

Guidelines for the dissemination of ESPON results in different spatial contexts

ECP Transnational Networking Activity

Project „ESPON SCALES – Breakdown
and capitalisation of ESPON results
on different scales“



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This report does not necessarily reflect the opinion of the members of the Monitoring Committee.

Information on the ESPON Programme and projects can be found on www.espon.eu

The web site provides the possibility to download and examine the most recent documents produced by finalised and ongoing ESPON projects.

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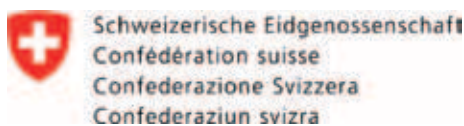
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1. Introduction

From September 2010 to April 2013, the ESPON Contact Points (ECPs) from Austria, Germany, Hungary, Luxembourg and Switzerland/Liechtenstein worked together on the ESPON project “Breakdown and capitalisation of ESPON results on different scales/SCALES”. In this project, the ECPs jointly developed strategies to facilitate the application of ESPON results on various territorial levels.

SCALES concentrated on politicians and planners as target groups. Other possible addressees (scientists, university lecturers etc.) were not considered as main target group; however, they were interested in the results of the project.

The project consisted of two main work packages: First of all, the ESPON results were reflected via five thematic clusters in the context of the participating countries. The topics were defined based on the Territorial Agenda¹. They cover the main

fields of European territorial development policy-making: (1) cities, regional development and planning, (2) urban-rural relations, (3) accessibility, innovation and economy, (4) transport and mobility and (5) risk management, climate change and culture.

Secondly, a strategy for facilitating “scales-sensible dissemination” was developed, the Co-Zi-Co strategy. It was used to break down the ESPON results according to the five thematic clusters related to the participating countries. During four thematic seminars and one final seminar they were used to present the ESPON results and discuss them with stakeholders, practitioners and the scientific community.

To help other ECPs in using the results gained in the SCALES project, the SCALES project partners condensed the experiences made and developed the following “Guidelines for the dissemination of ESPON results in different spatial contexts”.

2. SCALES-related problems in disseminating ESPON results

ESPON constitutes an important source of information for politicians and planners who are more and more looking for reliable and interesting information to be easily used on their own territory.

At first glance, ESPON maps give the impression that territorial levels can easily be compared across countries or regions. But the information provided raises questions about the important territorial discrepancies in terms of size and function of territorial units at different levels which become obvious as soon as stakeholders confront their knowledge of a specific region with its cartographic representation on EU level.

ESPON Contact Points (ECPs) as key actors placing the ESPON results back into the local, regional and national contexts and debates face this challenge directly. Against this backdrop, the main question for the SCALES project was: Which strategies can ECPs develop to make the best use of ESPON results in front of very different audi-

ences taking the local, regional and national contexts into account? The project identified three different aspects of scales that should be taken into account when disseminating ESPON results:

- territorial scales (NUTS - Nomenclature of Territorial Units for Statistics) as the most important basis for ESPON to provide information
- policy scales related to the territorial competence in different member states
- the most relevant scale for a target group related to the territorial specificities of the individual topic.

The project aimed at assessing the relevance of these aspects. To do so, a specific methodology was developed, the Co-Zi-Co approach. The different six challenges that have to be dealt with are explained in the following. They evolve from different combinations of the three aspects mentioned above; it is therefore not possible to assign them to one individual aspect.

¹ At the time of preparation phase of the project, the TAEN 2007 was in force, the TA 2020 in preparation.

Distinct territorial discrepancy – size and form of statistical units

Besides national ministries, local and regional stakeholders need more and more territorial information to concretise their policies. ECPs have therefore to design specific dissemination strategies for these target groups. In this context, the NUTS system is an important element to address as it is mostly based on administrative units. However, the significance of each NUTS level differs considerably from one country to another. While in some cases a subnational elected body can be identified, in other cases, NUTS levels correspond to statistical units. In this last case, the information provided in ESPON maps is more difficult to disseminate as no political representatives identify directly their mandate with this territorial level.

Each level of NUTS regions serves a specific need for information: on a higher level, NUTS 1 and NUTS 2 represent the more European perspective which does not allow inner-regional comparison, NUTS 3 allows differentiations for example in the urban-suburban context, but unfortunately not in all countries. Below NUTS, the local level provides a distinct inside view in the regions, even though involving a loss of information in the larger territorial context. None of the regional levels is better related to the informational value; the choice of the level is topic-related.

The problem is that the regions on the same NUTS level show differences in size, both related to the area and the population and between the countries, which limits the comparability of ESPON results.

This results from the basic idea of NUTS to take existing administrative units within the countries as the first criterion for defining territorial units. The NUTS regulation introduced thresholds for NUTS regions related to population size, but they only have a limited effect in terms of enhancing comparability in practice.

Non-congruence of statistical and administrative/political units

The same NUTS level represents different political responsibilities in different countries

on one hand. On the other hand, NUTS regions do not correspond with administrative responsibilities and power or the regional settings of the planning system.

The highest regional levels of the federal states of Austria, Germany and Switzerland (“Land”, “Kanton”) are represented by different NUTS levels which are NUTS 2, NUTS 1 and NUTS 3 regions respectively. In small countries like Luxembourg and Liechtenstein, the same unit is used for different NUTS categories and in countries without intermediate regional governance level, groups of regions have, sometimes for EU Structural Funds purposes only, been aggregated on the NUTS 2 level.

The SCALES project identified four types of countries regarding the linkage between the NUTS system and the administrative-political system:

- Type A: Highest policy-relevant unit on subnational level is NUTS 1 level
- Type B: Highest policy-relevant unit on subnational level is NUTS 2 level
- Type C: Highest policy-relevant unit on subnational level is NUTS 3 level
- Type D: Highest policy-relevant unit on subnational level is below NUTS 3 level

The map on page 7 shows to which of these types the ESPON countries belong according to our analysis. This analysis was cross-checked with the majority of the ESPON Contact Points.

More details can be found in the SCALES Final Report.

Limited availability of data at NUTS 3 level

The NUTS 3 level, being an important political and administrative territorial unit in most of the countries, is not completely covered with data. Most of the ESPON maps are available at NUTS 2 level only.

Finding data at NUTS 3 level is a major challenge for ESPON projects, and EUROSTAT as the first source for the analytical work of the projects cannot provide all the relevant data for the ESPON exercises.

