

ATTRACTIVE DANUBE PROJECT – IMPROVING CAPACITIES FOR ENHANCING TERRITORIAL ATTRACTIVENESS OF THE DANUBE REGION

Attractive region vs. sustainable region
Attractive Danube Project Final
conference

Postojna, Slovenia, 28th–29th May 2019

- Introduction
- ATTRACTIVE DANUBE project
- Territorial attractiveness definition
- Presenting Attractiveness in the Danube region
 - Data collection, indicators
 - Tools
 - Public participation
- Policy integration, Memorandum of understanding

ATTRACTIVENESS TAMP, CO-TAMP 1/3

SHARING INFLUENCE 2/3

**Data based approach for better governance
Participatory process, capacity building
and policy integration activities**

**„It is not to homogenize territorial diversity,
but it is to design policies to valorise it.“**

ATTRACTIVE DANUBE PROJECT

ABOUT PROJECT

- The 1st Call of DTP
 - Priority: *Well-governed Danube Region*
 - Specific objective: *Improve institutional capacities to tackle major social challenges*
- Project duration: January, 2017 – Jun, 2019
- Total budget: EUR 1,860,000.00
- 11 Danube countries with 12 financing PPs
 - Slovenia (Geodetic Institute of Slovenia – LP)
 - Hungary (Lechner Ltd., EMFIE)
 - Czech Republic (CENIA)
 - Slovakia (TUKE)
 - Germany (aifora GmbH)
 - Bulgaria (BIFORUM)
 - Romania (URBASOFIA)
 - Serbia (IAUS)
 - Croatia (KCKZZ)
 - Montenegro (ISSP)
 - Bosnia and Herzegovina (FMPU)



AIM & OBJECTIVES

- Project aim
 - **ATTRACTION DANUBE** focuses on strengthening multilevel and transnational **governance** and institutional capacities of policy planners involved in territorial development of the Danube Region by using **territorial indicators and web-based platforms** for better policy and decision making.
- Project objectives
 1. To make TA territorial data available to TA policy planning stakeholders
 2. To improve and strengthen multilevel and cross-sector territorial development planning
 3. To increase the skills, knowledge and capacities of TA policy planning stakeholders

Step 1 – Building of 11 national TA monitoring platforms (national TAMP)

- Output 1.1 Training for project partners on development of national TAMP
- Output 1.2 11 national TAMPs built
- Output 1.3 **Established participatory planning process** for national TAMP building

Step 2 – Establishing common –i.e. transnational- TA monitoring platform (CO-TAMP)

- Output 2.1 Transnational TAMP established
- Output 2.2 TA atlas of the Danube Region prepared

Step 3 – Capacity building for TA policy planners

- Output 3.1 Handbook for policy planners on TAMP utilisation prepared
- Output 3.2 **Capacity building programme** for promoting TAMP prepared
- Output 3.3 National memorandums for sustaining national TAMPs signed

Step 4 – Policy integration process establishment

- Output 4.1 Transnational TA policy coordination workshops held
- Output 4.2 TA policy recommendations and capitalisation action plan adopted
- Output 4.3 Transnational memorandum for sustaining CO-TAMP signed

TERRITORIAL ATTRACTIVENESS DEFINITION

TERRITORIAL ATTRACTIVENESS DEFINITION AND INDICATORS

Definition of TA for the Attractive Danube project relies on

ESPON's ATTREG
 SEE Programme Attract-SEE
 Europe2020 and TA2020 goals

Territorial attractiveness is defined as capacity of certain **territory's Territorial Capitals and Assets** to attract and retain **target groups** (tourists, residents, and companies/investments)





