

Final publication of the project:

# **ATTRACTIVE DANUBE**

Improving capacities for enhancing territorial attractiveness of the Danube region

Project co-funded by European Union funds (ERDF, IPA)









*Every region is attractive in its own specific way.*

*What is the attractiveness of your region?*

*Do you want to know more?*

The Danube is the second largest river in Europe. The surface area of its river basin is 801,500 km<sup>2</sup> covering 20 countries, which is almost 8% of the total surface of the European continent. The river, since ancient times joins the regions within its proximity, and not only as an important transport route. Countries along the river have much in common and thanks to this together they can share good practices in various fields of life, including the management of their regions and regional policy making.

However, the area is facing several challenges directly impacting on the quality of living and attractiveness for inhabitants, tourists and investors alike:

environmental issues and threats, low transport connectivity, insufficient energy connections, challenges pertaining to safety and security, as well as generally a very uneven socio-economic development between the Western and Eastern parts of Europe. To support a necessary common approach to the development of the region, the ATTRACTIVE DANUBE project provides its instruments and capacity building program to government representatives at all national and sub-national territorial levels and to other stakeholders involved in policy planning.



## Bosnia and Herzegovina



3.5 mil.\*\*

## Bulgaria



7.1 mil.\*\*

## Croatia



4.2 mil.\*\*

## Czech Republic



10.6 mil.\*\*

## Germany



82.5 mil.\*\*

## Hungary



9.8 mil.\*\*

## Romania



19.6 mil.\*\*

## Montenegro



0.6 mil.\*\*

## Serbia



7.0 mil.\*\*

## Slovakia



5.4 mil.\*\*

## Slovenia



2.0 mil.\*\*

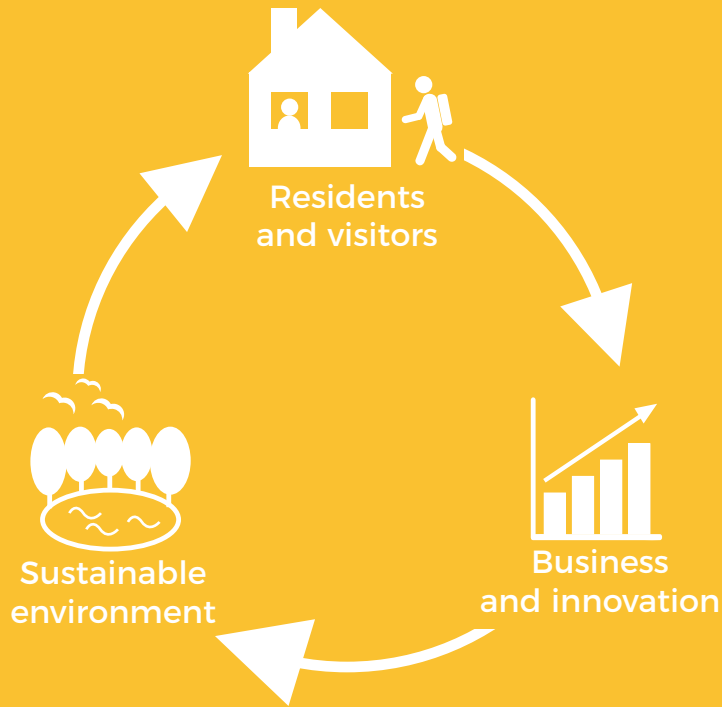
\* area (1 000 km<sup>2</sup>)

\*\* population (2017, Eurostat)



**ATTRACTIVENESS**

An attractive region brings a balance to its three main components:



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. 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).

The perception of an attractive region is when the following values are all in balance:

## **GOOD QUALITY OF LIFE FOR RESIDENTS AND VISITORS**

A good quality of life is a mixture of various aspects. Residents need good governance, politicians who care and who they can rely on. They also need the feeling so that they are heard, have their own voice and have an effective influence on decision making. Therefore, it is important to involve them into the planning process of their local area. Public participation is a key instrument leading toward the creation of trust, therefore resulting in the wellbeing of a better and more understanding relationship between governing bodies and the local population. But the needs of visitors are only a short-term issue. Visitors need to feel safe, have good access to facilities and services, have a choice of restaurants and hotels; well-maintained cultural and natural heritage sites, which are good reasons for them to visit once and return again in the future.



