

SPECIFICATION

ESPON Targeted Analysis Based on User Demand 2013/2/7

Transnational Support Method for European Cooperation (TranSMEC) (2009)

(o) Targeted analyses within the ESPON 2013 Programme

The ESPON 2006 Programme provided integrated analysis and long-term spatial scenarios which enriched the European policy debate and knowledge base. Tying in with the achievements of the previous programme period, the ESPON 2013 Programme continues conducting applied research on European territorial development, competitiveness and cohesion. At the same time, a new type of projects is carried out in the form of targeted analyses based on specific demands expressed by stakeholders and making use of existing ESPON results.

The priorities describing the work-programme of the ESPON 2013 Programme are structured in four strands:

1. Applied research on territorial development, competitiveness and cohesion: Evidence on European territorial trends, perspectives and policy impacts

The applied research projects will create information and evidence on territorial challenges and opportunities for success in the development of regions. Cross-thematic applied research will be a major activity integrating existing thematic analysis and adding future analysis of new themes. Territorial impact studies of EU policies will be another focus under this priority.

2. Targeted analysis based on user demand: European perspective on development of different types of territories

This priority responds to a clear demand of practitioners for user and demand driven actions within the ESPON 2013 Programme. By convening an analytical process where ESPON findings are integrated with more detailed information and practical know-how, new understanding of future development opportunities and challenges may arise, which could be transformed into projects and actions.

3. Scientific platform and tools: Territorial indicators and data, analytical tools and scientific support

The scientific platform and analytical tools built up within the ESPON 2006 Programme will be maintained and further expanded. New actions shall be undertaken to develop current achievements and make use of existing indicators, data and tools.

4. Capitalisation, ownership and participation: Capacity building, dialogue and networking

Under this priority, actions are foreseen that will make the evidence and knowledge already developed operational through raising awareness and involving stakeholders in the results and practical application of them.

Targeted analyses under Priority 2 enable stakeholders to obtain customised and up-to-date information on their particular territorial context and opportunities for development which can be used for policy development. Given the targeted focus of these projects on specific territorial entities, targeted analyses will contribute to the use of ESPON results in practise and to the involvement of policy makers, practitioners and scientists in a joint synergetic process.

(i) General objectives of targeted analyses under Priority 2

The general objectives of targeted analyses within the ESPON 2013 Programme are the following:

- Provision of evidence and knowledge based on ESPON results on the strengths and weaknesses of individual regions and/or larger territories seen from a European perspective, or a global context, giving European regions the option to compare themselves to other regions and hereby finding competitive advantages for development and cooperation.
- Improvement of the usefulness of ESPON results by testing new, experimental and innovative options such as (1) analysis of themes of interest for groups of regions, partly based on case studies, (2) methodological frameworks for translating territorial development goals and policy aims into concrete actions and (3) technical, methodological and analytical support to territorial planning processes and spatial programming and visions.
- Provision of analytical support and evidence based on ESPON results on thematic priorities in cooperation with other Structural Funds Programmes.

The aim is to carry through targeted analyses in partnership with policy makers and/or practitioners showing an interest in gaining awareness of European evidence, information, experience and/or knowledge on common challenges related to their territorial and/or urban development.

The individual targeted analysis shall support better informed policy decisions by:

- Integrating ESPON findings with more detailed information and practical know-how, either from a territorial part of Europe or from a sector authority.
- Contributing to a sound knowledge of territorial development perspectives/trends through new understanding of future development potentials and challenges for the respective territorial and/or urban development.

This project shall contribute to these objectives during its implementation by ensuring a close cooperation and partnership with the stakeholders who expressed their need for this targeted analysis.

(ii) Types of Action under Priority 2

Projects under Priority 2 can have different foci and accordingly vary in their content. In order to have a clear distinction between the various possible project orientations, each project needs to be clearly allocated to one of the following types of action:

1. Integrated studies and thematic analysis

This type of action is foreseen to follow a “traditional” analytical approach using existing results of ESPON applied research and other studies. The analysis can integrate several themes relevant for certain types of territories, regions and/or cities or they can be less comprehensive in the approach by focusing on one or a few themes.

