

SPECIFICATION

ESPON Targeted Analysis Based on User Demand 2013/2/5

Potential of Rural Regions (PURR) (2010-2011)

(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

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).

integrated and thematic analyses or they can be experimental and innovative of nature (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 second type of action taking an experimental and innovative approach. Thus the challenge is to imagine and test new ways of doing territorial analysis that meets the needs of practitioners from different parts of Europe.

(iii) Scope and rationale of the targeted analysis

ESPON has identified demographic and economic change in peripheral rural regions as an issue of European concern. The ESPON “Scenarios” project 3.2 showed that a range of external influences will have an impact on these regions, and that innovative actions would be needed. The innovative approaches towards territorial development of such regions are key issues for achieving territorial cohesion.

The aim of the proposed study is to create and test new ways to explore the territorial potentials of some rural areas and small and medium-sized towns in peripheral parts of Europe around the North Sea, the Irish Sea and the Baltic Sea. These places face problems such as ageing, migration, poor accessibility, restructuring of traditional industries and are further threatened by rising energy costs. However, they also possess some territorial assets related to their natural and cultural heritage and in the sense of identity that many have.

The analysis will use ESPON results to benchmark the stakeholder regions in their European context and will develop and apply methodologies for identifying and realising territorial potentials in these places.

Main characteristics of the territory to be addressed

The analysis will deal with Notodden (NO), Cesis (LV), North Yorkshire (UK), the Cambrian mountains of Wales (UK) and Dumfries and Galloway (UK). These are rural regions that are all outside the Pentagon, regions that are peripheral and sparsely populated and generally have rather poor accessibility. These regions also face problems of ageing and out-migration of young people. Some of these regions and small towns have co-operated in transnational networks to tackle common problems. Although there are shared challenges, there is also some diversity amongst these regions.

The five partner regions that provide the focus for study in the PURR targeted analysis are all places where the urban influence is relatively weak, though there are parts of rural Wales and North Yorkshire that are attractive to commuters to large urban areas. Typically the partner regions are places with market towns serving an agricultural hinterland, and so the relation between these towns and their countryside is important. Within each region there are variations in accessibility, with extensive areas not connected to major road or rail networks.

An outline of each region that is a partner in this project is provided below:

Notodden municipality and town are situated in Telemark County in the heart of south eastern Norway, 110 kilometres from the capital Oslo. About 400 people commute into Notodden and more or less the same number commutes out, mainly to Kongsberg.

The waterways from Hardangervidda, Norway's mountain plateau run through Notodden. They were an important energy source and infrastructure during the industrialisation of Norway. The international company Norsk Hydro was established in Notodden in 1905. In addition the municipality also had a ferro-silicium plant run by Tinfos AS. Both industrial companies shut down their activity in Notodden in the late 1980s, which resulted in more than 1000 people being without work.

Apart from the lakes and the rivers that produce waterpower, the landscape is characterised by forests and agriculture. The municipality is today best known as "The Norwegian Blues Capital" and the municipality where the medieval Heddal stave church is situated. The town has a big industrial park with a multitude of SMEs, and a big waterfront area that needs to be further developed.

Telemark County covers a total area of 15.315 km², and 166.731 people are currently living in the County. Notodden municipality covers 918,9 km² and has a current population of 12.232, more than 8.000 of them living in the town. Some indicator values for Nottoden are:

- Unemployment rate: 2.2%
- Labour force: 67% of total
- Incapacitated rate in population: 16,4%
- Non-western immigrants: 2.9%

More than 70% of the labour force is engaged in service industries of some kind. The biggest sectors are health care and education. Only 2.6% of the labour force is engaged in agriculture.

