



Training Session 2

“Monitoring Tools”

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Inspire policy making by territorial evidence



ESPON BSR-TeMo (bsr.espon.eu)

Baltic Sea Region Territorial Monitoring System

Welcome BSR **Domains** [Headline](#) [Applications](#) [Cities](#) [Gallery](#)

- Economic performance and competitiveness**
- Access to services, markets and jobs
- Overview
- Potential accessibility
- Spatial structure**
- Functional areas: access to cities
- Population potential within 50 km
- Indicator
- Maps and charts
- Statistics
- Tables & Maps
- Implementation
- Metadata
- Border crossings
- Internet
- Innovative territories**
- Social inclusion and quality of life**
- Environmental qualities**

Population potential within 50 km

Indicator definition

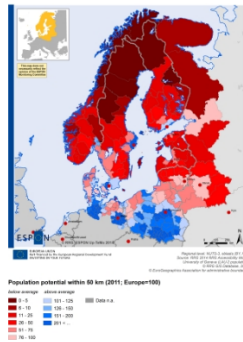
The indicator population potential within 50 km is defined as the number of population located within 50 km airline distance from any place. It characterizes the spatial structure of European territories in terms of the market potential and population density. Indicator results are standardized at the European average, indicating regions below and region above the average.

Indicator importance

The provision of public and private services is one of the key factors for regional spatial development. The number, size and quality of such services, and the willingness of public and private actors for their maintenance, often depends on the available population that potentially can use these facilities. The potential represents not only the population number at the place of service, but also covers the service area around - which is measured by this indicator. The higher the population potential, the bigger is the market and thus the higher the potential is for economic activities.

Findings

The European map clearly highlights the main dichotomy between the European core area ('blue banana') and the peripheral areas. In areas outside the European core only selected urban regions



show above-average population potentials, while the other regions perform significantly below European average. A change in these patterns is rather unlikely to occur in the short run, even though some of the peripheral regions, such as regions in Spain, Greece or Ireland, experienced considerable population gains through migration processes. Since the main economic centers in Europe also experienced positive net migrations, it is rather unlikely that areas outside the blue banana can significantly catch up. Zooming into the BSR revealed that apart from the capital city regions, only the southernmost regions in Poland and Germany and the area of Sankt Petersburg show above average potentials, illustrating the general North-South divide in the BSR. The farther North a region is located, the poorer the indicator performance is. Beyond these very general patterns, there is also evidence that poor indicator performance is not only a matter of disadvantaged geographical location. Regions in Mecklenburg-Vorpommern, in Poland and also in Denmark, for instance, also yield values below the European average at the level of disadvantage compared to regions in Sweden or Finland, surrounded by regions with high population potential. These areas can be considered as 'inner peripheries' of low population potentials and thus with low attractiveness for economic and social activities.