The main objectives are:

- a. To provide added value for territorial development of specific types of territories¹ by offering new comparative insight and understanding on territorial potentials and challenges from a European perspective;
- b. To ensure that other (similar) types of territories/regions can benefit from the output of the analysis.

2. Knowledge support to experimental and innovative actions

This type of action clearly allows for the implementation of projects that differ from the mainstream of the ESPON 2013 Programme by being more experimental and/or innovative in character. It is in a way a laboratory for developing ways of meeting main territorial challenges that Europe is confronted with.

The objectives are:

- a. To support experimental and innovative actions carried through in partnership with stakeholders with European knowledge on territorial structures, trends, perspectives and policy impact;
- b. To provide methodological support to experiments and innovative efforts.

3. Joint actions related to other Structural Funds Programmes

The joint actions related to other Structural Funds Programmes take a geographical starting point in the area covered by these programmes, be it transnational, cross-border, interregional, regional or urban territories. The content of these actions can be integrated and thematic analyses or they can be experimental and innovative of nature

¹ Types of territories codified for the territorial dimension, include urban, rural-mountains, rural-islands, rural-area (sparsely and very sparsely populated), rural-other, former external border, area dependant on fisheries, outermost regions, transnational cooperation areas, cross-border cooperation areas and interregional cooperation areas (as listed in the ESPON 2013 Programme, p. 9).

(as described above). A main prerequisite is that they are justified by supporting Structural Funds Programme implementation.

The objectives are:

- a. To provide information and analyses on the European position of these areas, their comparability with other similar areas, and their potentials and challenges, useful for Structural Funds Programmes (regional, cross-border, transnational, interregional and urban);
- b. To provide methodological support for strategic processes, including visions and scenarios for spatial development and planning.

Independent of the type of action, each project should have a European perspective (i.e. supporting the understanding of the wider European context), a clear transferable character and a concrete implementation part, focusing on specific territories.

The analytical approach can provide integrated, cross-thematic analyses, study individual themes or sectors, or focus on a specific type of territories. At any rate, ESPON findings shall be integrated and supplemented with more detailed information and practical know-how, either from a territorial part of Europe or from a sector authority. Analysis can include/be based on case studies. The geographical coverage will normally have a more limited territorial coverage than the entire European territory.

This project belongs to the third type of action. By using, inter alia, existing ESPON results, the project aims at developing transferable analytical and methodological tools that will help INTERREG Programmes in both, the development of and capitalisation on projects.

(iii) Scope and rationale of the targeted analysis

INTERREG Programmes are varied in size, geographical and thematic scope. They are globally seen as useful financial instruments of implementing EU Cohesion Policy. In this context, the INTERREG IVB North West Europe Programme promotes an integrated approach to territorial development in the North West Europe cooperation area by funding transnational projects within a number of thematic priorities.

There is a shared feeling that the main challenges across the INTERREG Programmes are:

1. To aggregate territorial outputs and achievements of projects in a systematic way so as to make them more visible to the external world.
2. To collect and use evidence on territorial potentials and challenges in support of future strategic project development.

Against this backdrop, the aim of the "Transnational Support Method for European Cooperation" (TranSMEC) is to address issues related to a more strategic steering of projects as well as to aggregating added value. These two strands of the project shall

result in the presentation of ways and means supporting the conceptualisation of projects as well as strengthening the visibility of projects and the programme as a whole.

Main characteristics of the territory to be addressed

North West Europe (NWE) is a transnational cooperation area that brings together regions of eight countries, i.e. Belgium, France, Germany, Ireland, Luxembourg, the Netherlands, United Kingdom and Switzerland.

The area of NWE has a strong position within Europe, represented by its high economic performance, high density of population, high levels of accessibility as well as its wealth of diverse natural and cultural heritage and landscape. Alongside such a remarkable list of strengths that characterise the area, a series of threats and weaknesses still call for intervention. As an example actions are needed to eliminate regional disparities in the concentration of innovation and knowledge economy sectors or to overcome the increased flood risk due to concentration of human activities along coastal areas and in river valleys in NWE.

For further reading on the territorial characteristics of North West Europe please refer to the INTERREG IVB NWE Operational Programme 2007-2013 website (www.nweurope.eu).

