



ATTRACTIVENESS IN THE 21ST CENTURY

Launch of the OECD Territorial Review of the Megaregion of
Western Scandinavia
Gothenburg
15th March 2018



Presentation outline

1. What is regional attractiveness?
2. Why is it important to regional development?
3. How does the mega-region measure up?
4. What are the policy levers (at the regional and local levels)?
5. What areas of collaboration can help position you for the future?



What is regional attractiveness?

Factors that people generally like about their local neighbourhood, city or region such as:

- accessible and reliable public transport
- high quality open space
- affordable housing
- feelings of safety
- opportunities for recreation and social participation
- good schools and community facilities
- access to natural amenities

There is **no universal definition as it relates to people's perceptions and values** – it can differ by geographic location, and population groups



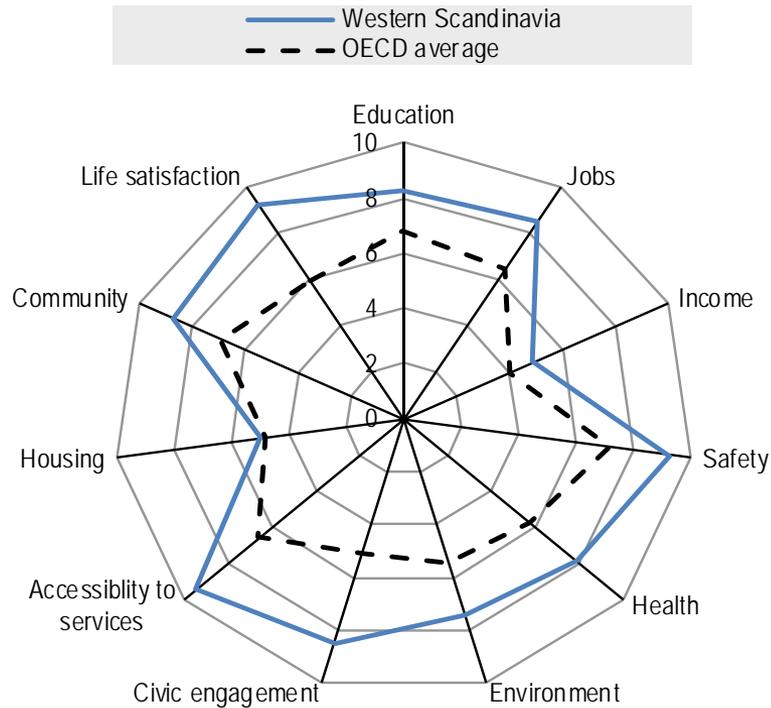
Why is it important to regional development?

- **Competition for globally mobile talent** – quality of life package for people in some occupations such as engineers, doctors, financial analysts, researchers, and students (and associated investment)
- **Competition for migrants in the context of an ageing population** – in areas such as health and social care
- **Competition for visitors** – experiences that you can offer to business and private visitors
- **Social inclusion** – access that different population groups and places have to assets/ factors that are important to their wellbeing



How does the megaregion measure up?

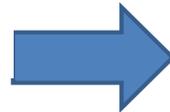
OECD Regional Well-being Framework –
West Sweden compared to OECD average (2015)



Source: OECD (2018) *OECD Territorial Reviews – The Megaregion of Western Scandinavia*

Examples of measures:

- Health – Life expectancy
- Education – Labour force with secondary education
- Social connections – quality of support network
- Civic engagement – voter turnout
- Environment – air pollution (PM10)
- Personal security – homicide rate
- Subjective wellbeing – life satisfaction
- Income – Disposable income per capita
- Jobs – Employment rate
- Housing – rooms per person



The Megaregion has high levels of well-being in an OECD context



Rankings in global city benchmarks

	Copenhagen	Gothenburg	Malmö	Oslo
Global linkages in advanced services	51	170	200	65
Attractiveness to global real estate investment	63	174	214	76
Long term competitiveness	26	92	--	29
Regional Economic Growth Index	8	21	10	10
Sustainability and growth management	3	1	10	2
Congestion Rank (Europe)	7	7	2	24
Life satisfaction (relative to EU median)	+4	--	+3	+6