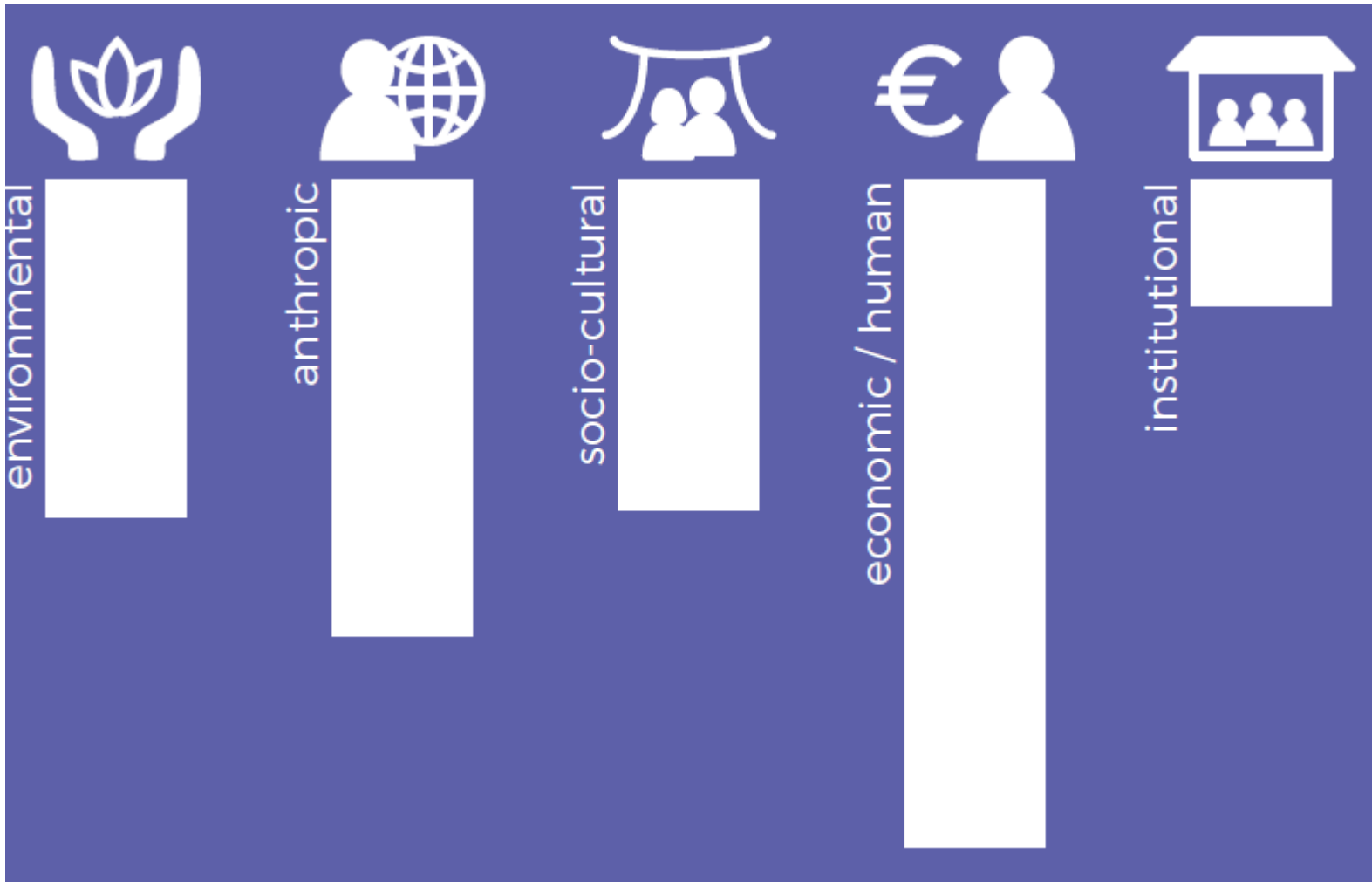
**How to present territorial attractiveness
of the Danube region and participating
countries?**

ASSESSMENT OF ATTRACTIVENESS

- Data collection, indicators
- Tools
- Public participation

- Aim: to the setting up of effective planning actions leading to sustainable results and promoting horizontal and vertical governance

