

PURR

Potentials of Rural Regions

Applied Research 2013/2/5

Inception Report | 30 June 2010



This report presents a more detailed overview of the analytical approach to be applied by the project. This Applied Research Project is conducted within the framework of the ESPON 2013 Programme, partly financed by the European Regional Development Fund.

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1 Analytical Approach

The necessity for PURR to deliver outputs in the form of an instrument that can be easily applied to both the PURR regions as well as other European regions to assess their potentials implies that outputs of an extremely practical rather than a conceptual nature are required. The focus will therefore strongly be on the provision of policy relevant outputs that can be used by a diversity of actors in a variety of territorial, institutional and socio-economic contexts. As discussed elsewhere in this Report, the TPG intend to make optimal use of the outputs of the EDORA project and this includes the EDORA conceptual framework. The challenge for PURR will be to apply this conceptual framework to specific contexts and to make any adaptations that are deemed necessary. New elements will only be added to the theoretical and conceptual framework where they can inform and assist the practical application of the PURR methodology.

The European spatial planning discourse offers some useful theoretical insights in the context of PURR. We interpret European spatial planning to refer to spatial planning activities focusing on the EU level or on EU-inspired transnational 'soft' spaces or spaces that do not correspond to administrative borders (Haughton et al 2010, Faludi 2010 forthcoming). Public policy generally, including spatial planning policy, has seen an increased focus on evidence in the form of evidence based or evidence informed planning (Davoudi 2006) and the evolution of the ESPON programme as a means of providing evidence to inform policies in relation to spatial development is an illustration of this. There has been significant academic debate as to how emergent ideas and approaches translate into the organisational and institutional forces that shape or frame spatial policy. Adams et al (2010 forthcoming) argue that the transformation of such knowledge into policy depends on the power relations between the various actors and groups of actors (territorial knowledge communities), the arenas within which these communities debate such knowledge (territorial knowledge arenas) and the complex governance arrangements (territorial knowledge channels) that can impart an influence on policy development as a result of having acquired the powers to shape or frame policy development. Such a knowledge perspective provides a useful interpretative lens through which rural policy development can be viewed. We will seek to apply this as an additional element of the conceptual framework during the course of the project as a means for participants to organise their action based thinking.

De Vries (2002) also provided theoretical insights that can be useful in the context of PURR by arguing that planning can be perceived either as communication or as programming. Where planning is perceived as communication it is required to provide a context or

interpretive framework within which spatial development can be discussed and interpreted. Where planning is perceived as programming, the active implementation of specific actions is the main aim. Rural areas in Europe are often characterised by their cross-border nature and De Vries argues that planning processes in a cross-border or transnational context are unlikely to achieve consensus when planning is considered purely as programming and that therefore planning needs to be considered as communication, at least initially as an essential first step and that ultimately a combination of the two is likely to be necessary. Such an interpretation seems relevant to the PURR methodology. The process of communication between the TPG and the stakeholder regions and between diverse actors within the stakeholder regions will be an essential basis for the development of policy options leading to context specific solutions.

The concept of territorial capital also provides a useful interpretive lens when considering the potential of rural regions. The combination of the forces of globalisation and an increasing focus on neo-liberal agendas in many European countries imply that disparities between winning and losing regions are likely to increase. The evidence, including evidence from EDORA, would suggest that the winning regions are likely to consist of metropolitan regions while the losing regions are likely to be those without large urban centres and in geographically peripheral locations. The challenge for such regions will be to identify and capitalise on their assets and potentials, in a process sometimes referred to as commodification. The concept of territorial capital can be traced back to development theories that emerged in the early 1980s and has recently re-emerged within the European spatial planning discourse in the context of the increased diversity of Europe. Basically the term refers to the specific characteristics or talents of a region and relates to both tangible and intangible factors though as Waterhout (2008) points out, the latter are clearly difficult to quantify.

One of the most frequently used definitions of territorial capital is:

A region's territorial capital is distinct from other areas and is determined by many factors (which) ... may include ... geographical location, size, factor of production endowment, climate, traditions, natural resources, quality of life or the agglomeration economies provided by its cities. Other factors may be 'untraced interdependencies' such as understandings, customs and informal rules that enable economic actors to work together under conditions of uncertainty, or the solidarity, mutual assistance and co-opting of ideas that often develop in small and medium-size enterprises working in the same sector (social capital). Lastly there is an intangible factor, 'something in the air', called the environment and which is the outcome of a combination of institutions, rules,

practices, producers, researchers and policy-makers, that make a certain creativity and innovation possible. This 'territorial capital' generates a higher return for certain kinds of investments than for others, since they are better suited to the area and use its assets and potential more effectively.

(OECD 2001)

The concept of territorial capital allows for opportunities to promote an endogenous approach to regional development as a means of strengthening regional competitiveness (Pike *et al* 2006), and is therefore particularly attractive to those regions outside the major metropolitan areas as they often have more limited potential and face greater challenges in the pursuance of such goals. Although it is difficult to precisely define what constitutes territorial capital of a region, it is clear that identifying and harnessing territorial capital is a pre-requisite for achieving the full potential of a region.

The conceptual and theoretical aspects discussed above will supplement relevant elements of the conceptual and theoretical framework for the EDORA project and will be used where they can provide added value to the EDORA approach. Further details of the analytical and methodological approach adopted will be discussed in more detail in the next chapter.

