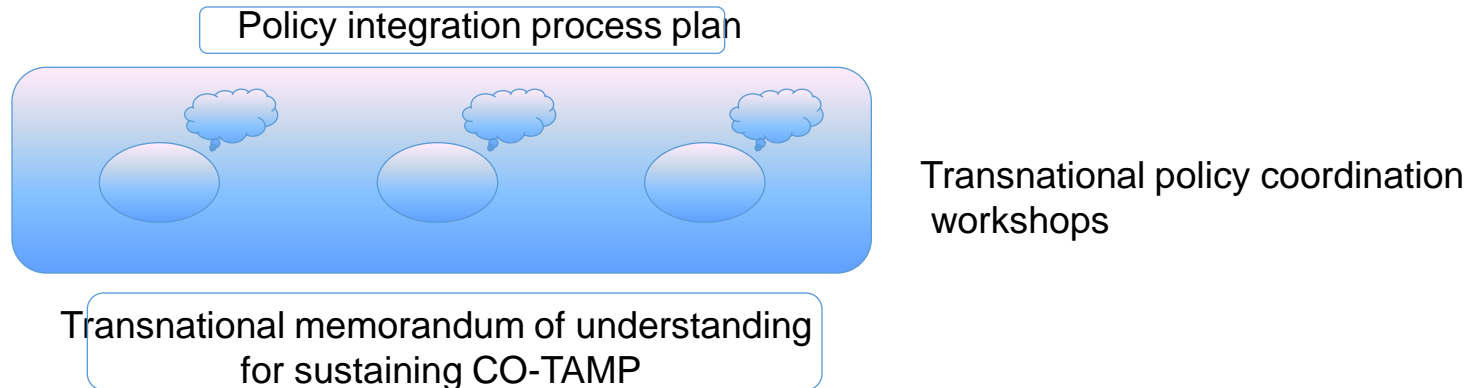
CAPACITY BUILDING PROGRAMME FOR PROMOTING CO-TAMP

- 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!

@attractive_danube

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