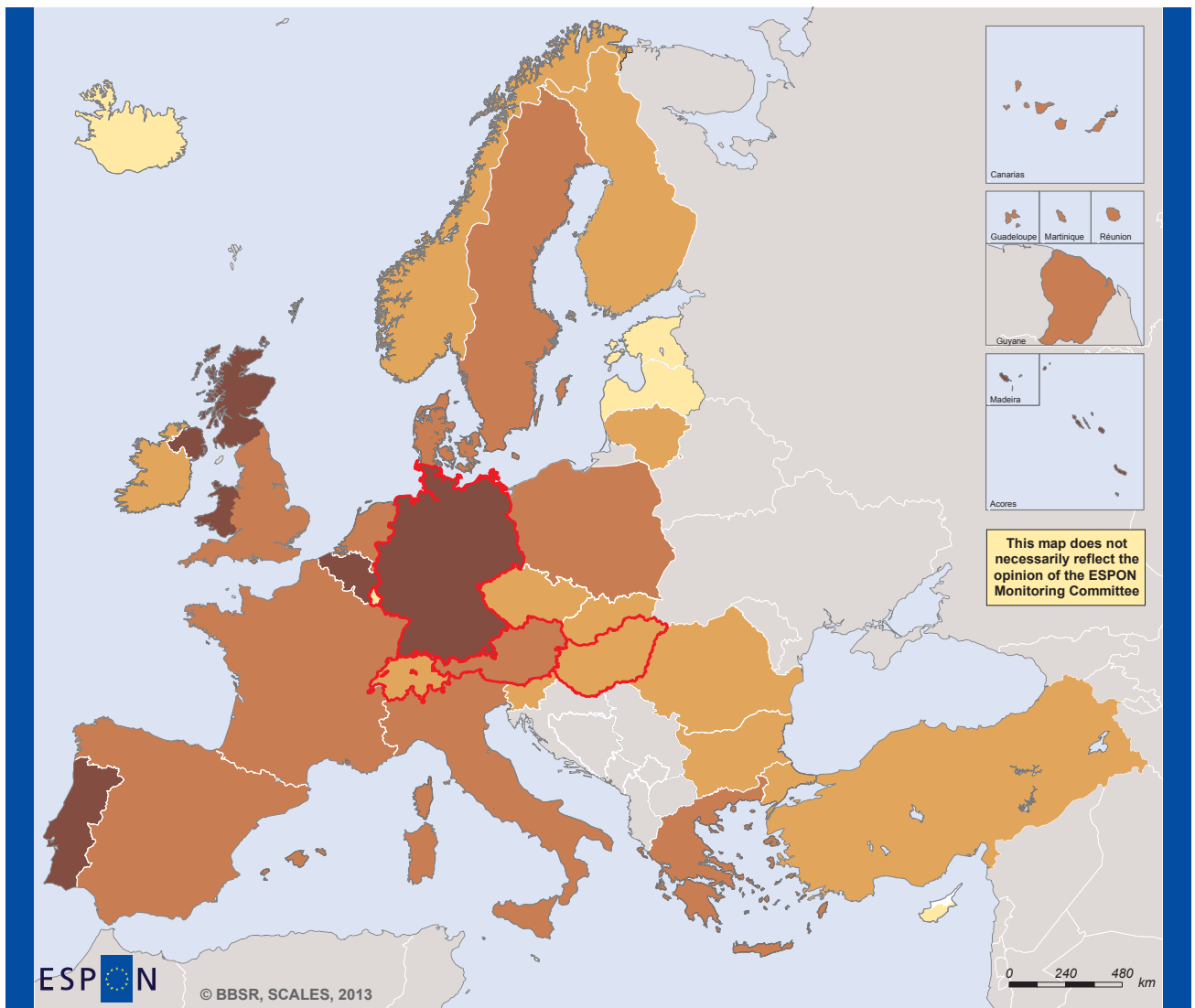
Non-existence of statistical NUTS units on the subnational level

Small countries, which are mainly organised on national and local levels, like Luxembourg and Liechtenstein, heavily depend on information below NUTS 3 (i.e. LAU) and have to address local stakehold-

ers directly. ESPON results in these cases are mostly interesting for stakeholders when positioning their country as a whole in a wider transnational perspective.

NUTS classification of ESPON countries

Types of policy-relevant NUTS scales



This map does not necessarily reflect the opinion of the ESPON Monitoring Committee

EUROPEAN UNION
Part-financed by the European Regional Development Fund
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Regional level: NUTS 0
Source: own elaboration, 2013
Origin of data: own elaboration, 2013
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Type and highest policy-relevant unit on subnational level

- Type A (NUTS 1)
 - Type B (NUTS 2)
 - Type C (NUTS 3)
 - Type D (below NUTS 3)
 - no data
- SCALES country

The scales dimension of sectoral policies

As outlined before, the NUTS 3 level is not completely covered with data and ESPON results.

Experience showed that the relevant scale to approach the topic and question both from a research and from a dissemination point of view are not always the same and depend on the topic and the sectoral policy.

Dissemination strategies should take the level at which these policies are concretely decided and implemented in each member state into account. Depending on the constitutional setting of each country (federal or centralised/decentralised state), the territorial level should be considered when selecting target groups.

For example, to address metropolitan developments, NUTS regions are rather

insufficient; the scale addressed is then local or regional rather than national or European. However, questions related to climate change fit obviously better to climate zones than only to NUTS. When ESPON results are disseminated, national and regional climate change strategies have to be considered to enable a comparison between Europe-wide ESPON results and the national and regional adaptation and mitigation strategies.

The following table gives an overview of the most relevant level for the topics participants discussed at the SCALES seminars. There is no level given for transnational cooperation, since this covers a lot of different thematic topics for which the right level has to be identified individually. The table also provides information where non-administrative units are the best choice.

Most relevant territorial levels for SCALES seminar topics

	Local	Regional	National
Polycentricity	LAU		
	Functional Urban Areas		
Urban-rural relations		NUTS 3	
Economy/innovation		NUTS 2	NUTS 1
Accessibility		NUTS 3	
Climate change		biogeographic climatic regions	
		NUTS 2/3	

Scales challenges related to target groups

Civil servants, political representatives, researchers and planners are the most important audiences for ESPON in all member states. Presumably each of these user groups has different expectations with regard to ESPON results. At the same time, except for researchers, all the other target groups may have specific interests depending on the territorial level of their

work. Local and regional stakeholders will be interested mainly in local and regional comparisons, the European comparison being a supplementary perspective. Ministries might be interested in regional and national findings and are increasingly important in decision-making processes from the transnational and cross-border perspective.

Conclusion

When disseminating ESPON results to politicians and planners, ESPON Contact Points face a double challenge. After having identified the most relevant information for their national context, ECPs have to find the most relevant political addressees to receive it. Therefore, developing targeted dissemination strategies implies the following aspects:

- Where is the decision taken?
- What is the thematically relevant administrative level?
- What information do stakeholders need?
- Which are the topic-based target groups?
- How to approach the subregional or subnational level?
- Might the transnational perspective enhance comparison?

3. What can ESPON Contact Points do?

ESPON Contact Points (ECPs) are responsible for developing targeted dissemination strategies at their own national level. Having in mind the earlier mentioned scales problematic, an easy-to-use method has been developed and assessed by the five ECPs of the project: the Co-Zi-Co approach.

Chapter 3.1 describes this method and provides some examples of how to implement it. The Annex includes a list of background material (project reports, seminar reports, seminar programmes) and information where to find it.