2 Methodology and Hypothesis

ESPON have requested that the methodology to assess territorial potentials of rural regions be elaborated in much greater detail. Clearly it is logical that as the project progresses the methodology will become more detailed. However, the methodology has been deliberately conceived in such a way that it will evolve during the course of the project and the TPG feel strongly that it would be unwise to define the methodology too precisely from the outset. The Project specification (ESPON 2009) was relatively detailed and appeared to be based on careful considerations by both the Stakeholders and ESPON, and this was therefore taken as the starting point for the development of the methodology. The outline of the methodology was further specified in Part B of the application form (TPG 2009) and this provides a clear basis upon which to proceed. The retention of an element of flexibility in order to be able to react to opportunities or challenges that emerge during the evolution of the project is an essential part of the methodology. In addition it is essential that the methodology evolves and is fine tuned in discussion with the stakeholder regions in order to ensure that it meets their needs in terms of providing practical outputs as well as increasing the ownership of the adopted approach by the end user. The TPG feel that this will provide the most effective means of delivering outputs that are practical and meet the needs of the end users and also outputs that the stakeholder regions believe in and understand.

The methodology will generally consist of the five steps identified in the Part B of the application form (TPG 2009) that were developed on the basis of the requirements identified in the project specification (ESPON 2009). These five steps are as follows:

1. Benchmarking each partner region in a European context, based on a cross-thematic review of relevant Espon findings and on the regions' existing development and assets.
2. Collecting further, more detailed information from the partner regions, including more detailed information on territorial assets, governance and policy integration.
3. Developing (one or more) innovative methodologies to assess territorial potential, as well as testing these methodologies by applying them to each partner region.
4. Developing a set of policy options for sustainable regional development for each partner region, based on the benchmarking and the assessment of territorial potential.
5. Explaining how the methodologies might be developed and applied in other parts of Europe.

Each of these steps is discussed in detail in Part B of the application form (TPG 2009) and it is therefore unnecessary to repeat everything here. During the kick off meeting and other discussions between the TPG partners, the focus has primarily been on point 1, the benchmarking of each partner region in a European context and point 2, further data collection from the stakeholder regions. This Inception Report will focus on these two initial steps in the methodology for the reasons outlined above.

The territorial knowledge channels framework (Adams et al 2010 forthcoming) mentioned earlier will provide part of the conceptual framework and an interpretative lens through which actions and opportunities can be viewed. The potential and ability of diverse territorial knowledge communities to translate ideas into policy depends on a number of elements including the nature of the communities themselves, the arenas within which they are active and the governance structures and channels through which they interact. By thinking in these terms it is anticipated that regional stakeholders will be able to identify opportunities and constraints that can then be harnessed and addressed.

2.1 Benchmarking of Stakeholder Regions in European Context

The benchmarking exercise serves to position the stakeholder regions within a European context and is based on a cross-thematic review of relevant Espon findings, other EU and national policy documents and relevant academic literature. This will enable the stakeholder regions to think about and conceptualise the implications of their location and situation within the context of Europe as a whole, a skill that Williams (1996) referred to as spatial positioning. Spatial positioning is particularly relevant as a concept at a time of increased European integration, internationalisation and more generally, globalisation. The results of numerous ESPON projects have increased opportunities for domestic actors throughout Europe to attempt spatial positioning at the national and sub-national levels and projects seeking to do this are being or have been carried out in Austria, the Flemish Region of Belgium, Germany, Ireland and the Netherlands (Bohme and Waterhout 2008). In order to be effective spatial positioning needs to be articulated in an accessible form that is easily understandable to a diverse range of stakeholders.

A list of ESPON sources that are being reviewed by the TPG are included in Appendix 1. Standard coding techniques for analysing qualitative data will be applied in order to codify key words and phrases and identify relevant categories and cross-cutting themes. Each document is being reviewed in order to identify the following:

- Key elements that are of significant relevance to rural regions and rural development in Europe;
- Key elements that are relevant specifically to one of the PURR regions;
- Potential sources of information and data.

Elements that are potentially relevant to rural regions and rural development at a general level could for example consist of different typologies that have been elaborated for different purposes, general trends that have been identified or particular concepts that have emerged. Elements specifically relevant to one of the PURR regions could for example include information or data from previous studies focusing specifically on one of the regions or from higher level studies from which information relating to the PURR regions can be identified. Finally potential sources of information and data and / or potential indicators will be identified that could be useful in helping to identify regional potentials in the context of PURR. Contact has already been made with the EDORA TPG regarding access to EDORA data. In addition the Lead Partner will review the data available in the ESPON data base and report back to the TPG on potentially relevant data, which could be reviewed in a similar way.

A similar approach will be adopted in a review of relevant European and national policy documents and databases (eg. Eurostat) and an initial list of potential sources is included in Appendices 2 and 3. European reference documents in relation to rural development, territorial development and territorial cohesion will be of particular interest. Relevant responses to the European Commission's Green Paper on Territorial Cohesion provide a useful resource in relation to interpretations of the concept of territorial cohesion and how this may relate to rural areas. The review will serve not only to extract relevant data and information but also to help to identify potential problems in terms of data availability and comparability. One of the important points emphasised in the EDORA Interim Report (EDORA 2009) is in relation to data issues and the fact that there are problems obtaining relevant comparable data at an appropriate spatial scale and this will also be an issue for PURR.

