

Work Plan

1. General Objectives for the Year 2019

Year

2019

General objectives

This Annual Work Plan (AWP) for the implementation of the Single Operation in 2019 has been prepared by the ESPON EGTC in the context of the approved Multi-Annual Work Programme (MAWP) and its pre-defined schedule of activities and key milestones. The AWP 2019 will continue to build upon the progress made since the start of the implementation of the Single Operation and contribute to achieving the objectives of the MAWP through an integrated internal strategy, coordinated with key external policy processes. The strategic orientations of the AWP2019 have been developed in close collaboration with the ESPON Monitoring Committee, including ESPON member states and DG Regio.

The key strategic objectives of the AWP for 2019 are:

- to continue the development of territorial evidence towards key ongoing and new policy processes at all levels building on the results of completed research and in relation to the research agenda of other programmes/ networks/ institutions;
- to capitalise on the available research outputs and ensure their contribution to key policy processes and specific target audiences at European, national, regional and local scale.

The key strategic principles and priorities for the AWP 2019 are identified on the basis of the following information and analysis:

- the relevant policy processes presented in the policy needs assessment that was updated by the EGTC in January-February 2018,
- the first Evaluation report of the Single Operation prepared on the basis of the evaluation survey of key target groups,
- further research needs identified in the framework of completed ESPON research,
- the information on recently completed and ongoing research activities on territorial development,
- proposals on "Better knowledge" identified within the Urban agenda action plans,
- assessment report of the AWP 2018 by the Monitoring Committee.

The following strategic principles and priorities have guided the identification of a set of relevant activities to be developed in the framework of the AWP 2019:

1. Contextualisation. The proposal for the Annual workplan for 2019 is developed in the context of recently completed and ongoing research activities on territorial development subjects performed/ financed by other institutions/organisations/ networks.
2. More depth (versus breadth) of thematic analysis and presentation of results by:
 - Ensuring the follow-up of previous research (a principle to be considered when making decisions on additional research activities).
 - Developing cross-sectoral links and interrelations among different subjects to support the design and implementation of integrated strategies that promote cross-sectoral (horizontal) coordination, present a development perspective beyond administrative borders (for functional areas) and address multilevel governance (vertical coordination). This principle should be considered in particular in the outreach activities.
3. Close relevance to topical policy and political issues.
4. More focus on identifying policy implementation methods, approaches and tools to support post-2020 programming at national, regional and local scale, based on the proposed EU policy framework for post-2020.
5. More advisory and knowledge exchange (capacity building) activities. Considering the broad range of subjects and expected results of ESPON research and the active phase of planning and programming for the future that has started in 2018 and will continue until 2020/2022, increased attention should be paid to promoting learning of policy-makers from the new evidence and from each other. Therefore, capacity-building activities in the framework of the overall outreach strategy should be prioritised to ensure that stakeholders and target audiences of ESPON benefit from the research results and are able to apply them in practical policy-making.
6. Intensified engagement with local and regional policy makers (including elected representatives) to increase the use of ESPON results. The annual evaluation survey of ESPON's target audiences implemented at the end of 2017 revealed a considerably lower use of ESPON's research results among local and regional policy-makers, compared to national and European policy-level. This conclusion applies to all types of ESPON's research activities, and to the greatest extent to the results of applied research.
7. Wider outreach beyond "ESPON community", e.g. to sectoral policymakers and joint activities with other research organisations.
8. More activities for scientific community as a secondary target audience. In the framework of the ESPON Single Operation, further efforts can be made to expand the scientific community engaged in the implementation of ESPON's research activities, promote networking of academia and tailoring ESPON's products (especially tools under SO3) to the needs of academic activities. These efforts will contribute to:
 - increasing the quality of ESPON's outputs;
 - their joint contribution to the efficiency of policy-making practice;
 - developing and promoting the role and status of ESPON as one of the key players in the field of territorial research.

Considering the multi-annual nature of policy processes, served by ESPON, in 2019 the EGTC will continue to support the following policy developments:

1. The development of the EU Territorial Agenda post 2020. This policy process will be mostly supported by further development of research activities that were programmed and launched in the previous years and by implementing outreach and capitalisation activities of delivered research results. In particular, this process will be supported by the results of the applied research aiming to establish a European Territorial Reference Framework. The outcomes will be used by institutions engaged in the inter-governmental process on territorial cohesion for developing the Territorial Agenda – post-2020 and developing key territorial notions and concepts. It will also be useful for informing the discussions by the European Parliament, European Commission DGs, EU Member States, Committee of the Regions, Managing Authorities of cross-border and transnational cooperation programmes, macro-regional structures etc. and, on the territorial dimension of future Cohesion Policy, other EU, national and regional policies.
2. Implementation, monitoring and further development of macro-regional strategies will be supported by the results of an ongoing research activity that is aimed at developing macro-regional monitoring tools and by two targeted analyses on territorial vision for the Baltic Sea region and on common spatial

ial perspective for the Alpine Area. The outcomes of these activities will be used by macro-regional authorities, member states, regions and the European Commission DG REGIO to monitor the developments and progress of macro-regional strategies, and to support the discussion on their developments in the future. The outcomes may also be used for monitoring purposes of European territorial cooperation programmes (transnational strand).

3. Implementation, monitoring and further development of EU sectoral policies will be supported through:

- capitalising on the research outputs of previously programmed activities to strengthen the territorial dimension of sectoral policies in the field of environment, energy, transport, migration, growth and innovation, employment, agriculture and rural development, maritime spatial planning and ensure their efficient implementation in cities and regions;
- developing new activities on digitalisation of government and public services to support the implementation of EU Digital Agenda and EU eGovernment Action Plan 2016-2020 in member states, cities and regions.

4. Development of national policies on regional development and spatial planning, and regional/local/urban development strategies. This range of policy processes will be supported by new activities on digitalisation of government and public services as well as through European and transnational outreach based on research results of previously launched activities. The outputs will be primarily targeted at national, regional and local governments and stakeholders. A particular focus in 2019 will be put on supporting post-2020 programming at national, regional and local scale, based on the proposed EU policy framework for 2021-2027. The latter will be ensured in the framework of outreach activities and also in the process of selecting the targeted analyses after the cut-off date in January 2019, whereby priority will be given to stakeholder proposals on the topic of policy implementation tools for integrated territorial development.

5. Implementation of EU Urban Agenda will be mostly supported by:

- synthesizing and ensuring the outreach of available research results and developing a new applied research activity (applied research) to support the implementation of the Urban Action plan on Digital transition;
- developing a new activity on data development to support the implementation of Urban Action plan on urban poverty;
- implementing an activity on cultural heritage as a source of societal well-being in European regions aiming, among other, to support the work of the new urban partnership on culture and cultural heritage.

In general, the strategic orientations and proposed range of activities as presented in the current AWP will contribute to the achievements of the previous annual work plans of the Single Operation by:

- capitalising on the available research outputs and ensuring their wide outreach towards the relevant policy processes. In 2019 this will especially apply to policy processes at the intergovernmental scale that will benefit from the results of the European Territorial Reference Framework activity, the macro-regional scale that will benefit from the results of the activity to develop macro-regional monitoring tools, as well as national, regional and local scale that will benefit from the results of ESPON's thematic studies with an aim to support post-2020 programming;
- engaging in new research activities that can build upon the previous research outputs to ensure the follow-up of research results and continuity of ESPON's research agenda, e.g.:
 - proposed applied research on digitalisation of government and public services and a publication on digital innovation in urban environments will provide an opportunity to follow-up on previous ESPON's research implemented at the initiative of the Estonian Presidency and further develop the territorial evidence on this subject;
 - the proposed activity to develop the tool for mapping soft territorial cooperation areas will allow to implement proposals for further research identified in the framework of a completed targeted analysis (ACTAREA);
 - the proposed activity to develop indicators based on big data will allow to follow-up on the targeted analysis looking at the potentials of big data for integrated territorial policy development in European growth corridors and the activity on big data for territorial analysis and housing dynamics.

In addition, the following synergies with previously launched activities and internal coordination have been included in designing AWP 2018, as follows:

- The State of EU Territory Report will be developed synthesizing the results of relevant research activities under SO1-SO3 that will be delivered by the end of 2018.
- The outputs of applied research (SO1) and targeted analyses activities (SO2) will be used as a basis for producing policy briefs (as relevant) (SO2).
- The ESPON Database Portal Phase II (SO3) will maintain and update a repository for all evidence and data collected to be used as a resource for all activities.
- The development of European and macro-regional monitoring system (SO3) will provide indicators and data that can be used by SO1-SO2 activities as relevant.
- European and transnational outreach activities (SO4) will be designed around the thematic research areas progressed under SO1-3.

Continuous efforts on outreach of available research outputs at European and transnational scale (using new outreach methodologies to increase the range of stakeholders benefiting from ESPON evidence), sustaining close collaboration with key stakeholders (policy-makers) in developing new territorial evidence and policy-relevant recommendations, and communicating research results in a tailor-made way will contribute to the achievement of the results of Single Operation related to the uptake and satisfaction with ESPON research. The evaluation methodology will be applied to continuously monitor progress towards achieving the results of the Single Operation. It will be implemented in 2019 through conducting an annual survey of key target groups and organising focus group discussions to verify the survey results and gather in-depth insights into the policy relevance and use of ESPON research results in policy processes at different scales.

