Model for attractive regional growth

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Territories of Rivers
Action Plans

Component 3

TRAP Component 3 : Model for attractive regional growth

Discussion paper for First, Second and Third Step in joint development of the model. This 5th version has edited after additions made by some partners, following a consultation round.

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Project scope

In the project application reference is made to a jointly developed transferable Model for attractive regional growth (embedding cultural/environmental protection), to be delivered as a project result. Also reference to the same product is made under the name "model for attractive River territory growth".

During the project preparations, Tourism was prioritized as economic growth activity, especially upscale tourism. Landscape constitutes a resource for economic development, particularly tourism. Attractive growth is supposed to incorporate quality-based, diverse, inclusive and sustainable growth. In the sense of the Europe 2020 strategy, it realizes high levels of employment, productivity and social cohesion.

Finally an indication about the content is found in the observation that the "Good practices" that are selected for transfer will serve as source of inspiration for the model.

Scope of the Model

The Model should be an instrument for judging whether a planned intervention will positively contribute to attractive regional growth (it might be awarded the title "Best Practice"), whether negatively, whether neutral. This is **Step 1**. Next, the model should help to reveal what characteristics of the intervention made it successful (and/or made it unsuccessful).This is **Step 2**. This analysis helps to give orientation to the investigation whether a successful intervention in a specific area might be adopted elsewhere, e.g. in another EU member state.

However, a blueprint for successful intervention transfer to other realities (other member states or regions) does not exist. The reason is, that conditions that made interventions succesfull apparently fit in the reality of this specific society. It is not certain, whether these conditions function similarly when replaced to another social reality. Nevertheless, the determination of decisive conditions for success in the specific area helps to find the applicability of the intervention elsewhere. Even, it can give orientation in the adaption of the intervention, with bigger chance of turning out to contribute positively to attractive growth in another place (**Step 3**). In figure 1 this is illustrated. "Intervention" in this figure should be read as "Good Practice".

Our working field as partners is limited to catchment area management. The model will address this, related to relevant types of land use such as forestry, agriculture, tourism and nature.
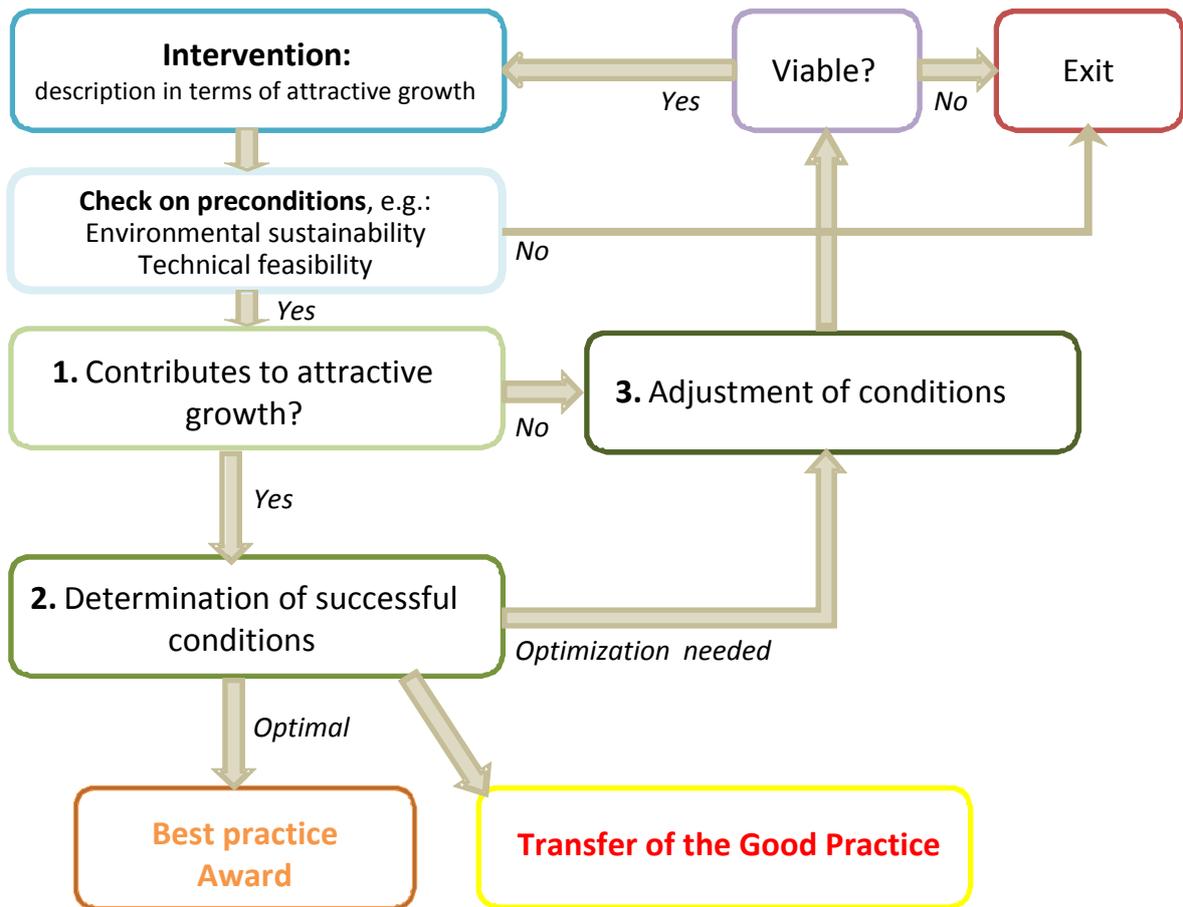
Figure 1 – Flowchart for determining regional attractive growth