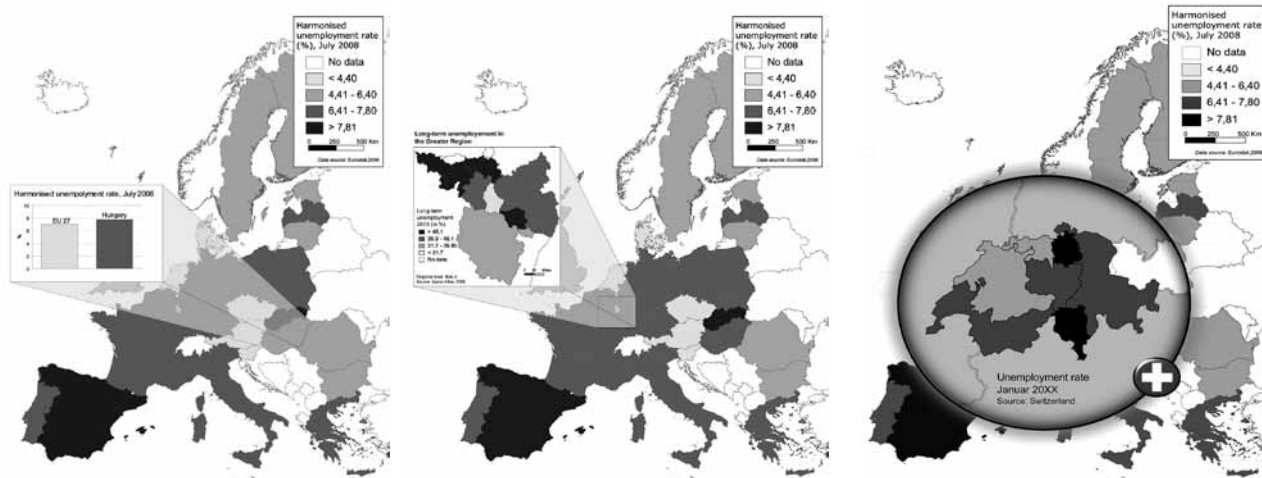
Chapter 3.2 gives additional advice what ECPs can do to improve the dissemination

of ESPON results based on experiences gathered in the SCALES project, and especially during the seminars.

3.1 The Co-Zi-Co approach

To deal with the main scales challenge relating to the NUTS problematic, the Co-Zi-Co approach might be useful. Depending on the dissemination context (target group and most relevant scale to be addressed), ESPON results certainly provide interesting information while at the same time presenting specific challenges (lack of data, small territorial unit considered). To address these challenges, Comparing, Zooming-in, and Completing showed to be useful strategies.

The Co-Zi-Co approach



COMPARISON

Comparing selected regions with the 'own' spatial context of the regional stakeholder

Zoom-In

Presenting ESPON results on a finer scale

COMPLETION

Completing ESPON data with other data

Comparison

In the interpretation of regional settings, comparison is the entrance point to communicate ESPON results by the ECPs and also by other users of ESPON results.


It is about comparing the situation of another region with the home region in order to illustrate parallel or diverging trends. The users, however, have to keep in mind the scales-related problems outlined in Chapter 2 that affect the comparability of ESPON results. Evidently, comparing regions implies that they are comparable.

Comparison is also an important element to take into account when policy-makers

develop their own territorial policies. Local stakeholders may compare the situation of their region with other EU regions having similar patterns of development. They may analyse those policy actions that are taken in other areas and use them as a basis for developing their own actions.

The following picture shows how, during one of the SCALES seminars, a comparison between Budapest and Munich was made. The Comparison approach was in this case combined with Zooming-in, which will be described later. Here, the cities are comparable because of the similar population size.

Co-Zi-Co example: comparison between Munich and Budapest



Major challenges in urban sprawl

Urban sprawl comparison between Budapest and Munich

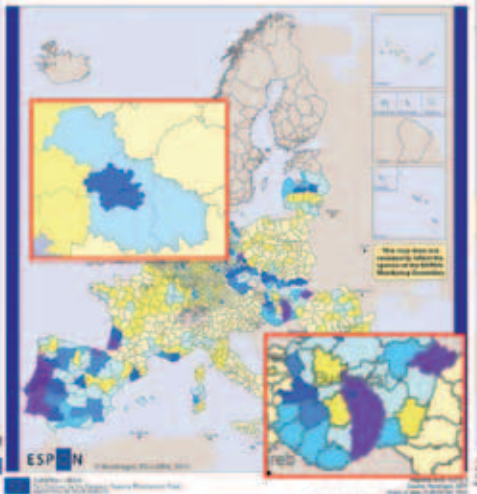
- similar population of the cities

- Demographic challenges
- Land use
- Transport networks
- Traffic, pollution, efficiency

Governance issues

- Institutional, administrative
- Planning, service provision

**Land Cover Change Intensity Matrix-
Land Cover Flows**

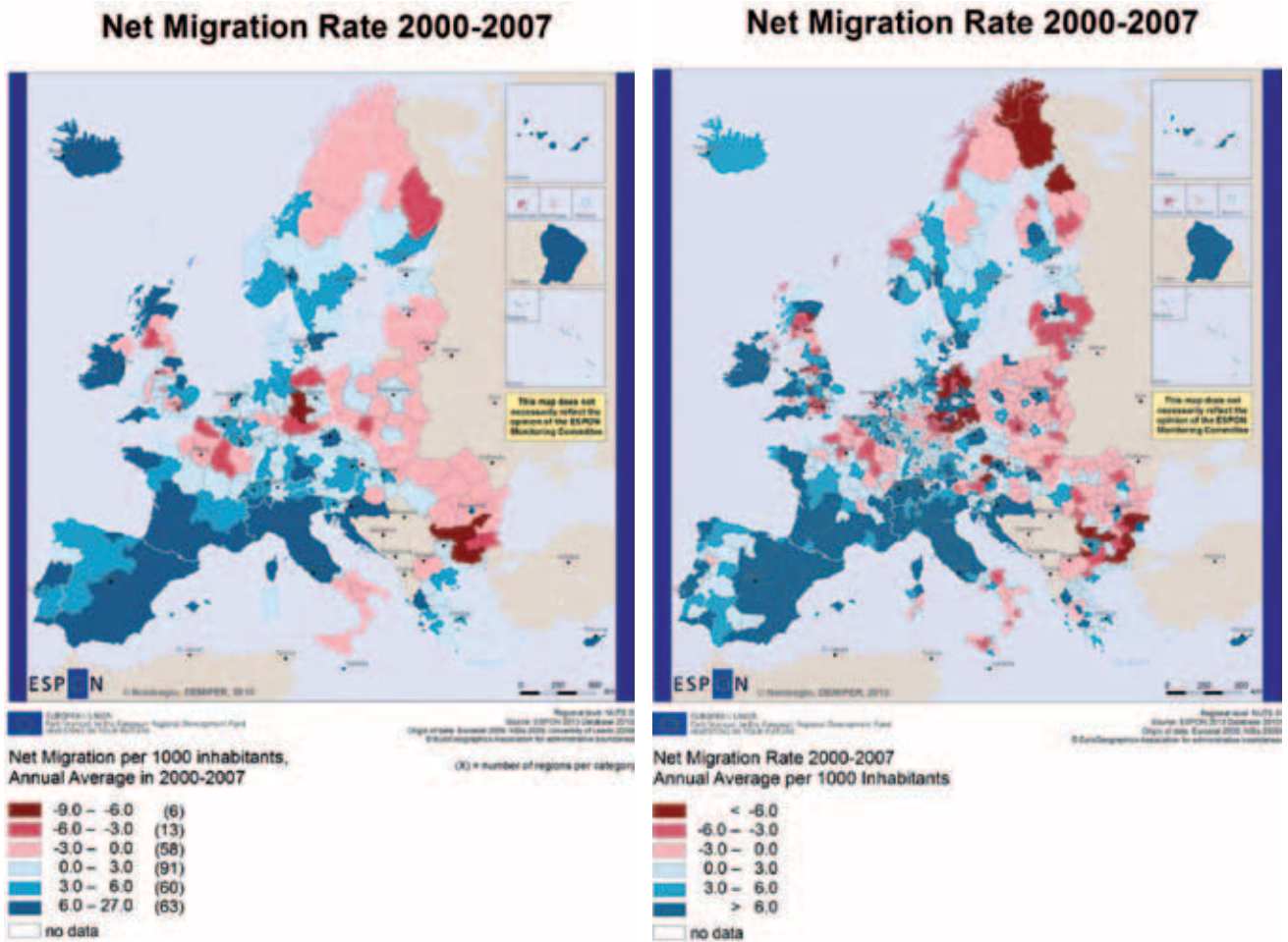


		Changes 1990 to 2000 (% of area)			
		0-0.2	0.2-0.4	0.4-0.8	>0.8
Changes 2000 to 2005	0-0.2	1	2	3	4
	0.2-0.4	5	6	7	8
	0.4-0.8	9	10	11	12
	>0.8	13	14	15	16

Comparison activities have to take the right scale into account. This is very well illustrated by the two following maps from the DEMIFER project. They show the same content with different spatial resolutions: on the NUTS 2 level (on the left)

and on the NUTS 3 level (on the right). If a comparison is done on a very low scale, it might be more helpful to use the higher resolution, whereas for comparison on a higher scale the more aggregated version provides better help.