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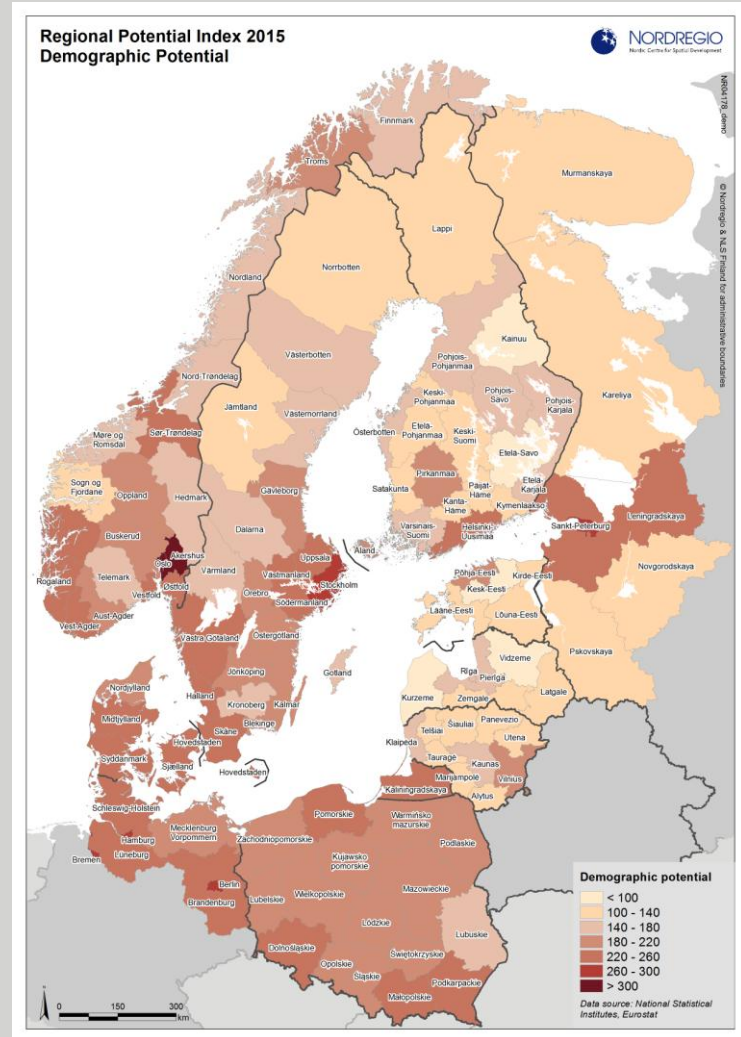
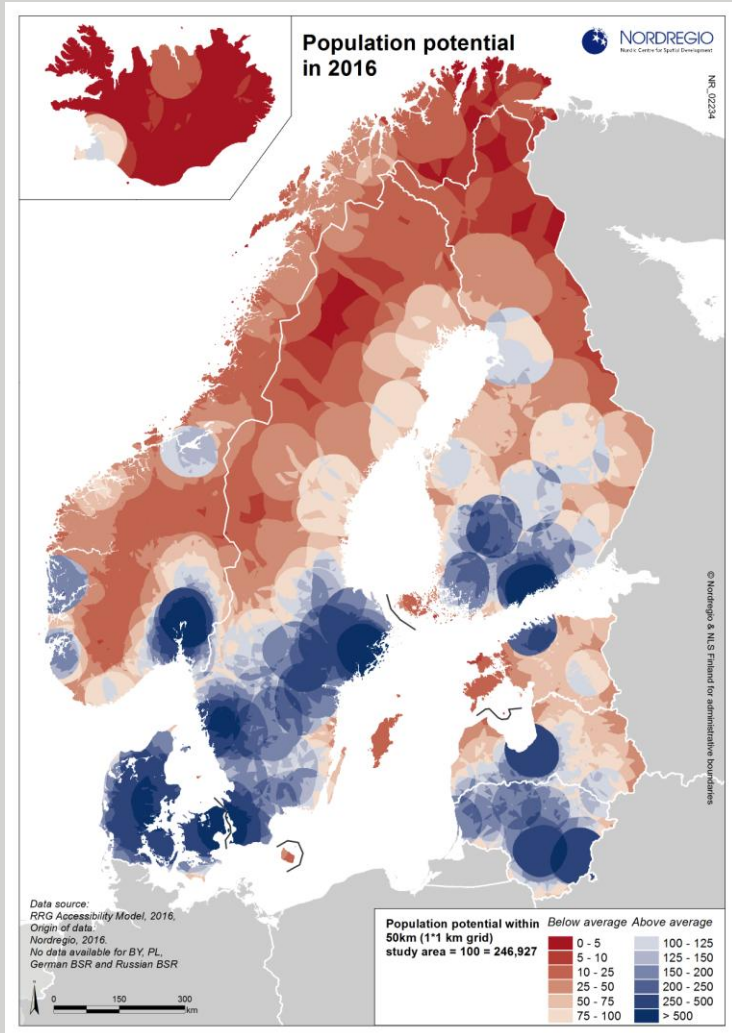
Overall benchmarking

- General description
- Policy context
- Results**
- Visualization
- Charts download
- Data sources
- Thematic scope - Migration**
- Geographical scope - Cross-border areas**
- Cross-cutting issues - Territorial cohesion**
- Urban analysis**