Good Practices in the Model

Good Practices and their relationship with attractive regional growth.

Source 1 : project plan TRAP

Some other orientation to what the model should contribute is written in the project description of TRAP. The parts that touch this subject are presented below.

The project focuses on four thematic areas for the Good Practice analysis :

Governance : stakeholder involvement and consensus building methodologies (economic impact assessment tools)

Monitoring : ensuring the enforceability of the WFD

Aquatic environment : enhancement of policies, projects and technologies

River tourism : products, plans & tools integrating landscape protection into diversified, inclusive river territory development and growth.

Another input on the main characteristic of attractive regional growth, from the TRAP partner's convictions, are present in the description of the good practices.

In the template which describes each Good Practice, remarks are made about the reasons why it is considered a good practice, and what it contributes to attractive regional growth (Q.13). The remarks reflect the relevant terms in which the partners are thinking while considering attractive regional growth.

A glossary on the contributions :
- continuity in increasing income from fishing tourism (UK, IR, SI, FI);
- include ecological services as a value in policy decisions on best societal benefits (UK);
- increase of the value of the tourism product (EL, FI);
- tool for coherent tourism development with wide stakeholder involvement and common objective (IE);
- wide stakeholder involvement and decision taking focused on the common objectives (NL);
- continuity in productive activities (NL, RO).

It appears, that the notion of Attractive regional growth is understood in terms of income generating initiatives (fishing, ecological services, upscale tourism, productive activities) which create added economical value in the region. In addition, importance is given to an element of common objectives of stakeholders and policy decisions on best societal benefits. This has elements of common interests, or shared interests : wide stakeholder agreement. Clearly, our convictions about attractive regional growth are not limited to ELC and WFD criteria : it seems, they are implicitly present in the way wide stakeholder agreement is realised. They should be, nevertheless, included in the considerations about the added economic value (see below).

> *Conclusion:*
>
> *according to the convictions of the TRAP partners, the common aspects which define attractive regional growth are :*
>
> 1. *Added economical value to the region*
> 2. *Wide stakeholder agreement*

These are the main elements of interventions whose simultaneous presence determine the contribution to attractive regional growth. The two main elements owe some explanation.

Ad 1.   Added economical value to the region
As seen before the added economical value to the region has to do with the direct value that is reflected by the economic value of the products sold : fish, tourist experiences, agricultural products, space for urbanisation, logging wood, minerals, energy etc. Also an indirect economic value can contribute : paid employment. This results in higher consumer conduct, and attracts economic value to the region. Variables/conditions are e.g. temporal and permanent labour.

