RETHINKING REGIONAL ATTRACTIVENESS

FOR GREEN AND INCLUSIVE GLOBALISATION

Rethinking Regional Attractiveness

Introduction

The OECD's Rethinking Regional Attractiveness programme equips policy makers and their partners with the knowledge and tools they need to position their regions in today's changing world. We also foster dialogue among a growing, vibrant community of more than 40 regions to share best practices.

In today's fast-moving global environment, with new industrial policies on the rise and global value chains taking on strategic implications, regions are constantly striving to attract the **talent, investment, and visitors** they need to thrive. The OECD's Rethinking Regional Attractiveness programme goes beyond traditional metrics of economic factors and international connections, taking a truly multidimensional approach to shed light on what truly attracts people, businesses, and tourists to a region. For example:
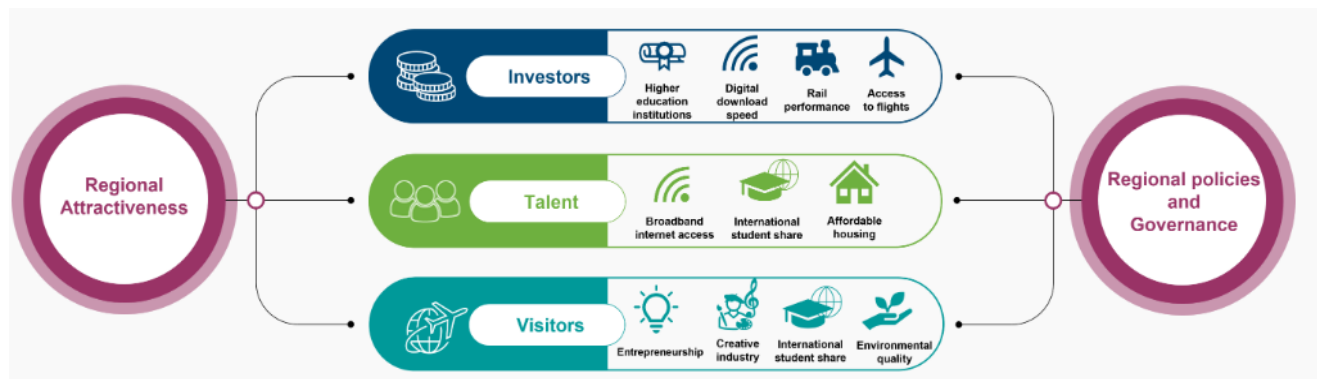
By understanding their territory's strengths and weaknesses across major drivers of attractiveness, policy makers in participating regions can confidently develop **targeted policies that obtain results** towards effective, inclusive, and sustainable development. The Swedish region of Norrbotten is one of the programme's participants which has kept on the methodology to update its regional development and smart specialisation strategies, while the country of Ireland used it to revise its entire National Planning Strategy for 2040. These success stories have led even non-OECD regions to join the programme and in turn implement the Rethinking Regional Attractiveness methodology, including in South and Central America.

Helping regions navigate global change...

A region's ability to attract investors, talent, and visitors is key to its ability to weather the pressures of mega-trends in today's globalised, inter-connected markets: from climate change to talent shortages, from demographic transition to digitalisation.

Global uncertainty

Climate change

Demographic transition

Digitalisation

...by leveraging regional attractiveness factors

Among the wide range of factors or "levers" that can affect a region's attractiveness in this shifting global context, the OECD has identified 6 key domains that shape a regions' attractiveness:

- **Economic attractiveness**, requiring a dynamic environment that attracts and develops skilled individuals and innovative businesses.
- **Visitor appeal,** which is strongly linked to cultural capital.
- **Land and housing**, which need to be both available and affordable.
- **Resident well-being,** from access to housing to education, healthcare, and cultural offerings.
- **Connectedness,** as strong infrastructure and digital access are crucial for attracting talent and investment in today's interconnected world.
- **Natural environment,** with sustainability a growing priority for many visitors and investors.

In short, the aim of the OECD's Rethinking Regional Attractiveness programme is to assist policy makers at different levels of government in leveraging these critical factors of regional attractiveness. The programme provides participating policy makers and their partners with the tailored analysis, tools, and guidance they need to inform the design of effective regional development policies and strategies.

Why it works: an innovative methodology that delivers actionable, tailored policy recommendations

The OECD's Rethinking Regional Attractiveness programme's innovative, internationally validated methodology covers **more than 50 indicators** across **14 dimensions of attractiveness** in **6 key domains**. The OECD uses these indicators to build 'regional attractiveness compasses' that provide participating regions with a complete picture of their attractiveness profile, highlighting comparative strengths and weaknesses.