Cesis District lies in the historical Vidzeme Region, 90 km northeast of Latvia's capital city of Riga, and is surrounded by Gauja National Park. The total area of Cesis District is 3.067 km² and it is the third largest District in Latvia – it comprises 4.8% of all of Latvia. Forests cover 48% of the District and 34.2% of the area is used for agriculture. Because of its rich historical and cultural background, the Cesis District is a natural tourist destination. There are 56.778 inhabitants in the District with 18.730 of them in Cesis town. 85% of the district's inhabitants are Latvian, and the other approximately 15% are Russian, Belarussian, Ukranian and Polish. The unemployment rate in the district is between 4.6-4.8 %, though in the town of Cesis it is 3.8%.²

Agriculture continues to be a strong factor in the region's economy with 20% of the region's population being employed in this sector. The region benefits from the successful development of the following industries:

- Wood-working (timber) industry , furniture industry
- Brick and tile industry
- Printing industry
- Construction industry
- Food producing industry

The Cesis District is dominated by the service and retail industries. These companies are generally small and employ between 5-20 employees. Examples include shops, cafes, restaurants, hotels, salons, and guest houses.

North Yorkshire County Council is home to around 570.000 people who are spread across a land area of 7.680 km² (England's largest county), giving an average density of 74 per km². The county includes two large settlements – the holiday resort of Scarborough (49.400) and the spa town of Harrogate (73.700). However, the largest town, York (185.000), though surrounded by the county, is not administratively a part of it. There are some other large settlements on the edge of the county: Middlesborough to the north, and Leeds and Bradford to the south-west, to which there is commuting from the county. There are 7 Districts within the county – these are the equivalents of municipality / commune level of administration.

The UK's main East Coast (north-south) railway passes through North Yorkshire, and York is a major interchange for east-west connections. In addition, there is a major national north-south road (the A1), though areas outside this corridor have much less accessibility. There are several special nature areas or protected landscapes in North Yorkshire.

² Figures from 01/03/2007

Wales is predominantly rural (using the OECD definition), though there are some large towns in the south: Cardiff, Newport and Swansea. The gross value added (GVA) per head was at 79% of the UK average over the period 1999-2003. There have been large gross inflows and outflows of population leading to a small net migration figure of 1% but there has been a 5% outflow in the 16-24 age category which is affecting the age profile of rural Wales. At best, average earnings in rural Wales are only 94% of the UK figure in 2005. Some 72% of people in rural Wales are employed, and the unemployment rate is 3.9%.

Some 20,000 farmers, in receipt of the CAP Single Payment, are dependent on making an economic living from 1.6m hectares of agricultural land. Overall employment directly associated with agriculture is estimated at 57,500. Average farm size is some 30-40 hectares, relatively small compared to the rest of the UK, and dominated by family run farm enterprises. There are a significant number of farmers who cannot rely on farming as their sole income source.

The management of woodland provides jobs in the harvesting and processing of timber and in the growing sporting, leisure and tourism sectors. Wales is characterised by its mountain ranges with more than half of the 20,000 km² land area above 200m and much over 600m. Much of the land area comprises habitats and species of particular wildlife value; this is illustrated by the fact that some 70% of its coastal environment has been designated at a European level. The Cambrian Mountains, the case study area for the PURR project, are probably the most deeply rural part of Wales. The peaks rise to 700m and most of the Welsh rivers originate here. There is excellent scenery and some small historic towns such as Llandrindod Wells and Builth Wells (both former spa towns). However, communications are not good and the range of rural challenges that Wales faces can be observed here.

Dumfries and Galloway is in the south-west of Scotland, with the Irish Sea on its west coast and the Solway Firth on its southern coast. Inland the area consists of hills, lochs and valleys and small towns. The population is roughly 148,000 but this is spread over a wide area of 6,426 km². The overall population density is around 23 persons per km². The largest town is Dumfries (31,600 inhabitants), which is the regional centre and where there are some growth pressures. The small town of Gretna is the gateway to Scotland from the north-west of England. Stranraer (10,800 inhabitants) is the main centre in the west, and the main port, with important freight and passenger connections to Northern Ireland and Ireland. There are 5 harbours along the 320km coastline. From Stranraer a major road route (A75) runs east to connect to the main UK motorway network. The main west coast UK railway runs through the east of Dumfries and Galloway and serves the town of Lockerbie. There are also railway connections to Glasgow through the west of the region.

