

Meeting at the IKF!

Territoriality in PLC

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Interact



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Interreg

Welcome to the Interreg Knowledge Fair

This is a **pilot activity** for Interact, testing a new approach to our service delivery – and **whether it works for you!**

While you are here, you will be asked to **rate individual sessions** (in Whova) and to respond to a **4-question survey** at the end of each day.

Please share your feedback with us!





Territoriality

Wise use of land

Territoriality is an important overarching principle - the wise use of land, which is a scarce resource. How can we capture this in practice when working along the project life cycle?

Territoriality keys

Holistic perspective

Point of departure for considerations is a functional area, a natural asset, a territorial development trend, a territorial challenge – and we should have a holistic perspective in mind!

Governance aspect

Territorial development almost always requires a multi-sectoral and multi-level governance (MLG) approach (on top of a cross-border or transnational agenda in the project)

Quality features of projects

Strategy and place-based, integrated, quadruple helix, close to the citizen – all should be represented under 'Relevance' and 'Partnership' as key criteria

A greener, low-carbon Europe –



Exemplary territorial rationales ...

Renewable energy (RE) as a territorial phenomenon – e.g. development of infrastructure conflicting with other types of land use & tourism

Developing smart energy grids linked with RE (e.g. urban-rural patterns in demand and production)

Climate change adaptation strategies at local and regional level – changing / mitigating land use, preventing heat islands, new types of assessment for projects, resilience of infrastructure

Water management – preserving resources, retaining water, adjusting land use, building design & infrastructure; shared river basin management according to Water Framework Directive (WFD)

Enhancing protection and preservation of nature, biodiversity and green infrastructure – again land use planning ...

Promoting sustainable multimodal urban mobility - key issue for spatial and urban planning, approach to functional areas, cross-border conurbations

A more social Europe –

implementing the European Pillar of Social Rights.



Exemplary territorial rationales for sustainable tourism development ...

Sustainable transport for last mile solution and in tourism areas

Visitor guidance for cross-border or transnational natural assets

Tackling shared infrastructure challenges linked to tourism development - e.g. waste and waste water management

Developing sustainable tourism infrastructure taking resident's needs into account (local acceptance!)

Climate change adaptation strategies in tourism development

Integrated development strategies for tourism development

A Europe closer to Citizens –



**sustainable and integrated development of urban, rural
and coastal areas through
local initiatives**

It is all about integrated territorial development!

Developing multi-sectoral integrated development strategies for territories

Fostering participative approaches & raising awareness for integrated approaches

In short: Strengthening the territorial development perspective throughout all stages of PLC!

A better Interreg governance



Please bear in mind: a multi-sectorial and a multi-level perspective governs in practice almost all aspects of territorial development!!

Governance in cross-border mobility or health systems (e.g. IT-AT)

Transnational Maritime Spatial Planning or transport governance in alpine areas (MRS!)