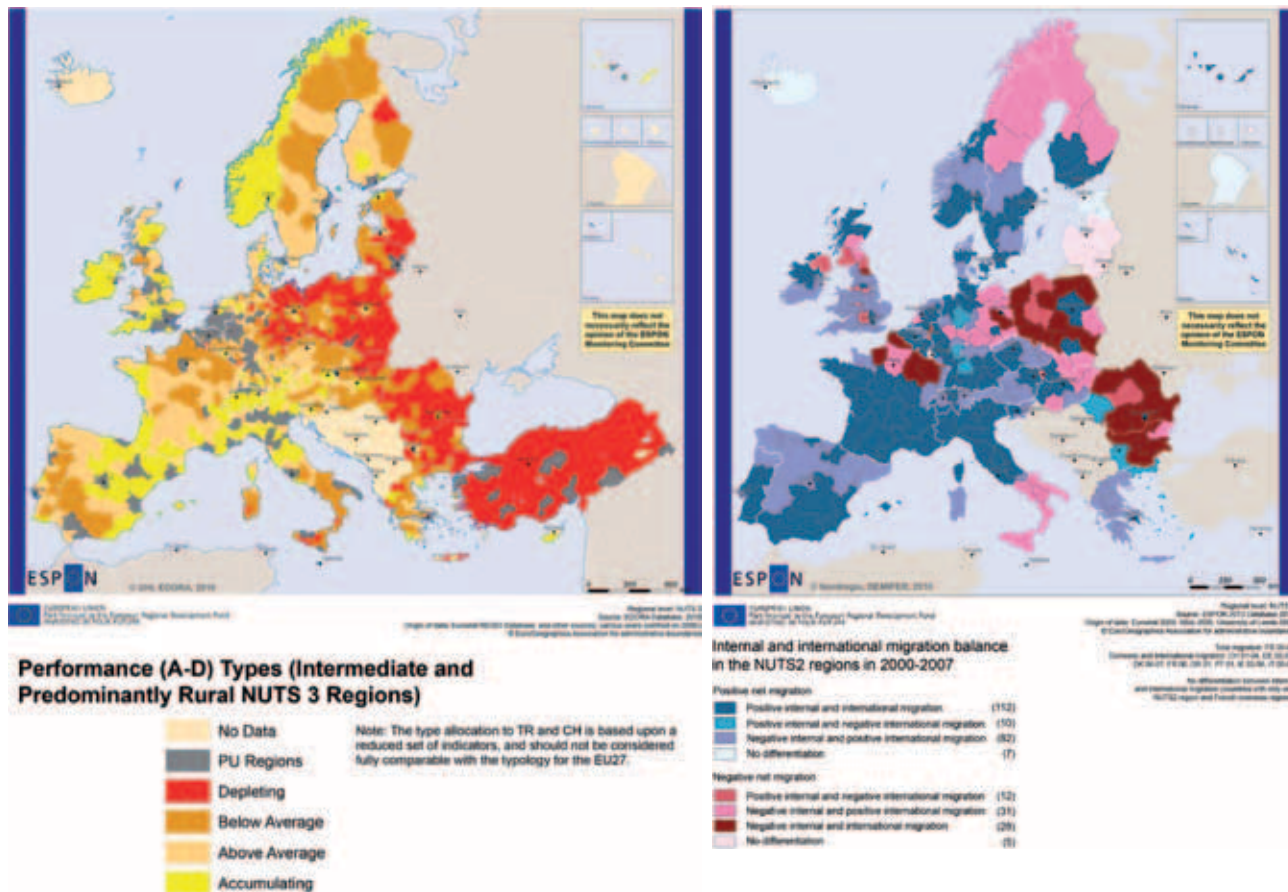
NUTS 2 / NUTS 3 map comparison for identical topic



Another way of comparison which was tested in the SCALES project is to compare results of different ESPON projects. The following figure shows how this was done at the Budapest seminar. The speaker compared

how specific types of rural areas – identified in the EDORA project – were influenced by migration, which had been analysed in the DEMIFER project. The regions were comparable since they belonged to the same type.

Co-Zi-Co example: comparison between DEMIFER and EDORA maps



Co-Zi-Co example: comparison of the impact of climate change on INTERREG IV B areas

ESPON

Connections to INTERREG IVB program areas

- Territorially differentiated adaptation strategies seem to be important primarily for tourist resorts in the Alps.
- The BSR is almost optimally prepared (low impact, high adaptive capacity)
- the East of Europe is affected by demographic changes, which lead to an increase in sensitivity. At the same time these changes decrease eastern Europe's adaptive capacity
- Agglomerations are vulnerable for several reasons, of which urban heat might be the most relevant one.
- The regions which border to the North Sea can expect an impact from sea level rise and storm surges

Transnationale Zusammenarbeit

Transnationale Kooperationsräume mit deutscher Beteiligung 2007-2013 (INTERREG IVB)

- Alpen
- Nordsee
- Ostsee
- Mitteldeutschland
- Nordwesteuropa

Regionen NUTS2 und NUTS3
 Programm INTERREG IVB
 (2007-2013) (INTERREG IVB)

Präpariert von: Fraunhofer IPT/IPS
 und dem Institut für Raumplanung und
 Regionalentwicklung der Universität
 Bayreuth

The picture on the left shows a summary of the comparison done for the INTERREG IV B areas and their individual impact from climate change; the comparison was not done by way of a map but summarised in words. This is also a good example how the presentation of ESPON results was adapted to the needs of a specific target group, since not a map with administrative units was shown, but the results were aggregated into target group-specific areas. Here, regions were compared on the basis to which INTERREG area they belong.