Economically the area remains very dependent on a few key industries. Agriculture and forestry remain important along with light industries and tourism. Unemployment is highest in the west and north, and lowest in the south-east which has better accessibility. The small towns and villages are the focus for services of general needs but these are

under pressure from commercialisation and rationalisation. However, the quality of the natural and built environment is one of Dumfries and Galloway's greatest assets and is the basis for tourism and a key element in quality of life for residents. There are several nature reserves.

Dumfries and Galloway is a unitary local authority, responsible for the full range of local government services.

Although the last three regions are all situated within the United Kingdom, the UK government has devolved substantial powers over issues affecting rural development to elected parliaments in Scotland and Wales and Northern Ireland. Thus North Yorkshire (in England), the Welsh Assembly Government (of Wales) and Dumfries and Galloway (in Scotland), are all under different "national" systems of government.

Thematic scope for the targeted analysis

Rural areas cover up to 90% of the EU's territory depending on the definition used. However, as ESPON research has shown, there is great diversity amongst these rural regions. In particular a distinction can be made between areas that have strong urban influence and those which have weak urban influence. The former typically face development pressures linked to commuting and opportunities linked to dispersal of economic and recreational activities, whereas the latter mainly face challenges of retaining people (especially young people) and jobs, in a "post-production countryside" following the restructuring of agriculture. However, beyond these generalisations, each region is unique, with its own specific assets, environment, communications, services of general needs and urban-rural relations.

The EU's Territorial Agenda stresses the connection of territorial cohesion to regional identities, potentials and diverse characteristics. This message is especially important in relation to regions such as those in this project, which are outside the "core" at both European and national scales. How can the base of evidence and territorial analysis in ESPON help regions such as these to develop and implement development policies that can contribute to cohesion within the region and between the region and the rest of the nation and EU?

The answer to this question is intimately linked to territorial governance in a number of ways. For example, in rural areas there is an endemic tension between the economies of scale that can be expected through large territorial units of government covering an extensive area and the sense of local ownership, democracy and accountability that comes from small units. There is also the issue of policy integration (and policy vehicles to deliver it, such as integrated rural development strategies) – both horizontally but also vertically between EU, national and local levels.

The diversity of the partners to this project allows these issues to be explored within it. Thus the Welsh Assembly Government is effectively a "national" level, with rural

development policies across its territory. Cesis and Notodden, on the other hand, are as towns quite small territorial units, but they are also parts of larger administrative units, which like Dumfries and Galloway along with North Yorkshire are sub-national authorities that encompass both towns and an extensive countryside. How do these different arrangements influence territorial potential and what lessons can be learned and applied? Furthermore, how do the different partners work with the private sector, and how can such partnerships help to build territorial cohesion?

The central focus of this project is to develop innovative approaches to identify and exploit rural potential. The project seeks to connect research already undertaken or being undertaken within ESPON on the specific features of the regions that are partners in the proposal. In this respect it is like a laboratory for developing ways of meeting crucial territorial challenges, namely how to make the concept of territorial potential operational, and demonstrate its use in practical terms in ways that meet the demands of users.

Thus the project aims to produce:

- A benchmarking of each of the five partner regions in their European context in relation to their current development;
- Innovative methods that are applied to explore the territorial potential of these five regions, and that can be used by these partner regions, and by similar regions across Europe, as part of their territorial development work;
- A review of the territorial development policy options for each of the regions, based on the application of the innovative methods to explore territorial potential;
- Insights from practitioners and policy-makers that can add value to existing ESPON knowledge and to innovative results of the PURR targeted analysis, especially in relation to rural regions and small and medium-sized towns;
- A suggestion on how research and applications of the idea of territorial potential in rural regions can be taken forward after the project is ended.