The final part of the cross-thematic review involves a review of relevant academic literature, a task that is made easier due to the fact that an extensive academic review of relevant academic literature has already been undertaken in the context of the EDORA project. The ESPON Co-ordinating Unit have emphasised the importance of close synergies between PURR and EDORA and the importance of making use of EDORA results (discussed further in Chapter 4 of this Report). Such an approach is logical given the similar focus on the development potential of rural areas. The

EDORA TPG undertook an extensive review of academic literature according to nine themes and a detailed working paper was prepared for each theme. The majority of the literature review for PURR will therefore consist of a detailed review of each of the nine EDORA working papers using the approach outlined above to identify relevant general, specific and data related aspects. The reference list of each of the working papers provides a useful means of identifying papers that may be of specific relevance to one or more of the PURR regions and where such specific papers are identified these will be reviewed again. In addition searches have been undertaken on specific additional themes that could be relevant to PURR such as territorial cohesion, territorial development and European spatial planning. The searches for scholarly journals, research projects, reports and press articles have been undertaken using a range of appropriate search engines such as Ingenta Connect, Informa World, Business Source Premierie, Accompline and Pro Quest.

The various reports and working papers from the EDORA project provide a substantial amount of material that can be utilised in PURR. Elements of the conceptual framework, typologies and the structure of the working papers can be adapted for use within the context of PURR. EDORA material specifically relates to issues at the European level and in order to be useful in the context of PURR it will be necessary to adapt such material to a lower spatial scale. However, the TPG feel that the nine themes identified in the EDORA project remain relevant and therefore proposes to adopt them to structure the benchmarking process and other aspects of the PURR project including the project database. The retention of these nine themes will help to facilitate maximum synergies between the two projects and allow PURR to capitalise on the extensive work undertaken in the context of EDORA on rural development opportunities The nine themes are:

1. Demography
2. Rural employment
3. Rural business development
4. Rural-urban interactions
5. Access to services of general interest
6. Role of cultural heritage in rural development
7. Institutional capacity
8. Climate change
9. Farm structural change and the role of agriculture in rural development

As with other elements of the project the database will be developed on the basis of discussions with the stakeholder regions in order to make it as useful and practical as possible. Sub-themes will be identified under each of the nine main themes and the qualitative and quantitative data obtained from the benchmarking exercise will be incorporated into the database and provide the basis for developing the regional profiles. There are also likely to be a considerable number of questions and data issues identified during this phase and these will be noted for discussion in the relevant arena (ESPON, TPG, stakeholder region....).

The output of the benchmarking process will be the following (taken from Application form B (TPG 2009)):

- A quantitative description of the structures of each of the Stakeholder regions in a European context. The description will be based mainly on Espon typologies and indicators, and it will include relevant structural information. Each Stakeholder region will be benchmarked to relevant "averages" in the Espon data.
- A quantitative/qualitative description of each of the Stakeholder regions based also on the documents and data already provided by the Stakeholders (as described in section (ix) of Specifications).
- A more qualitative analysis of the potentials of each of the Stakeholder regions based on the two preceding bullet points, supplemented by information from EU and national policy documents. Here, we will try to isolate factors that influence the regional potential in a negative and a positive manner, respectively. What are the strengths and weaknesses of each of the Stakeholder regions, when it comes to regional potential?
- A comparison between the Stakeholder regions' potentials, aimed at isolating similarities and differences between the regions. Can we develop a typology for "regional potential in rural regions", or indicate what should be included in such a typology?

2.2 Collecting Data from the Stakeholder Regions

The benchmarking exercise outlined above will allow the TPG to position the PURR regions within their general European context, but as mentioned above, gaps and questions will remain and there will also be a need to zoom in on the PURR regions in more detail in order to be able to assess their specific potentials. The insight necessary in order to be able to identify such potentials effectively will require the TPG to tap into a range of sources of more specific knowledge and information in relation to the stakeholder regions. As emphasised in the project application, input from, and dialogue

with, the Stakeholders will be an essential part of the data collection process. This part of the data collection process will therefore consist partly of documentary and other desktop research supplemented by primary data generated through workshops and interviews.

An indicative inventory of locally relevant documents is provided in Appendix 3. The TPG are in the process of discussing and finalising this inventory with the stakeholder regions. Where possible and appropriate the information will be provided to the TPG in both hard copy and in digital form. The TPG will rely on the Stakeholder regions facilitating and providing access to the necessary information both from themselves and from other organisations relevant in their specific regional context. The review of these documents will be undertaken according to a similar approach to the review of the European and national level documents discussed in the previous section and relevant information will be allocated to one of the nine themes. The review process will also allow the TPG to identify data needs, shortages and incompatibilities that can then be discussed in the relevant arena (TPG, stakeholder regions, ESPON etc).

The importance of diverse types of knowledge and the power relations in the policy development process has been widely discussed in the academic literature (Adams et al 2010 forthcoming, Davoudi, 2006, Faludi and Waterhout 2006a and 2006b, Rydin 2007). The role of different types of actors and groups of actors is central to this process and it is widely acknowledged that such actors possess a wealth of knowledge that is not necessarily in written form or which has not been codified in such a way that it is easy to transmit. An ability to access and harness such tacit knowledge will be essential if the territorial capital and therefore the specific potentials of diverse rural regions are to be identified effectively. In order to try to achieve this, a series of regional workshops (one in each stakeholder region) with selected regional stakeholders will be organised during late September and October 2010. The specific aims of these workshops will be to access tacit knowledge possessed by a variety of relevant stakeholders within each region.