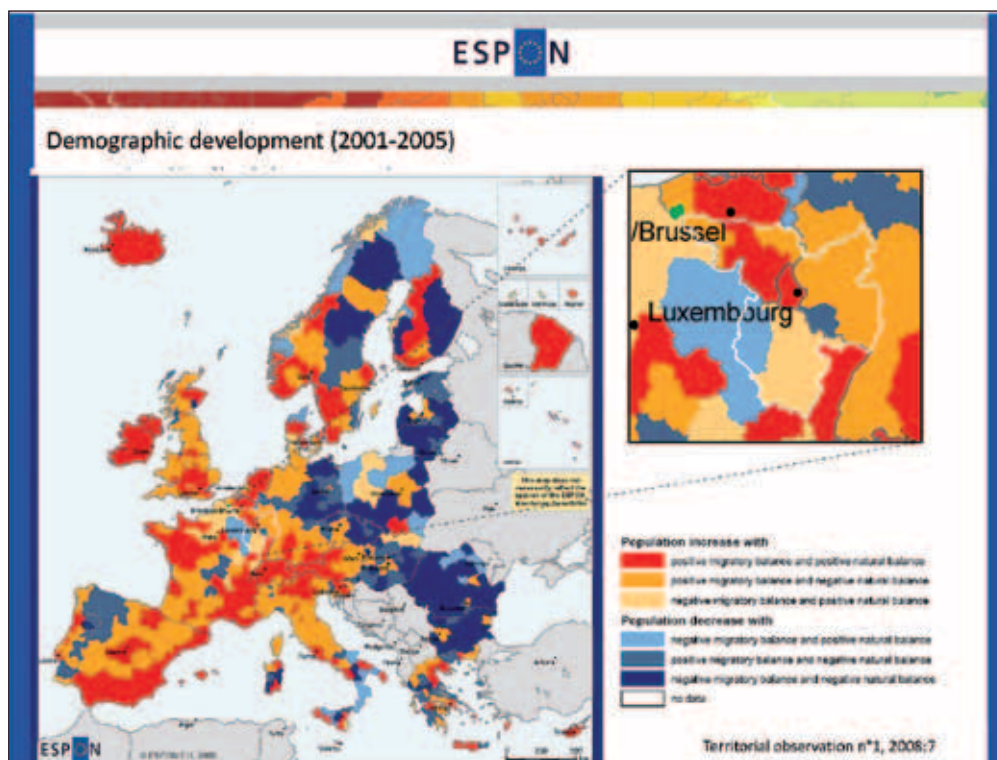
Zoom-in

Zooming-in may be used by simply increasing the size of the map; it is often automatically used together with the Completion approach, which means that data or an analysis are delivered at a finer scale.

This strategy can help small countries or regions having strong functional interdependencies at transregional level or across borders to take more specific debates into account. The following picture shows an example of this approach.

Zooming-in can also be used with the Comparison approach. Instead of looking at the whole map, the Zooming-in approach proposes to take a limited number of regions on the map, increase their size and compare them (while using the precautions described in the Comparison chapter above). This can be particularly interesting for the analysis of geographical specificities or regions that share similarities in relation to a specific topic.

Co-Zi-Co example: zooming-in the demographic challenges of the Greater Brussels Region and Luxembourg



Completion

Experience has shown that a considerable number of ESPON maps lack data for regions or complete countries. The reasons are manifold, e.g. that the data was not available at the time of the respective ESPON project. Especially in this case, if the data is available later, completing the information by adding these new data is a possibility of better using ESPON information in the national context.

Evidently, when applying this strategy, one has to make sure that the data are comparable and must let the audience or the readers know about the different data sets.

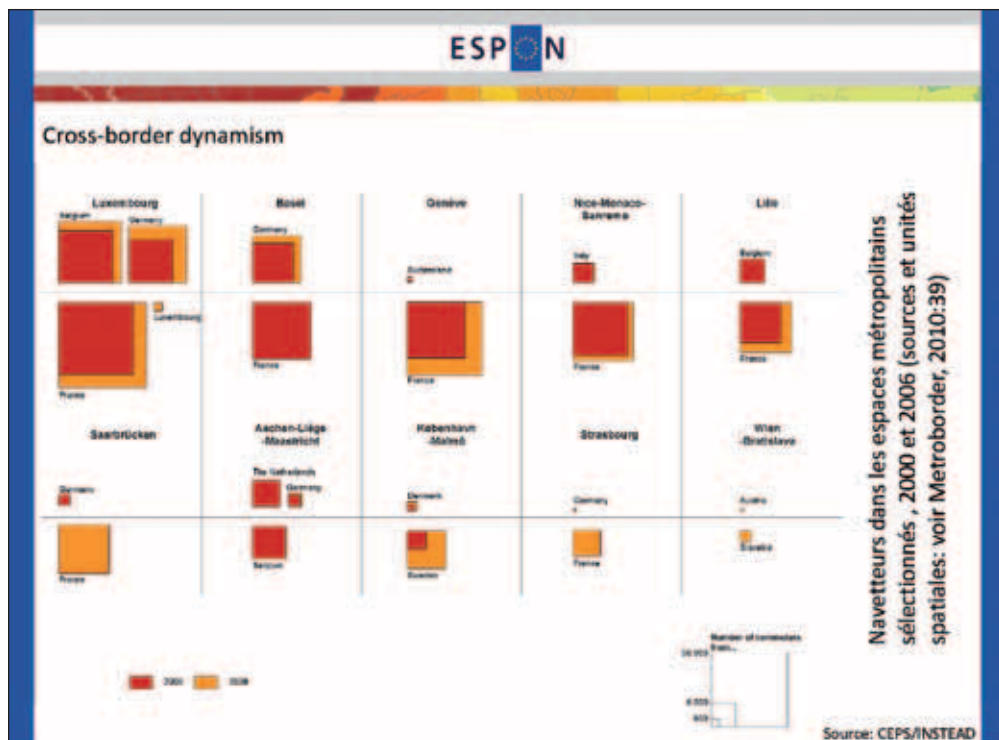
If data are missing in an ESPON report, illustrating the situation with comparable na-

tional information might be a good strategy to avoid showing a region as a white patch.

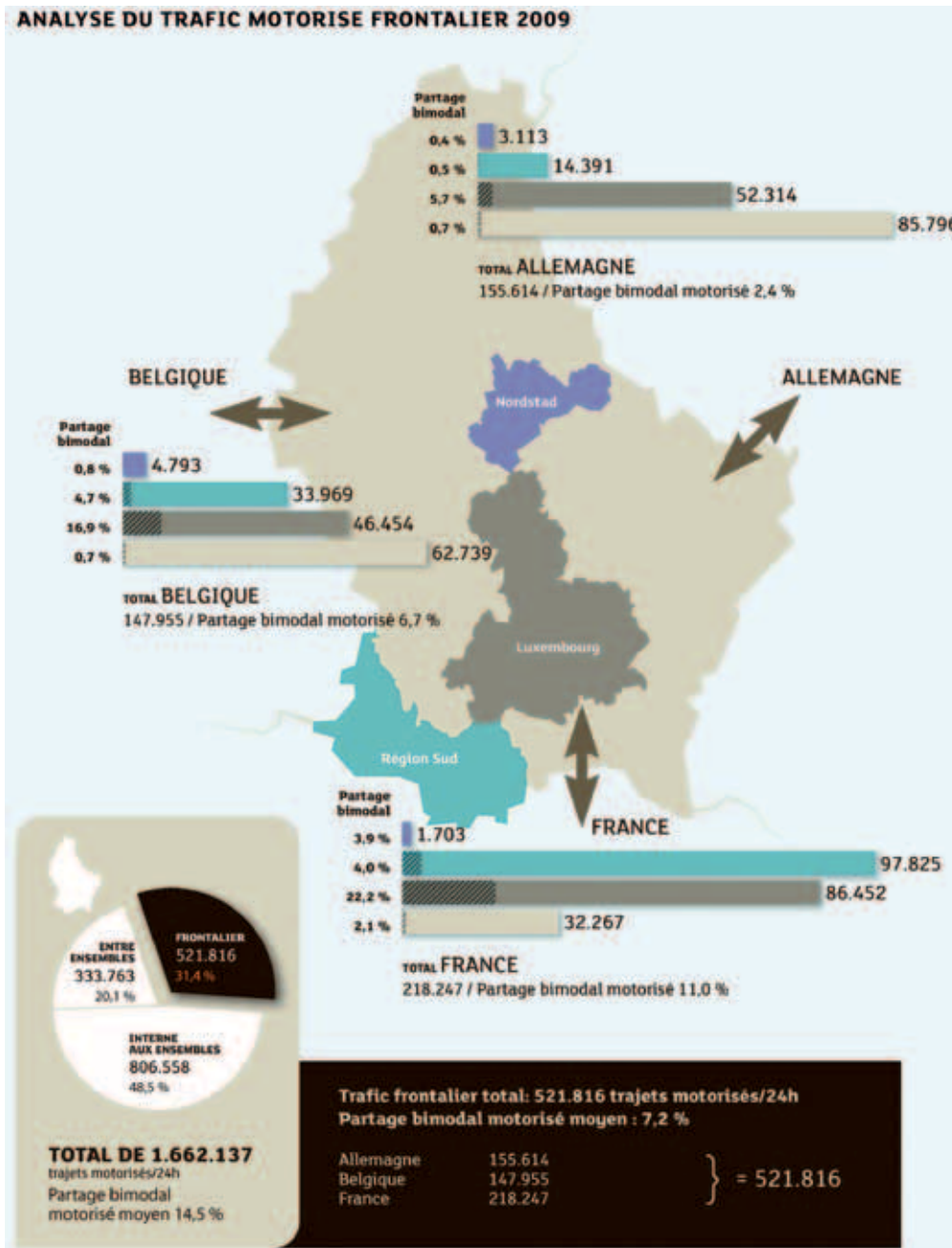
The experience from the SCALES project and the seminars shows that completion can also be used to launch a discussion with stakeholders and to take a very specific situation that ESPON might not have studied in a targeted analysis into account.