12,977 / 15,000 characters

2. Activities proposed

2.1 European wide, comparable information and evidence on territorial potentials and challenges focusing on opportunities for success for the development of regions and cities

Activities	Number	Name and Description
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2.1.a	<p style="text-align: center;">Applied Research projects</p> <p>A total of two applied research activities were foreseen in the MAWP to be commenced in 2019. As a result of continuous dialogue on policy demand with key stakeholders, including EU institutions (DG Regio, DG Connect), Urban partnership on digital transition and the Monitoring Committee, and based on the strategic orientations presented in section 1 of the current AWP, the ESPON EGT C proposes one applied research activity to be developed and launched under SO1 in 2019. As a result of the discussion with the Monitoring Committee, it was decided to advance the implementation of the second applied research activity and it was therefore included as an additional applied research activity to be commenced in 2018.</p> <p>Considering the strategic principles of this AWP presented in the previous chapter, the EGTC proposes to develop an applied research activity on a topic that:</p> <ul style="list-style-type: none"> - can be developed as a follow-up of previous ESPON's research (to ensure continuity), - will allow to cover a clearly identified evidence gap, - has no risks of overlap with recently completed and/or ongoing research, - can contribute to specific policy processes. <p>The following applied research activity is proposed to be launched in the framework of the current AWP:</p> <p>Digital transition of government and public services</p> <p>The research activity under this theme will develop evidence on the levels of digitalisation of governments and public services in countries, regions and cities across Europe and policy advice to advance the pace of digital transition and ensure its positive effects. The study will go beyond addressing just the impact of digitalisation on efficiency and cost reduction by looking into the wider implications on economy and society as well: how cities could become more citizen oriented and what kind of policies are necessary for the shift in the paradigm of the new government in the digital age. Therefore, this applied research will develop a pan-European methodology and analysis on the wider linkages and impacts on society and economy of the digital transition of governments and public service provision.</p> <p>The research topic was proposed by the EGTC and supported by ESPON member states considering:</p> <ul style="list-style-type: none"> - the need and opportunity to ensure the continuity of previous activities developed by ESPON in 2017 and 2018 to gather evidence on current developments in the digitalisation of public services. - that existing research mainly provides relevant insights into the digital transformation at national level, studies analysing the situation at country level tend to focus on specific sectors or areas of services and studies on digital transformation in cities and regions are limited, particularly when it comes to studies that try to capture a pan-European picture. - the need to support the implementation of the EU Digital Agenda and e-Government Action Plan in member states, cities and regions, as well as the Urban action plan on digital transition. - the need to support the implementation the Single Digital Gateway. - the upcoming national, regional and local level policy processes. This activity will be developed to support problem framing, design and implementation of national planning frameworks, regional spatial development strategies, strategies for responsible/sustainable development, local digital strategies, strategies for outermost regions, strategies for rural development in countries including Austria, Croatia, Cyprus, Denmark, France, Ireland, Lithuania, Poland, Slovenia, Spain, Sweden and Estonia. Examples: <ul style="list-style-type: none"> • Austria is seeking support in planning issues, innovative approaches in planning and regional policy, including on digitalisation. • Ireland is implementing its National Planning Framework - Ireland 2040 and the national digital strategy and all local authorities will have Local Digital Strategies developed by end 2018 and will seek assistance for implementation. • Poland is implementing its Strategy for Responsible Development (SRD) and is seeking evidence on digitization of work processes and digital economy development. • Spain is implementing its National Plan on Smart Cities and is also seeking evidence on process digitalisation for the biannual action plan of its Internationalisation Strategy. • Sweden is seeking evidence on the territorial aspects of digitalisation for its process of problem framing, including on using digitalisation to decline the gap between rural and urban areas and to help bridge different types of territories. • Estonia is implementing and periodically renewing its national Strategy and Action Plan for developing ICT and digital services in local municipalities <p>The activity will therefore primarily target public authorities responsible for the digitalisation policy at national level, local and regional authorities as well as the urban partnership on digital transition.</p> <p>Annex 1 presents a detailed scoping note for the proposed applied research theme. The draft scoping note was developed by the EGTC in cooperation with the Monitoring Committee members, EC (DG Connect), urban partnership on digital transition and senior scientists (service provider contracted by EGTC).</p> <p>The activity will be implemented in close cooperation with the Monitoring Committee and identified target groups thereby ensuring that the results will be policy-relevant. High-quality and policy-relevant output of this research activity will, in turn, lead to an increased uptake and satisfaction of target audiences as the key results of the Single Operation.</p> <p>The indicative budget allocation for this applied research activity in the AWP 2019 is € 750,000 (€ 666,433 committed in AWP 2019 and € 83,567 from savings of previous years).</p> <p style="text-align: right;">5,721 / 15,000 characters</p>
	2.2

Activities	Number	Name and Description

	<p style="text-align: center;">Targeted Analyses Projects</p> <p>The MAWP sets out the process by which targeted analyses projects will be selected and implemented. A total of six targeted analyses projects were foreseen in the MAWP to be commenced in 2018 and to serve national, regional and local policy processes, as well as territorial cooperation initiatives and programmes. Considering that in the previous years the MC has approved the proposals of the EGTC to select more targeted analyses than originally foreseen, 5 more targeted analyses remain to be selected in 2019 in order to reach the defined output target. Taking into account the successful experience with targeted analyses and the high added value of the delivered results, the EGTC proposes to increase the number of targeted analyses to be selected in 2019 from 5 to 8. This increase would entail the allocation of additional resources to external expertise budget line.</p> <p>The key outcome expected to be achieved through targeted analyses projects in the AWP 2019 shall be to extend the use of European territorial evidence in concrete policy processes at national, regional and local level as well as within territorial cooperation areas.</p> <p>In accordance with the MAWP, the EGTC has set the first cut-off date for the evaluation of stakeholder proposals for 25 January 2019. The second cut-off date will be set for the end of June.</p> <p>The process for publicising the invite for stakeholder proposals, selecting stakeholder proposals and evaluating tender offers will be fully in accordance with the procedures set out and approved in the MAWP. It is proposed to select four proposals from each invite for stakeholder proposals, but the exact distribution will depend on the overall demand and quality of received proposals.</p> <p>Considering the results of the policy needs assessment, the first Evaluation report of the Single Operation and the discussion with the Monitoring Committee it was decided to define one thematic priority for stakeholder proposals for the cut-off date in January 2019. After this cut-off date, the EGTC will prioritize the selection of proposals on policy implementation tools for integrated territorial development (national & regional or European funded programmes).</p> <p>In addition, considering the results of the policy needs assessment undertaken in January, the EGTC also expects to receive targeted analysis proposals that could support the development of new national level policies on regional and urban development, local and regional level development strategies as well as more specific thematic strategies on social development and cohesion, regional innovation, energy, climate change and adaptation, tourism etc. More demand for targeted analyses can be expected to support the development of territorial co-operation programmes post-2020.</p> <p>Polymakers and other stakeholders contributing to and influencing the policy making process at national, regional and local level as well as authorities implementing EU funded programmes will be the target groups.</p> <p>The analysis of the geographical coverage of stakeholder proposals selected until 2018 (including) reveals that stakeholders from 28 Member States are participating in one or several targeted analysis activities whereas four member states (Cyprus, Iceland, Luxembourg and Malta) are not represented yet. As a result of the discussion with the MC, it was decided not to establish any geographical preferences in the selection of stakeholder proposals. At the same time, the current geographical pattern indicates that additional efforts have to be made by the EGTC in cooperation with MCs and ECPs to encourage stakeholders from underrepresented countries to apply for targeted analysis support.</p> <p>These efforts will involve:</p> <ul style="list-style-type: none"> - organising seminars/ workshops to present and discuss the results of targeted analyses (through transnational outreach, peer-learning); - developing and disseminating video materials that explain the results and benefits of targeted analyses; - attending national/ regional/ local events to advertise targeted analyses; - inviting stakeholders from underrepresented countries to join the established stakeholder partnerships in the role of observers. <p>The timing of the outreach efforts to inform potential stakeholders will be aligned with the defined cut-off dates and the latter will be widely advertised using ESPON website, direct mailings, social media, ESPON seminars and workshops, transnational outreach activities etc. In addition, an electronic solution for partner search introduced in 2017 will continue to be used to support building groups of stakeholders to develop proposals for targeted analyses. In order to stimulate the expansion of the user group, the outreach team will animate current ESPON stakeholders to post about their benefits, thus using a multiplier effect through stakeholder's LinkedIn networks.</p> <p>Considering the positive results of the first peer-learning workshops organised by the EGTC in 2018 and as more results of targeted analyses activities will become available by the end of 2018, the EGTC will continue this practice in 2019 inviting stakeholders of finalised targeted analyses to share experiences with their peers in other countries, cities and regions to support the design and implementation of reforms in different policy fields. This approach will allow to ensure a precisely targeted contribution of targeted analyses results to additional policy processes beyond the ones originally foreseen and thereby will promote an increased visibility, added value, uptake of targeted analyses and satisfaction of target audiences, thereby contributing to the achievement of the results of the Single Operation.</p> <p>The total budget allocation for targeted analyses projects in the AWP 2019 is €2,020,000 (€1,980,000 committed for AWP 2019 and €40,000 used from savings of previous years). The exact allocation and absorption of this budget amongst individual targeted analyses projects will be dependent on the scope of the stakeholder proposals and the tender offers received.</p> <p style="text-align: right;">6,047 / 15,000 characters</p>
<p>2.2.a</p>	<p style="text-align: center;">Targeted Evidence Support</p> <p>Under targeted evidence support strand of SO2, The ESPON EGTC will develop a range of policy briefs to ensure a wide outreach and capitalise on the outputs of research activities that will deliver results by the end of 2018 and in 2019 and to link in to the relevant policy debates and processes as explained below. Thematic and cross-thematic papers proposed for 2019 will be built on the outcomes of previous and ongoing ESPON research activities and in close cooperation with target audiences. In general, thematic papers will be used as an important outreach tool promoting an increased uptake and satisfaction of targeted audiences with ESPON territorial evidence support and thereby contributing to the achievement of the results of the Single Operation.</p> <p>The detailed proposal of the EGTC is presented in the following section "Thematic Papers (Policy Briefs and Working Papers)"</p> <p style="text-align: right;">886 / 15,000 characters</p>