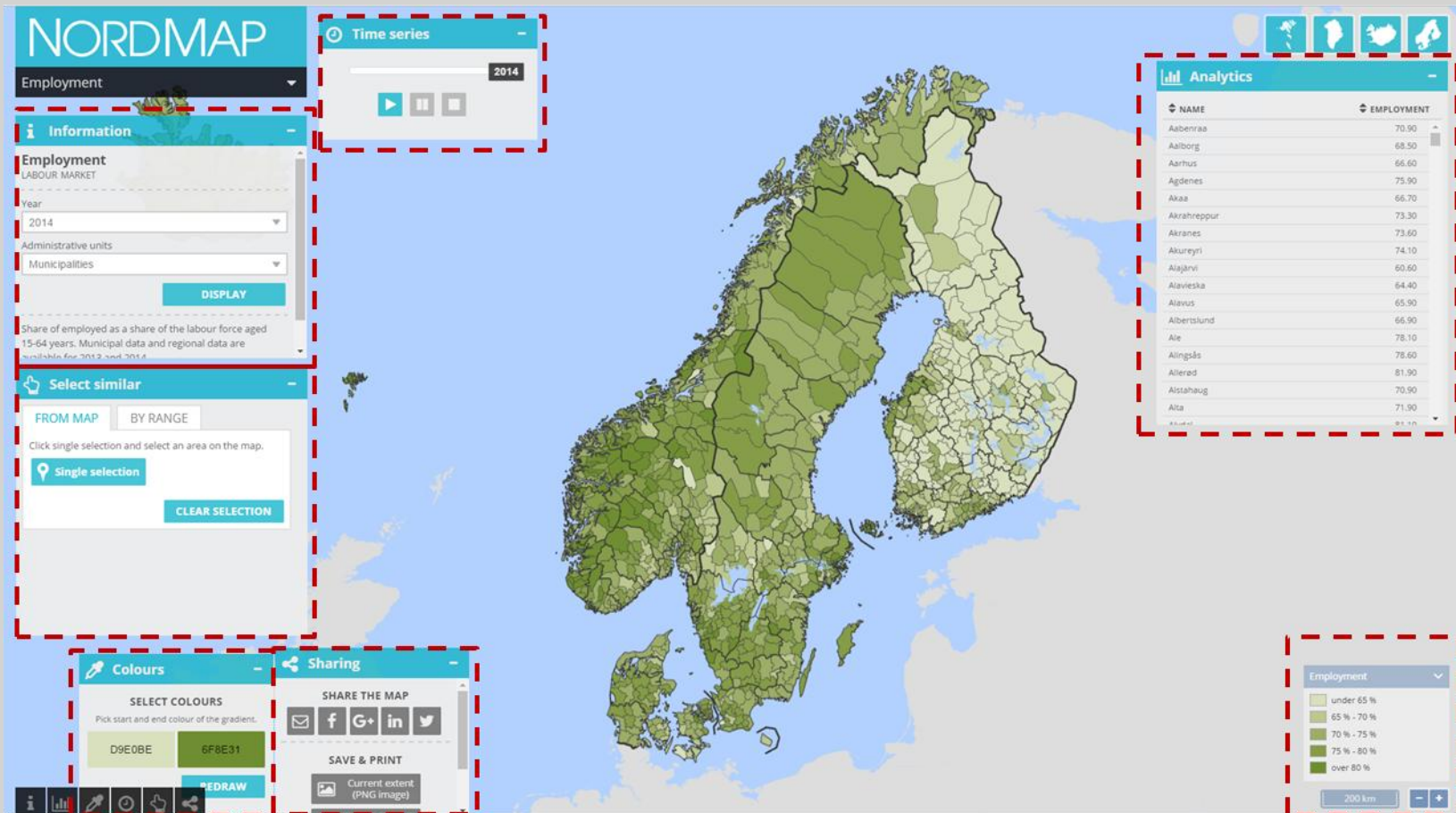
Overall benchmarking - Results / Key findings

- The BSR has far outperformed its peer regions in economic growth primarily due to the rapid catch-up of eastern BSR.
- The 2008 crisis hit the BSR severely, but not as much as the NSR.
- Despite rapid catch-up, the material welfare gap of the BSR is still in a league of its own compared to the peer regions. This gap is so large primarily due to increasing discrepancies in the eastern BSR rather than the traditional east-west gap of the region.
- Three million new jobs in the BSR 2005-2008 implying twice the growth rate as e.g. in the NSR.
- Post-2008 job losses in the BSR similar as those in the NSR.
- The BSR inaccessible in comparison to peer regions, but gradually gaining in on them.
- The BSR on the whole not as attractive to migrants as its peer regions ...
- ... albeit east-west differences are marked: east is loosing, west is gaining.
- The BSR lags behind its peer regions in the general health status of its population. Interregional differences in the BSR are pronounced in comparison.
- The rate of increase of built-up surface is fast in the EU parts of the BSR in comparison to the peer regions. No data on non-EU parts of the BSR exist.
- The air quality of the BSR appears not markedly different from that of its peer regions. However, no comparable data on the non-EU parts of the BSR are available.
- Benchmarking the BSR against other transnational or macro regions by utilising information in the monitoring system is both possible and in all probability also beneficial.