The workshops will involve visioning exercises and semi-structured interviews and / or focus groups and will seek to answer some of the questions identified by the TPG in the initial phase of the project. In addition, they will generate qualitative data about the strengths, weaknesses, opportunities and threats in the region, challenges, potentials and priorities and also assess the appropriateness and consequences of various policy options. The workshops will deliberately be relatively small-scale (approximately ten regional participants per workshop) in order to be effective and

manageable and will help to ensure that the available pool for analysis is not only data rich but also information rich. The participants will be selected according to their suitability and knowledge of the region and relevant themes in discussions between the stakeholder regions and the TPG. The information generated will be codified into a form that is suitable for incorporation into the project database.

2.4 Other Methodological Issues

As identified above, a key element of the methodology is that it will evolve throughout the course of the project both in response to circumstances and in discussion with the participants from the stakeholder regions. The detailed nature of the project specifications and the detailed methodological discussion in the project application mean that it is only necessary to discuss methodological aspects that have been worked out in more detail or that may have been revised since the application. One slight revision is that the draft template will now be available before the regional workshops rather than being prepared in the third stage (C3 / D3 in the application form part B). The TPG discussed this at the kick off meeting in London and it was decided that the draft template should be developed over the summer so that it can be presented, albeit in embryo form, during the regional workshops. The revised approach will allow the TPG to get feedback on the draft template earlier in the process and in so doing to increase the ownership of the template among regional stakeholders.

Other methodological aspects have not been discussed in further detail by the TPG, in line with the flexible approach. Parts C3 / D3 to C5 / D5 of the methodology therefore remain as described in part B of the application form and will evolve during the course of the project in full discussion with the stakeholder regions.

3 Review of the main literature, data sources, etc.

We refer to chapter 2 for a discussion on these issues. Here, we have focused mainly on methodological issues and the development of a Template for analysing regional potential. This is of course the main focus of PURR, being a Priority 2 project.

We also refer to chapters 4 (on use of Espon data and other info) and chapter 6 (Project Specifics), as well as to the list of references and to Appendix 1 to 3 when it comes to the literature and data that will be applied to PURR. As mentioned previously extensive use will be made of the thematic reports that review academic and other literature in relation to the EDORA Project and the same nine themes will be adopted to structure parts of PURR.

4 Use of existing ESPON results relevant for this project

The need to make use of work undertaken in previous and ongoing ESPON projects was emphasised strongly in the project specification and was adopted by the TPG and discussed in Part B of the application form. Clearly some projects will be more relevant than others and by definition the EDORA project, with its focus on the development potential of rural regions, would appear to be the most relevant. As explained in Chapter 2 of this Report, the TPG propose to make extensive use of EDORA outputs as it would make no sense to replicate work that has been already done. One of the key tasks for PURR will be to adapt the EDORA outputs to a lower and context specific spatial scale. Elements of the theoretical framework and the typologies developed in the context of EDORA will therefore be adopted and developed as necessary to be more context specific and additional elements will be added where this is considered to be necessary and useful. The nine EDORA themes will also be adopted and used to structure the PURR benchmarking and database.

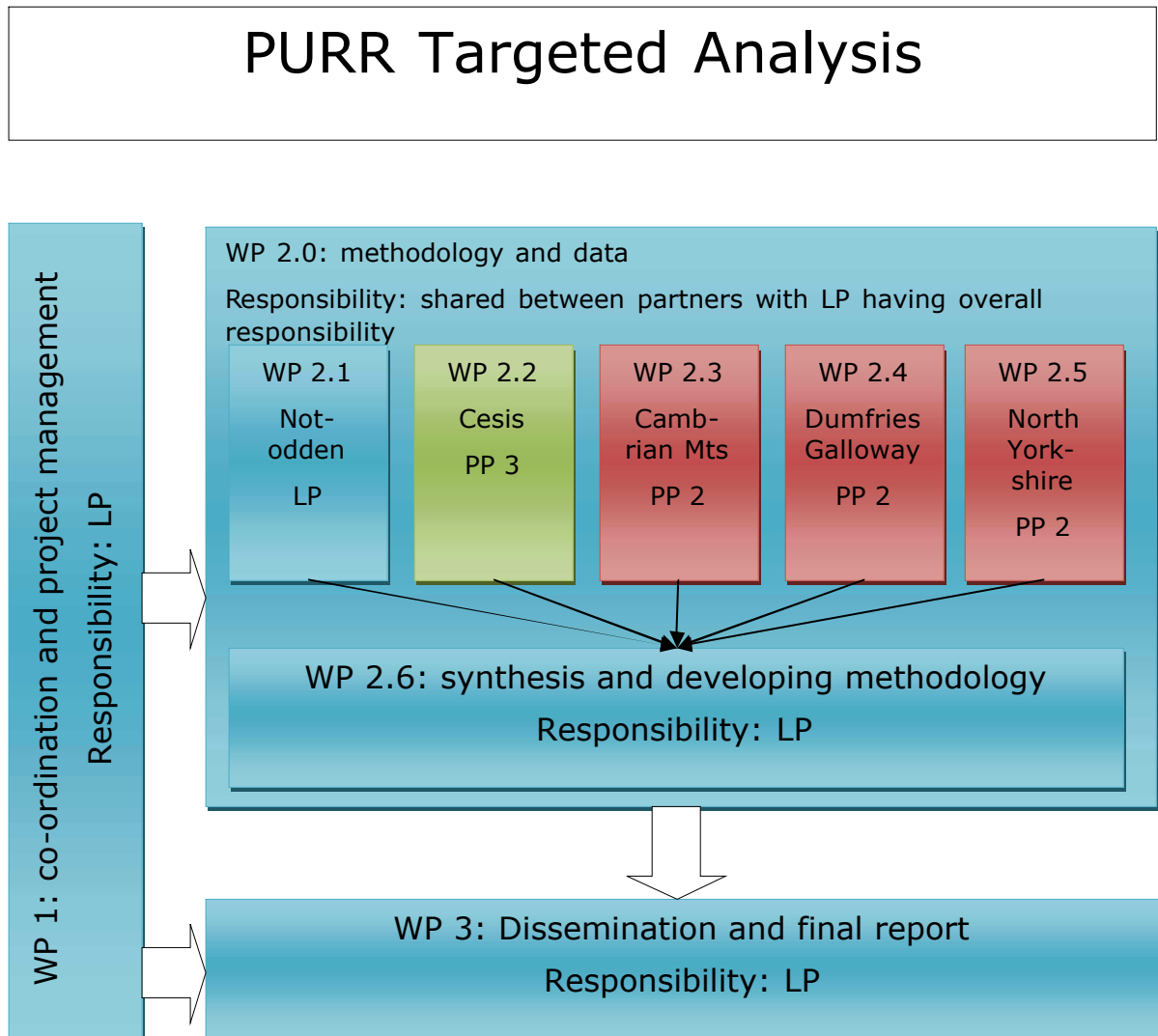
Further synergies will be ensured with the EDORA project through contacts between the respective TPGs and the proposal to employ Professor Klaus Kunzmann, one of the EDORA external experts in a similar capacity in PURR. In so doing it is anticipated that valuable insights can be obtained that will enrich the PURR outputs.