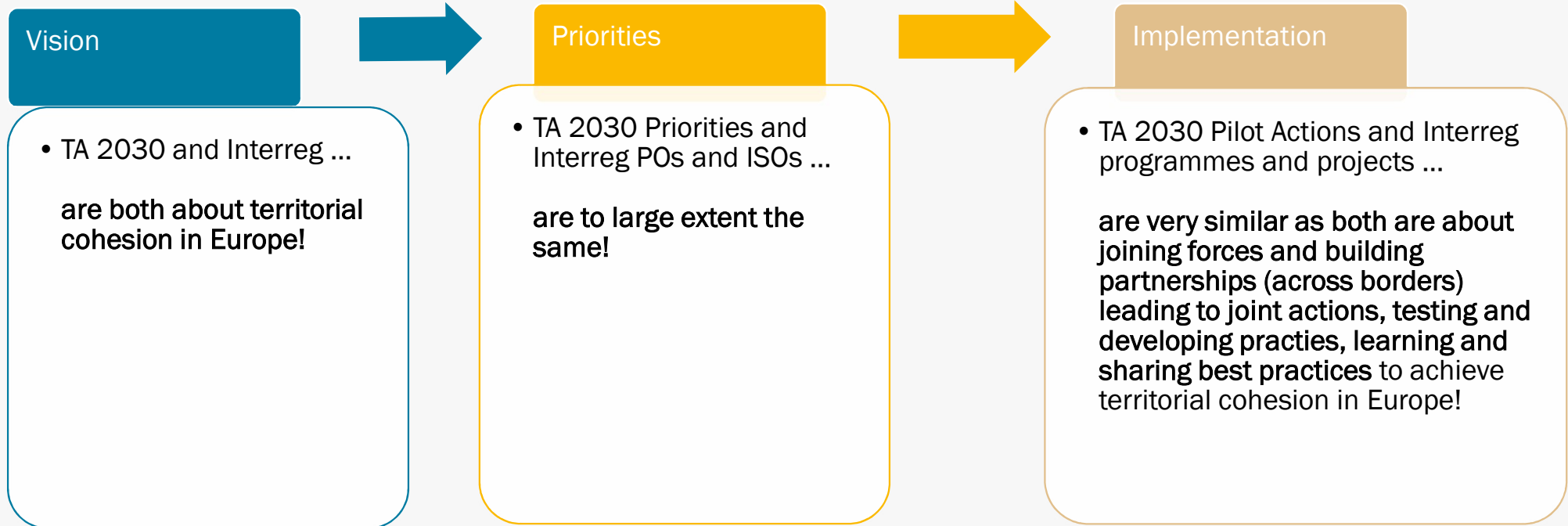
Governance strategies for development planning for cross-border conurbations (e.g. EGTC
Eurometropole Lillie-Kortijk-Tournai)