2.3

Thematic papers, on specific thematic areas in response to stakeholder demand

Activities

Number	Name and Description
2.3.a	<p style="text-align: center;">Thematic papers (Policy Briefs & Working Papers)</p> <p>Impact of labour migration on sustainable urban development</p> <p>The principle of free movement of labour is one of the cornerstones of the European Union. While many cities grapple with an influx of migrants, other countries, particularly in southern and eastern Europe, are dealing with the opposite problem – the significant out-migration, particularly of young, skilled and semi-skilled workers resulting in economic and population decline, and the phenomenon of ‘brain drain’. The objective of this cross-thematic policy brief is to present policy advice on the current dynamics of pan-European migration trends, particularly their impacts on cities. Key policy questions to be addressed are as follows:</p> <ul style="list-style-type: none"> • How can European urban centres be classified in relation to migration patterns? • What territorial and governance conditions lead to significant out-migration of skilled and semi-skilled workers? • What are best-practice sustainable urban development policies and territorial-administrative governance scales to reverse emigration and attract/integrate migrants and human capital? <p>Using the regional typology (NUTS2 and NUTS3) of ‘sending’ and ‘receiving’ regions developed in the ESPON Employment Dynamics (EMPLOY) project, urban centres will be classified in relation to migration patterns at Pan-European scale (using map overlay). Other ESPON (see below) and external sources, such as the EC’s State of the European Cities Report and JRC research, will be used to validate and fine tune the typology.</p> <p>Focussing on declining cities (depleting/declining/shrinking), the territorial, socio-economic and governance conditions which lead to significant out-migration of skilled and semi-skilled workers (push/pull factors) will be identified and the impacts these trends have on individual urban centres, but also on wider EU territorial cohesion and Urban Agenda goals. This analysis will be supplemented with insights from case studies from the EMPLOY project (e.g. Iași, Romania) and from the PROFECY project.</p> <p>The policy brief will conclude with a series of recommendations for sustainable urban development to manage urban development in ‘sending’ city regions, including learnings from best-practice sustainable urban development policies (governance/financial/planning) to reverse emigration and attract/integrate migrants and human capital, including the repatriation of emigrants. The recommendations will also examine the potential for the use of Functional Urban Areas approaches for more efficient urban metropolitan governance in order to capitalise more fully on endogenous potentials to retain populations. The target audience includes CoR members in the COTER and SEDEC Commissions, the European Commission (DG Regio), MEPs from the Committees on Employment and Social Affairs as well as Regional Development, national MPs from employment, social affairs and regional development committees, public officials in charge of regional development and employment policies at national and subnational level, members of the Urban Partnership on Jobs and Skills in the Local Economy, ESIF programming authorities.</p> <p>The policy brief aims at post 2020 ESIF programming as well as at the following national policy processes:</p> <ul style="list-style-type: none"> • National Concept of Cohesion Policy Implementation in the Czech Republic after 2020 (CZ) • National demographic development programme (EE) • National Spatial Development Policy Programme (PT) • National Regional Development Strategy (BG) • National Spatial Development Plan (HR) • Spatial Plans for main Urban Agglomerations (CY) • Urban Agenda, job and skills partnership (RO) • Territorial development strategy of Romania 2035 (RO) • Employment and social policies (ES) • National Settlement Policy (HU) • National Planning Framework - Ireland 2040 (IE) • Regional Policy Guidelines (LT) • Long-term vision document - the concept of country development 2050 (PL) • National Development Strategy (SI) <p>The policy brief has been initiated by the Romanian EU Presidency and will use evidence from the following ESPON projects: ‘Employment Dynamics’; ‘The Geographies of European Peripheries’; ‘Impacts of Refugee Flows to Territorial Development’; ‘Territorial and Urban Potentials Connected to Migration and Refugee Flows’; ‘Youth unemployment: Territorial trends and regional resilience’. It will be prepared by the EGTC staff in collaboration with the Romanian EU Presidency and released in the first half of 2019.</p> <p>Digital urbanism: sustainable innovation in cities</p> <p>The objective of this cross-thematic paper is to provide recommendations on the development and implementation of urban policies based on the causality of green innovation, sustainable economy and quality of life. The paper will particularly examine the role of digitalisation, open data, collaborative creation as well as digitally-aided integrated strategies. The target groups include CoR members of the SEDEC Commission, particularly dealing with R&I, the digital agenda, EU information society and Trans-European ICT Networks, MEPs from the ITRE Committee, MPs from research and innovation committees, delegated members to Eurocities, Energy Cities and the Open and Agile Smart Cities, signatories of the Covenant of Mayors, ESIF programming authorities, public investment funds as well as urban planners and officials involved in urban digital strategies. The policy brief will aim at the following processes:</p> <ul style="list-style-type: none"> • The Action Plans of the Urban Partnerships on Digital Transition, Urban Mobility, Energy Transition and Circular Economy; • The legal processes surrounding the Digital Single Market; • RIS3 strategies; • National Planning Framework - Ireland 2040 (IE); • Policy implications of the Rifkin Report (LU); • Long-term vision document - the concept of country development 2050 (PL); • Framework programme for the transition to the green economy (SI); • Strategy of Circular Economy (ES); • Agenda 2030 (SE); • Industry 4.0 strategy (IT); <p>The policy brief will capitalize on the brief on ‘Digital transition of public services’ as well on the ESPON projects ‘Circular Economy</p>

Number	Name and Description
	<p>and Territorial Consequences'; 'Green infrastructure: Enhancing biodiversity and ecosystem services for territorial development' as well as 'Territories and Low-Carbon Economy'. The brief is an initiative of the Finnish EU Presidency. It will be prepared by the EGTC staff in cooperation with the Finnish EU Presidency and released in the second half of 2019.</p> <p>Cross-border e-health services</p> <p>The objective of this thematic paper is to provide policy recommendations as to how to foster the cross-border movement of health care services and data. It will introduce good practices for the provision of digital healthcare solutions from members of the Urban Partnership on Digital Transition in an effort to extrapolate data-driven healthcare solutions across EU internal borders. The target audience includes the European Commission (DG Sante), MEPs from the Environment, Public Health and Food Safety Committee, national MPs from healthcare committees, Public officials in charge of healthcare policies at national and subnational level, members of the Urban Partnership on Digital Transition, members of the European Connected Health Alliance, WHO e-health unit (CH), OECD, ESIF programming authorities.</p> <p>The policy processes to be targeted with this policy brief are presented below.</p> <p>EU/intergovernmental level:</p> <ul style="list-style-type: none"> • Actions defined by the EC Communication on enabling the digital transformation of health and care in the Digital Single Market empowering citizens and building a healthier society from 25 April 2018, in particular the development of technical specifications for secure access and cross-border exchange of health datasets for research purposes; programming and mobilisation of funds from CEF, research and innovation and ESIF in the MFF 2021-2027; • the review of the Commission Implementing Decision 2011/890 pursuant to Article 14 of the Directive on patients' rights in cross-border healthcare, in order to clarify the role of the eHealth network and to improve the interoperability of patient data and access by the citizen; • the implementation of the Action Plan of the Urban Partnership on Digital Transition. <p>National/regional level:</p> <ul style="list-style-type: none"> • activities in the Finnish national health systems towards changes in citizen centered care, with special focus on the access and exchange of health information between people and health systems, health providers, application developers, • activities of Ministry of Finance of Estonia on open, mydata and big data • the National Development Strategy (SI); • the eHealth Strategy for Sofia (BG); • the Estonian primary healthcare reform 2018-2019 (EE) • the National Planning Framework 2040 (IE); • the Cohesion investments in Southern Italy (IT); • the strategic knowledge and Innovation Agenda (NL); • the National Strategy of Regional Development and the Human Capital Development Strategy (PL); • the National Spatial Development Policy Programme PNPT (PT). <p>This policy brief is a proposal of the EGTC and will be based on the Targeted Analyses 'eHEALTH - Future Digital Health in the EU' and 'Cross-border public services'. It will be prepared by the EGTC staff and released in the first half of 2019.</p> <p style="text-align: right;">9,276 / 15,000 characters</p>
	<p style="text-align: center;">Thematic papers (Policy Briefs & Working Papers)</p> <p>Economic diversification through material cultural heritage</p> <p>The objective of this thematic paper is to provide recommendations as to how economic diversification policies can embrace the potential of material cultural heritage, while obeying cultural heritage preservation norms. It will introduce good practices from Norway, Belgium, Sweden, The Netherlands, Romania, Slovakia, Slovenia and Austria. The brief will seek to converge two types of target audiences 1) elected and appointed officials active in the field of diversification strategies in economic development and tourism at all tiers of governance, including ministries of tourism and national/regional/local touristic agencies and 2) elected and appointed officials as well as governmental and non-governmental organisations associated with cultural heritage policies, notably the ministers of the State Parties to the European Cultural Convention, officials involved in the implementation of the European Heritage Strategy for the 21st Century (Council of Europe), members of the Urban Partnership on Culture and Cultural Heritage, EC officials involved in the new European Agenda for Culture, public officials in charge of cultural heritage policy, built heritage conservation, the Joint Programme Initiative on Cultural Heritage, Council of Europe HEREIN (Heritage Network), Europa Nostra, Culture Action Europe, European Network on Cultural Management and Policy, European Cultural Tourism Network, Interpret Europe.</p> <p>The policy processes to be targeted with this policy brief are presented below.</p> <p>EU/intergovernmental level:</p> <ul style="list-style-type: none"> • The scoping of the Urban Partnership on Culture and Cultural Heritage; • The new European Agenda for Culture; • European Heritage Strategy for the 21st Century (Council of Europe); <p>National/regional level:</p> <ul style="list-style-type: none"> • Cultural heritage and tourism development Strategy, the Technological cluster for Cultural Heritage and the Seismic Risk Programme (IT); • Culture Plan 2020 (ES); • Cultural built heritage strategies (CY); • Architecture and Building Culture Policy of the Czech Republic (CZ); • National Planning Framework 2040, the Creative Ireland Programme and the Action Plan for Rural Development (IE); • Cultural heritage programme (NO); • The Strategy for Responsible Development SRD (PL); • National Policy for Architecture and Landscape PNAP (PT); • Swiss policy for rural and alpine areas (CH); • Tourism strategies of Member States. <p>This policy brief is a proposal of the EGTC and will be based on the Targeted Analysis 'The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts Through a Set of Common European Socio-economic Indicators'. It will be prepared by the EGTC staff and released in the first half of 2019 in order to provide timely inputs to the work of new Urban Partnerships on Culture and Cultural Heritage.</p>