Finally we distinguish as indirect economic added value the employment and economic value created in next steps of the production chain, whether at the same spot as the primary product was realised, whether elsewhere. Variables/conditions would be the location and the continuity. It would be logical to include here any negative result for society formulated to lost economic value. E.g. loss of production/employment in a competing but defeated production process, and harm to cultural heritage and well-being, harm to biodiversity and ecology.

Ad 2.   Wide stakeholder agreement

Wide stakeholder agreement is realised when different stakeholders, with different interests, come to a common understanding. The consequence is that some stakeholders accept negative consequences and still support the proposed intervention (good practice). That might be caused by accepting decisions made by a (public) authority, it might be that some compensation has been realised to balance the disadvantaged.

For example, each type of land use (agriculture, forestry, nature/biodiversity, fishery, tourism, mining, urbanisation, flood protection etc.) coincides with specific economic activities that have it's also specific impact on landscape, water quality, creation of added value. Also specific stakeholders can be distinguished with their interests in whether economic value, landscape, water quality or both or all. To reach stakeholder agreement, the questions about the contradictions should be overcome. The way how the stakeholder agreement was reached (or lost) is the aspect of what trade-offs could be reached, and in what manner. Variables/conditions are : what is to be achieved, what is to be protected, which stakeholders pay/invest, and which benefit.

Towards a Model

First Step – Attractive Regional Growth
The two aspects that simultaneously should be present in an intervention can be combined in a graph that enables the analysis of planned interventions. This graph and its explanation is the **first Step** of the Model.
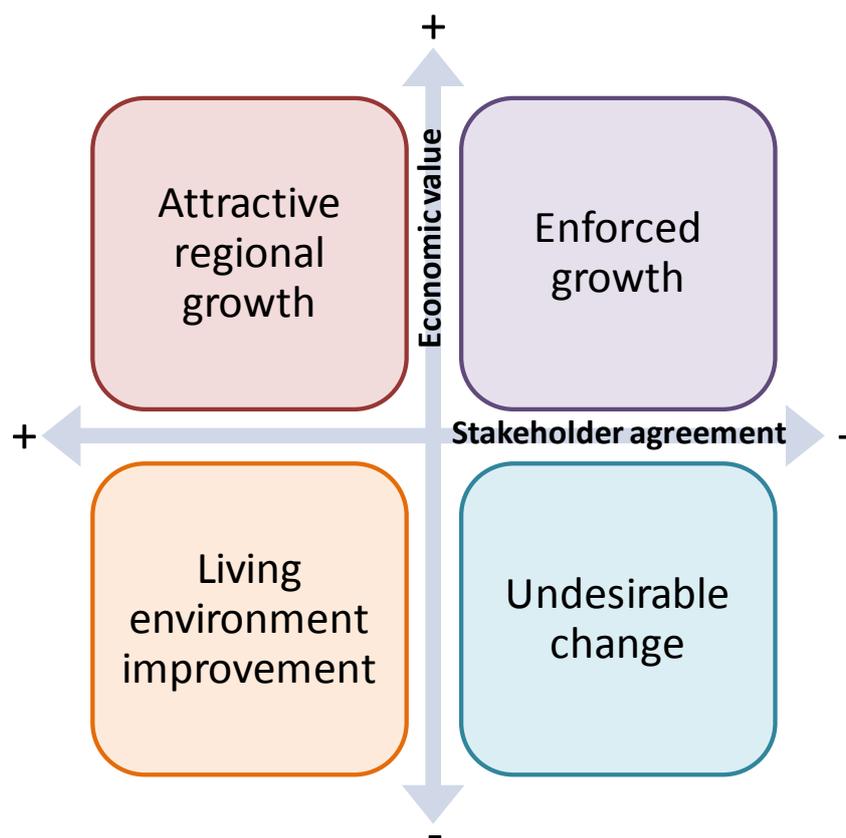

Figure 2 – Scenario's of development

By analyzing the objective to deliver a "model for attractive regional growth", combined with the description of the Good Practices, two elements arise: *added economic value* and *wide stakeholder agreement*. According to the descriptions of the Good Practices, added economic value is what most Project Partners strive for. To achieve this added economic value, in most examples, a process with stakeholders was started, to reach consensus and thus stakeholder agreement of the intended interventions. However, interventions ("good" practices) not always reach this goals. Sometimes they are enforced, sometimes no or few added value will be gained as a result. So they qualify differently.