Governance platforms for integrated protection of habitats (e.g. RAMNSAR areas – nature protection, flood protection, tourism etc.)

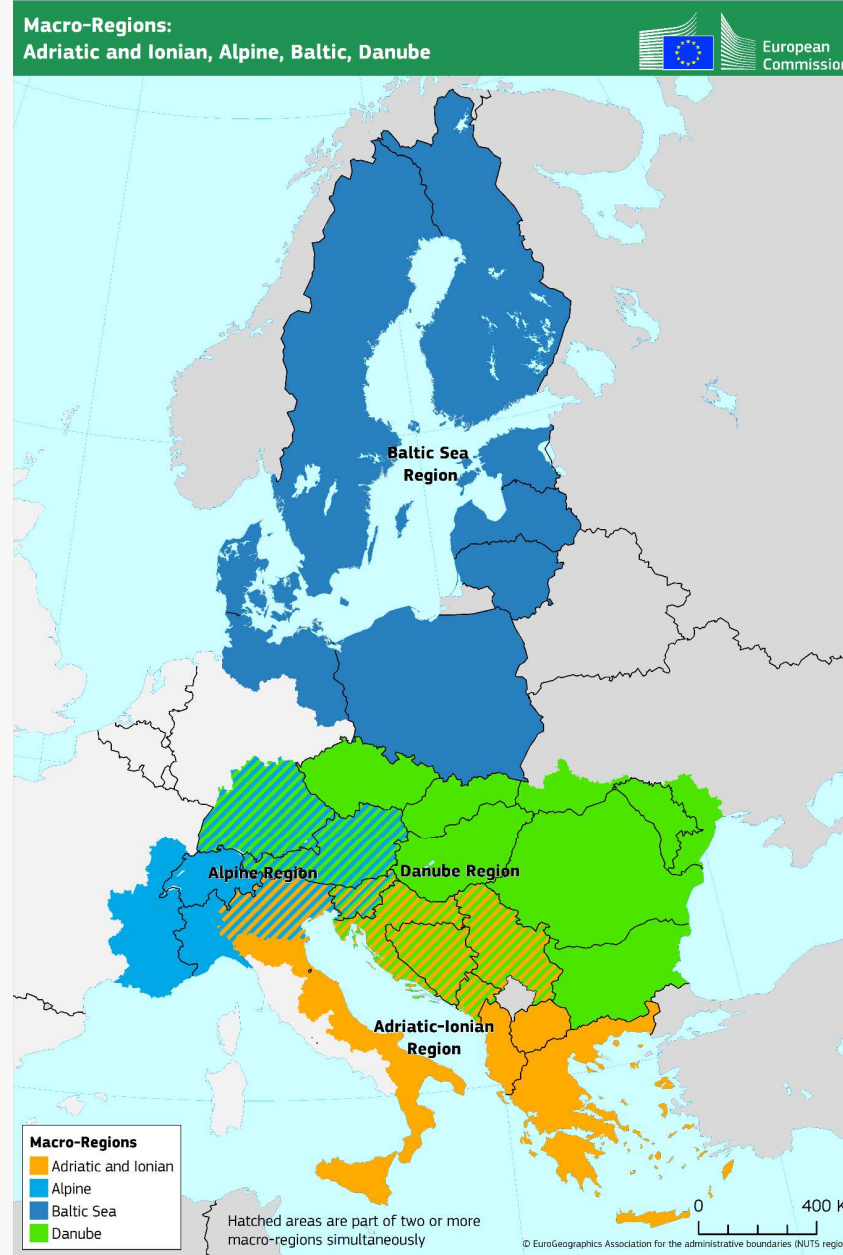
Territorial Agenda 2030 (TA 2030)