Number	Name and Description
2.3.b	<p>Responsive transport planning in transnational growth corridors</p> <p>The objective of this paper is to provide recommendations on how to improve transport planning on a transnational scale. The brief will adduce examples from the Northern Growth Zone (NGZ), a European growth corridor which stretches from Oslo via Örebro and Turku to St Petersburg.</p> <p>The brief is aiming at national and regional policy makers involved in multiple policy processes, in particular:</p> <ul style="list-style-type: none"> • The transport-related priority areas of post-2020 macro-regional strategies, strategic projects / flagship projects that will be supporting the implementation of the transport-related priority areas of the post-2020 macro-regional strategies; • Connecting Europe Facility investments along the TEN-T corridors; • Further development of the TEN-T network based on insights gained through big data analyses; • The implementation of new comprehensive transnational spatial policies alongside European growth corridors • Programming of transnational and sea basin Interreg programmes in terms of transport interventions; • The revision of common multinational or cross-border spatial development documents such as the Visegrad 4+2 Common Spatial Development Strategy, the Spatial Development Perspective of the Greater Region (LU-FR-BE-DE), the cross-border agglomeration development programmes of Switzerland; cross-border integrated planning PL-DE, etc. <p>This policy brief is a proposal of the EGTC and will be based on evidence from the Targeted Analysis 'Potentials of big data for integrated territorial policy development in the European growth corridors. It will be prepared by the EGTC staff and released in the second half of 2019.</p> <p>Transition to green regional economies</p> <p>The objective of this cross-thematic paper is to provide policy recommendations on how to integrate energy and resource efficiency policies with economic development, hence, stimulating environmental thinking in entrepreneurial development policies as well as an economic mindset in energy and resource efficiency policies. The policy brief aims at national and regional policy makers involved in planning and implementation of holistic multi-priority strategies as well as programming of integrated investment schemes, in particular:</p> <ul style="list-style-type: none"> • Brussels-Capital Regional Plan of Sustainable Development PRDD/GPDO (BE) • Walloon Spatial Policy Plan (BE) • Regional Schemes on spatial planning, sustainable development and territorial equality (FR) • National Development Strategy 2030 (HR) • Regional Development Strategy 2021-2027 (CZ) • Preparation for the next EU Programming Period (FI) • Cross-border integrated planning PL-DE • National Development and Territorial Development Concept (HU) • National Planning Framework 2040 (IE) • The Comprehensive Plan for the Territory of the Republic of Lithuania 2030, 2050 (LT) • Cross-border spatial planning scheme (LU) • The National Environment and Planning Strategy (NL) • National Development Strategy of the Slovak Republic (SK) • Sustainable Cities Strategy (PT) • Sustainable Urban Development Plans (SI) • Strategy of Circular Economy (ES) • Territorial development strategy of Romania 2035 (RO); • National Strategy for Sustainable Growth and Attractiveness (SE) <p>This policy brief is a proposal of the EGTC and will be based on evidence from several ESPON projects: 1) Territories and low-carbon economy; 2) Circular Economy and territorial consequences; 3) Small and Medium-Sized Enterprises in European Regions and Cities; 4) Financial Instruments and Territorial Cohesion and 5) The World in Europe: Global FDI Flows towards Europe. It will be prepared by the EGTC staff and released in mid-2019.</p> <p>Besides the predefined set of thematic papers presented above, the EGTC can serve ad-hoc requests for additional thematic papers (e.g. by the forthcoming EU Council Presidencies) provided that they are in line with the selection criteria (policy relevance, relation to territorial development policy priorities, availability of data and evidence) defined in the Single Operation. For the development of the predefined thematic papers the EGTC will mainly rely on its in-house capacities and the support of the senior scientists. In case of ad-hoc requests for additional thematic papers during 2019 the EGTC can mobilise additional resources for external expertise, if needed. The decision to engage additional financial means for producing thematic papers will be justified by the assessment of the complexity of the topic, availability/lack of background evidence and the timing for the preparation requested by the stakeholders.</p> <p style="text-align: right;">7,489 / 15,000 characters</p>

2.4 Territorial observation/ reporting

Activities

Number	Name and Description
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Territorial Observations & Reporting

2.4.a

According to the Single Operation, in 2019 the ESPON EGTC shall produce a major “State of the European Territory” report.

It will be designed with an aim to impact on the content of the future regional development support programmes (national, regional, local and territorial cooperation programmes), as well as regional and local development strategies in the context of the proposals on future EU policies (including Cohesion policy, Agricultural and Rural development policy, Environmental policy, Transport policy etc.). It is also expected to contribute to developing the content of the 8th Cohesion report and link in the European territorially relevant policy processes concerning e.g. the renewal of the Territorial Agenda 2020 and the Urban Agenda for the EU.

The report is envisaged to:

- Provide observations of the main territorial development trends in Europe;
- Present policy advice to support the framing of support programmes that have a territorial impact on different levels of governance for the post-2020 period.

The report will draw upon the outputs and territorial evidence produced under SO1, SO2 and SO3.

The EGTC has started the preparation of this report in 2018 and it will be presented during an ESPON conference in 2019 (see section 2.7.a).

This activity is being implemented via an external service contract with a total contracted value of €80,000 and will take ten months to implement.

1,425 / 15,000 characters

2.5

Tools for territorial analyses

Activities

Number

Name and Description

Develop Tools for Territorial Analysis

Activities proposed under this action will together contribute to the development of the ESPON ToolBox, an integrated suite of user-friendly and interactive web-tools to assist policymakers in freely accessing and interrogating territorial indicators and data. The tools currently being developed and to be included in the ESPON ToolBox are the following:

1. Database Portal provides the core data to all actions/activities carried out under SO1, SO2 and SO3 and it serves as a repository for all indicators and data resulting from these activities. The development of the new Database Portal started in 2016 and the integration of new data will continue throughout 2019.
2. TIA web application is a tool to be used in a workshop setting to help the moderator of the workshop to steer an expert discussion on discovering the territorial effects of a policy. The TIA tool is in high demand with the European Commission and the Committee of the Regions to supplement general impact assessments of EU policies and directives. The TIA tool is currently being upgraded (started in 2016) and TIA workshops using the upgraded TIA tool are being supported, which will continue during 2019.
3. Online MapFinder is a tool to provide easy access to ESPON maps and short map descriptions. For this tool additional maps and descriptions have been developed and integrated during 2016 and 2018. Efforts will continue in 2019 to make more ESPON maps accessible with short explanations and observations for policy makers. This will involve the development of additional descriptions but also an assessment of how to make the maps better accessible through the ESPON website.
4. Monitoring Platform will be a tool to provide and promote territorial information and evidence in relation to European and macro-regional policy orientations and objectives (started in 2017). The implementation of the activity will continue throughout 2019. The three main components included are: territorial monitoring of patterns and trends in different territorial contexts; monitoring of progress of the EU macro-regional strategies and VASAB LPP; and possible contribution of the macro-regional strategies to changes in the respective macro-regions. The tool is considered as especially important due to role of macro-regions in relation to the new regulatory framework and future cohesion policy.
5. FUA tool will be a tool to support policy makers in analysing, comparing and benchmarking functional urban areas and other functional regions in Europe (started in 2018). The main outcome of developing the FUA tool will be an updated ESPON OLAP (Online Analytical Processing) cube and a practical and communicative web tool integrating the ESPON OLAP cube functionalities. In 2019, it is foreseen that the functional areas to work with will be selected, different methods of disaggregation of NUTS and LAU indicators will be developed, and a Beta version of the web tool will be tested. The OLAP based web tool will be highly communicative and a continuous dialogue with the PST members and Urban Agenda for the EU Partnership on Sustainable Use of Land is foreseen in order to adapt the functionalities to the user demand.
6. SDG localizing tool will be a web application to support European local and regional governments to play their role in localising the SDGs. The web application should make regional data and indicators related to the SDGs accessible for local, regional and national governments. One of the sources for the regional data and indicators is the ESPON regional database making available results of ESPON projects so that the SDG localising tool is at the same time a way to disseminate ESPON results. The EU is committed to implement the 2030 Agenda and be a frontrunner in implementing the SDGs which shows the potential policy use of such a tool. A call for tenders has been launched in 2018 and the implementation of this activity will continue in 2019.
7. The New Analytical Tool for Spatial Comparisons is a tool to analyse and visualise spatial phenomena by taking into account the relative situation of a region compared to other regions within different spatial contexts. The tool has great potential to support policy makers in analysing and comparing their regions within their local, regional, national and European situation. This will allow setting the new regional and urban development strategies in a wider European context. However, the current tool – ESPON HyperAtlas – is considered to be too complicated for policy makers and the Java technology used is too restrictive. The revision of this tool is planned to start in 2018 with the development of the Terms of Reference and launching the call for tenders. The service provider will be contracted in early 2019 and the development will last throughout the year.

Number

Name and Description

2.5.a

The EGTC proposes the following set of activities for implementation in 2019:

1. ESPON 2020 Database Portal, Phase II

In 2019, the EGTC will set-up a new service contract "ESPON 2020 Database Portal, Phase II" that will maintain and update the ESPON 2020 Database Portal- keep core datasets up-to-date, integrate datasets resulting from ESPON 2020 activities, support ESPON tool developments with access to the data via webservices and provide support to ESPON activities and the ESPON EGTC on data-related issues. This activity is predefined in the Single Operation and Multi-annual work-programme. The tool provides access to data for stakeholders, policy experts, researchers, ESPON service providers and the general public. This activity will be implemented via an external service contract with a total contracted value of up to € 100,000 and will take approximately twenty-four months to implement.

2. TIA workshops, trainings and functionalities

In 2019, the ESPON EGTC will continue to support TIA workshops as the target groups, being the European Commission, the European Committee of the Regions and local authorities have shown increasing interest and demand in using the TIA tool for examining territorial impacts of policies, EU funded programs and legal proposals. In addition, to extend the pool of people able to moderate a TIA workshop also trainings for moderators are foreseen. Finally, the extensive use of the TIA tool also leads to a demand for new functionalities of the TIA tool. One demand being providing support in deciding if a legislative proposal or initiative is suitable for a TIA or not. This activity will be supported throughout the year based on demand from our stakeholders. This activity will be implemented via an external service contract with a total contracted value of up to € 70,000.

3. RIMAP Online Mapping tool update

The RIMAP Online Mapping tool is a publicly available and easy to use tool that allows the user to build maps and diagrams at various regional levels in a few simple steps by querying the regional data included in the ESPON Database. In addition, the tool offers the possibility to combine and overlay the indicators, to choose the geography, adjust the maps, re-order the diagrams and even make animations based on time series. With these functionalities the tool fills the gap between providing data in tables (by the ESPON Database Portal) and providing data in fixed maps (by the ESPON Online Map Finder and ESPON project reports).

During the past years however, the ESPON Database Portal has been renewed, NUTS delineations have changed and the ESPON graphical design has been modernised. To remain functional and properly integrated in the ESPON Toolbox, the Online Mapping tool must be updated, and a link has to be established to the webservices developed in the ESPON Database Portal, new NUTS versions have to be integrated and the design of the user interface has to be adjusted. During this update, it is also planned to add additional features including the possibility to build maps with city data. The tool is targeted at non-expert users among policy makers and practitioners at all administrative levels as well as the general public. This activity will be implemented via an external service contract with a total contracted value of up to € 50,000 and will take approximately nine months to implement.

4. Tool for mapping soft territorial cooperation areas

Soft territorial cooperation involves a wide range of actors in policy design and implementation and seeks to promote functional integration at levels at which regional and national authorities may find it difficult to operate. The European principle of territorial cohesion could be pursued through the systematic promotion of soft territorial cooperation at all geographic levels. Soft forms of cooperation help to design and implement result-oriented solutions to which relevant actors have developed a sense of ownership and commitment. One avoids the creation of additional administrative layers. Furthermore, it often makes it possible to act outside of traditional frameworks, e.g. through joint actions of private and public actors at different levels.

