The Attract-SEE project started in October 2012 and will end in September 2014. It involves 10 partners, an EU Associated Strategic Partner and 8 Observers from 9 countries of South East Europe.

Effective territorial monitoring system of territorial capital assets and better coordination among different development and sectoral policies are basic conditions for achieving territorial cohesion and territorial development goals on transnational, national, regional and local level. The South East-Europe project ATTRACT-SEE will support policy makers to achieve better coordination of territorial attractiveness policies – based upon place-specific assets – as well as their implementation and evaluation.

The aim of the project is to establish a framework concept of territorial attractiveness at SEE scale as well as to develop tools useful for policy makers to enhance the quality of decisions concerning territorial cohesion and growth.

Firstly, a common territorial monitoring framework will be established, based upon a shared concept of “territorial attractiveness” as well as upon its assets. The objective is to create a model of a monitoring system suited to the needs of policy and decision makers, in view to provide outputs useful for supporting policy development and implementation. Through the establishment of a shared system of indicators, the model will then be applied to monitor territorial quality and attractiveness. Secondly, a policy coordination process will be designed, promoting, supporting and actively moderating participation and involvement of policy and decision makers from different sectors and administrative levels.

Defining territorial attractiveness and a set of common indicators at transnational level

Firstly, we defined territorial attractiveness. Territorial attractiveness grounds on a mobility concept and implies the capacity of a place to attract and retain subjects from other places, due to its advantageous features.

Based on defined attractiveness we defined indicators for territorial monitoring on transnational level. The indicators that were not included at the transnational level can still be used in the list of indicators at national level or in a Project Partner’s wish list for each country/region.

Preparation of territorial quality and attractiveness report for each involved region/state

Selected attractiveness indicators for territorial monitoring on transnational level will be one of the inputs for preparation of territorial quality and attractiveness reports for each involved region/state and also for Common Territorial Monitoring Framework (CTMF). Separate territorial reports will be carried out in different pilot areas. Territorial reports will be prepared on the basis of available indicators and on the basis of existing national/regional analysis in the field of territorial attractiveness and quality. In the report indicators and analyses will be interpreted in a clear and simple way.

Reports will be prepared for policy and decision makers and other stakeholders as a support in decision or policy making process on regional, national and transnational level.

The design of common territorial monitoring framework (ctmf)

This framework gives general directions for building up a fully operational territorial monitoring system on regional or state allowing to further develop and complete it following their specific needs. The development of the framework will be complemented through workshops with stakeholders, their needs will be gathered and the framework will be adjusted accordingly.

Project stakeholder involvement and policy coordination

The establishment of a permanent policy coordination network and a continuous policy coordination process in each country/region and on transnational level are very important for project implementation.

The main result of policy coordination process is the improvement of dialogue among policy makers and among different public policies resulting in better coordinated policies and their implementation.

Policy makers and stakeholders involvement in the project work is crucial for the success of project results.

The policy coordination process is expected to result in a more long term coordination network of policy makers and stakeholders. To support the activities a policy coordination handbook has been prepared as guide for experts for territorial development in establishing stakeholder networks. This document defined the strategy for involving stakeholders. Stakeholder involvement is being implemented at national workshops where project results are being verified and discussed with stakeholders. In such way project and stakeholders benefit the expert knowledge and experiences in the field of territorial monitoring.

Such a concept of stakeholder involvement will enable regular verification of intermediate results and will strengthen the stakeholder networks.

Photo from the 1st National Stakeholder Workshop in Slovenia (March 2013)