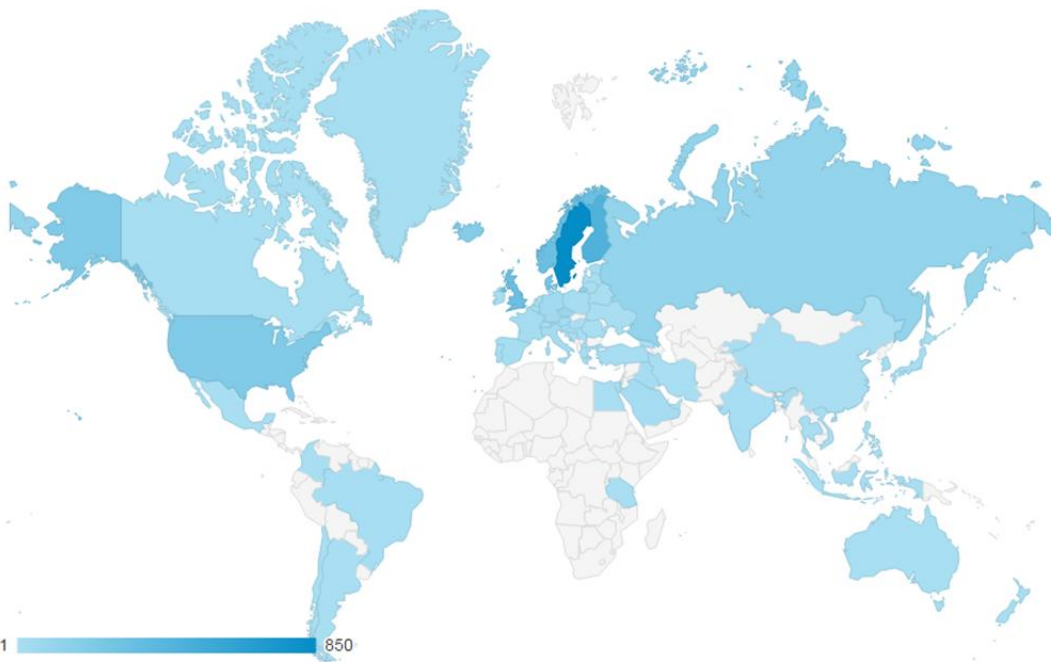
After ESPON BSR-TeMo



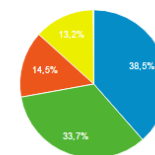
NordMap www.nordmap.se



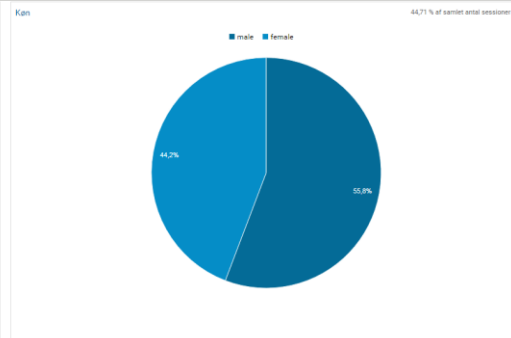
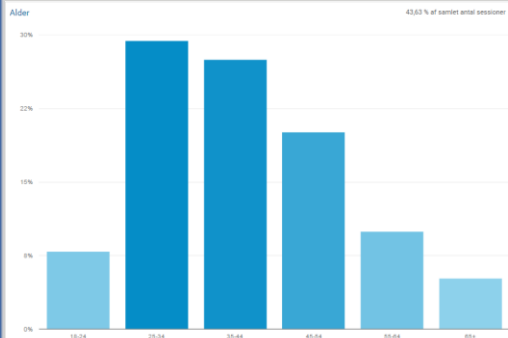
Insight on the users



Vigtigste kanaler



	Anskaffelse
	Sessioner
1 Direct	1.249
2 Referral	1.092
3 Social	470
4 Organic Search	428
5 Email	5



Enhedskategori ?	Anskaffelse
	Sessioner ?
	3.243 % af total: 100,00 % (3.243)
1. desktop	2.630 (81,10 %)
2. mobile	413 (12,74 %)
3. tablet	200 (6,17 %)

Summary

- High quality tools exist
- Challenges/ Opportunities for improvement:
 - updating the tools
 - disseminating the tools
 - Better outreach needed
 - Make sure it is correctly used
 - more flexible/accessible: need more than one tool for one piece of information

Thank you

More at:

bsr.espon.eu

nordmap.se

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