Organising soft cooperation is, however, a challenging task. The two 'soft cooperation planning tools' developed by ESPON ACTAREA to guide and inform soft forms of territorial cooperation can support this process and the participatory processes and dialogue among key actors. Mapshots are an instrument for the design of cooperation in relation to geographical features, socio-economic patterns and (perceived) cooperation dynamic. Institutional mapping is an instrument for the design of the cooperation in relation to other territorial collaborations and institutions dealing with territorial development.

These tools aim at building a shared understanding among partners of the cooperation needs and territorial landscape in the cooperation area. Each of the tools helps to analyse, represent and debate links between policies and territorial development processes. As such, they can contribute to the design and implementation of soft territorial cooperation instances. This activity would include: first, the development of an interactive drawing (web) application aimed at supporting practitioners involved in territorial cooperation based on the mapshots and institutional mapping produced by ESPON ACTAREA; second, the identification and description of logical steps in the elaboration of mapshots/institutional maps, functionalities, foreseen uses, including guidance and tutorials and the development of a workshop setting for the use of the tool; and third, the moderation of a series of workshops to steer a dialogue and discussion among practitioners and stakeholders and prepare mapshots/institutional maps using the tool.

In the process of designing and developing the tool, complementarities will be sought with existing tools that aim to support strategic planning and cooperation beyond administrative borders. The main target group of this tool is very broad. In general terms it includes: promoters of territorial cooperation, cooperation facilitators and cooperation partners. This means professionals working at different geographical levels, i.e. European, macro-regional, transnational, cross-border, national, regional and local as it will facilitate the dialogue among key actors and facilitate participatory processes and discussions about territorial development issues and priorities. This activity will be implemented via an external service contract with a total contracted value of up to € 120,000 and will take approximately twenty-four months to implement.

5. Indicators based on big data

The potential of big data to inform public policy decision making is widely acknowledged. Big data generated by people on mobile devices and sensors recording for a wide range of uses can be of particular interest for territorial analyses as it frequently includes location information. This data can be more timely, more context specific and more spatially precise than traditional statistical data. The objective of this activity would be to tap into new open data sources that are currently not used for territorial analyses at a pan-European level, to develop methodologies for deriving indicators from these data sources, and to create and keep updating a set of territorial indicators based on big data.

First, a consultation process with potential big data providers from the public and private sectors would need to be organised to explore access to new big data sources. The objective would be to engage with digital platform providers to identify a new 'business model' that would allow data sharing for the purpose of public policy analysis. Second, an expert forum would be established with

Number	Name and Description
	<p>representatives from academia, business and the private sector to develop agreed methodologies for deriving new indicators from big data to measure different social, economic and environmental trends. Third, a process would be defined for regularly updating a set of big data indicators to be included in the ESPON database. Depending on the indicators, detailed time series should be developed at local scales across Europe. This activity will be an opportunity to follow-up on Targeted analysis looking at the potential of big data for integrated territorial policy development in European growth corridors and the activity on big data for territorial analysis and housing dynamics. The target group for the indicators for territorial analysis to be derived from this activity are policy makers and practitioners at regional, national and European levels. The activity itself, in particular through its expert forum, will also engage with representatives from academia, business and the private sector.</p> <p>This activity will be implemented via an external service contract with a total contracted value of up to € 250,000 (€205,000 committed from 2019 AWP and €45,000 used from savings on previous years) and will take approximately eighteen months to implement.</p> <p>All tools using regional data and indicators will be interlinked with the ESPON Database using their webservices. This holds for the TIA Tool, the monitoring platform, FUA tool, SDG localizing tool, the New Analytical Tool for Spatial Comparisons and the RIMAP Online Mapping Tool.</p>

14,229 / 15,000 characters

2.6

Stimulate the use of tools

Activities

Number	Name and Description
2.6.a	<p style="text-align: center;">Stimulate use of tools</p> <p>Interactive workshops to provide overview and training on the use of ESPON tools and data</p> <p>To promote and facilitate the use of tools the ESPON EGTC foresees during 2019 to organise and participate in European and transnational events, workshops and seminars and work jointly together with other organisations such as Committee of the Regions, Eurostat etc. The main target groups to be addressed by these activities are European, national, regional and local public authorities as well as authorities implementing EU funded programmes for regions, cross-border and transnational areas (including macro-regions). These activities shall in particular target experts and analysts working for these authorities. For instance, some of the activities will include: training on how to use ESPON public Mapkit to produce high quality maps in GIS environment with data from the ESPON Database; interactive workshops/training on how to use the upgraded ESPON TIA tool; workshops providing overview of functionalities of ESPON tools; promotion of ESPON tools during major events like European Week of Regions and Cities.</p> <p>This activity will be implemented using in-house capacity combined with contracting specialist expertise and technical knowledge via public procurement with a total contracted value of up to € 10,000.</p>

1,312 / 15,000 characters

2.7

Events

Activities

Number	Name and Description
	<p style="text-align: center;">European Outreach Events</p> <p>Seeking the greatest possible extent of satisfaction with and use of ESPON research, the outreach in 2019 will be guided by three strategic principles: 1) research relevance for the target audience in terms of both time and theme (qualitative outreach); 2) the gravity of the addressed policy process in terms of concerned stakeholder groups (quantitative outreach) and 3) the ability to extrapolate ESPON's recommendations to concerned policy makers across different places (multiplicative factor).</p> <p>As indicated in the Strategic Orientation for the AWP 2019, the priorities of European and transnational outreach activities are identified using a multi-step methodology. An update of the needs assessment was conducted in February 2018, collecting insights from the ECP network relating to policy processes that can benefit from ESPON research. The extent to which these processes can be served by activities in 2019 was determined by examining the current and anticipated availability of relevant ESPON research outputs. The processes that can be served with evidence were assessed against the outreach activities carried out since the beginning of the implementation of the Single Operation in an effort to filter the ones insufficiently addressed or not addressed at all. Consequently, the following policy themes are proposed as outreach priorities for 2019:</p> <ul style="list-style-type: none"> • Macro-regions, • Climate and energy (low-carbon economy, natural assets, green infrastructure, circular economy), • Cultural heritage, • Digital healthcare, • Labour markets, <p>Due to their multiannual nature, the following policy priorities from 2018 were not excluded from the outreach plan 2019:</p> <ul style="list-style-type: none"> • Mid-term and long-term European territorial development perspective • Territorial dimension of future policies • Shrinking regions, peripheral areas • Spatial planning • Integrated / place-based approaches • Functional urban areas and urban-rural interactions • Cross-border services • Regional governance (soft governance) • Employment and business development • Refugees