TERRITORIAL CAPITALS - INDICATORS



No.	Territorial asset	Indicator	Target group
ENVIRONMENTAL CAPITAL			
1	Environmental quality	Air pollution: Ozone concentration	Tourists, Residents, Migrants
2		Population connected to urban waste water treatment with at least secondary treatment	
3	Natural resources and energy	Electricity generated from renewable sources	Companies/Investments, Residents
4		Consumption of water per capita	
ANTHROPIC CAPITAL			
5	Landscape quality	% of terrestrial area protected (total and by ecological region)	Tourists, Residents
6	Infrastructures	Population (or households) with accessibility to high-speed broadband (1 Mbit/second up and down)	Companies/Investments, Tourists, Residents, Migrants
SOCIO-CULTURAL CAPITAL			
7	Culture	European cultural sites on the Unesco World Heritage List, 2010	Tourists, Residents, Migrants
8	Quality of life	Life expectancy at birth by sex (Europe 2020 indicator)	Companies/Investments, Tourists, Residents, Migrants
9		Gross disposable household income	
10		People at risk of poverty or social exclusion (Europe 2020 indicator) or % in risk of poverty	
ECONOMIC/HUMAN CAPITAL			
11	Knowledge & Innovation	Population aged 25-64 with tertiary education	Companies/Investments, Residents, Migrants
12		Research & Experimental Development expenditure as % of GDP (Europe 2020 indicator)	
13	Employment	Employment rate 20-64 years by sex [%] (regional) (Europe 2020 indicator)	Companies/Investments, Residents, Migrants
14		Youth unemployment rate	
15	Specializations / Key sectors	Share of employment by sector	Companies/Investments
16	Tourism	Number of overnight stays of tourists per capita per year	Companies/Investments, Tourists
17		Share of tourism related employment in total employment	
18	Investment Promotion	% of GDP of foreign direct investment	Companies/Investments, Migrants
19	Population	Population growth rate	Residents, Migrants
20		% of population in age 20-64 years	
21		Ageing index	
INSTITUTIONAL CAPITAL			
22	International relations	Number of foreign students and/or professors	Companies/Investments, Migrants

TOOLS

- Empowering national stakeholders for TA management
 - Handbook for national TAMP employment
 - 33 national, 3 transnational seminars for TAMP/CO-TAMP utilisation