## **ECONOMIC COMPETITIVENESS TO ATTRACT NEW INDUSTRIES AND TALENT**

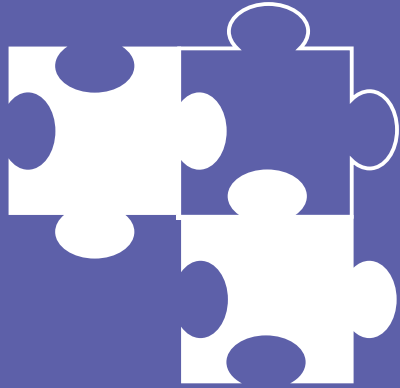
An attractive region needs to be prepared to support and develop investments, opportunities for cooperation and development of new and exciting services and innovative solutions and for the region to be prepared to enter into new and exciting markets. Residents should be able to find full or part time job opportunities, no matter what their life situation is. A modern region should encourage large investors and potential new businesses to start up their ventures and projects, and at the same time support self-employed individuals. Visions and programs should be established to develop and promote innovation and support the development of new talent.



## ENVIRONMENTALLY CONSCIOUS FOCUS ON SUSTAINABILITY

An attractive region ensures that progress on regional planning and environmental actions and projects is monitored, whilst tackling climate change, sustainable development and efficient utilization of resources. An attractive region has a responsible attitude towards its development, in the sense of urban planning, construction and use of materials, ecologically friendly and sustainable solutions to housing and business, renewable energy production, use of transport, air quality, effective water resource management and nature protection of critically sensitive sites. New strategies and plans are created via a participatory approach with all relevant stakeholders.





# **PUBLIC PARTICIPATION**



# involvement



**11** countries



**19** places



**33** workshops



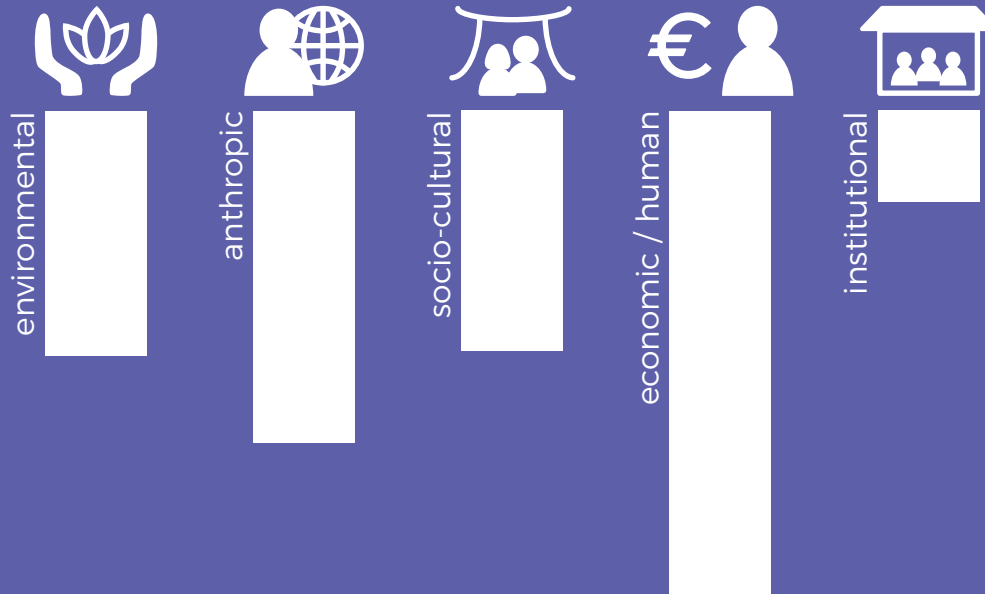
**765** participants



**472** organisations

The project ATTRACTIVE DANUBE has built upon the wider expert/non-expert **public participation** to select a **national set of indicators**, suitable and tailored towards specific needs and situation of the participating country and region. This participatory planning concept is one of the core values of the project, fundamental to its overall success and is of key importance in good governance. Therefore, three national workshops were organised by each partner country between May 2017 and May 2018, a total of 33 in all, with almost 800 attendees.