Number	Name and Description		
2.7.a	<p>• Transport / accessibility</p> <p>Based on the ascertained policy needs, the outreach activities can be designed as a single-priority or multi-priority measures. Single-priority measures are aimed at single-priority policy processes (e.g. climate adaptation / energy transition, healthcare, labour mobility, cultural tourism plans) and accordingly, the multi-priority measures at multi-priority policy processes (e.g. integrated holistic development strategies).</p> <p>The implementation of activities will be guided by:</p> <ul style="list-style-type: none"> • The strategic key objectives included in the outreach strategy as described in the document of 2015: (1) better integrate science in policy making; (2) quick responses to increased demand for territorial evidence and analyses; (3) engage closely with old and new key actors at all levels; (4) build visibility based on original and high quality content; (5) promote European and transnational uptake; (6) strive for "less is more" in terms of printed material; (7) go digital and make ESPON more "sociable". • The findings of the evaluation report 2017 (annex to activity report 5) that suggests that future outreach efforts shall 1) translate complex scientific findings into practical policy messages (i.e. tailored advisory and capacity building activities); 2) instigate engagement and multiplication of ESPON's project results (e.g. extrapolating findings from targeted analyses to other places through knowledge exchange among policy makers); 3) intensify the use of ESPON at local level and increase satisfaction at regional level; 4) develop a demand-oriented editorial plan that can create leads and serve new target groups; 5) strengthen measures to serve target groups who are not likely to attend ESPON events; 6) introduce measures to expand the current scientific pool; 7) capitalize on the strong potential to influence policy processes at early stages of maturity (through a tailored contextualisation); 7) serve sectoral policies (close relevance to topical policy and political issues) <p>The ESPON EGTC will reinforce its stakeholder engagement approach, which is based on targeted capacity-building activities following specific demands of stakeholders. The successful concept of peer-learning will be continued in 2019.</p> <p>Continued improvements to the ESPON website will support efforts to improve the visibility and impact of ESPON's work both at European and transnational level with the valuable contribution of ECPs / MC Members in feeding the national webpages.</p> <p>Communications will build on the progress made up in the area of multimedia, using relevant tools, such as interactive infographics and videos, along with new tools, such as apps and data visualisation, to make ESPON's work more accessible and comprehensible to different audiences.</p> <p>The implementation of a structured social media approach will increase ESPON's visibility and influence on social media channels and enable ESPON to better communicate and engage with its stakeholders. In 2019 the EGTC aims to expand the ESPON's social media presence by using additional channels to support corporate communication on ESPON's priorities and events and to reach a broad audience via the corporate accounts. Strong relation with followers will facilitate engagement and discussion with stakeholders and peers, especially within scientific communities and policy makers. Finally, thematic accounts or groups on social platforms will continue to be developed to target specific audiences.</p> <p>The principles of smart goals will be adopted regarding the use of social media channels to create a holistic approach on all communication channels ESPON is using, from Social Media, to Press Releases and Newsletters. Under this approach focus has been given to strengthening ESPON's presence on Twitter and LinkedIn to create a strong community of followers and ensure increased exposure of our messages to a wider audience that includes opinion leaders, policymakers but also the general public. Concerning specific social media channels, Twitter has been identified as the most direct way of daily communication and interaction, whereas LinkedIn is helping us build a more solid and interactive community. YouTube is currently used as video repository. The outreach team will handle the social media accounts, using tweetdeck for programming posts on Twitter. ESPON's social media posts are based on an editorial calendar for LinkedIn and Twitter focusing on one of ESPON's thematic areas each week. Another important element of ESPON's strategy is the coverage of events, through live tweeting which increases the visibility of our content and the engagement of our community. The social media accounts are managed by the EGTC Staff responsible for European Outreach.</p> <p>The ambitious work plan for 2019 includes an extensive list of activities under SO1-3 that the ESPON EGTC will carry out guided by the MAWP and the outreach strategy set in 2015 to achieve ESPON's strategic objectives. Many of the activities planned for 2019 under SO4 will significantly advance the wide outreach and capitalise on the outputs of the research activities and tools in the framework of events (seminars, workshops, conference, joint events and promotion at external events) and publications.</p> <p>The budget foreseen for 2019 to implement the European outreach activities is €123,200.</p> <p>The identified priorities and policy processes will be directly served by means of European and transnational outreach events. The concepts of the European outreach events are outlined below.</p>		
	<p style="text-align: right;">7,599 / 15,000 characters</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">European Outreach Events</th> </tr> </thead> <tbody> <tr> <td> <p>ESPON – Interact joint workshop, March 2019</p> <ul style="list-style-type: none"> • Objective: to assist MAs, Joint Secretariats and Monitoring Committee members of ETC programmes in their post-2020 programming. • Target groups: the workshop is open for all ETC programmes and programming bodies. • Outreach methodology: the workshop will synthesize and integrate complementary insights from the following ESPON activities: 'Territorial Evidence Support for European Territorial Cooperation Programmes'; 'Territorial Impact Assessment for Cross-Border Cooperation'; 'Cross-border public services'; 'e-health'; Alps2050 – Common Spatial Perspectives for the Alpine Area and 'Potentials of big data for integrated territorial policy development in the European growth corridors'. Following a plenary session, the workshop will break down into the following specialised parallel sub-sessions: <ul style="list-style-type: none"> o Interreg A: cross-border public services o Interreg A: ex-post evaluation o Interreg B: Big Data and methodologies for perimeter and priority setting o Interreg A+B: indicators for efficient impact assessment </td> </tr> </tbody> </table>	European Outreach Events	<p>ESPON – Interact joint workshop, March 2019</p> <ul style="list-style-type: none"> • Objective: to assist MAs, Joint Secretariats and Monitoring Committee members of ETC programmes in their post-2020 programming. • Target groups: the workshop is open for all ETC programmes and programming bodies. • Outreach methodology: the workshop will synthesize and integrate complementary insights from the following ESPON activities: 'Territorial Evidence Support for European Territorial Cooperation Programmes'; 'Territorial Impact Assessment for Cross-Border Cooperation'; 'Cross-border public services'; 'e-health'; Alps2050 – Common Spatial Perspectives for the Alpine Area and 'Potentials of big data for integrated territorial policy development in the European growth corridors'. Following a plenary session, the workshop will break down into the following specialised parallel sub-sessions: <ul style="list-style-type: none"> o Interreg A: cross-border public services o Interreg A: ex-post evaluation o Interreg B: Big Data and methodologies for perimeter and priority setting o Interreg A+B: indicators for efficient impact assessment
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Number	Name and Description
2.7.b	<p>ESPON Seminar in Romania, Iași, 19-20 June 2019</p> <ul style="list-style-type: none"> • Objectives: capitalising on ESPON research in the outreach priority areas presented above and reflecting on the priorities under the Romanian Presidency, in particular labour mobility, functional urban areas as well as promoting the discussion on the Territorial Agenda post-2020 on the basis of the results of the applied research activity ETRF-European Territorial Reference Framework. The Seminar will further contribute to facilitate the intergovernmental process towards the preparation and adoption of a Territorial Agenda post-2020, which is scheduled to be agreed during the German Presidency of the Council of the EU in 2020. • Target groups: Intergovernmental network on territorial cohesion and urban matters, organisations promoting different regional/urban interests at EU level; national, regional and local policy makers and practitioners responsible for territorial cohesion, ESIF programming authorities, macro-regional strategies; academia, researchers, teachers and students as future decision makers and practitioners; media. • Outreach methodology: the seminar will be structured around the key priorities of the Romanian EU Presidency and the strategic outreach priorities of the Single Operation for 2019 defined in the current work plan. The exact content and outreach methodology will be discussed and agreed with the Romanian Presidency. <p>ESPON High-Level Conference on the “State of the European Territory” Report, autumn 2019</p> <p>In addition to recurring outreach events (ESPON workshops and seminars), in 2019 the EGTC will organise a High-level conference to present and discuss the “State of the European Territory” Report. The report shall reveal the territorial diversity of places on a range of potential subjects and present policy advice to national, regional and local authorities responsible for the design of policy implementation tools.</p> <p>Policy-makers and regional/ local development stakeholders will be advised on how to design integrated territorial development support programmes with a view to achieving EU level and global priorities (SDGs), covering different thematic fields, applying different types of tools (e.g. financial instruments). As detailed under the description of SO3, the publication aims at:</p> <ol style="list-style-type: none"> 1. Supporting policy makers in drafting their future regional development support programmes (national, regional, local and territorial cooperation programmes), as well as regional and local development strategies in the context of the proposals on future EU policies (including Cohesion Policy, agricultural and rural development policy, environmental policy, transport policy etc.); 2. Providing contributions to the development of the European Commission’s 8th Cohesion Report; and 3. Linking with European territorially relevant policy processes concerning e.g. the renewal of the Territorial Agenda 2020 and the Urban Agenda for the EU. <ul style="list-style-type: none"> • Objectives: the high-level conference involving key stakeholders and target groups from European, national and regional levels shall aim at discussing and debating the content of the Report and to input the following key relevant policy processes: <ul style="list-style-type: none"> o Cohesion Report to be published by DG REGIO in 2020; o National policies on regional and spatial development; o Integrated territorial development strategies of cities and regions; o Renewal of the Territorial Agenda 2020; o Implementation of the Urban Agenda for the EU. • Target groups: EC Directorates-General (DGs) involved in developing post-2020 EU policies, intergovernmental institutions involved in intergovernmental networks on territorial cohesion and urban matters, ESPON Monitoring Committee Members, ESIF programming authorities, policy-makers responsible for developing and implementing regional and local development strategies, media. • Outreach methodology: following a plenary session that assimilates cross-thematic findings and recommendations from different ESPON activities, the conference can break down into parallel sessions dedicated to policy makers at different tiers of governance. Subsequently, a networking session will gather participants in different thematic multi-level governance clusters. The goals of the parallel sessions are to reflect on the ESPON recommendations with regard to vertical (multi-level governance) and horizontal (cross-sectoral) integration. <p>ESPON seminar in Finland, November 2019</p> <ul style="list-style-type: none"> • Objectives: capitalising on ESPON research in the outreach priority areas presented above including the continuous discussion on programming ESIF post-2020 and reflecting on the priorities under the Finnish Presidency; • Target groups: European, national, regional and local policymakers, engaged in ESIF post-2020 negotiation and programming, national, regional and local policy makers and practitioners responsible for territorial cohesion; regional and local policymakers and practitioners responsible for territorial development and planning and/or involved in cross-border, transnational and macro-regional cooperation; academia, researchers, teachers and students as future decision makers and practitioners; media. • Outreach methodology: the seminar will be structured around the key priorities of the Finnish EU Presidency and the strategic outreach priorities of the Single Operation for 2019 defined in the current work plan. The exact content and outreach methodology will be discussed and agreed with the Finnish Presidency. <p>ESPON peer-learning workshops: stimulating ripple effects of ESPON evidence, yearly around</p> <p>In the context of the efforts to enhance participation of stakeholders in the dissemination activities and with the aim of contributing to a culture of evidence-based policy making, the ESPON EGTC has launched a pilot activity under SO4, involving the current stakeholders of ESPON Targeted Analyses to act as ambassadors in a peer-to-peer learning exercise, and rolled out a series of peer learning workshops around Europe.</p> <p>In 2019 the EGTC will continue the promotion of peer-review activities that will be designed and organised in cooperation with interested stakeholders based on their specific demands for expertise on certain subjects to support their policy processes. The workshops will be designed on the basis of the experience from 2018 and will allow stakeholders who are in the process of designing, re-designing, implementing or evaluating their public policies, to meet and exchange with their counterparts from other countries, cities and regions who can advise them from the perspective of their accumulated competence and experience. The screening of the potential stakeholder demand has revealed an opportunity to organise 5 peer-learning workshops in 2019.</p>

Number	Name and Description
	<ul style="list-style-type: none"> • Objectives: to promote a wider practical use of ESPON research outputs and knowledge transfer towards ESPON stakeholders through a direct peer-to-peer communication and exchange among the relevant groups of national, regional and local stakeholders ; to promote learning from ESPON research results by national, regional and local stakeholders beyond the ones directly involved in the design and implementation of ESPON research activities; and to increase the impact and added value of ESPON research results. • Target groups: Target groups include authorities and officials involved in regional and urban planning; territorial cooperation programme authorities, national, regional and local administrations, dealing with the topics of cross-border development and service provision, macro-regional strategies, territorial governance, migration, promoting the development in specific types of territories, developing networks of protected areas, the use of mobile positioning in planning. • Outreach methodology: During the peer-learning workshops, stakeholders involved in targeted analyses activities, together with selected external experts (if needed) will provide a critical review and advice on ongoing policy developments to their counterparts in national governments, cities or regions on the basis of the results of ESPON targeted analyses and the experience of involved stakeholders in their application. <p>ESPON Briefing for CoR members - elected regional and local representatives, yearly around</p> <p>The EGTC has discussed with the CoR an opportunity to develop special events for CoR Members to support their duties by expanding their territorial background knowledge on policy matters that require an official CoR opinion. ESPON will propose to the CoR meetings with the national delegations of CoR as this will facilitate localization of ESPON's presentation to better address the needs of the participants. CoR has also proposed a cross-commission trial event in 2019 with the goal to raise awareness and generate demand. Depending on the trial outcome, further events are envisaged, which can assume different formats including ESPON attendance at Commission's meetings, CoR plenary sessions or events preceding decision-making or meetings with designated rapporteurs. The EGTC estimates up to 5 events that could be organised to serve CoR members, but the precise number will depend on the demand from the CoR members.</p> <p>ESPON @ Events</p> <p>In addition to the above, the ESPON EGTC will seek synergies with policy-making institutions, EU funded programmes and data providers, such as the Directorates General, the CoR, EP Committees, Interreg, OECD, JRC, Eurostat, etc. The EGTC will also aim at regional stakeholder events such as the annual fora of the macro-regional strategies and other national and subnational public debates with policymakers, practitioners and academia. Amongst the target platforms is the EWRC in 2019.</p> <p style="text-align: right;">10,780 / 15,000 characters</p>
2.7.c	<p style="text-align: center;">Transnational Outreach Project</p> <p>By the end of 2019, a significant part of the research foreseen within the Single Operation will be completed and available for outreach activities. The strategic processes at macro-regional, cross-border, national and subnational level aligned with the MFF 2021-2027 such as multiannual strategic planning, budgeting and programming of public funds are expected to be in progress, yet, at different maturity levels due to the different nature of the negotiation, multi-level reconciliation, public participation and other collaborative scoping processes, whose duration and outcome would benefit from an informed opinion.</p> <p>In 2019 transnational outreach efforts will focus on tailoring the ESPON research so as to translate descriptive empirical findings into context-relevant normative messages. In doing so, this activity will seek to contribute to the development of interventions that would yield better results in view of the five policy objectives laid down in the CPR, especially 'Europe closer to citizens'. The tasks will include a) integrated campaign design and implementation (events, publications, multi-channel communication); c) interpretation of key ESPON publications on demand and c) project management (strategic planning, EGTC liaison, reporting and quality management).</p> <p>Considering the need for a balanced geographical coverage and distribution of types of activities, the TNO project has drafted the following activity proposals.</p> <p style="text-align: right;">1,454 / 15,000 characters</p>
	<p style="text-align: center;">Transnational Outreach Project</p> <p>Central Europe:</p> <ul style="list-style-type: none"> • Seminar 'The cross-border cooperation in Central Europe and cross-border programming' in June 2019 in Germany. The seminar aims at stakeholders involved in planning, governance and service provision in border regions as well as in programming and implementation of cooperation programmes and projects in Central Europe: spatial planners responsible for border regions, AEBR members from Central Europe, programming committee members and managing authorities of CBC programmes, Euroregions, EGTCs, current and former Interreg beneficiaries who have established cross-border governance and management structures (e.g. clusters and research centres, environmental and energy agencies, transport operators, social services, etc.). The seminar seeks to support policy processes such as cross-border integrated planning (e.g. Common Future Vision 2030 for the Polish-German border region), joint governance models in the pipeline (e.g. developed by Interreg CBC projects), development of cross-border public services, CBC programming in Central Europe. • Workshop 'Macro-regional strategies / EUSDR / EUSALP' in April 2019 in Austria. The workshop aims at the EUSDR and EUSALP national coordinators as well as PA / AG coordinators who are involved in the performance monitoring and impact assessment of both macro-regional strategies. It seeks to provide recommendations on how to monitor objectives, trends and activities in a macro-regional context; which evidence base is useful for monitoring in a macro-regional context as well as how the above-mentioned evidence base and monitoring-outcomes can be used for defining priorities and implement place-based approaches in a macro-regional context. Further specification on the common policy needs of both macro-regional strategies will be discussed with the Austrian ECP at the stage of agenda scoping. Based on the identified needs, the target groups may be narrowed down to post-2020 taskforces, PA / AG coordinators and strategic project leaders or evaluators. Depending on the identified thematic focus, the event would have relevance for multinational, national and subnational policies that share a strategic orientation with the macro-regional strategies, such as the Austrian Strategy for Adaptation to Climate Change; the French National Climate Change Adaptation Strategy (PNACC); the Energy Transition policies in Baden-Württemberg; the Slovenian National Development Strategy; the V4+2 Comm