In the TranSMEC targeted analysis it is envisaged that only geographically representative regions of the NWE cooperation area will be studied in detail. They will be selected at the spatial level NUTS 1 and 2, depending on the availability of pertinent data. The targeted regions will be chosen for analyses after a preliminary study of the most relevant material and available findings of the ESPON and INTERREG NWE Programmes as well as on the basis of an agreement between the stakeholder², the experts and the ESPON Coordination Unit (CU) at an early stage.

Thematic scope for the targeted analysis

In the INTERREG tradition most projects are developed bottom-up, i.e. triggered by the expression of interest of relevant stakeholders. As a result, projects respond to territorial needs and have a real territorial impact. They can make a difference to the lives of millions of people in Europe. On the other hand, such an approach may mean that a strategic intervention is not optimal. The current bottom-up project development implies

² In the frame of the ESPON targeted analysis “stakeholders” are understood as those who expressed an interest in obtaining customised information as a result of the project, in this case public authorities responsible for the implementation of programmes under Structural Funds 2007-2013. As far as the TranSMEC targeted analysis is concerned, the role of a stakeholder is formally played by the INTERREG NWE IVB Managing Authority that acts on behalf of all the member countries of the Programme. Such a meaning of “stakeholders” differs from the common understanding of stakeholders as project promoters and other actors affected by the INTERREG Programme.

that issues of one field of the INTERREG intervention are addressed in different ways that often do not link to each other, which makes it more difficult to communicate the bigger picture to the wider public in determining the overall added value of cooperation programmes. This calls for better global overview and coherence of the funded operations.

Right now is a good time to reflect upon achievements of the INTERREG NWE Programme. Projects financed by the INTERREG IIIB NWE Programme have been recently completed or are heading towards their closure. At the same time new projects are being conceptualised and developed under the current 2007-2013 IVB programming period. It is an excellent opportunity to review procedures for project development and to engage actors that have previously not been involved in project partnerships, in order to expand cooperation networks set up under the last programming period.

Programmes like the INTERREG IVB NWE are typically confronted with the following two challenges:

1. Capitalisation on project results
The means (or lack of means) to aggregate territorial outputs delivered in a systematic way so as to make them more visible to the external world.
2. Strategic project steering
The means (or lack of means) to identify key territorial potentials, themes and regional stakeholders to respond to more strategic issues and have a greater impact on the whole programme area.

The TranSMEC targeted analysis shall address and analyse these two challenges. However, in order to facilitate a thorough targeted analysis that is not too broad in nature the focus of the project will be limited to two topics addressed by the INTERREG IIIB-IVB NWE Programmes.

In order to identify a topic of the INTERREG Programme for the analysis on capitalisation the following criteria have been formulated:

- Availability of relevant INTERREG IIIB NWE project results at an advanced stage
- Availability and compatibility of ESPON 2006 results, studies and maps
- Relevance of the topic as regards the current EU policy priorities
- Relevance of the topic to key NWE future events

A check against these criteria indicates that the most relevant topic for this analysis would be “Water management and flood risks”, a theme addressed by the INTERREG IIIB NWE Priority 3: “Sustainable management of water resources and prevention of flood damage” which also falls within the climate change discussions.

In order to decide on a policy area of the INTERREG Programme for the analysis on strategic project steering the following criteria have been formulated:

- Need to explore the topic and strengthen the spectrum of available data at NWE and EU level
- Relevance of the Priority as regards the current EU policy agenda
- Relevance of the topic to IVB NWE, ESPON 2013 and other INTERREG Programmes
- Need to specify strategic projects to be developed and identify relevant partners to be involved

The topic of “Innovation” which falls under the INTERREG IVB NWE Priority 1: “To strengthen the innovative capacity and the knowledge-based economy of the NWE and to support the mobilisation of regional and local potentials through transnational cooperation” responds best to the points above.

Objectives of the targeted analysis

As discussed above, the aim of the "Transnational Support Method for European Cooperation" is to address issues related to project development as well as to aggregating added value. By specifying the territorial context of project results and defining those in a comparable way capitalisation will be enhanced. At the same time the NWE Programme will contribute with better qualified information to the EU knowledge-base (mainly in the field of methodologies and procedures). The two strands of the project shall present ways and means supporting the conceptualisation of projects as well as strengthening visibility of projects and the Programme as a whole.