A similar approach will be adopted to ensure synergies with other projects of particular relevance such as the Territorial Diversity (TeDi) Project. The draft final report of the TeDi project will be studied in detail and contacts established between the Lead Partner of the PURR TPG and the Norwegian Ministry of Local Government and Regional Development (Lead Partner of TeDi). Other ESPON projects, such as ESPON Project 2.3.2 "Governance of territorial and urban policies from EU to local level (2006) will will be studied and utilised according to the extent of their relevance to PURR (see Appendix 1 for list of ESPON documents that are currently being reviewed by the TPG).

5 Distribution of work packages among partners, the break down of the project's budget on the individual partners per budget line

The work has been divided into three Work Packages (WPs) and distributed among the Project Partners in line with figure 1 below.

FIGURE 1: Overview of PURR



WP 1, Co-ordination and Project Management, will run through the entire project. This WP is the sole responsibility of the LP. It includes the task of coordinating and managing overall project efficiency. First and foremost, this means securing that the project follows its financial and scientific plans within the time frames agreed between the PPs and between the LP and Espon.

WP 2 is the analytical Work Package. This means that all scientific and analytical work will be done within this WP. It has been divided into seven parts. WP 2.0 and 2.6 are general WPs, aimed at

discussing methodology and data (WP 2.0), and synthesising the case studies and developing methodology and generalising the Template further (WP 2.6). The LP will be responsible for these parts. Five case studies will be carried out, with the LP and PP2 responsible for one study each and PP1 responsible for the remaining three studies.

As mentioned in TPG (2009) and in chapter 2 above, the development of the Template requires extensive communication between the Stakeholder and the PPs. This co-operation is necessary both when discussing case specific information and data, and when developing the more general Template.

Most of WP 2 will be carried out in 2010. We aim at having draft five case study reports ready for the Interim Report (due ultimo 2010), which will be based on the Inception Report and these case studies. WP 2 will then continue until the Midway Seminar, applying the final Template to the Stakeholder regions.

WP 3 is the Dissemination of the project, including the Final Report. The LP is responsible for this WP, using inputs from the other PPs. Most of the work on this WP will be done in 2011. The Dissemination is described further in Chapter 6 below, together with a more detailed timetable.

Table 1 Breakdown of budget by partner and budget line

	NIBR	LSBU	VUC	Total
Staff Costs	80352	47124	15408	142884
Administration	20088	11781	3852	35721
Travel	10000	6500	6500	23000
Experts	8000			8000
Total	118440	65405	25760	209605

Table 2 Payment forecast by partner

	31/8 2010	28/2 2011	31/8 2011	30/11 2011	Sum
NIBR	18099	53426	27703	19212	118440
LSBU	8552	37017	15986	3850	65405
VUC	3248	13702	6417	2394	25760
SUM	29899	104144	50106	25455	209605

Table 1 and table 2 show the budget in Euros, distributed among the partners in the project. Each partner will decrease the Administration costs slightly, adding more money to the Travel account. This will be done within the flexibility rules.

6 Project specific part

The already discussed items are general and required parts of the Inception Report. In addition, there are certain project specific items, which the Evaluation Committee, the Monitoring Committee and the Espon MA have required comments to (the questions have been referred to in Annex to the Subsidy Contract). Some of these questions have been answered in previous Chapters, especially Chapter 2. The remaining issues are Governance (methodology), revised Timetable and plans for Dissemination.