Comparing general ESPON information with more specific additional data can be helpful. The following two pictures show how this was done at the Luxembourg seminar; in addition to the information from an ESPON project (METROBORDER), data from the national ministry which deal with the same topic, was shown.

Completion example adding other sources to ESPON information: basic ESPON information



Completion example adding other sources to ESPON information:
national information added

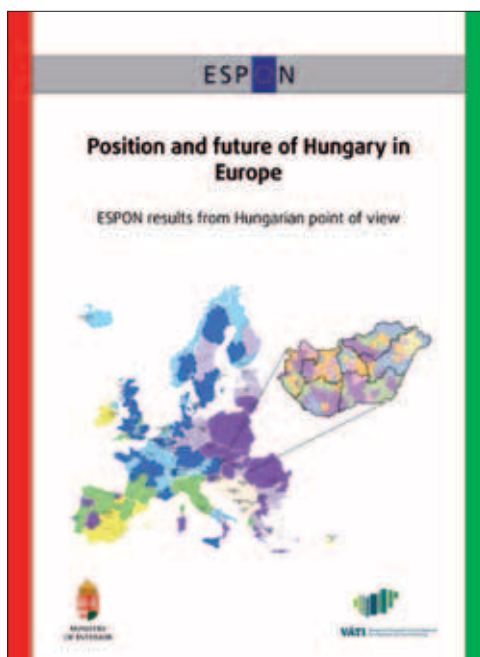
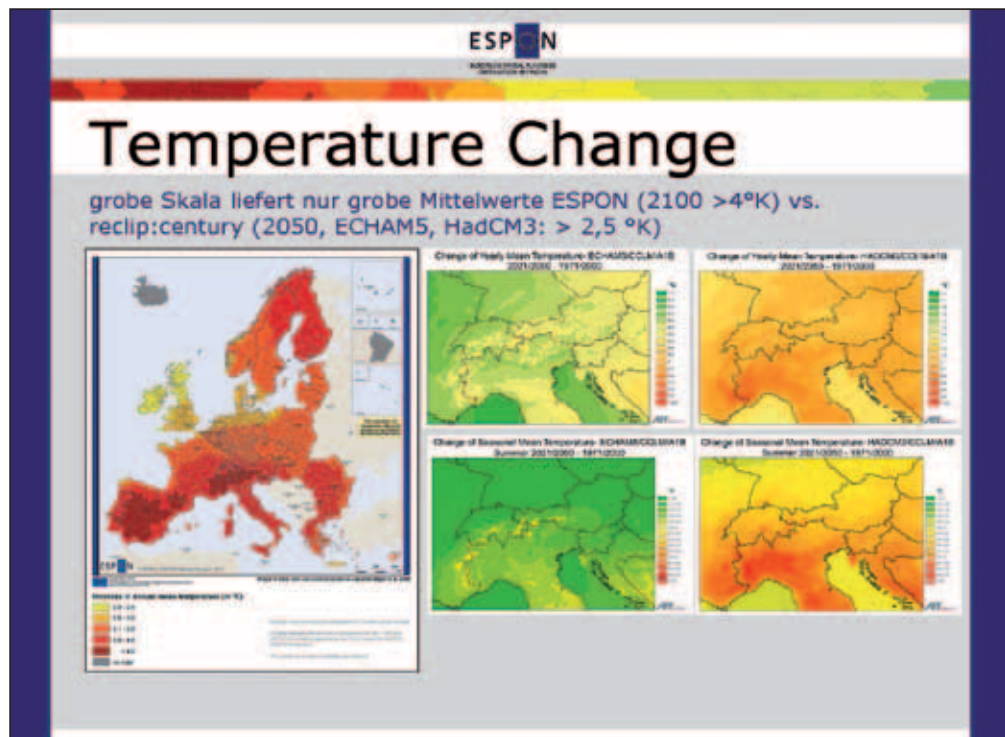


Co-Zi-Co example: completing Europe-wide information (ESPON/Climate project) with more detailed regional data

Another way of completing information is to add more relevant data to the existing ones. The following figure shows an example from the seminar in Vienna. The ESPON map (on the left), which shows information about temperature change on the NUTS 3 level, was supplemented with additional data. This example is also interesting because when including more detailed data, the speaker did not take a smaller administra-

tive level, but the information was displayed as a raster graphic without administrative borders.

This is a very clear example how specific target groups have specific information needs in terms of spatial resolution of the information, something that has to be taken into consideration by ECPs when designing dissemination activities.



Cover page of Hungarian ESPON publication with a "Completion" example

The Completion approach has also been applied by using the methodology provided by a project and redo the analysis on lower levels. This is what the Hungarian ECP did in an ECP publication about ESPON results for Hungary. The figure on the left shows the cover page of this publication that features a map which, in addition to the ESPON results on NUTS 2 level (taken from the DEMIFER project), illustrates an analysis made on LAU 1 level.

The contents of this publication were stimulated by the SCALES project; however, it had to be produced outside the project and with national resources.

² Available online at www.espon.hu/Docs/ESPON_Publication_EN_Sum.pdf
(Full version in Hungarian at www.espon.hu/Docs/ESPON_kiadvany_20111222.pdf)

3.2 Other possible ECP actions

Develop a scales-related strategy

As outlined in Chapter 2, the most adequate NUTS level varies considerably between member states as well as between topics. ECPs have a crucial function to understand this complexity behind ESPON maps in order to translate them properly into their specific national contexts.

To improve the dissemination activities, ECPs should develop a country-specific scales-related strategy. The scales-related issues and challenges outlined in Chapter 2 can be taken as a basis. The Co-Zi-Co approach as described in Chapter 3.1 might help design dissemination methods, whether publications, seminars, or workshops.