A methods of determining the added economic value, which can be used to score on the vertical axis, is the Cost-benefit Analysis (CBA). For scoring on the horizontal axis, a stakeholder analysis can be applied.

The two elements can be related to each other in a Model, which consists of the four quadrants. A single (intended) intervention can be checked in the Model. For each component an intervention can score "+" or "-", which places it in a quadrant. The description of the quadrants is as follows:

- **Attractive regional growth**: the added economic value of an intervention is scored as positive, as well as the wide stakeholder agreement. This means the intervention will be supported be all stakeholders and the region will benefit.

- **Enforced growth**: the added economic value of an intervention is scored as positive, but the stakeholder agreement is negative. This means that certain stakeholders oppose interventions. In some cases and circumstances, an interventions has to be made, to add economic value, or to prevent economic detriment or loss.

- **Living environment improvement**: the stakeholder agreement of an intervention is scored as positive, although there is no added economic value. In this case, all stakeholders agree that the intervention should be made. A decline in regional economic value is acceptable because all stakeholders feel favoured, or added economic value is only reached on micro level.

- **Undesirable change**: stakeholder agreement and added economic value both score as negative. In this situation most stakeholders oppose the intervention and no economic value for the region is added. This can be the case where just one, or a few stakeholders benefit by the intervention and are capable of carrying it out.

With this Model intended interventions can be judged by locating them in one of the quadrants according to its score on the axes, making clear in which context it operates.

Second Step – Success factors of Good Practice and transferability
If the intervention/good practice is considered to contribute to attractive regional growth, it is worth analysing what specific variables and conditions made it successful. It will create consciousness on the success-and-fail factors. This analysis will help the sustainability of the impact in preventing to accidentally removing success factors, and/or to annihilate fail-factors. This good practice can be forwarded to acquirement of the Best Practice award. But it might additionally help to judge whether the good practice might be transferred to elsewhere, and under which variables/conditions. These successful factors or conditions can be in the field of stakeholder involvement, economic development, use of knowledge and technology or other aspects. It is also interesting to explore the amplification the effect these factors might have on each other. E.g.: can the use of applied technology enlarge the local support and trust for an intervention?

For assessing the transferability of Good Practices, not just the description for these practices, but more importantly, the key success factors should be identified. The possibility of transference is determined by the local presences of these factors. The mix of present success factor is the base for application of a transferred Good Practice. E.g. if the key success factor in region X is the cultural tendency of inhabitants to get involved into local initiatives of contributing to maintenance of nature reserves, this can be identified as key success factor. The Good Practices can not easily be transferred to region Y in which inhabitants tend to rely on the government for maintenance of the public domain.

Third Step *– Adaption of interventions*

Some good practices/interventions that were not considered to contribute to attractive regional growth might – in an adapted form – ultimately be capable to do so. Adjustment might be suggested by the conditions and variables determined to be responsible or decisive for successful contribution to attractive regional growth of similar successful good practices elsewhere, whether for other successful good practices in the same region. <mark>Like in the second step of the model multiple factors, including technology, can be identified as beneficial.</mark> Nevertheless, some good practices will not be viable in any form in certain areas and certain social/cultural realities. It is lost energy to follow up.

What next ?

The interventions with which we as TRAP partners mostly are working, often have an important WFD and/or ELC component. What still might be added to the model is a list of known WFD/ELC interventions, and locate them in the graph : demonstrating their potential as stimulating attractive regional growth.

The tool that Shannon Development made, might be useful to define the variables/conditions, and decide what score an intervention has on the axes of wide stakeholder agreement and added economic value. So it can be added to the model as an instrument, for Step 2 with implications for Step 3, maybe slightly changed.

If we have a **planned intervention**, but it is described only in economic or social geographic terms, we have to get knowledge on what significance it has in ELC and/or WFD context. Here the Shannon tool could be helpful: it gives the variables/conditions to be investigated ex-ante. Consequently, the monitoring should be focused on, and limited to, those variables/conditions too.