Objective of the targeted analysis

The objectives of the PURR targeted analysis are as follows:

- To perform a cross-thematic review of relevant ESPON findings in relation to each of the partner regions, so as to benchmark each of the regions in a European context, based on their existing development and assets.
- To liaise with each partner region so as to collect further, more detailed information relevant to their territorial potential, including more detailed information on territorial assets, governance and policy integration.
- To develop one or more innovative methodologies to assess territorial potential and to test the methodology/methodologies in an experimental way by applying it/them to each of the five partner regions.

- Based on the benchmarking and on the assessment of territorial potential, to develop a set of policy options for sustainable territorial development of each of the partner regions.
- To explain how methodologies for assessing territorial potential might be developed and applied in other parts of Europe.

Thus the main feature of the targeted analysis is that it is experimental and seeking to build and test an innovative methodology to assist in the development of territorial policies for rural regions across Europe. This might include a combination of datasets and indicators, mapping tools, but it should also look for scope for synergies between sectors in a region and for integration of policy, both within the region, but also with national and EU policies. For example, the Common Agricultural Policy is important to the four regions that are in EU member states, and Pillar 2, which focuses on rural development, opens opportunities for development within these regions. However, this is only indicative as the actual development of the methodology would be a central task for the TPG in dialogue with the stakeholders.

The project would also generate a “PURR dataset” within the ESPON 2013 database. This dataset would be created initially from ESPON data but then be complemented by finer-grained data, which would in part be contributed by the stakeholders. ESPON is seeking to develop a procedure in order to generalise it to other types of territory. The process of developing the dataset with stakeholder involvement should be structured so as to create discussion amongst the stakeholders about European comparisons in respect of their towns and regions, including comparisons of the data available to them for developing territorial policy and the use they currently make of such data. The TPG will be assisted in this process by a contact person from each partner, who will be the point of entry to the information and personnel within the partner authority.

The first task is to draw together the relevant findings from previous ESPON projects about the regions in this project, and to make some comparative analysis of them, so as to benchmark each of the partner regions. This would include e.g. the ESPON projects on Demography, Accessibility, Urban-Rural Relations, SMESTOs, the Scenarios project, those on Cultural and Natural Heritage, and some of those looking at EU sector policies. This would enable the stakeholders to gain a clearer and comparative base of information about the challenges and opportunities that they face in a European context. There will also need to be dialogue with the currently running ESPON projects of applied research on Rural Areas’ Development, Demography, Climate Change and Energy Prices, to draw data from those into the PURR project.

This data will be a basis for discussion with the stakeholders. However, this ESPON data will only be down to NUTS 3 level, and so a key area of dialogue between the TPG and the stakeholders would be about further data needs. The data and benchmarking of the European context needs to be complemented by data of local detail. The stakeholders will provide the existing data they hold that would assist this stage of the work. This will be in English for the UK partners, but in Norwegian for Notodden and Latvian for Cesis. The Norwegian and Latvian partners are both small rural authorities and, while their Contact

Persons will have good English language skills, they do not have the staff capacity to provide translation of documents or interviews. This should be kept in mind during the process of TPG formation. The Contact Persons will assist the TPG, e.g. by arranging local interviews, but will not be expected to undertake original data collection and translation for the TPG.

One of the benefits of the project will be to compare the availability and use of data among the partners. This could highlight the scope for the partners to use common key indicators and to understand their region in the context of typologies. At this stage it is anticipated that these additional data needs from the regions would mainly be about:

- Local demographic mapping down to LA2 scale;
- Inventories of cultural and environmental assets;
- Public services meeting general needs;
- Further probing of accessibility measures and measures of connectivity with a particular emphasis on the role of small towns and urban-rural relations.