Consider target groups and take care of topic-related scales questions

When designing dissemination activities like seminars and publications, the ECPs have to take target groups and the respective topic into consideration. Since the ESPON countries' political systems are very diverse, this general concept has to be adapted to the country of the ECP, which should be done in the framework of the scales-related dissemination strategy proposed above.

Seminars and publications also have to have the right timing. This is shown by the example of the Berlin seminar which dealt

with the interlinkages between ESPON and INTERREG: the seminar was organised at a time when the new programmes for both initiatives were being developed, so the information provided came just in time.

Questionnaire feedback from the seminars showed that scientists prefer in-depth knowledge; in the case of indicators for example they are not satisfied with the mere provision of indicators, but want to know how they are calculated, why they have been used in that particular way or how plausible the depicted situation is. This wish for in-depth background knowledge includes broad or even full access to the underlying data. ECPs may provide this additional information in seminars by inviting additional speakers, but also through publications or by informing potential users about ways how to get additional information.

The feedback from the seminars also showed that publications are valued highest from the ESPON deliveries by all groups; the participants from the more scientific seminars however appreciated them more than those who participated in the more political seminars, who gave a preference to direct and interactive ways of dissemination like workshops and seminars.

The table below summarises the dissemination strategies for each target group.

Designing specific dissemination strategies for each target group

Audience	Focus on...	Dissemination tools	Elements to think about
Politicians	Policy recommendation especially at their own level of competence The EU perspective is important as well as taking into account their national policies	Traditional setting (presentation, Q+A) « Round » table Invite them to formulate policy statements	- Organise briefings and give them "guiding questions" to ensure a focussed statement - Seminar must be in their mother tongue - Independent moderator can be helpful
Civil servants	Targeted expertise on their specific field of work Various sources Particular interest for good practices, comparison with other cases	Numerous settings are possible Interaction settings seems very helpful: fish bowl, group discussion, world café etc. Invite experts on the field	- Sending documentation in advance might help sharpening the debate - Prepare targeted questions - Moderator may be helpful - Seminar in the mother tongue is a plus
Researchers & students	Methodology Datasets State of the art in the literature Use other sources to complete the analysis	Traditional + interactive settings are possible	- Have a close look to scientific reports - Invite lead partner of the main project - Invite other researchers "outside" the ESPON world to ensure a discussion
Planners	Planning consequences, recommendations	Mix of interactive and traditional setting	Invite planners outside the ESPON community

The regional level to be addressed depends on the size of the country and the number of stakeholders

Smaller countries like Luxembourg can much easier address local stakeholders than countries with more inhabitants like Germany, since the interlinkages are much closer and the number of stakeholders to be addressed is considerably smaller. Countries with more inhabitants therefore have to focus on the next subnational level and rather have to rely on indirect forms of information dissemination like (national) publications to reach the local level. The funds made available for the national dissemination work of the ECPs have to take these different dissemination means into account.

ESPON Contact Points in member states with more inhabitants and very high numbers of (potential) ESPON users might try to use existing ESPON means for addressing and including local stakeholders, e.g. by supporting local and regional stakeholders in initiating Priority 2 projects, which cover selected regions in a more detailed way than Priority 1 projects.

The usability of ESPON deliveries has to be improved to foster the use of ESPON results

The SCALES seminars clearly showed that different target groups are not only interested in different topics, but also in different dissemination means and methods. ESPON deliveries should therefore provide more details; for example, as outlined above, scientists are interested in details about how indicators were calculated and also in underlying data. This information is already provided in the Scientific Reports; the main reports however have to indicate more precisely where which information can be found.

At the same time, the sheer amount of ESPON deliveries is overwhelming and seems to contribute to information overload. Potential users need easier access to information. It was highlighted that basically ESPON delivers either very specific project reports or highly synthetic reports. It would make sense to create “intermediate” publications, for example by “grouping”

topics; the Territorial Observations are going into this direction. Another form could be short thematic newsletters or special thematic seminars that could be organised on a European level in addition to the annual open ESPON seminars. These publications and seminars can also be produced respectively organised on a national level by the ECPs.

National dissemination capacities have to be strengthened to promote the use of ESPON results

The first experience already made in the preparation phase of the SCALES seminars was that the thematic focus matters. It also showed that ESPON results and current EU policy developments (e.g. TA 2020) are relevant and important, but both can be very abstract for regional and local stakeholders. To transport ESPON results, a balanced national and European perspective is needed – ESPON alone does not always work.

ECPs may translate them by showing the added-value of ESPON in their specific context and by contributing to national debates.

The seminars made clear that the language barrier is remarkable; while four seminars took place in the national language(s), partly with interpretation, the Hungarian seminar, as the first in the seminar series, was completely organised in English. This was seen as a reason why merely scientists from different universities and research institutes attended the seminar and why other target groups were not sufficiently reached. English is the language of scientists, but not of regional and local actors.

Another language barrier that has to be overcome for a better use of ESPON results seems to be the different technical languages that spatial planners and sectoral planners speak, even if they share the same national language.

To overcome language barriers, more seminars could be organised in the national language(s) in order to both literally and figuratively translate ESPON deliveries into national languages and national thinking and knowledge.

Another way is to integrate ESPON information into national publications, which would at the same time serve the aims of translation, simplification and completion of ESPON data with national information. If seminars and publications concentrate on special thematic subjects, they might contribute to

reaching more sectoral planners and not only the spatial planning community.

The use of ESPON maps works better with a national zoom-in that includes neighbouring regions. In general, printed materials in national languages attract more attention.

4. The necessary framework to support ESPON Contact Points

The activities of ECPs, especially regarding dissemination of ESPON results, heavily depend on these very results. Therefore, the SCALES project did not only ask what ECPs can do; it also analysed how the ESPON programme itself might better support ECPs to fulfil their role as a link between ESPON results and national and regional debates. Some ideas are listed in the following.

The ESPON programme should take the NUTS challenges into account

NUTS challenges have to be tackled by the ESPON programme itself. The political system of a member state has to be better taken into account by research. This especially means that analyses should go beyond NUTS 2 level, e.g. by involving to NUTS 3 level, either for the whole ESPON area or only for member states that most severely need ESPON information on a smaller level. Priority 2 projects could also be used to gather more detailed data for countries that, due to their size and NUTS structure, do not get enough detailed information through the current way of ESPON analysis.

The SCALES seminars showed that the relevant level of policy action also depends on the topic; the relevant level of analysis should take this into account and focus on those levels where – for the specific theme to be discussed – relevant actors exist.

The policy relevance of ESPON results will be fostered with focused project orientation and ad-hoc analytical competence

Within the project orientation a stronger and deeper focus of Priority 1 projects on

territorial political discussion (e.g. innovation) might enhance the relevance and visibility in the political scene. In general, the ESPON programme requires a clarification of the Priority 1 project philosophy. The replies from the seminar participants showed that policy recommendations are the least favoured ESPON deliveries, also from the more policy-oriented seminars. ESPON projects should therefore provide less direct advice and concentrate on providing a territorial knowledge base.

Within Priority 2, a thematic clustering of projects on a “top-down” approach would open the view on territorial specificities, but also enhance a more systematic model character; at the moment the creation of projects based on a pure bottom-up approach is rather random.