National TAMP

On NUTS 1-2-3
or LAU 1-2 level

22 transnational
TA indicators

+

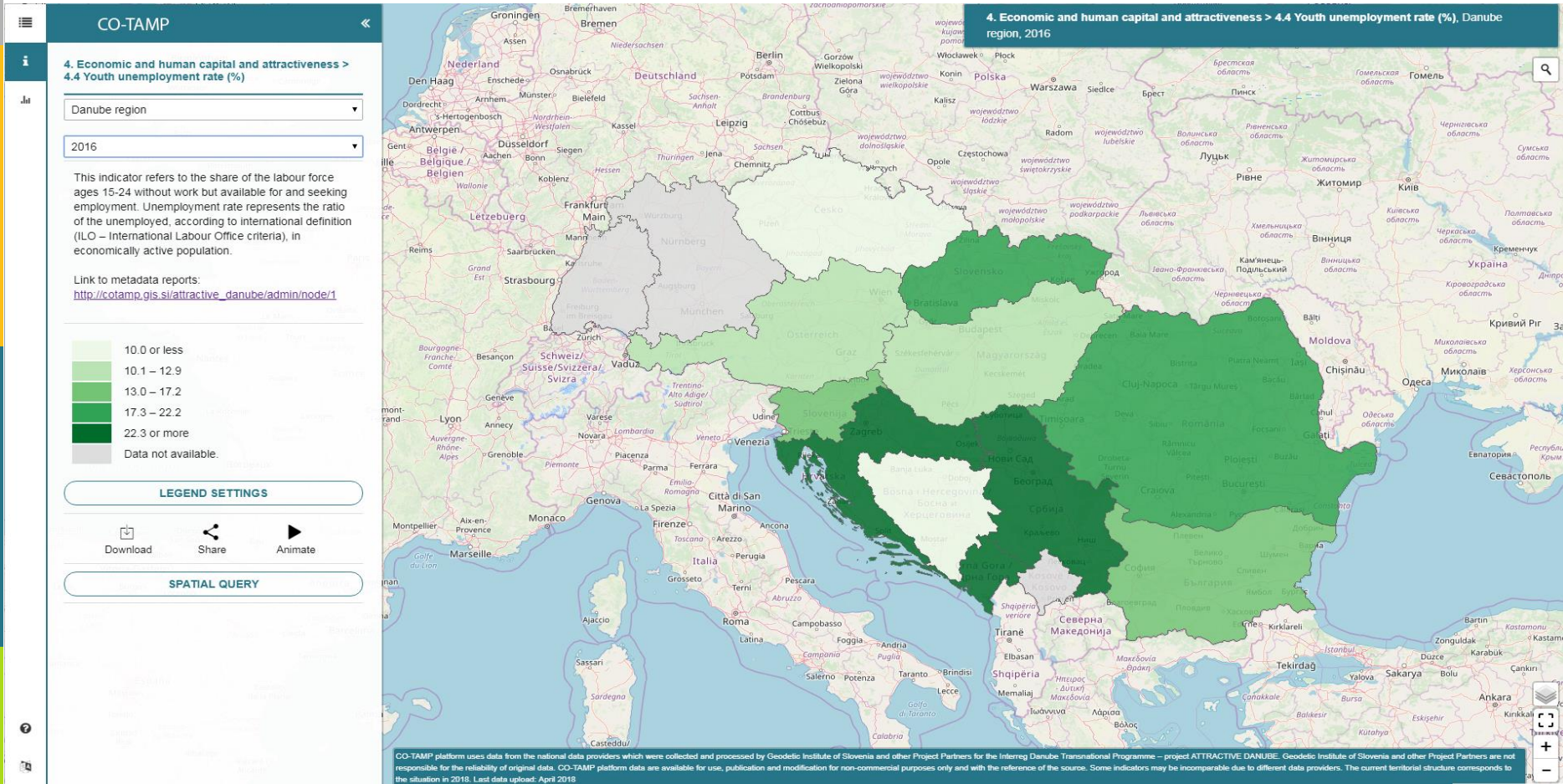
country-specific
TA indicators

CO-TAMP

On NUTS 0 or national
level

Updated 22 transnational
TA indicators

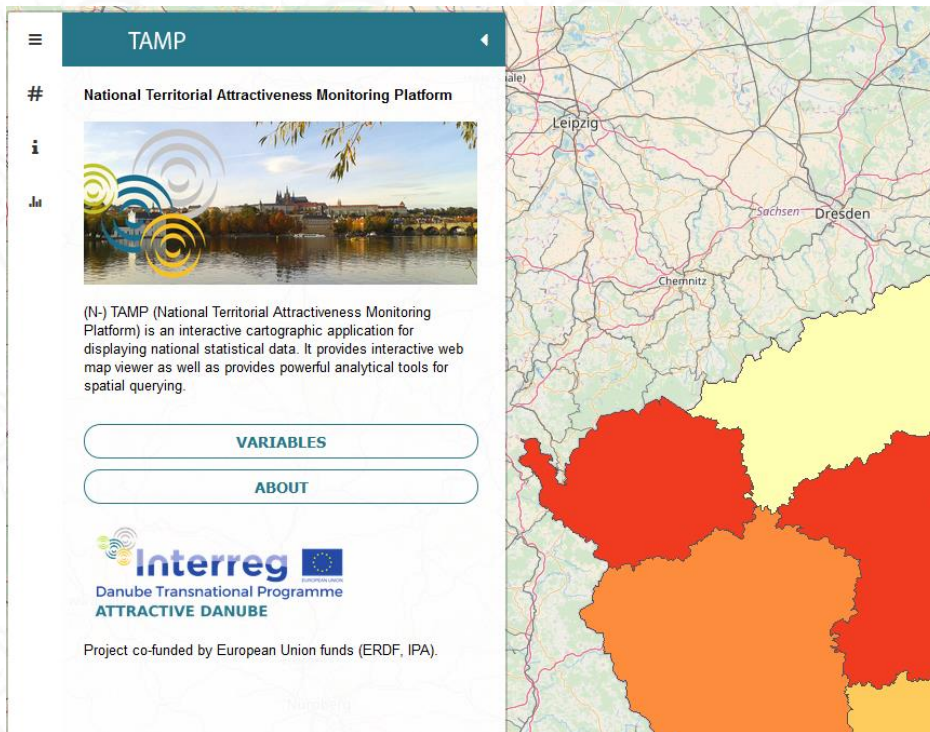
TOOLS - WEB PLATFORMS TO PRESENT, ANALYSE TA INDICATORS



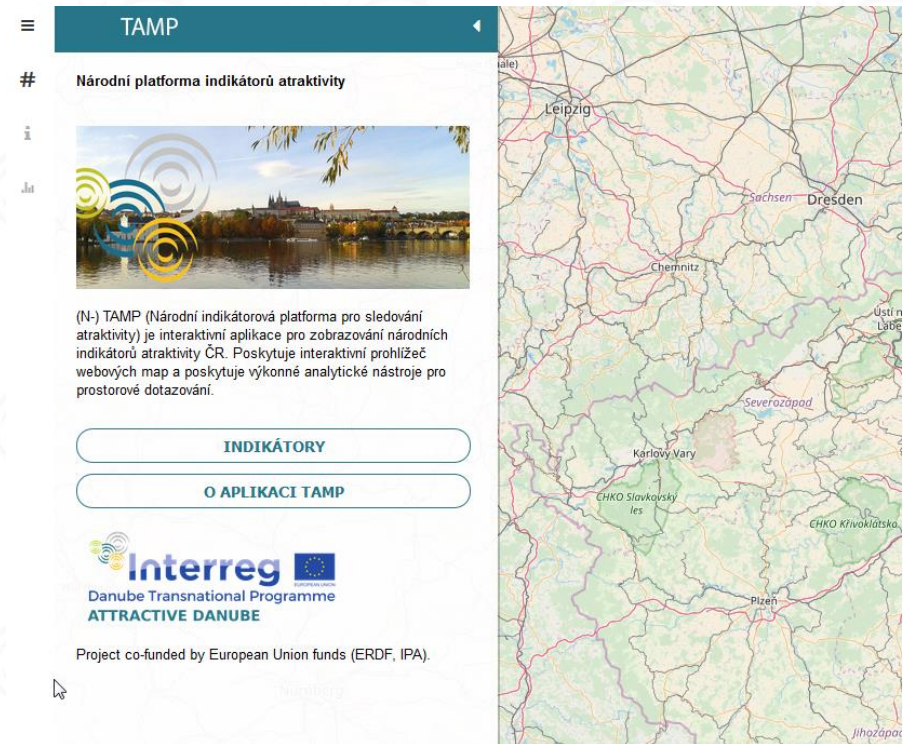
http://cotamp.gis.si/attractive_danube/

NATIONAL PLATFORM - TAMP

- TAMP'S are the most important output of National Workshops presenting **specific national TA indicators**
- 11 TAMP's were established at the Danube partner's countries



The screenshot shows the English version of the TAMP web application. The header is a dark teal bar with the word "TAMP" in white. Below the header, there is a navigation menu with a hash symbol (#) and the text "National Territorial Attractiveness Monitoring Platform". A large image of a river scene with a city skyline is displayed. Below the image, there is a descriptive paragraph: "(N-) TAMP (National Territorial Attractiveness Monitoring Platform) is an interactive cartographic application for displaying national statistical data. It provides interactive web map viewer as well as provides powerful analytical tools for spatial querying." Below the text are two buttons: "VARIABLES" and "ABOUT". At the bottom, there is the Interreg logo and the text "Danube Transnational Programme ATTRACTIVE DANUBE" and "Project co-funded by European Union funds (ERDF, IPA)". The main map area shows a map of Central Europe with a red and orange shaded region in the south, representing the TAMP area.