The targeted analysis can be divided into two thematically distinct strands:

1. Capitalisation on project results

Many projects of substantial contribution to the topic of “Water management and flood risks” have been approved under the INTERREG IIIB programming period. Most of them are now completed or being finalised. Their outputs and results will be available for the purpose of this study. They should provide the basis for an exercise that leads to an effective capitalisation and dissemination of the INTERREG IIIB achievements.

In particular, the study shall draw a set of maps of NWE related to water management and flooding by extracting information from ESPON on the hazards vulnerability within the whole NWE area as well as its specific regions. This information should position NWE in the European context and pinpoint the particular regions where water management and flood risks are of major concern.

At the same time, the study shall position deliverables of the INTERREG IIIB projects on those maps. By combining information and evidence and by overlaying the map of current NWE projects dealing with water management and floods with the ESPON information of regions of high vulnerability, the study might display areas requiring intervention. For these areas the analysis shall not be assumed as a guideline

for future project development in the field of water management and flooding. The targeted analysis must rather focus on the effective aggregation of results of projects already implemented and offer additional facts and knowledge to be used by the INTERREG NWE Programme.

2. Strategic project steering

The topic selected for this strand of the analysis, i.e. “Innovation”, is strongly supported by current national and EU policy priorities. As it is a new thematic priority in the programme there is a lot to be gained by a deep analysis of the strengths and weaknesses of the NWE territory to enable an intervention of ERDF support at the right level (both thematically and geographically).

The topic of “Innovation” has not been a specific priority in previous INTERREG NWE Programmes. A proper understanding of the term is important for the TransMEC project so that a definition will be agreed upon among the experts, the ESPON Programme and the stakeholder at an early stage. That will take into account the understanding of innovation in the INTERREG NWE Operational Programme, with reference to the Priority 1.

On the basis of a number of characteristics defining innovation, the objective of the targeted analysis shall be to conduct a survey of NWE regions mapping the innovation hotspots in relation to thematic issues typical for the cooperation area. EU data as well as ESPON information may be used to cross-check information. To improve the innovative capacity of the NWE area it is essential to know it. Furthermore, key needs and key actors can be identified and mapped. Results of this study should be used as a tool to support the conceptualisation process of new projects under the INTERREG IVB Programme.

An interim and a final report shall be drafted to provide useful information which will highlight specific opportunities for future activities in the field of innovation. It may also identify gaps and missing expertise and services in the NWE regions.

In addition, it is envisaged that different maps should be produced that show both the European and the national/regional territorial context of aspects/topics related to innovation in NWE, including both the regional centres of innovation as well as areas of a low activity in this field. These maps should provide a unique basis for development of new projects under Priority 1 of the current INTERREG IVB Programme and guide towards identification of strategic partners to be involved.

It needs to be pointed out that the chosen topics have a different coverage in existing ESPON results. “Water management and flood risks” issues are directly dealt with in the ESPON project 1.3.2 – “Territorial trends of the Management of the Natural Heritage” in terms of the vulnerability of regions for floods and other related hazards from a European perspective. “Innovation” as a concept is not directly addressed in any of the existing ESPON projects. However, a wide range of thematic ESPON studies can provide

substantial evidence for analysing the innovative capacities in different regions/parts of the NWE transnational area. Other sources of information may complement the analyses.

(iv) Implementation methodology and project governance

Partnership in the project implementation is vital in order to achieve useful results. This applies to both, the partnership between the ESPON Programme and stakeholders, as well as between the team of experts and the stakeholder representatives.

Stakeholder involvement is essential throughout the life-cycle of the project and starts off with the definition and development of the specific theme for the targeted analysis. During the implementation phase of the targeted analysis, stakeholders play an active role by providing and giving access to information relevant for the project, as well as by steering and guiding the work of the experts.

The Nord-Pas de Calais Regional Council (based in Lille, France) as the INTERREG NWE Managing Authority (MA) is the Lead Stakeholder behind the TranSMEC project. It formally represents member countries and interests of the INTERREG NWE Programme area, i.e. Belgium, France, Germany, Ireland, Luxembourg, the Netherlands, UK and Switzerland.