Then, in developing its policy recommendations and guidance, the OECD comprehensively explores the factors that underpin the identified strengths and weaknesses, with broader quantitative and qualitative research, fact-finding missions, and interactive web dialogues with regional peers and economic actors.

This in-depth yet flexible approach reflects the complex, interconnected nature of regional attractiveness, and delivers actionable policy recommendations that are truly tailored to the needs of each region.
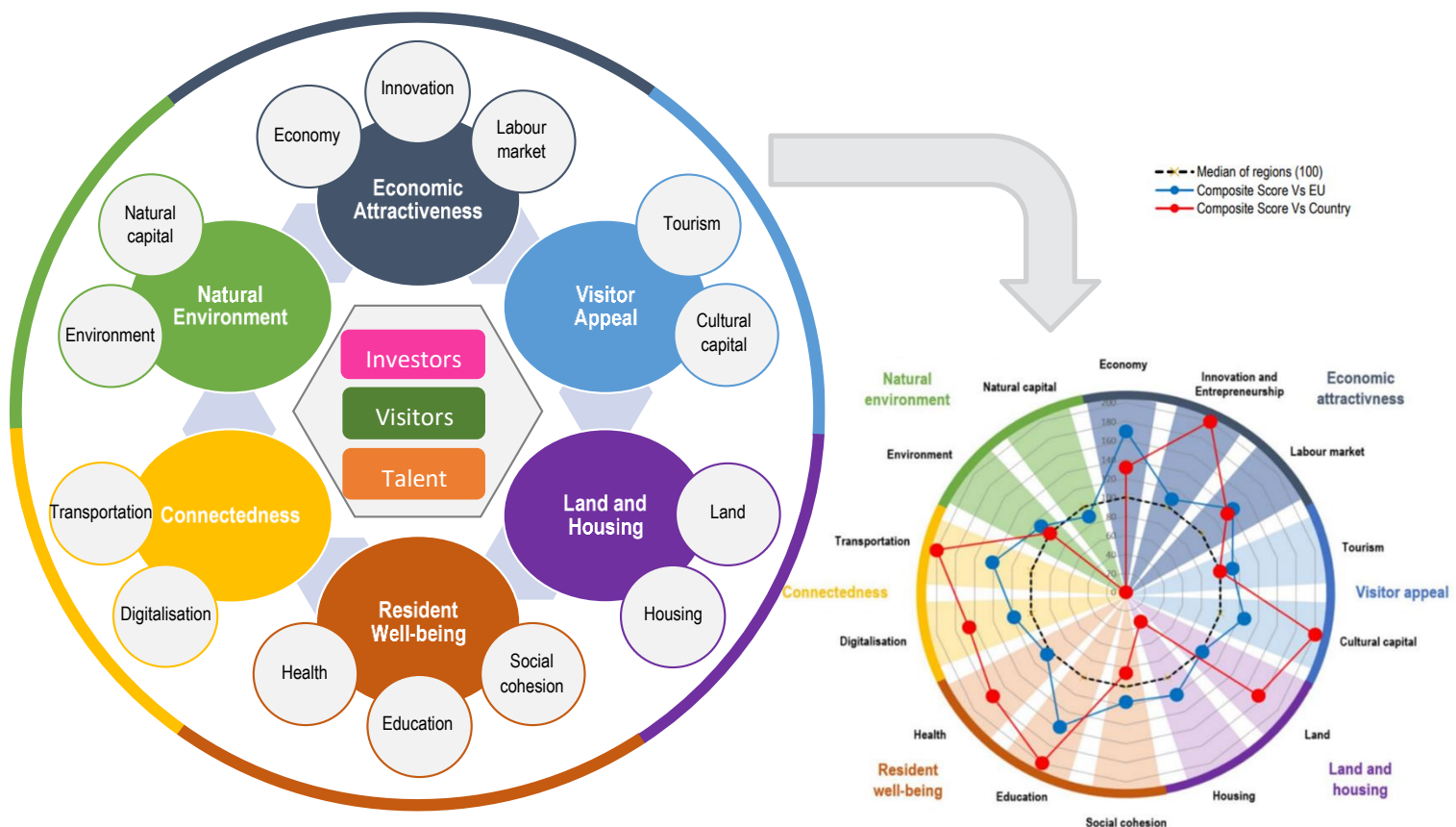
Changing (with) the world

Not just regions need to adapt to a shifting global context: the OECD Rethinking Regional Attractiveness programme too has adjusted its scope over time since it was first launched in 2020.