6.1 Governance

The concept of Governance is a complex construction which implies several possible ways of understanding and using it (Drosterij, 2009: 2-3). Most commonly it is used as a theoretical tool to explain a way of governing through the mechanisms of setting the rules, and the enforcement of rules. Secondly governance has a descriptive use to characterise certain social, political and economic developments by highlighting two dimensions: vertical and horizontal. Vertical refers to the framework of state institutions, horizontal to the societal or self-organizing stakeholder perspective of governing. Third is the normative use of the concept to link it to the theories of democracy, particularly to deliberative and participatory models of democracy. Gerry Stoker (1998) has summarised five propositions of governance: (1) governance refers to a set of institutions and actors that are drawn from but also beyond government; (2) governance identifies the blurring of boundaries and responsibilities for tackling social and economic issues; (3) governance identifies the power dependence involved in the relationships between institutions involved in collective action; (4) governance is about autonomous self-governing networks of actors; (5) governance recognizes the capacity to get things done which does not rest on the power of government to command or use its authority. It sees government as able to use new tools and techniques to steer and guide (Stoker, 1998: 18).

The World Bank Governance and Anti-Corruption project has defined governance as: „Traditions and institutions by which authority in a country is exercised for the common good. This includes (i) the process by which those in authority are selected, monitored and replaced, (ii) the capacity of the government to effectively manage its resources and implement sound policies, and (iii) the respect of citizens and the state for the institutions that govern economic and social interactions among them.“ (Kraay, 2006). Based on this understanding of the concept, The Worldwide Governance Indicators (WGI) Project (1996–2008) developed methodologies to measure six dimensions of governance, respectively Voice and Accountability, Political Stability and Absence

of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. These are most comprehensive comparative cross-country measurements of governance, but at the same time this is a top-down approach which is only partially relevant to the research on governance at the local level. The bottom-up perspective, which covers particular country specific measures, should be adopted for a more complete understanding of governance issues relevant for further studies of the local level.

Previous ESPON research has already identified methodology and possible sets of measures and indicators to be applied for analysis of governance, particularly described in ESPON Project 2.3.2 "Governance of territorial and urban policies from EU to local level," lead by University of Valencia (Spain). PURR will draw upon the framework and indicators of this study. The main governance criteria to focus on will be: effectiveness, accountability, openness, decentralization and participation. Additional criteria might be used to address specific issues of analysed regions. Governance aspects will be considered under the theme of institutional capacity, which is also one of themes in EDORA project). In general institutional capacity can be thought as the collection of social resources that enable coordination and collective strategic agency and accommodation of interests from different levels of governance It refers to organisational arrangements and procedural repertoires that a rural territory can draw up on, as well as the formal and informal relationships that provide their context and the embedded system of values that underpin them (EDORA, 2009).

Key methodological issues to be addressed in PURR would be how to balance quantitative and qualitative measures; how to balance "hard" objective data and "soft" perceptions data to provide detailed and reliable information for further analysis; how to balance aggregate and individual indicators, how to balance universal and context specific measures.

6.2 Timetable

We have already revised the timetable for the project, see revised application form A. A more detailed timetable can be found in table 3.

Table 3 Revised Timetable for PURR

Date	Activity	Location / comments
30 th June 2010	Inception Report sent to ESPON	
June-September 2010	Documentary Research and work on draft Template	
13-14 September 2010	TPG meeting, discussing draft Template	London
Late September – early October 2010	Regional Workshops in stakeholder regions	3 UK 1 Norway 1 Latvia
September – October 2010	Assess potentials and identify policy options (see application)	Together with Stakeholders
1 st December 2010	Draft Case Study Reports, each region	Based on info from Stakeholders
31 st December 2010	Submission of Interim Report	Based on Inception Report + Template + Draft Case Study reports
February – March 2011	Midway seminar and TPG meeting, discussing Interim Report and additional findings from Stakeholder regions	Latvia
Spring 2011	Analysis	
December 2010 – June 2011	Develop and apply template with stakeholder regions	
31 st July 2011	Draft final report	
September 2011	Steering Group/TPG meeting discussing DFR	Oslo
30 th November 2011	Submission of final report	

6.3 Dissemination

The PURR project will be disseminated in the following way:

- The Inception Report, the Interim Report, the Draft Final Report and the Final Report are required elements of dissemination.
- Preliminary PURR results will be presented at Espon seminars.

- Five Case Study Reports will be presented (draft versions late 2010, final versions in Spring 2011).
- We aim to add the final Template to the Espon database.
- We aim to add other findings to the Espon database, for instance typologies.
- The use of two international experts is a part of the dissemination *budget*. Both experts have considerable experience in the field of regional and rural development in an international context and it was initially envisaged to involve both of these experts as part of the dissemination process. As identified in the application, the two experts have different talents and therefore we have envisaged different roles. The experts offer two diverse perspectives, one theoretical and the other more practical. Having further discussed their respective roles, the TPG consider that the limited input of the two experts can deliver a higher level of added value if there is a more clear distinction between their tasks. It is therefore proposed that one of the experts, Lowie Steenwegen, supports the facilitation of the regional workshops and that the second expert, Professor Klaus Kunzmann, comments on the Draft Final Report and that they are invited to participate at either the midway seminar (February – March 2011) or the final Steering Group meeting (September 2011).
- Internal seminars will be held during the project, especially a midway seminar (Feb-March 11) and a seminar discussing the DFR (Sept 11).