Governance is a critical factor in rural development. Not only are governance processes a fundamental aspect of the analysis of territorial potential, governance is crucial for the application and use of the findings from the project. Thus governance needs to be addressed throughout the project, not least when reviewing policy options for each of the partners in the light of the assessment of territorial potential. It will be important to explore what kind of government relations (e.g. between tiers of government and/or between adjoining territorial units) can best support strategies to make effective use of territorial potentials.

In order to address the specific user demand behind this project, careful thought needs to be given to developing policy options for each partner region that reflect its territorial potential and governance context. Key general questions for the analysis are the following:

- How decentralised are the systems of government and does this influence matters like service provision and local capacity?
- How do the local government structures of partners in the stakeholder consortium affect the potential for urban-rural partnerships?
- How can forms of co-operation - through urban-rural partnerships, national/regional policy instruments, and trans national networking, for example - enable rural regions across Europe to better realise their territorial potentials?

(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 researchers (TPG) and the stakeholder representatives.

Stakeholder involvement is essential throughout the project's life-cycle and has started 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 TPG.

The Lead Stakeholder will be Notodden Municipality, Norway. It will be represented by Bjørn Frode Moen, International Adviser. The other four partners will each nominate a Contact Person for the project. These five representatives of the partners will form a Steering Group that will also include the ESPON Coordination Unit (CU) that on behalf of the ESPON Monitoring Committee bears the contractual responsibility for the PURR targeted analysis. The Steering Group will link the stakeholder consortium, the ESPON CU and the TPG and be the basis for formal responses from the stakeholders and ESPON to the outputs from the TPG. The Steering Group will thus liaise with the TPG at all stages of the project.

It is the intention of the stakeholders to invite other agencies or administrations or networks to provide observers or corresponding members to the Steering Group. In particular this is seen as a means to provide additionality and to enhance dissemination. For example, a small Polish town in a rural region, Suwalki, has expressed interest in being closely associated with the project and kept informed of the progress. Suwalki is a member of the Innovation Circle network in the Baltic Sea, along with Notodden and Cesis. Similarly, networks of rural authorities in the UK are keen to take part in dissemination.

As well as representing their authority on the Steering Group and being the direct point of contact between the TPG and their authority, each Contact Person will also be expected to liaise with the respective national/regional governments and rural development networks in their country so as to advance the project and develop means of wider national dissemination.

The stakeholders will ensure that their Contact Person is well-briefed about the project and its importance. The Contact Person will facilitate access to information held by the stakeholders, and will assist in setting up such interviews with staff in the stakeholders' organisation as the TPG may need. Each partner will send the Contact Person to a Kick-off meeting with the successful TPG, to scope the research and build contacts. Similarly, each Contact Person will focus the attention of key policy-makers from her/his authority and other relevant administrations on the findings and policy options from the project, so as to facilitate use of the findings and practical application of results.

The Lead Stakeholder's Contact Person will be involved in the evaluation of project proposals and will oversee the working of the Steering Group. Furthermore, the Lead Stakeholder will attend ESPON seminars and workshops where this project features. The Lead Stakeholder and also Cesis District Council will share findings with their partners in their proposed Baltic Sea Region INTERREG project "Trans-in-form" that was submitted in January 2009 (if that gets approved).

After the Final Report will have been produced, each of the partners will hold a local event to which they will invite policy-makers (e.g. local mayors or other political leaders) and officials from their own council and others in their region, along with practitioners in other relevant local/regional agencies. This event will aim to raise awareness of the findings amongst those participating, and provide a basis for building future action within the region.

Dissemination is also planned through the partners' websites as well as through the ESPON website. The partners to the proposal will also work through their various networks and through devolved administrations in the UK to ensure wider dissemination of the PURR methodology. They will target press releases at local and professional media. Summaries of findings will be put into local languages.