Number	Name and Description
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2.7.d

on Spatial Planning Strategy, etc.

- Workshop 'Greener functional areas in Central Europe' in November 2019 in Prague. The workshop will provide recommendations on the design of policies and programming of public investment schemes at the level of subnational functional areas (including cross-border and transnational regions) that contribute to the ERDF and CF specific objectives related to energy efficiency, renewable energy and circular economy, biodiversity and green infrastructure. The event will, furthermore, look into landscape management in spatial planning. The workshop aims at officials involved in Interreg / mainstream / ITI programming, local and regional officials in charge of Sustainable Urban Development (SUD); signatories of the Covenant of Mayors from Central Europe; Central-European members in Energy Cities as well as officials involved in national and subnational policy processes such as the Austrian Spatial Development Concept ÖREK 2011; the Austrian Strategy for Adaptation to Climate Change; the Climate Change Policy of the Czech Republic; the energy transition policies in Baden-Württemberg; the Slovak action plan for climate change adaptation, etc.

- Training on the ESPON database portal in June 2019 in Slovakia. The training aims at practitioners at all tiers of governance involved in the following processes (among others): the Common Spatial Development Strategy of the V4+2 Countries; the Austrian Spatial Development Concept ÖREK and regional and spatial strategies in Vorarlberg, Styria and Upper Austria at subnational level; the spatial development policy of the Czech Republic; the Hungarian national policy on the development of the most lagging districts; the National Development Strategy of the Slovak Republic as well as the Slovenian Integrated Sustainable Urban Development Plans. Using different scenarios and individual Q&A sessions, the training will introduce the functionalities of the database portal in an effort to ensure an autonomous use of the portal in future.

Northern Europe:

- Conference on digital health in May 2019 in Finland. The conference aims at MPs, regional / local council members involved in the healthcare commissions; public officials in charge of healthcare policies at national and subnational level in Northern Europe; members of the Baltic Sea Parliamentary Conference Working Group on Innovation in Social and Health Care; members of the Urban Partnership on Digital Transition; members of the Union of Baltic Cities Inclusive and Healthy Cities Commission; members of the European Connected Health Alliance active in Northern Europe. The conference seeks to support healthcare policies at national and subnational level in Northern Europe.

- Training on the ESPON database portal in June 2019 in Latvia. The training aims at North-European members of the Association of European Journalists, Baltic Times, the Baltic Transport Journal and other Northern media outlets and journalists as well as practitioners at all tiers of governance involved in (among others) the Estonian green paper on spatial planning; the Latvian Regional Policy Guidelines and the Riga Metropolitan Area Action Plan; the Lithuanian Comprehensive Plan for the Territory 2030-2050; the Danish regional growth and development strategy; the Finnish regional development and integration policies; the new Norwegian regional plans; Iceland's National Planning Strategy and the Swedish National Strategy for Sustainable Growth and Attractiveness. Using different scenarios and individual Q&A sessions, the training will introduce the functionalities of the database portal in an effort to ensure an autonomous use of the portal in future.

- Training on the ESPON TIA tool in September 2019 in Denmark. The training aims at practitioners at all tiers of governance involved in (among others) the Danish regional growth and development strategy; the Swedish National Strategy for Sustainable Growth and Attractiveness; the Finnish regional development and integration policies; the new Norwegian regional plans; Iceland's National Planning Strategy; the Estonian green paper on spatial planning; the Latvian Regional Policy Guidelines and the Lithuanian Comprehensive Plan for the Territory 2030, 2050. The participants of this training will be guided through the different steps of the impact analysis and will receive assistance and learn about the capabilities of the tool. It will train participants who might be future users of the TIA tool or set up a TIA workshop independently.

Western Europe:

- Final conference of the roadshow on spatial planning in April 2019 in The Netherlands. The conference aims at 1) policymakers and officials involved in the finalization of the new Spatial Planning Strategy in The Netherlands; 2) policymakers and officials who contributed to the previous editions of the spatial planning roadshow from FR, IE, LU and BE, and are involved in national planning processes including SRADDET (FR); the National Planning Framework under Project Ireland 2040 (IE); the Master Programme for Spatial Planning (LU) as well as Brussels' Regional Sustainable Development Plan and the Wallonian and Flemish Spatial Policy Plans (BE). The conference is composed of two parts. Part 1 is dedicated to the spatial planning priorities in The Netherlands and seeks to support the finalization of the new Dutch Spatial Planning Strategy, notably the identified challenges related to competitive and circular economy and the transition to renewable energy and climate adaptation. Involving stakeholders from the roadshow regions, part 2 will provide conclusions about new challenges and solutions in West-European spatial planning, particularly addressing 1) the shift from a traditionally institutional and normative territorial governance culture to an open and responsive one; 2) the need to develop further the competences for planning and territorial governance in functional regions; 3) the integration of multiple sectors; 4) the need to engage in shared governance within and beyond metropolitan areas; 5) the stimulation of soft governance areas to fill existing governance gaps; 6) the shift in land use policy; 7) the involvement of the public in spatial planning strategies and 8) the role of the green economy and climate adaptation in spatial planning. Part 2 will seek to ascertain the common spatial planning research needs in Western Europe that can be addressed by ESPON in future.

- Training on the ESPON database portal in March 2019 in Belgium. The training aims at practitioners at all tiers of governance involved in SRADDET (FR); the National Planning Framework under Project Ireland 2040 (IE); the Master Programme for Spatial Planning (LU); the Brussels Regional Sustainable Development Plan, the Wallonian and Flemish Spatial Policy Plans (BE) as well as the new Spatial Planning Strategy in The Netherlands. The training is also open to Brussels-based journalists who work with EU data sources (e.g. Politico, EU Observer, Euractiv, the Parliament Magazine, etc.). Using different scenarios and individual Q&A sessions, the training will introduce the functionalities of the database portal in an effort to ensure an autonomous use of the portal in future.

Southern Europe:

- Seminar on the territorial dimension of labour markets in Southern Europe in October 2019 in Romania. The seminar aims at regional and economic development policymakers and practitioners at all tiers of governance in Southern Europe, members of parliamentary committees / local and regional councils in charge of employment and social issues in Southern Europe, spatial researchers, labour economists active in Southern Europe, South-European members of employers' organisations such as BusinessEurope, the European Centre of Enterprises with Public Participation and of Enterprises of General Interest (CEEP), the European Association of Craft, Small and Medium-sized Enterprises (UEAPME). The seminar seeks to support the National Spatial Development Policy Programme (Portugal), the National Regional Development Strategy (Bulgaria); the National Spatial Development Plan (