Activities and dissemination processes planned by each Stakeholder regarding their Case Studies are *not* included in the Dissemination process as discussed above. They are therefore not financed by Espon.

7 Overview of more detailed deliveries and outputs envisaged by the project

We envisage the following deliveries and outputs as a part of PURR:

Inception report:

- This report

Benchmarking analysis:

- An analysis of the Stakeholder regions in a European perspective, based on data and analysis from Espon and the EU, and on existing scientific and policy literature.
- Potentially, developing a typology for "rural potential" based on common European data (and this analysis). The potential typology should be added to the Espon database.
- To be included in the Interim Report.

Template:

- A Draft Template on how to analyse the Stakeholder regions' territorial potential and policy measures that can be adapted to harness and utilise this potential, based on the benchmarking analysis (see Chapter 2 above) will be developed.
- Based on Draft Template, further TPG work and dialogue with Stakeholder regions, a revised Template for analysing the Stakeholder regions' territorial potential and for discussing and proposing relevant policy measures. The revised Template will be used in the case studies.
- To be included in the Interim Report.

Draft Case Studies

- Based on Draft Template and dialogue with Stakeholder regions, five draft Case Studies will be produced (1st December 2010) by the PPs.
- Selected parts to be included in the Interim Report.

Interim Report:

- An Interim Report based on the Inception Report and the points discussed above, will be delivered to Espon.

Analysing Rural Potential in Stakeholder Regions

- Further analysis in Case Study Regions based on Interim Report and Revised Template.
- Five Case Study Reports (to be finalised in June 2011).

Midway Seminar in Latvia, February-March 2011:

- Discussing Interim Report and further analysis in Case Study Regions.
- Discussing Policy Options for Case Study Regions, based on structural info and info from each Stakeholder Region.
- Discussing the data (hard and soft) required for utilising the Template in each Stakeholder Region.
- Discussing the potential for developing a Template that can be used in other regions.

Further analysis and Draft Final Report:

- Based on Interim Report, on analysing rural potential in Stakeholder Regions including five Case Study Reports, and on Midway seminar, further analysis directed at making the Template usable in other regions will be undertaken.
- This will be the inputs for the Draft Final Report (to be delivered to Espon 31st July 2011).

Steering group/TPG meeting and seminar with Stakeholders and Espon in Oslo, September 2011:

- Seminar discussing the DFR will be held in Oslo.
- Most important: To discuss the findings of the project in light of the aims of the project as presented by TPG (2009).
- What can we learn from PURR? Here, we think both in terms of Rural Potentials and Futures, and in terms of Policy Options.
- Can we distinguish between “universal” and “region specific” features influencing rural development and futures? To what extent can we influence rural development?
- What parts of the DFR need to be revised?

Final Report

- Revision of DFR, based on inputs from and discussions at Oslo seminar, and (if any) other new findings.
- Final Report to be submitted to Espon 30th November 2011.

8 Indication of likely barriers that the project implementation might face

Provided that the project logistics, the cooperation between the PPs, and between the TPG and the Stakeholder, all work according to the plans, we do not foresee likely barriers to the project implementation. This means primarily that we do think that the project plan is feasible. However, things might not work according to plan.

Logistics and Time Schedule:

- We have planned a relatively tight schedule especially during the summer and autumn of 2010. Many tasks have to be done at the same time. The logistics of the project require that all PPs as well as all stakeholders do what they are supposed to. We have, on the other hand, no reason to think that this will not be the case.
- Given that this actually works according to plans, we think that the logistics are not so tight for the rest of the implementation phase, and that we should be able to complete the project within the framework decided.

Contents of the Project:

Of course, we do not know the results of the project before we have actually finished it. In a sense, the project is experimental as it aims at uniting a "scientific" and a "practical" approach within the same analysis. The question is, do the Stakeholders and the TPG speak the same language?

- This project relies heavily on inputs from Stakeholders, as well as on co-operation between the Stakeholders and the TPG. We have engaged an expert to help us with the regional workshops, but we also need good dialogues outside the workshops.
- We benchmark the Stakeholder Regions in a European context as a starting point for PURR. One of the ambitions of the project is to generate a method (called the Template) that can be applied to other rural regions (and maybe also to urban regions) in other parts of Europe when analysing regional potentials. However, we cannot guarantee that this is feasible, of course. Similar restrictions apply to the regional typologies we have proposed to generate and so on.

9 Orientation of the project previewed towards the Interim Report

The Interim Report will be submitted to Espon by the end of 2010. We foresee that the Interim Report will be based on the following information:

- The Inception Report
- The Documentary Research, development of Scientific Approach
- Espon Data and Research
- The Draft Template and the Revised Template
- Preliminary findings from the Stakeholder Regions in the form of Draft Case Studies

This is the most work intensive period of PURR, during which most of the basic information and some of the results of the project will be produced. Therefore, the Interim Report will be very important for the rest of the project.