(v) Envisaged results of the targeted analysis

The project is foreseen to deliver knowledge support to experimental and innovative actions. It is about taking ESPON a stage further by directly linking its European analysis to use by practitioners and policy makers in local government. In particular, this project is directly addressing pressing challenges for rural areas in many parts of Europe by looking in some detail at how the five partner regions might better realise their territorial potential. The intention is that the results of the project will be of practical value to these partner regions but also of interest to rural regions across Europe as a whole. Similarly, the innovative methodology/methodologies that the project is seeking to develop can make a major contribution to putting the EU's Territorial Agenda into practice and thus empowering local stakeholders as active agents for territorial cohesion.

ESPON and the stakeholder consortium would like to receive the following analytical results:

- A methodology or methodologies for assessing territorial potential.
- A worked example of the application of the territorial potential methodology for each participating region.
- A dataset built through the project, that combines existing ESPON data for these regions with additional data collected from them during the project.
- A set of policy options for each partner region based on the results of the analysis of territorial potential.
- A synthesis of results for the project as a whole, including commentary that is informed by discussion with the practitioners. The synthesis should include each participant region as a case study and recommendations for how work on territorial potential of rural regions might be taken forward.

(vi) Operational use of the targeted analysis

Stakeholders will make use of the expected analytical results in their respective actions on territorial development, notably in the following ways:

- The analysis of their territorial potential will be used as an input into policy-making by all the stakeholders;
- The methodology and PURR dataset will be drawn upon in further development of their approaches;
- Each partner will ensure that this European perspective is used to inform their policy-making;
- By bringing the stakeholders together, the project will allow for in-depth comparisons of policy and governance approaches. Thus it will combine qualitative and quantitative analysis, previous ESPON data and new information, and all within a clear European perspective.

More specifically, the stakeholders plan to ensure that there is a briefing for policy-makers and practitioners on the findings at the end of the project. In addition they plan to use their extensive networks to disseminate findings to others, both locally and across Europe.

The Contact Persons, both individually and collectively as the Steering Group, are charged with active dissemination and championing application and use of the results.

(vii) Outputs and timetable

The outputs and the indicative timetable foreseen for the Targeted Analysis look as follows:

- March/April 2010 – Kick-off and Steering Group meeting involving both, the TPG and representatives of the partner regions. The meeting will build contacts and review actions and requirements. It will include presentations by each of the partner regions to familiarise the TPG with their situations. Partners will disseminate news of the project and outcomes from the meeting around their networks and on their web sites.
- June/July 2010 – Inception Report. In this the TPG should review their approach and in particular discuss how they will address the development of the methodology to assess territorial potential. Some preliminary commentary on the existing ESPON data in relation to the five regions – and the development of the project’s dataset – should be given.
- September - October 2010 – The TPG will undertake interviews and data collection in the partner regions. If the “Trans-in-form” INTERREG project

should have been approved there will be a briefing by the TPG Lead Partner at a “Trans-in-form” conference in the Baltic Sea Region.

- January/February 2011 – Interim Report. It is envisaged that this report will include preliminary results, particularly in relation to:
 - Relevant ESPON data for these regions and a benchmarking assessment of them in a European context;
 - Data collected from the partners;
 - The first presentation of the dataset being developed within the project;
 - A preliminary review of each partner region, in particular noting key features of its territorial development and governance;
 - A discussion of the methodology to be used in assessing territorial potential, and of progress in any pilot testing of it;
 - First indications of conclusions and policy relevant options that seem likely to emerge from the project.

- March/April 2011 – Steering Group Meeting in the UK, back-to-back with a one-day Mid-way Seminar. The Seminar will involve the TPG, the ESPON Contact Points of the countries involved in the project, the ESPON CU and other representatives of the partner regions, along with other practitioners and researchers invited by the partners from their networks including policy-makers and practitioners from national and regional level governments. The aim will be to focus practitioner and policy-maker inputs on work so far and to provide responses to the proposed methodology to assess territorial potential. It will include presentations from each partner region on how they plan to make operational use of the analysis.