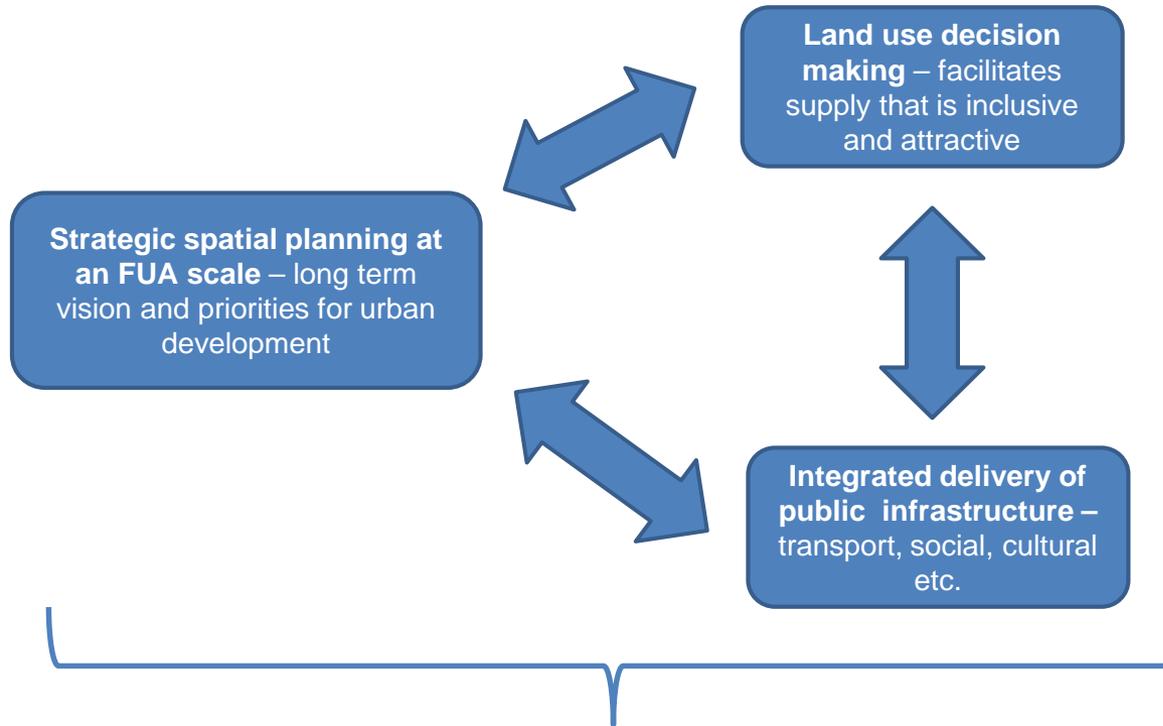
Source: The Business of Cities (2018) analysis provided by Region Västra Götaland

Cities in the megaregion are not in the global 'top tier'. However collectively they offer a high quality of life which combines prosperity with environmental sustainability.



What are the policy levers (at the regional and local levels)?

Policy Framework for improving city and regional attractiveness



- **Support for tourism** (investment in facilities, attracting events, place-marketing)
- **Citizen and stakeholder engagement** (how different population groups and places are included in decision-making)
- **Social and cultural inclusion** – support for community organisations, events and festivals
- **Migrant integration** - employment and training, language and discrimination, service delivery



What areas of collaboration can help position you for the future?

- **Leverage your shared competitive advantage** by linking cities that offer the benefits of agglomeration along with high quality of life and low congestion
- **Build a common brand around complementary assets** (high quality of life, inclusion, environmental sustainability, innovation)
- **Link it in a coordinated way with strategies** to attract talent, investment, visitors, and students



THANK YOU FOR YOUR
ATTENTION

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