The Ministry of the Interior and Spatial Development in Luxembourg acting as Managing Authority for the ESPON 2013 Programme is the contracting party for the targeted analysis. It formally represents all 27 EU Member States plus the Partner States Iceland, Liechtenstein, Norway and Switzerland.

The administrative tasks related to the implementation of the project will be carried out in close cooperation between the INTERREG NWE Joint Technical Secretariat (JTS) and the ESPON Coordination Unit (CU) on behalf of their respective Managing Authorities.

The NWE and the ESPON Monitoring Committees will through the JTS and the CU provide the operational guidance and take key decisions on the direction of the project. In principle, full reporting shall be provided at meetings of the NWE MC as well as towards the ESPON MC. A working group representing the NWE MC may be formed to closely follow the project.

The organisational structure of the TranSMEC project will involve representatives of the INTERREG NWE MA/JTS and the ESPON MA/CU. All actors shall closely cooperate to ensure a proper implementation of the project. No umbrella organisation or association will be involved to facilitate interaction between them.

At the INTERREG NWE JTS relevant staff members have been appointed to supervise the targeted analysis in cooperation with the ESPON CU. They will stay in regular contact with the ESPON CU and the experts. In particular, they will take part in the steering of the project through systematic meetings with the experts (e.g. Kick-off/

intermediate/ final meeting) and by providing relevant information that can be of use for the experts (e.g. detailed data on the INTERREG NWE projects, qualitative output/ result/ impact indicators at the programme and project level, complementing data as in the programme strategic documents). In case additional information is required, promoters of the INTERREG NWE approved projects will be requested by the JTS to provide data. Also, policy makers, field experts and other key actors in the NWE area shall be directly contacted by the experts for a search of other relevant data, if necessary.

Findings of the targeted analysis delivered at different stages as well as its final results will be broadly disseminated through a number of events, e.g. ESPON Seminars, the INTERREG NWE 2009 annual event and programme meetings. Outputs of the analysis will be also communicated in the form of leaflets, newsletters, etc. The final report will be published in four languages of the INTERREG NWE Programme area, i.e. English as the first language before translation, French, German and Dutch

(v) Envisaged results of the targeted analysis

The "Transnational Support Method for European Cooperation" shall result in:

- Development of a set of tools (maps, reports) to support the conceptualisation process of new projects under the INTERREG NWE as well as to strengthen the visibility of the programme and its projects in the NWE transnational cooperation zone.
- Development of a method and tools (criteria, clustering of projects, maps, etc.) to analyse project outputs and results (in the field of water management and flooding) versus the territorial context. The method and tools need to be transferable to other topics and other programming areas.
- Positioning the NWE (with maps, reports) in the European, national and regional territorial context of aspects related to innovation as well as water management and flooding.
- Analysis of trends recognised in the NWE area in the fields of innovation and water management (reports).
- Exposure of complementary information under the complex definition of innovation in the NWE (e.g. economic base, R&D activities and human resource development) and water management (regional vulnerability, hazard potential and EU policy recommendations etc.).

Results of the targeted analysis should be of benefit for the INTERREG NWE Programme (increased capacity to aggregate results and focused guidance for future project development) as well as for project promoters in the NWE area (better visibility of the projects' results and clearer steering of projects in their conceptualisation phase).

(vi) Operational use of the targeted analysis

The findings of the TranSMEC project will serve as analytical tools to further elaborate the INTERREG IVB NWE Programme's project development strategy and communication strategy. It is seen as potentially providing complementary direction to more strategic project steering and a stronger presence of more evident outcomes of the INTERREG NWE.

TranSMEC is expected to work alongside the Strategic Initiatives' work as developed under the INTERREG IVB NWE Programme. Strategic Initiatives relate to a more top-down project development effort on a number of important NWE topics. These projects will promote a cross-sectoral approach and involve a wide strategic partnership, by bringing together key relevant actors with the capacity to deliver and make practical use of the results. The aim is to create focused clusters of such projects which will have a close working relationship at the strategic level as well as at operational levels to maximise their impact. More detailed information is to be found in the Operational Programme and the INTERREG IVB NWE website www.nweurope.eu.