TA 2030 & Interreg



EU macro-regional strategies



Macro-regional strategies aim for **policy change** and **greater impact**

Macro-regional strategies (MRS) arise from a need to find more **targeted solutions** to common complex societal **challenges** relevant to the particular territory.

MRS **inspire** and **provide orientation** for **more effective cooperation** across regions in Europe.

MRS aim to make macro-region, and thus the whole of Europe stronger, more **resilient** and **attractive** to live in, **everywhere** and **for all**.

<https://www.youtube.com/watch?v=Tu2FWA-1zSM>

MRS are **practical collaboration framework**

While the MRS **governance and implementation** seem complex, MRS are very practical.

The framework connects **needs** of the particular territory with **political decisions and directions** and with **practical actions** implemented on the ground (like projects, working groups, networks, meetings, etc).

MRS as a framework provides great opportunity and space to **plan** (design) and **implement synergies** across variety of complementary actions, including Interreg projects.

MRS pull together resources for change

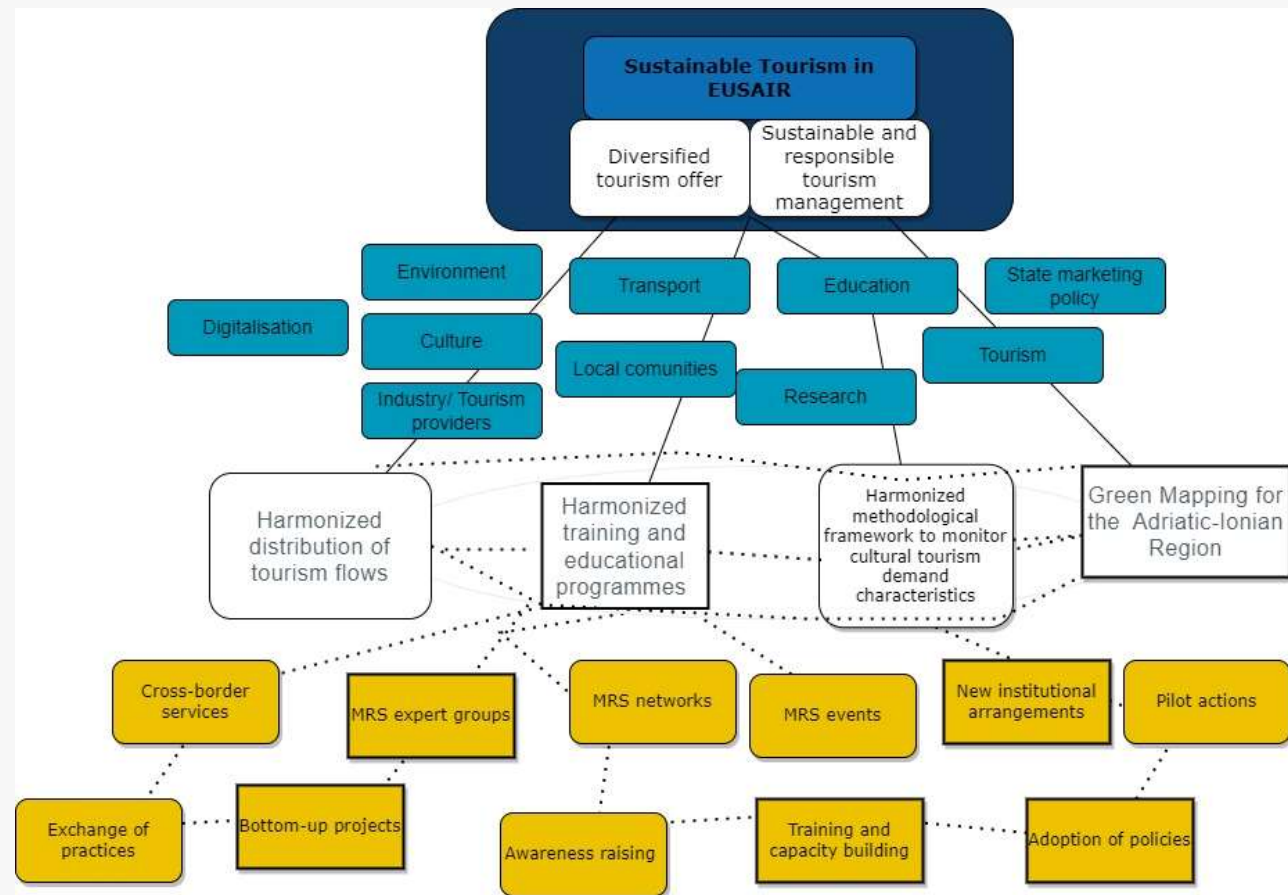
Promote economic and social prosperity and growth in the region

Intended change/
Mission

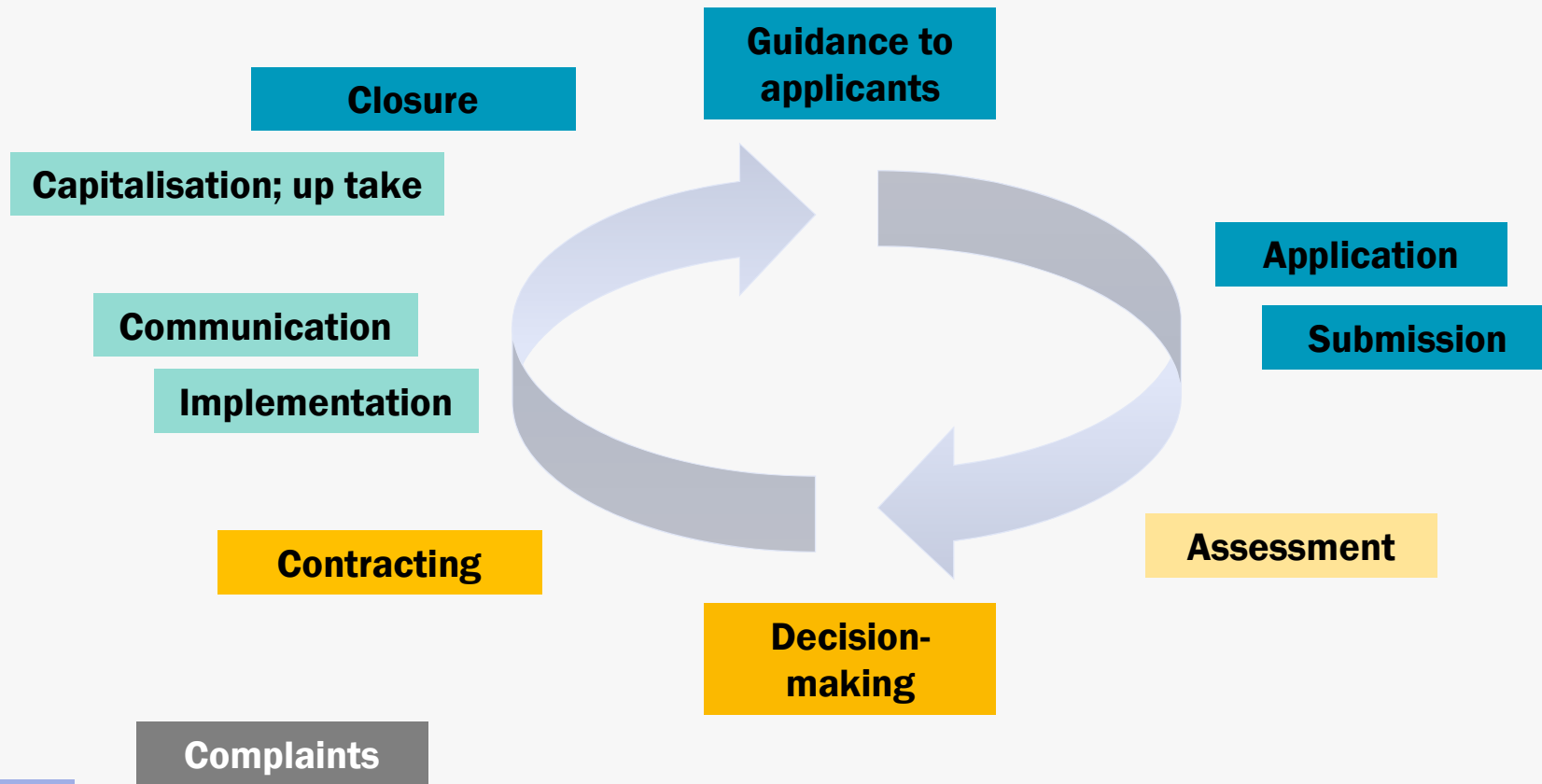
Changes implemented in policies, rules and procedures