The new wave of 11 regional case studies under way incorporates specific focus areas to more closely address some of the pressing challenges and emerging opportunities faced by these regions. For example:

- **New Industrial Policies and the Green Economy**. The rise of industrial policies gives regions a chance to position themselves at the forefront of 'green' global value chains. But this requires a comprehensive approach—encompassing workforce, housing, energy grids, supply chains, and more—that the programme helps participating regions to explore.

- **Securing Green Talent**. As demographic shifts are posing challenges for many regions' green transition, the programme helps identify how regional policies can attract and retain the skilled workforce locally needed for a sustainable future.

- **Challenges at the Border**. With the impact of the war in Ukraine extending to neighbouring regions, the programme is providing timely support to regions affected by geopolitical instability in their efforts to build resilience and maintain their attractiveness.

- **Finding Ways Out of Development Traps**. The OECD is partnering with regions caught in a 'regional development trap' (unable to retain their economic dynamism) or a 'talent development trap' (experiencing the cascading effects of their younger population leaving the territory) to deliver targeted policy solutions.

- **Going Granular**. The OECD is expanding its already uniquely comprehensive database of regional attractiveness indicators to provide participating regions with an even finer understanding (from TL 2 / NUTS 2 down to TL 3 / NUTS 3 level) of disparity challenges and complementarity opportunities among their places.

Join a community of practice: 40 regions and counting

Fostering dialogue among regions is a core pillar of the programme. The OECD has established a vibrant community of practice, currently comprising about 40 regions from Europe, South and Central America, and Africa, with partners in North America, Asia and the Pacific. This diverse group is constantly growing, creating a rich network of experiences and expertise. We are always seeking to welcome new partner regions into this community of practice, across all countries and continents.

By joining the Rethinking Regional Attractiveness programme, your region will connect with peers facing similar challenges and opportunities. You'll have the chance to learn from their successes, share your own best practices, and collaborate on innovative solutions to regional development.

You will also have ongoing access to the programme's regular online policy Dialogues on the future of regions, tapping into a global network of experts to unlock the full potential of your region's attractiveness.

Participant Regions

Countries	Regions
Argentina	Misiones
Chile	Valparaiso, Magallanes
Colombia	Pacific Colombian region (Cauca, Valle del Cauca, Choco, Nariño)
France	Corsica, Grand Est, La Réunion, Sud/Provence- Alpes Cote D'Azur,
Greece	Eastern Macedonia and Thrace, Peloponnese
Guatemala	Escuintla
Ireland	Eastern and Midland, Northern and Western, Southern Region
Italy	Campinia, Liguria, Marche, Sardinia, Sicily, Umbria
Latvia	Latgale
Morocco	Tanger- Tetouan - Al Hoceima
Poland	Lodzkie, Lubelskie
Portugal	Alentejo, Algarve, Centro, Metropolitan area of Lisbon, Norte
Spain	Asturias, Balearic Islands, Cantabria, Murcia, Valencia
Sweden	Dalarna, Norbotten

Who we work with

The OECD Rethinking Regional Attractiveness programme primarily works with **regional and national policy makers** to provide them with the tools and knowledge to develop tailored, effective regional attractiveness policies.

In addition, we:

partner with
supra-national actors
like the European Commission to deliver coordinated projects and maximise the reach of our methodology.

engage with
local authorities and associations
to ensure that regional attractiveness strategies reflect the needs and aspirations of all residents.

consult the
business community
to understand the needs and priorities of businesses of all sizes, towards a more attractive business environment that fosters innovation, investment and job creation.

collaborate with
academic institutions
to leverage the expertise of universities and research institutes in developing solutions for regional development and in delivering the skills needed for the future.

By bringing all interested stakeholders to the table, the OECD ensures a comprehensive, coordinated, and cooperation-focused approach to enhancing your region's attractiveness.

About the OECD
The Organisation for Economic Co-operation and Development (OECD) is an international organisation that works to build better policies for better lives. Together with governments, policy makers and citizen, The OECD provides a unique forum and acknowledge hub for data and analysis, exchange of experiences, good-practices sharing and advice on public policies and international standard setting.

About the CFE
The OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) provides comparative statistics and analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium enterprises, promote inclusive and sustainable regions and cities, boost local job creation and support sound tourism polices.

About the RDPC
The OECD Regional Development Policy Committee (RDPC) designs and implements effective place-based policies to improve living standards and well-being for citizens across all regions, cities, and rural areas. It provides internationally comparable subnational data to inform global debates on policy, finance, and governance. The Committee meets twice yearly, and holds a meeting at ministerial level every five years.

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