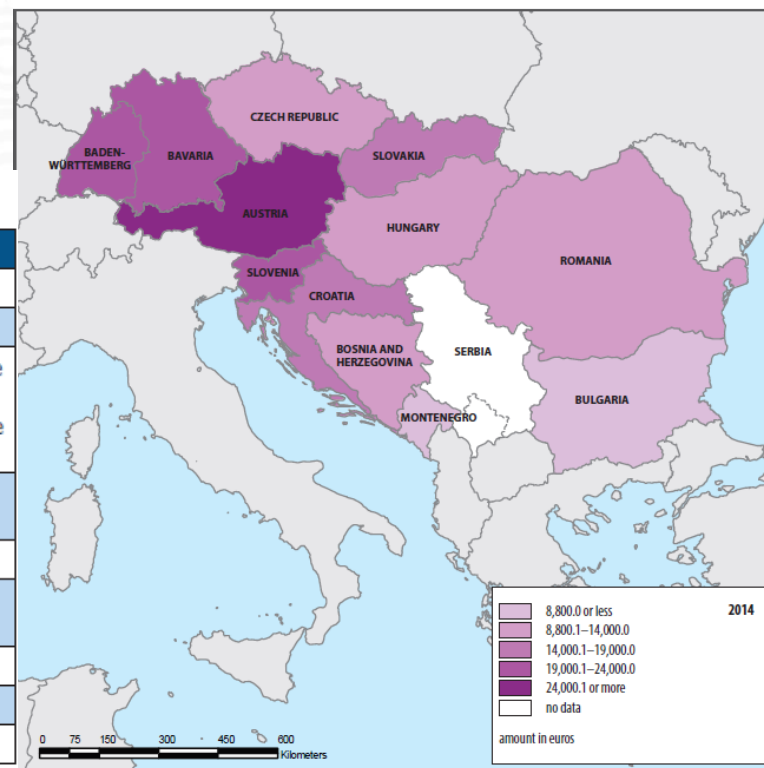
The screenshot shows the Czech version of the TAMP web application. The header is a dark teal bar with the word "TAMP" in white. Below the header, there is a navigation menu with a hash symbol (#) and the text "Národní platforma indikátorů atraktivity". A large image of a river scene with a city skyline is displayed. Below the image, there is a descriptive paragraph: "(N-) TAMP (Národní indikátorová platforma pro sledování atraktivity) je interaktivní aplikace pro zobrazování národních indikátorů atraktivity ČR. Poskytuje interaktivní prohlížeč webových map a poskytuje výkonné analytické nástroje pro prostorové dotazování." Below the text are two buttons: "INDIKÁTORY" and "O APLIKACI TAMP". At the bottom, there is the Interreg logo and the text "Danube Transnational Programme ATTRACTIVE DANUBE" and "Project co-funded by European Union funds (ERDF, IPA)". The main map area shows a map of Central Europe with a red and orange shaded region in the south, representing the TAMP area.

Territorial Attractiveness Atlas

In the Territorial Attractiveness Atlas transnational indicators are presented through:

- Maps
- metadata
- Descriptions
- Indicator's data tables

Gross disposable household income



Gross disposable household income

Name	Gross disposable household income
Asset	Quality of life
Capital	Socio-cultural capital
Definition	The indicator (GDHI) is the amount of money that individuals (i.e. the household) have available for spending or saving. This is money left after expenditure associated with income, e.g. taxes and social contributions, property ownership and provision for future pension income. It is calculated gross of any deductions for capital consumption.
Purpose	This indicator measures the welfare of residence population in a region and reflect the level of poverty.
Determination	Amount in euros
Maintenance/ publishing frequency	Annual
Data source	EUROSTAT, OECD, national, regional
Geographic name	Country/Region
Spatial level	National/Regional

PUBLIC PARTICIPATION

- Workshops for establishing national territorial attractiveness monitoring platforms, **over 340 detailed** TA indicators defined within 12 Danube countries