Expected outcomes

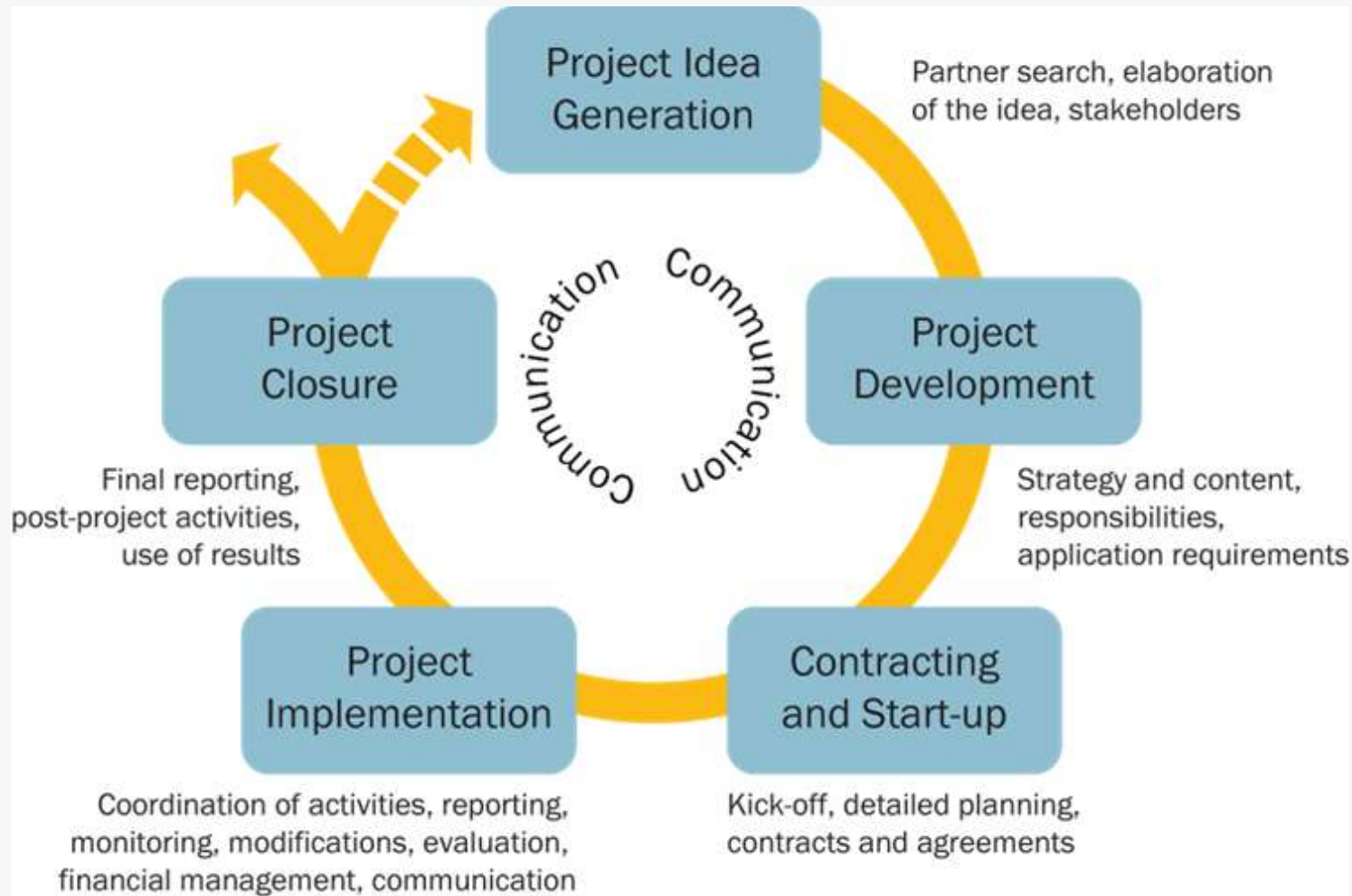
Implementation



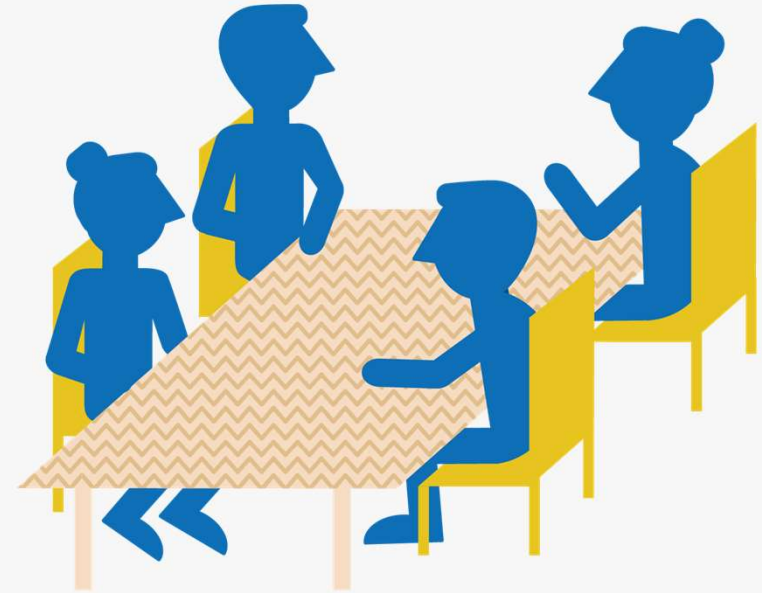
Standard Project Life Cycle (PLC)



Standard Project Life Cycle (PLC)



Floor is open for discussion



Communicating territoriality

WHY?

Territories help to create order, manage resources, prevent conflicts, understand behaviours
In the context of communication and marketing, territory plays an important role in several ways

- **Segmentation and Targeting**
 - Resource Allocation
 - Localizing Strategies
- **Performance Measurement**
 - Competitive Analysis
 - Cultural Sensitivity

Territories foster a sense of identity and belonging

Communicating a territory roots the projects and programmes amongst the various stakeholders who either reside or work within the territory, bear responsibility for the territory, or reap benefits from the territory.