- April/May – July/August 2011 - Application by the TPG of the methodology/methodologies to assess territorial potential in each of the regions. This is likely to include discussions by members of the research team in each of the partner regions.

- August/September 2011 – Draft Final Report. The report will include the following elements:
 - Executive Summary (maximum 5 pages) reflecting the content of the main report and covering the main aims and results from the project, and recommendations to ESPON (in relation to further research needs and European implications of findings) and to the partner regions in relation to application of the findings.
 - The main report (maximum 50 pages) including:
 - An explanation of the scope and aims of the project;
 - A discussion of the idea of territorial potential and an explanation of how it was made operational within the project;
 - An explanation of the methodology/methodologies developed to assess territorial potential and a discussion of how they were applied in each of the partner regions;

- A summary of key features of the dataset developed in the project, with comments on how the ESPON data and the local data add value to each other and how similar datasets might be built in other parts of Europe;
 - Key findings of relevance to ESPON, other European regions and governments, and for the partner regions;
 - A set of recommendations about how this research might be taken forward, both by ESPON and through use of the methodology in the policy-making of the partner regions.
 - A Scientific Appendix, including a full description of the methodology for assessing territorial potential, the dataset, relevant maps, and a case study of each of the partner regions, including a review of the policy options for each region.
- September/October 2011 – Steering Group Meeting back-to-back with “Findings and Action” meeting in Cesis. This meeting will bring together the TPG and policy-makers (e.g. local mayors) and practitioners from the partners’ regions to discuss findings and explore ways forward. The event should be more like a workshop than an academic conference and include an opportunity for interaction and active learning about how to use the tool and for discussion of policy options.
 - December 2011/January 2012 – Final report. Revision of the Draft Final Report on the basis of comments received.
 - January – June 2012 – A local event in each partner region to raise awareness of the findings amongst those participating, and provide a basis for building future action within the region.

In addition, for the duration of the project, the TPG may be expected to give 1 or 2 presentations on progress to internal or external ESPON seminars.

Allowance for travel expenses related to the project implementation and dissemination should be made in the TPG’s budget. The TPG will also be expected to disseminate work on the project through publications, papers and/or presentations at national or international conferences, seminars etc. In addition the ESPON Contacts Points (ECPs) should seek opportunities through their national networks and through ECP Transnational Networking Activities to disseminate findings. The partners will actively disseminate findings through their websites and their national and transnational networks, and the Norwegian and Latvian partners will provide short summaries of the project in their national languages.

(viii) Budget for the targeted analysis

The maximum budget foreseen amounts to € 210.000, including VAT if applicable. Proposals exceeding this value will not be considered. Steering Group meetings and the events mentioned above.

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 TPG 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:

- 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
- 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

All available at: www.espon.eu

In the ESPON 2013 Programme links can be perceived to some applied research projects, e.g. on “Rural Areas’ Development”, “Demographic and Migratory Changes”, “Energy Prices” and also “Climate Change”.

Documents provided by stakeholders:

- Scottish Government (2009) Second National Planning Framework.
- Scottish Government (2004) National Planning Framework.
- Dumfries and Galloway Structure Plan, 1999.

- Welsh Assembly Government (2008) “People, Places and Futures - Wales Spatial Plan”
- Welsh Assembly Government (2007) “Rural Development Plan for Wales 2007-2013”
- The Yorkshire and Humber Plan 2008
(<http://www.goyh.gov.uk/goyh/plan/regplan/?a=42496>.)
- VASAB (2001) “VASAB 2010+ Spatial Development Action Programme”
- 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
- 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: ”Mål for utviklingen 2007 – 2018” and ”Arealdelen i kommuneplanen”. <http://www.notodden.kommune.no/>
- 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/>
- 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

European Policy Documents:

- European Commission, DG Agriculture and Rural Development (2006): Rural Development in the European Union. Statistical and Economic Information. Report 2006. Brussels
- Territorial Agenda of the EU