# indicators



**Why indicators?** Imagine the visions and plans for improving our territory we had, were realized. But how can we ensure the outcomes of these plans and visions had the desired effect on residents, visitors, business or the local environment? **Indicators could be the solution.** The correctly selected indicators may highlight the pros and cons, may help us to decide differently in future, if needed. But what are the indicators that we (or the public) need to do the job?

Many questions were raised and answered at the 33 national workshops.



The aim of the national workshops was to explore and create a set of national indicators that could then be used to measure attractiveness in the countries and could be displayed in the on-line national platforms. Participation of our relevant stakeholders played the key role in these events. Only with their contributions we were able to create a set of indicators specific for each country, enabling us to monitor attractiveness throughout the Danube region and promote further participation and policy cohesion.



**DEVELOPMENT & TOOLS**

**Common Territorial Attractiveness Monitoring Platform (CO-TAMP)** and its national variation **Territorial Attractiveness Monitoring Platform (TAMP)** are:



Freely available interactive map application for displaying indicators on mobile phones, tablets and internet browsers.



User friendly application for the statistical evaluation in time lines and various spatial units (national, regional, local).



Provides the possibility of the creation of your own statistics and data comparison in a few clicks.



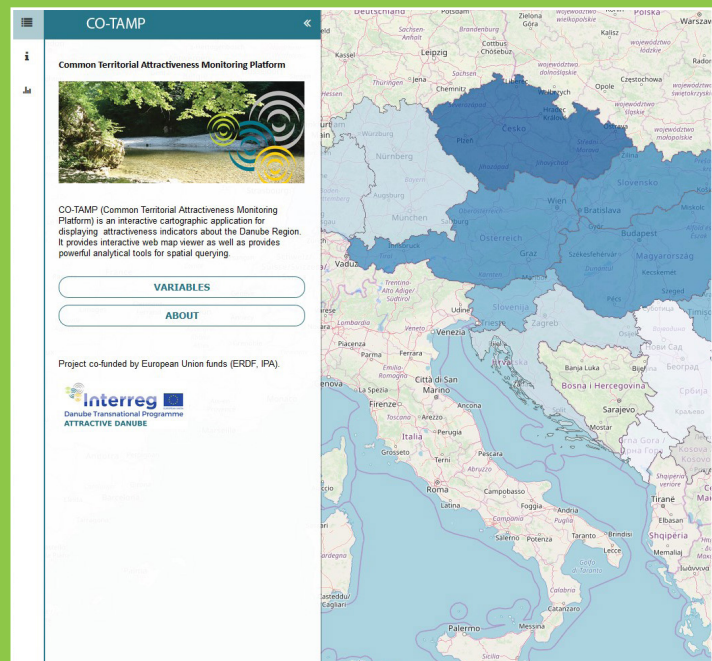
Images, source data, graphs available for print and download.

The **Common Territorial Attractiveness Monitoring Platform (CO-TAMP)** and its national variation **Territorial Attractiveness Monitoring Platform (TAMP)**, were made available in each project partner country, and are innovative web applications developed by the Geodetic Institute of Slovenia.

The Territorial Attractiveness Platforms display indicators created from publicly available data in a set time series from 2008 until 2016.

The aim of the platforms is to contribute to a better territorial development and to support multi-level and cross-sectoral governance. With these tools it is possible to evaluate the level of attractiveness in each country, region or other spatial units, with a focus on different target users, especially citizens, tourists and investors. The platforms can help to analyse the changing patterns and the impact that policy decisions may have on day-to-day life.