Communication starts at project idea generation to its closure and beyond...

Communicating territoriality

WHY?

Communicating territoriality also helps to **build sense of purpose** among partners and stakeholders from different countries. This is important at all stage of the project life cycle

This can help to **overcome differences** in culture, language and institutions.

Communicating a territory roots the projects and programmes amongst the various stakeholders who either reside and/or work within the territory, bear responsibility for the territory, or reap benefits from the territory.

Communicating territoriality is about anchoring projects in a rationally defined area which respond to a well defined and widely recognised challenges.

It also facilitates communication by provding **several key elements of storification:**

- Characters
- Time and place
- Conflict (= challenge)

Communicating territoriality

HOW?

Tell a **story**

1. identifying the **territorial** area
2. Gather **information** about the history, culture, and economy of the area
3. **Understanding** the unique elements of that territory
4. Describe the **project in detail**, including its goals, objectives, and activities. *Be sure to highlight the territorial approach that the project is taking.*
5. Explain the **benefits** of the project for the area.
6. Share the stories of **people** who have been affected by the project. This will help to bring the project to life and show its real-world impact.
7. Promote the project and **encourage others** to get involved. This could include writing articles, giving presentations, or creating social media content.

Use clear and concise language - Use visuals - Make the story personal - Be positive and upbeat
Be creative - Repeat

TA 2030 review

Focus group

We had a focus group working on territoriality in 2021 – a result of shared work is the ‘Territorial package’.

ESPON and Interact joined forces for the TA 2030 review. In Interact we would like to revise the focus group on territoriality making sure the experience and voice of Interreg is heard in the review process.

Please let us know if you are interested to join this focus group; we will come back to you in autumn!

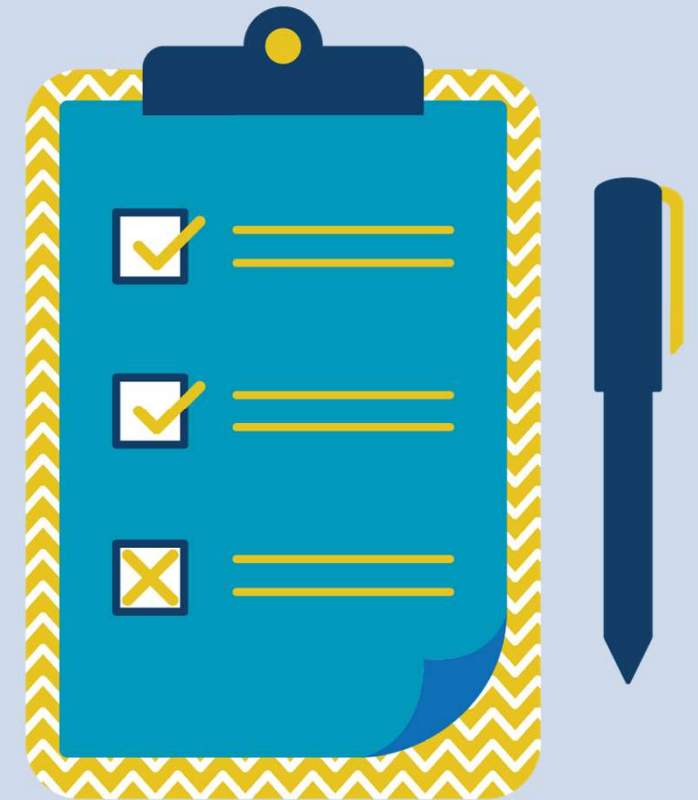
Thank you for being here!

Your opinion matters to us.

Please take a few minutes to provide us with feedback to help us improve our services.

Log into the **Whova app**, go to the **relevant session**, and tell us what you think in the **session Q&A**.

You can also talk to us at the Conference Support stand in the networking area.



Cooperation works

All materials will be available on:

[Interact / Events / Interreg Knowledge Fair \(23-25 May 2023\)](#)