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Appendix 1: Potential ESPON sources

ESPON project	Report
1.1.2	Urban-Rural relations
1.1.4	Demography
1.3.2	Natural
1.3.3	Cultural heritage
1.4.1	Small & Medium Cities
2.1.3	CAP impact and rural development policy
2.1.4	Energy
2.2.1	Structural Funds impact
2.2.2	Territorial effects of the Pre-Accession Aid
2.4.1	Environment
3.2. Scenarios	Territorial Futures
	Spatial scenarios
2013/1/2	European development Opportunities for Rural Areas EDORA
2013/2/8	Territorial Diversity in Europe TeDi

Appendix 2: Potentially relevant EU documents and sources

Rural development in the EU: statistical and economic information 2008

Rural development in the EU: statistical and economic information 2006

Territorial Agenda of the European Union

Territorial State and Perspectives of the European Union

Green paper on Territorial Cohesion (and responses)

European Spatial Development Perspective

Fourth Report on Economic and Social Cohesion

Fifth Progress Report on Economic and Social Cohesion

Sixth Progress Report on Economic and Social Cohesion

ESPON database

Eurostat

Norwegian policy documents in relation to similar thematic areas such as demographics, natural heritage, cultural heritage, agriculture and rural development policy, energy, environment and spatial policy

Appendix 3: Potentially relevant national and sub-national documents and sources

Dumfries and Galloway Council, Scotland	Documents identified in specification
	Scottish Government (2009) Second National Planning Framework
	Scottish Government (2004) National Planning Framework
	Dumfries and Galloway Structure Plan, 1999
	Other potentially relevant documents and sources of information
	Relevant local planning documents, studies and data from Annandale and Eskdale, Nithsdale, Stewartry, Wigtown
	Scottish Index of Multiple Deprivation (due to be updated in October 2009) and information in relation to the Rural Development Programme and National Rural Network
In addition a range of information on social, economic and environmental aspects and natural and cultural heritage may be available in a variety of formats.	

Welsh Assembly Government, Wales	Documents identified in specification
	Welsh Assembly Government (2008) "People, Places and Futures – Wales Spatial Plan"
	Welsh Assembly Government (2007) "Rural Development Plan for Wales 2007-2013"
	Other potentially relevant documents and sources of information
The relevance of specific documents depends on the extent of the area identified by the Welsh Assembly Government as the Cambrian Mountains extend from Buith Wells in the south to Llanrwst on the north and extend across numerous administrative boundaries. Potentially relevant planning documents, studies and data in relation to Brecon Beacons, Powys, Dyfed, Ceredigion and Camarthenshire will be discussed with the representative of the Welsh Assembly Government.	

National Park Management Plans (Snowdonia and Brecon Beacons), documents in relation to the respective local development plan processes and certain documents produced by the Wales Rural Observatory and Wales Rural Network may also be relevant.
Welsh Index of Multiple Deprivation 2005
In addition a range of information on social, economic and environmental aspects and natural and cultural heritage may be available in a variety of formats.

North Yorkshire County Council, England	Documents identified in specification
	The Yorkshire and Humber Plan 2008 (http://www.goyh.gov.uk/goyh/plan/regplan/?a=42496 .)
	Other potentially relevant documents and sources of information
	Regional Economic Strategy 2006-2015
	Policies and programmes in relation to the Rural Renaissance initiative of Yorkshire Forward RDA
	A Rural Evidence Base for Yorkshire and the Humber 2007 (Yorkshire and Humber Rural Observatory)
	English Indices of Multiple Deprivation 2007
	Plus local planning and other relevant documents, studies and data in relation to the 7 district and borough councils and 2 national park authorities within North Yorkshire County
	Yorkshire and Humber Rural Observatory and the Commission for Rural Communities may also have additional relevant information and documents
In addition a range of information on social, economic and environmental aspects and natural and cultural heritage may be available in a variety of formats.	

<p>Notodden Municipality, Norway</p>	<p>Documents identified in specification</p>
	<p>VASAB (2001) "VASAB 2010+ Spatial Development Action Programme"</p>
	<p>For Notodden: National plans for regional and municipal development are found at the Ministry of Local Government and Regional Development web pages. The plans are in Norwegian language, with summaries in English. http://www.regjeringen.no/nb/dep/krd/tema/Regional-_og_distriktpolitikk.html?id=1238</p>
	<p>Notodden municipality has different kinds of plans that are important for PURR. All plans are in Norwegian and can be found electronically on our webpage. (Vedtatte planer) The most important plans are: "Mal for utviklingen 2007 – 2018" and "Arealdelen i kommuneplanen". http://www.notodden.kommune.no/</p>
	<p>Telemark County make regional plans that are important for regional and municipal development. These plans are to be found on Telemark County web pages and they are all written in Norwegian. http://www.telemark.no/</p>

Cesis District Council, Latvia	Documents identified in specification
	Latvia's National development plan 2007-2013, at www.nap.lv . Also available in English
	Development plan of Vidzeme region 2007-2013. It is partly translated into English. It will soon be found on www.vidzeme.lv
	Development strategy for Cesis District (2012) In Latvian, at www.cesisregion.lv
	Cesis City development programme in Latvian
	Other potentially relevant documents and sources of information
	State Regional Development Agency resources, at www.vraa.gov.lv . These include annual reports "Development of Regions in Latvia," and several commissioned surveys, such as "Methodological Solutions for the Assessment of Regional Policies and Territories" (in Latvian), and "The Assessment of Urban-Rural Interactions in Latvia." (in Latvian). Central Bureau of Statistics, www.csb.lv
	Strategic Analysis Commission Research Reports, such as Life Quality Index of Latvian People (2006) (in Latvian), www.saki.lv
	Latvia's Long Term Development Plan 2030 (Draft versions in Latvian), www.latvija2030.lv

www.espon.eu

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