The platforms (common and national) provide an open, transparent and accountable instrument for assisting decision-making at each stage of the planning process. They support a shift in attitude across the multi-level governance systems of all countries in the ATTRACTIVE DANUBE project, towards:



[http://cotamp.gis.si/attractive\\_danube/](http://cotamp.gis.si/attractive_danube/)

**Integration** (of information systems, institutions, stakeholders, resources);

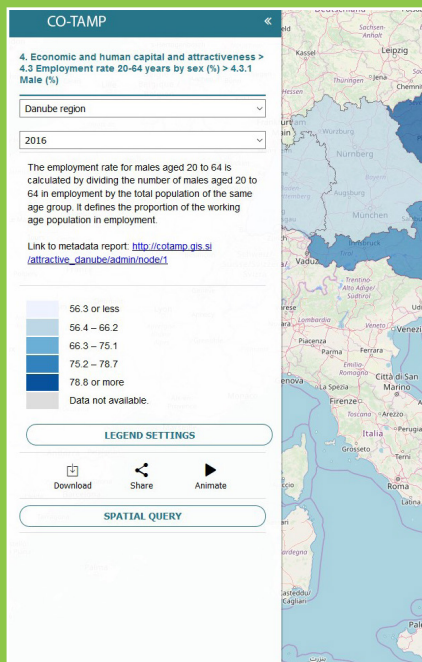
**Cooperation** (vertical, horizontal and transnational);

**Continuity** (whatever the political situation);

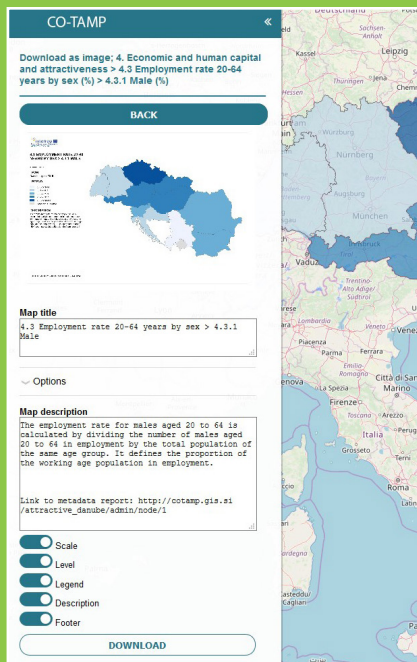
**Transparency** (open, public and understandable);

**Accountability** (visibility of the policy process).

When using the platforms, the indicators can be:



Visualised



Exported



Analysed



**CAPACITY BUILDING**



Possible use of the platforms was discussed at 33 capacity building seminars.



Capacity building represents one of the basic building blocks of the ATTRACTIVE DANUBE project in the assessment of territorial attractiveness. Increased capacities at local, regional, national and transnational level, can improve the governance within the countries of the Danube region. Both platforms developed by the ATTRACTIVE DANUBE project have a high potential for supporting evidence-based planning. But who really knows about the platforms and what these platforms do?

Therefore, a sound capacity building process was shaped in order to educate possible users in the functioning and understanding of the platforms. Three capacity building seminars were organised in each of the project partner countries during the period of 2018-2019. The overall desired result of these seminars was to raise awareness of the on-line tools available and to form a commitment towards their future use.



For those who could not attend the specially organised capacity building seminars, a **Handbook (Territorial Attractiveness Monitoring Platform - A Handbook for Policy Planners)**, as a manual for the use of the platforms, was published and is available in English and in all the national languages of each country participating in the project. The Handbook offers a detailed and relevant explanation of the process and concept of territorial attractiveness and a description of the web tools. Apart from the use of the platforms, the Handbook also goes into more detail about the concept of territorial attractiveness and evidence-based planning.

The second project publication is an **Atlas (Territorial Attractiveness Atlas of the Danube region)** which supports the visual presentation of CO-TAMP indicators. Apart from maps, the Atlas also contains an overview of values of all indicators for all years in a comprehensive way.

Both publications are freely available via download from the project library at: <http://www.interreg-danube.eu/approved-projects/attractive-danube/outputs>.





**GOVERNANCE**

## *What is good governance?*

- ☐ *Good governance is transparent.*
- ☐ *Good governance strives to involve all parties at all levels from local up to regional and national.*
- ☐ *Good governance can always find a realistic, fair and compromising solution.*



All the above answers could be considered as correct. Of course, there are many more characteristics of good governance, think about the region where you live and try to remember what has been done there in recent years? Did it have a positive effect on your day-to-day life? Or did you find out about it by accident when reading the newspapers?