19 places



472 organisations



11 countries



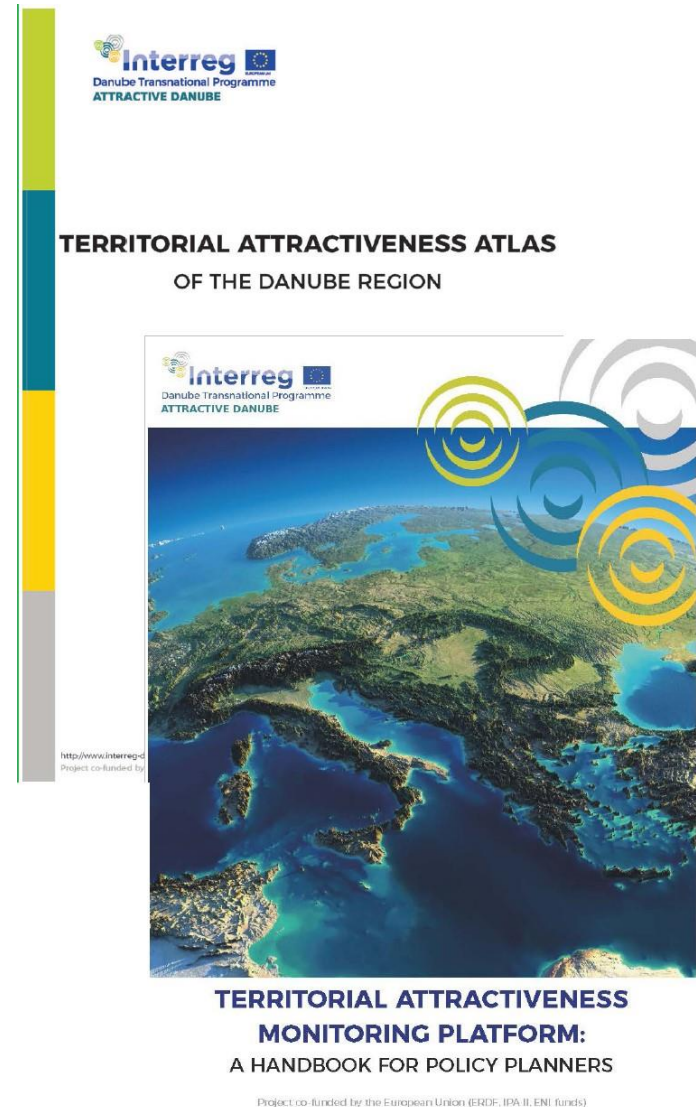
33 workshops



765 participants

CAPACITY BUILDING SEMINARS FOR PROMOTING TAMP/CO-TAMP

- Capacity building seminars for promoting TAMP/CO-TAMP usability (3 per country), 33 altogether (planned)
- **HANDBOOK FOR POLICY PLANNERS:**
- A tool on how to use and interpret the territorial attractiveness data and indicators
- To better plan future development and respond to societal challenges in their countries.



POLICY INTEGRATION PROCESS ESTABLISHMENT

- 3 Transnational policy coordination workshops in the Danube Region
- Policy recommendations and capitalisation action plan adopted
- Transnational memorandum for sustaining CO-TAMP need to be signed

MEMORANDUM OF UNDERSTANDING



- Sustainability of project results
- Close cooperation with EUSDR PA10 and ESPON
- An instrument to **share ownership and responsibility** in shaping the evidence based decision making further, after the end of the project
- **ATTRACTIVE DANUBE** project partners welcome **the political support** to better policy planning for better Territorial attractiveness of the Danube region



**THANK YOU FOR
ATTENTION!**

DTP: <http://www.interreg-danube.eu/approved-projects/attractive-danube>

Facebook: <https://www.facebook.com/InterregCENIA/>

Twitter: <https://twitter.com/attractdanubesi?lang=en>

LinkedIn: <https://www.linkedin.com/in/attractive-danube-546509140/>