How to rethink regional attractiveness in the new global environment?

- **3 target groups:** Talent, Investors, and Visitors

- **14 dimensions across 6 domains of attractiveness**

- Current database: **50+ indicators** at **TL2 level**
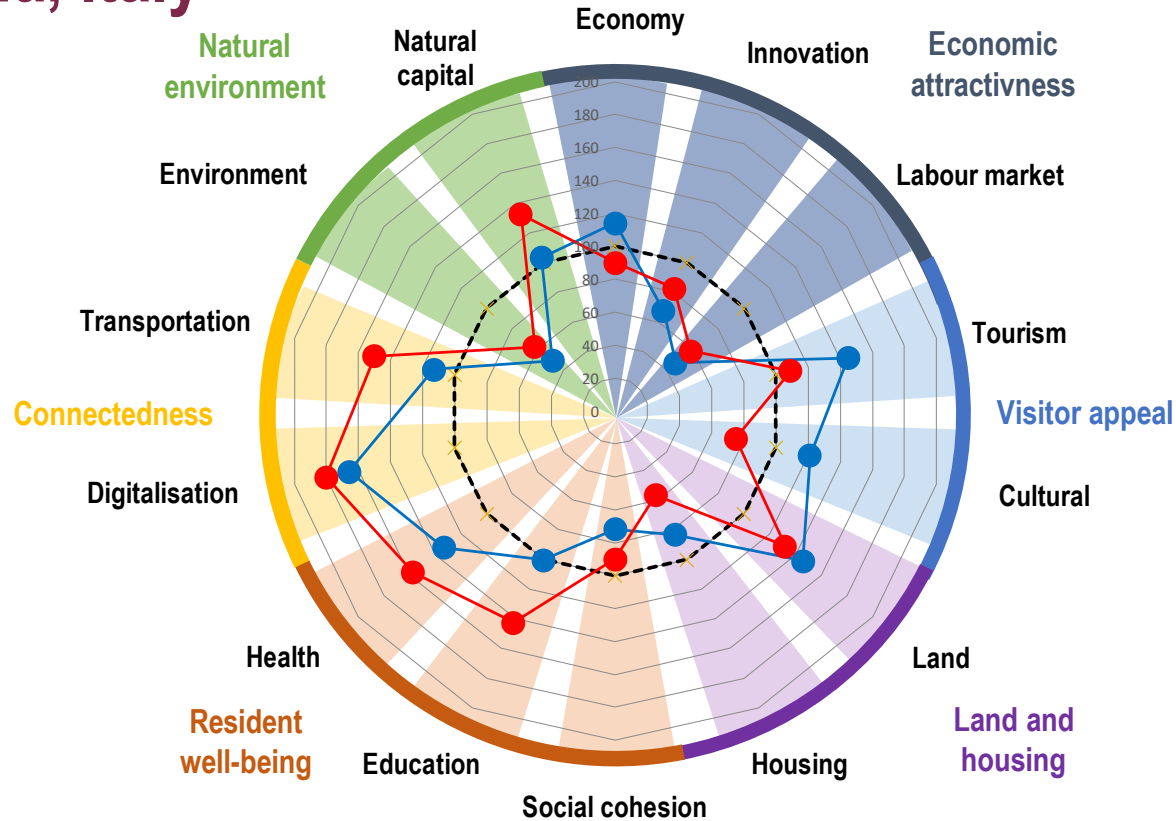
- Developing a similar database at **TL3 level**
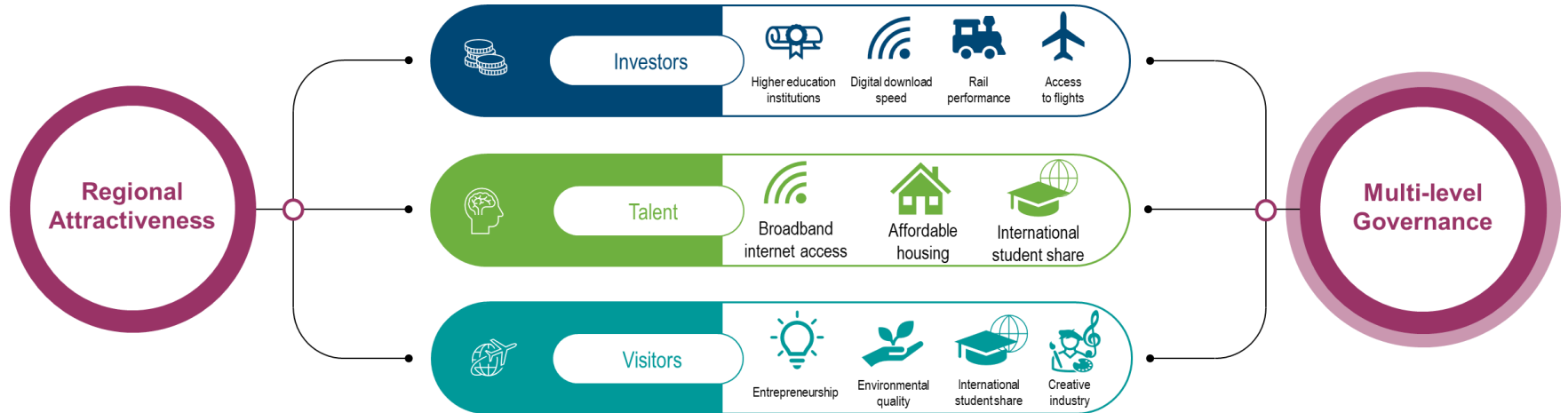
An example : Liguria, Italy

Compass interpretation:

- Scale from 0-200 (200 represents the region with the best performance; 100 represents the median)

- The composite score for each dimension, is represented by a blue dot indicating performance relative to the EU median, and a red dot relative to the Country median.

Drivers of regional attractiveness

Regional Attractiveness

Investors
- Higher education institutions
- Digital download speed
- Rail performance
- Access to flights

Talent
- Broadband internet access
- Affordable housing
- International student share

Visitors
- Entrepreneurship
- Environmental quality
- International student share
- Creative industry

Multi-level Governance

What role for local and regional governments ?

- **Many SNGs take action**

- **A role for regions:**
    - Exploiting synergies
    - Cross-sectoral nature of attractiveness
    - Coordination of local stakeholders

- **Which requires specific skills, resources and capacities**
    - Collect & analyse data, foresight, trust relationships, etc.

Thank you !

Follow our work: <u>Regions in Globalisation</u> webpage

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