Better decision-making processes built upon an evidence-based approach has been supported by the creation and delivery of the CO-TAMP and TAMP platforms as well as by strengthening the participation of relevant stakeholders.

Through good governance, policies can create conditions for maximizing potential for development, thus enhancing the attractiveness of territories for their inhabitants, visitors and businesses.





The innovative ATTRACTIVE DANUBE platforms offer long time-lined sets of data available from reliable sources (EUROSTAT, OECD, Offices for National Statistics etc.). The data is accessible freely in an on-line and user-friendly manner to the wider public as well as to policy planners and decision makers. The data can be used to describe past and present trends in a specific territory as well as for the creation of new policies, also for the evaluation and monitoring of policies already implemented. The data from the platforms gives the users an opportunity to plan in an evidence-based way.

Although innovative, new and flexible, the platforms should not replace the normative existing planning mechanisms currently in use across the Danube region, but provide a new alternative approach.



# MEMORANDUM



The project outcomes, platforms, indicators and Handbook, were prepared in close cooperation with target users are available for use. However, priorities and requirements of the institutions, that they were representing during the project implementation (2017-2019), can change over time. Further sustainability of the platforms depends on the continuation of cooperation after the project ends. The users will require updated indicators.

The platforms need to offer them these indicators. Therefore, regular updating of the territorial attractiveness data is necessary. The Memorandums of Understanding may represent an instrument to share responsibility in shaping the platforms further, based on information needs. The Memorandum of Understanding will be signed by interested stakeholders to support the institutional cooperation for good governance in all 11 countries.





**PARTNERSHIP**



Project meeting, Košice, Slovakia, March 2019



*Many thanks to the  
project  
consortium!*



Kick-off conference, Prague, Czech Republic, February 2017

# Financing project partners



Geodetic Institute of Slovenia  
(Slovenia) – Lead partner

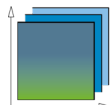


URBASOFIA, Town  
and regional planning company  
(Romania)



**BULGARIA  
ECONOMIC  
FORUM**

Bulgaria Economic Forum  
(Bulgaria)



ZAVOD ZA PROSTORNO UREĐENJE  
KOPRIVNIČKO-KRIŽEVAČKE ŽUPANIJE

Institute for Spatial Planning of  
the Koprivnica-Križevci County  
(Croatia)



**cenia**

CENIA, Czech Environmental Infor-  
mation Agency  
(Czech Republic)



Lechner Non-profit Ltd.  
(Hungary)



First Hungarian Responsible  
Innovation Association  
(Hungary)



aiforia GmbH  
(Germany)



Technical University of Kosice  
(Slovakia)



Bosna i Hercegovina  
Federacije Bosne i Hercegovine  
Federalno ministarstvo prostornog uređenja

Federal Ministry of Physical  
Planning  
(Bosnia and Herzegovina)

INSTITUTE FOR STRATEGIC STUDIES AND PROGNOSSES



Institute for Strategic Studies  
and Prognoses  
(Montenegro)



Institute of Architecture and  
Urban & Spatial Planning of Serbia  
(Serbia)

## Associated strategic partners



REPUBLIC OF SLOVENIA  
**STATISTICAL OFFICE**

Statistical Office of the Re-  
public of Slovenia  
(Slovenia)



The City of Đurđevac  
(Croatia)



REPUBLIC OF SLOVENIA  
**MINISTRY OF INFRASTRUCTURE**

Ministry of Infrastructure  
(Slovenia)



EU Strategy for the Danube Region  
Priority Area10 Institutional  
Capacity and Cooperation  
(Austria)



Košice Self-governing Region  
(Slovakia)



Ervet - Emilia-Romagna eco-  
nomic valorization  
of territory  
(Italy)



REPUBLIC OF SLOVENIA  
**MINISTRY OF THE ENVIRONMENT  
AND SPATIAL PLANNING**

Ministry of the Environment  
and Spatial Planning  
(Slovenia)





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