The results of the targeted analysis will also act as pilots for further targeted analysis on other topics and also on other cooperation areas.

This novel way of studying potentials of a cooperation area within specified fields creates synergies across programme areas and between ESPON and other INTERREG Programmes, the INTERACT Programme and paves the way for further collaborations.

(vii) Outputs and timetable

The TranSMEC targeted analysis shall start in January 2009 and last for approximately one year. It is foreseen that specific outputs will be produced at different stages of the implementation phase, including final deliverables at the end of the analysis.

The project shall deliver a set of maps of the NWE in the context of water management and innovation as well as two reports – an interim and a final one – where findings of the targeted analysis will be presented together with guidelines to be integrated in the future project development under the INTERREG IVB Programme.

In particular, interim outputs shall be presented at the following meetings/events:

- Spring 2009 – INTERREG IVB NWE Programme Monitoring Committee (interim report).
- Autumn 2009 – INTERREG IVB NWE Annual Event on Climate Change (relevant maps and other contributions, the formats of which will be specified upon agreement with the stakeholder).
- December 2009 – INTERREG IVB NWE Programme Monitoring/Steering Committee (final report).

Dates of other meetings, e.g. the Kick-off meeting with the participation of representatives of the ESPON and INTERREG NWE Programmes as well as experts of the experts will be agreed at an early stage.

Due attention will be paid to any INTERACT events to get maximum synergies across Programmes.

(viii) Budget for the targeted analysis

The maximum budget foreseen amounts to € 150.000, including VAT if applicable. Proposals exceeding this value will not be considered. This amount will include all the experts' costs for completing the study including travel expenses and attendance at meetings with the stakeholder and the ESPON CU, as well as participation in the above mentioned events.

ESPON projects are generally conducted in a partnership of several bodies from at least three EU Member and Partner States (from three different countries taking part in the ESPON 2013 Programme). However this requirement does not apply to projects with a budget up to €200.000 (incl.).

(ix) Existing access points

The access points listed below serve the purpose of providing the experts with useful information for preparing a proposal. It is by no means meant to be exhaustive, but should be considered as information that can be helpful as background information.

ESPON Documents:

- ESPON 1.3.1 – *The Spatial Effects and Management of Natural and Technological Hazards in Europe*
- ESPON project 1.3.2 – *Territorial trends of the Management of the Natural Heritage*
- ESPON 2.1.2 – *The Territorial Impact of EU Research and Development Policies*
- ESPON 2.2.1 – *The Territorial Effects of the Structural Funds*
- ESPON 3.2 – *Spatial Scenarios and Orientations in relation to the ESDP and Cohesion Policy*
- ESPON 3.3 – *Territorial dimension of the Lisbon-Gothenburg strategy*
- ESPON–INTERACT – *Environmental Hazards and Risk Management: Thematic Study of INTERREG and ESPON activities*

Documents provided by the INTERREG NWE:

- INTERREG IVB NWE Operational Programme

- Projects documentation (Application Forms, Activity/ Progress Reports, projects promotional material)
- Spatial Vision Study No. 3 (2005) – *Sustainable Management of the Cultural and Natural Heritage of NWE*
- BBR Study (2008) – *Preparation of strategic projects of transnational cooperation: Description of strategic attributes*
- Report of the Strategic Initiative workshops on Innovation

European Policy Documents:

- Directive 2000/60/EC of the European Parliament and of the Council of 23 October 2000 establishing a frame work for Community action in the field of water policy
- Directive 2007/60/EC of the European Parliament and of the Council of 23 October 2007 on the assessment and management of flood risks
- COMM (2008) 133 final, Communication from the Commission to the Council, the European Parliament and the European Economic and Social Committee – *Towards an increased contribution from standardisation to innovation in Europe*, 11.03.2008
- COMM (2006) 502 final, Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions – *Putting knowledge into practice: A broad-based innovation strategy for the EU*, 13.09.2006
- SEC (2007) 1547, Commission Staff Working Document – *Regions delivering innovation through Cohesion Policy*, 14.11.2007