ESPON has to close certain thematic gaps to provide a full view on European spatial development

The thematic focus of the seminars revealed some important thematic gaps in ESPON analyses. The seminar on urban-rural relations showed that at that time (October 2011) there was not enough information about topics of small and medium-sized towns. The project TOWN, which started in February 2012, may close these gaps and be a starting point for additional research in this area. The innovation-centred seminar made clear that innovation in the territorial context is considered very important and ESPON might deliver highly relevant new insights.

The seminar on climate change and risk management showed that these topics are best handled when understood as global

phenomenon with consequences that do not stop at administrative boundaries. Information has to be provided also with a more detailed geographic resolution.

The seminars in Luxembourg (on polycentricity) and Berlin (on the use of ESPON in the INTERREG framework) revealed the importance of cross-border and interregional data for a wide range of policy-makers and practitioners.

Right now, because of largely concentrating on NUTS 2/3 levels, ESPON analyses mainly focus on questions that can be answered with the available data on NUTS level. Especially social topics have not yet been fully treated by ESPON, but have to be covered, since the growth which Europe aims for should not only be smart and sustainable, but also inclusive. The recent launch of the TIPSE project, which deals with poverty and exclusion, is encouraging; the new ESPON programme should provide for more projects in this area.

Even if priority 2 and 3 projects have been developed in this direction, efforts could be further strengthened to improve datasets, data availability and the flow data. ESPON analysis should not only be oriented towards trends within an (often data-driven) time frame, but should also include structural breaks and policy relevant points of interventions. At the same time, the background information, especially regarding the provision of (long) time series and the calculation of flows, has to be increased. ESPON should thus move towards continuous spatial observation.

The usability of ESPON deliveries has to be improved to foster the use of ESPON results

The ESPON tools, first and foremost the ESPON database, but also the ESPON Hyperatlas, seem very interesting for stakeholders, but difficult to be used by those who do not work with it regularly. However, users do not demand for simple contents, but a better usability and/or help in using these tools. Here again, even more complex (or rather dynamic) contents and usage possibilities are demanded as well; this includes the further development towards a real web GIS where users can individually choose the thematic scope of

the displayed maps and can customise maps by changing classes and their limitations or weights of combined indicators.

Capitalising ESPON results strongly depends on a timely provision of maps and data from the projects. In general the publication strategy should emphasise a thematic grouping of publications to improve knowledge on causalities. Concerning maps a reduction and verbal interpretation of complex map legends will improve communicability. More details about the calculation of indexes would also help to understand the numbers presented in some maps. In a broader oriented communication strategy, the dissemination of ESPON results requires special teaching related media formats.

The focus of the SCALES project on scale issues and the resulting development of the Co-Zi-Co approach showed that the graphic quality of the ESPON deliveries has to be sufficient if the ECPs want to take scale issues into account. The Zooming-in method, for example, only works if maps are provided as graphic vector file or picture with high resolution. This is usually not the case when maps are provided only with low resolution as an image in a report. They have to be provided in suitable format and resolution as individual files for this approach. At the moment, maps can be obtained from the ESPON Coordination Unit (CU), if they are available. With the newly launched ESPON MapFinder, hopefully a direct, quicker, 24/7 download access will be offered. The completeness of information will of course depend on the willingness of the ESPON projects to provide all maps.

The ESPON programme has to be aware that the dissemination problems of the ECPs are not solved by providing maps and reports; the information in the maps has to be translated and completed by the ECPs. For better disseminating ESPON results, the ECPs therefore need more support.

There are also some improvements that have to be made by individual ESPON projects. Concerning the project work and regional analysis, the range of investigation should be increased including national and regional interpretations of results and a stronger orientation not only on European but also on national regional political rel-

evance. There should also be a stronger focus on functional cross-border relations and the transnational perspective.

The need for a close integration of actors and stakeholders into ESPON projects and research was emphasised in several seminars and might help to find the adequate level of analysis. This would help to better match stakeholders' information needs and ESPON deliveries, but also to better anticipate how to implement or deal with empirically identified potentials within a region or at the national level.

To be able to provide all data and maps to potential users of ESPON results, the projects will have to make sure that all materials will be delivered to the ESPON CU and be fed into diverse tools, especially the ESPON database and the MapFinder.

A large number of the proposals mentioned above will result in a considerable increase of work. The organisation of more seminars on European level will need additional resources, as well as the creation of additional thematic publications. This work cannot be done by projects, since it has to be done on a continuous basis.

The ESPON Coordination Unit already has experience with these activities and would therefore be the best player to carry out these activities. Some elements could be outsourced, and also the ECPs could partly play a greater role. To be able to deal with these additional activities, more financial resources would be needed.

Annex: Additional background material

Project information

About the whole project:

http://www.bbsr.bund.de/cIn_032/nn_1250386/BBSR/EN/RP/ESPON/Scales/scales__node.html?__nnn=true

Project reports

Once that the Final Report is accepted, it can be found on the project page of the ESPON homepage at http://www.espon.eu/main/Menu_Projects/Menu_TransnationalNetworkingActivities/scales.html.

The Final Report includes an evaluation of the seminar feedback which was given through questionnaires on a number of dissemination-related issues.

Seminar information

Please note: several of the presentations are available in the national language(s) only.

Overall information about all events:

http://www.bbsr.bund.de/cIn_032/nn_1250386/BBSR/EN/RP/ESPON/Scales/06__Events.html#doc1081556bodyText3

Luxembourg:

http://www.espon.public.lu/fr/actualites/2011/11/25_RetourSurDvmptTerPoly/index.html (French)

Budapest:

http://www.espon.hu/espon_scales_hungarian_seminar.html (Hungarian)

Vienna:

<http://www.oerok.gv.at/contact-point/espon/espon-scales-projekt.html> (German)

Bern:

<http://www.are.admin.ch/themen/international/00860/02529/index.html?lang=en> (English)

Berlin:

http://www.bbsr.bund.de/cIn_032/nn_1250386/BBSR/EN/RP/ESPON/Scales/Event__FinalSeminar5__Oct-2012Berlin.html (in English with a link to the presentations on the German site)

The partners made reports for each of the seminars. They are available as annexes to the Final Report.

List of abbreviations

ARE	Swiss Federal Office for Spatial Development
BBSR	Bundesinstitut für Bau-, Stadt- und Raumforschung - Federal Institute for Research on Building, Urban Affairs and Spatial Development
Climate	Climate Change and Territorial Effects on Regions and Local Economies in Europe
Co-Zi-Co	Comparing – Zooming-in – Completing
CU	ESPON Coordination Unit
DEMIFER	Demographic and Migratory Flows Affecting European Regions and Cities
ECP(s)	ESPON Contact Point(s)
EDORA	European Development Opportunities in Rural Areas
ESPON	European Observation Network for Territorial Development and Cohesion
FUA	Functional Urban Area
NUTS	Nomenclature of territorial units for statistics
ONEP	Office for National Economic Planning
ÖROK	Österreichische Raumordnungskonferenz – Austrian Conference on Spatial Planning
ÖIR	Österreichisches Institut für Raumplanung – Austrian Institute for Regional Studies and Spatial Planning
TAEU 2007	Territorial Agenda of the European Union 2007
TA 2020	Territorial Agenda of the European Union 2020. Towards an Inclusive, Smart and Sustainable Europe of Diverse Regions
TPG	Transnational Project Group
VATI	VÁTI Hungarian Nonprofit Limited Liability Company for Regional Development and Town Planning

www.espon.eu

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