Number	Name and Description
	<p>Croatia); the Spatial Plans for main Urban Agglomerations (Cyprus); the job and skills partnership of the Urban Agenda (Romania) ; the Territorial development strategy of Romania 2035 (Romania) as well as Spanish employment and social policies.</p> <ul style="list-style-type: none"> • Workshop on Cultural Built Heritage in April 2019 in Cyprus. The workshop aims at 1) public officials in charge of cultural heritage policy, built heritage conservation, cultural tourism in Southern Europe; 2) officials from Southern Europe associated with cultural heritage organisations, e.g. UNESCO, Joint Programme Initiative (JPI) on Cultural Heritage, Council of Europe (HEREIN – Heritage Network), Europa Nostra, Culture Action Europe, European Network on Cultural Management and Policy, European Cultural Tourism Network, European Institute of Cultural Routes, Interpret Europe; 3) Southern Ministries of tourism; 4) National touristic agencies in Southern Europe. It seeks to support the new European Agenda for Culture; the European Heritage Strategy for the 21st Century (Council of Europe); the cultural heritage and tourism development strategy and the technological cluster for cultural heritage (Italy); the Culture Plan 2020 (Spain); the tourism strategies in Southern Europe; the cultural built heritage strategies (Cyprus) as well as the National and Cultural Heritage Strategy (Romania). • Training in October 2019 in Portugal. The thematic focus is to be agreed with the Portuguese MC / ECP following a feedback on the first training sessions on the database in other transnational groupings. The training aims at regional development practitioners at all tiers of governance involved in (among others) the National Spatial Development Policy Programme PNPOT (PT); National Spatial Development Concept 2025+ (BG); the National Development Strategy 2030 (HR); the territorial development strategy 2035 (RO); the Plan of Economic Development (ES). <p>e-learning</p> <ul style="list-style-type: none"> • e-learning for data journalism in April or May 2019 aiming at media outlets and journalist associations / networks (e.g. 'European Data Journalist Network', 'Association of European Journalists', 'Online News Association') as well as journalists working with EU data sources (Euractiv, EU Observer, Politico), freelancers and prospective data journalists (both students and practitioners). NB: the initial proposal of the TNO to conduct the e-learning in February has been changed by the EGTC upon the request of the database service provider due to concerns over potential flaws that can be discovered during the beta test in January. • e-learning on cross-border public services in November 2019. The e-learning is aiming at stakeholders involved in Interreg cross-border programming (Managing Authorities and Joint Secretariats, EGTCs and Euroregions, programming committee members and programme evaluators) who wish to increase the impact of investments made through the introduction of cross-border public services (by future project beneficiaries). The e-learning will introduce success factors for overcoming a series of obstacles (technical, political and legal) in an effort to ensure the economic viability of cross-border public services. The aim is to help refining funding criteria for post-2020 projects that seek to establish cross-border public services. <p style="text-align: right;">13,940 / 15,000 characters</p>

2.8	Publications				
Activities	<table border="1"> <thead> <tr> <th data-bbox="213 1111 336 1171">Number</th> <th data-bbox="336 1111 1492 1171">Name and Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="213 1171 336 1856">2.8.a</td> <td data-bbox="336 1171 1492 1856"> <p style="text-align: center;">Publication Printing, Layout and Digital Publishing</p> <p>Publications and other communication material will continue to be tailored and focused on the impact of ESPON's work on the following topics (for more detail on the foreseen content and policy-relevance please see section "Thematic Papers (Policy Briefs and Working Papers)":</p> <ul style="list-style-type: none"> • Integrated place-based policies for declining cities • Digital urbanism: sustainable innovation in cities • Cross-border e-health services • Economic diversification through material cultural heritage • Responsive transport planning in transnational growth corridors • Transition to green regional economies <p>Moreover, the EGTC will develop and release the State of the European Territory report to be presented during high-level conference.</p> <p>The EGTC will continue improving the editorial quality, accessibility and impact of its outreach publications:</p> <ul style="list-style-type: none"> • through continuous dialogue with stakeholders on the key policy messages to be promoted, • by using the support of senior scientists, • by supporting written publications by short videos and visual material, i.e. infographics and articles for the press, in order to offer diverse opportunities for learning from ESPON evidence. <p>The accessibility of evidence and tools will also increase by the continued improvement of the website and digital publishing.</p> <p>In addition to the EGTC publications outlined above, the TNO project will deliver transnational observations and briefs on demand containing the synthesis of key evidence and policy recommendations on the subjects addressed by the transnational outreach events (for further details please see section on transnational outreach project of the current AWP and the draft annual work plan 2019 of the TNO project). Moreover, on-demand posters will provide ESPON visual aid to the transnational events.</p> <p style="text-align: right;">1,791 / 15,000 characters</p> </td> </tr> </tbody> </table>	Number	Name and Description	2.8.a	<p style="text-align: center;">Publication Printing, Layout and Digital Publishing</p> <p>Publications and other communication material will continue to be tailored and focused on the impact of ESPON's work on the following topics (for more detail on the foreseen content and policy-relevance please see section "Thematic Papers (Policy Briefs and Working Papers)":</p> <ul style="list-style-type: none"> • Integrated place-based policies for declining cities • Digital urbanism: sustainable innovation in cities • Cross-border e-health services • Economic diversification through material cultural heritage • Responsive transport planning in transnational growth corridors • Transition to green regional economies <p>Moreover, the EGTC will develop and release the State of the European Territory report to be presented during high-level conference.</p> <p>The EGTC will continue improving the editorial quality, accessibility and impact of its outreach publications:</p> <ul style="list-style-type: none"> • through continuous dialogue with stakeholders on the key policy messages to be promoted, • by using the support of senior scientists, • by supporting written publications by short videos and visual material, i.e. infographics and articles for the press, in order to offer diverse opportunities for learning from ESPON evidence. <p>The accessibility of evidence and tools will also increase by the continued improvement of the website and digital publishing.</p> <p>In addition to the EGTC publications outlined above, the TNO project will deliver transnational observations and briefs on demand containing the synthesis of key evidence and policy recommendations on the subjects addressed by the transnational outreach events (for further details please see section on transnational outreach project of the current AWP and the draft annual work plan 2019 of the TNO project). Moreover, on-demand posters will provide ESPON visual aid to the transnational events.</p> <p style="text-align: right;">1,791 / 15,000 characters</p>
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Number	Name and Description
2.8.b	<p style="text-align: center;">Digital Tools</p> <p>The ESPON EGTC will keep publishing and sharing content of European and Transnational outreach activities via the new website , social media, media activities, direct mailing etc.</p> <p>Short multimedia videos will be produced to promote the use of ESPON evidence and tools towards the target groups. All the activities included in the AWP for 2019 will be supported by proactive communications including news alerts/ newsletter and direct mailing to specific target groups depending on the topic of the communication.</p> <p>The EGTC will build on the progress with the new website and the arrival of new staff to fully engage with a more digital oriented approach as indicated in the outreach strategy and increasingly address the target groups via digital channels and communication in interactive tools like infographics, videos, social media (Twitter, YouTube, LinkedIn, and more depending on the use that ESPON audience makes of different digital tools, and press relations to make ESPON's work more accessible and comprehensible to different audiences.</p> <p>The ESPON EGTC will capitalise on narrative techniques applying storytelling and metaphors to make complex scientific subjects comprehensible as well as data journalism techniques including infographics and data visualisation. Emulating the practice of media outlets, the outreach team will develop a demand-oriented editorial plan that can serve new target groups by contextualising ESPON evidence, i.e., by pegging relevant issues and occurrences (incl. both of sectoral and territorial relevance). These measures will require editorial and communication cooperation between ESPON and other organisations.</p> <p>As for the website, in the second half of 2018, the ESPON EGTC has launched a new call for tender for the hosting, maintenance and updating of the website. Under the new contract the service provider is expected to provide, set up, deploy, host and maintain the necessary infrastructure and services that would support the ESPON EGTC in accessing and managing the website content and its functionalities and web applications.</p> <p>Output numbers</p> <ul style="list-style-type: none"> • Videos: 8 (evidence, events, tools, publications, etc.) • Newsletters: 11 • Direct mailings: 20 (invitations to events, targeted publications, etc.) • Press releases: 10 (events, publications, etc.) <p style="text-align: right;">2,298 / 15,000 characters</p>

3. Foreseen outputs achievement (completed activities)

Output Indicator	Quantification
OI01 Absorption of Priority Axis 1 Programme Budget (Unit: Euro)	29,145,018
OI01 Number of applied research outputs (Unit: Number)	14
OI02 Number of targeted analysis (Unit: Number)	17
OI03 Number of thematic focus papers (Unit: Number)	22
OI04 Number of ESPON tools maintained and created (Unit: Number)	2
OI05 Number of ESPON outreach events (Unit: Number)	52
OI07 Number of Territorial Observations/Reports (Unit: Number)	2

4. Management and Implementation

Management and implementation

The EGTC has managed to achieve the following progress in the implementation of activities approved in the Annual work plan 2018. The public procurement procedures for 5 new applied research activities have been launched. The evaluations will take place in September and October 2018 and it is expected that the activities will be kicked-off in Q4 2018. The procedure for the 6th activity is under preparation as a competitive dialogue and will be launched by Q4. Three new targeted analyses have been selected and the public procurement procedures launched. The selection of a second set of three targeted analyses is ongoing and it is expected that the public procurement procedures will be launched by the end of 2018. Three thematic focus papers have been produced on integrated Indicators for integrated territorial and urban development, governance and planning tools in support of polycentric development, and the territorial dimension of future policies. A further 4 papers are planned to be completed by the end of 2018. The activities on the European and Macroeconomic Monitoring Tool and on big data and housing dynamics have been kicked off. A service provider has been selected for the functional urban areas tool and the activity will be kicked off by October 2018. The terms of reference for the SDG localising tool and the analytical tool for spatial comparisons are under preparation. The tools have been promoted at the ESPON seminars. 25 outreach events have been organised and 32 outreach publications have been prepared by mid-2018.

The EGTC management is using a planning tool that provides an overview of all stages and milestones of implementation of all activities and maps the allocation of staff members to different activities. The use of the tool allows to plan the engagement of staff resources in different activities, the sequencing and prioritization of tasks and the identification of potential bottlenecks in the implementation when a staff member has to complete several tasks

in the same timeframe. A chart with the milestones of the activities is included as Annex 2 to the AWP 2019.

Throughout 2019 the EGTC will continue to develop and implement a user-centric approach as part of its outreach strategy to make sure that activities and outreach materials are designed in line with the specific needs of different users. This will involve applying solution methods borrowed from experience design, i.e. focussing on needs, expectations and user contexts (i.e. the user journey) when designing, implementing and evaluating outreach activities. To ensure the continuity of transnational outreach activities in the following years, in 2019 the EGTC will assess its experiences and evaluate the results of the ongoing contract, decide on the necessary revisions in the transnational outreach approach and will prepare and launch a new public procurement procedure for setting up a new service contract in 2020. This activity will be implemented via an external service contract with a total contracted value of up to € 1,330,000 and will take approximately thirty months to implement.

Throughout 2018, the ESPON EGTC has sustained full staffing and has further developed the outreach capacities by employing two additional temporary staff members (a journalist and a project expert) who will be supporting the media relation efforts of the EGTC and help to populate the website with high-quality articles. Sustaining full staffing of the EGTC is crucial to ensure efficient implementation of the Single Operation considering that in 2019 the EGTC will continue to be at the peak of implementation of the Single Operation in terms of the number of activities being simultaneously under implementation. Considering the number of public procurements (15 new open calls to be launched) and ongoing contracts (41) to be implemented in 2019 and the fact that the temporary contract of one financial expert will end in the second half of 2019, the EGTC will consider opening a vacancy for the post of financial expert (temporary or permanent) in order to sustain sufficient level of financial expertise.

The management measures presented above will allow to deal with the additional workload created by the increase of the foreseen number of targeted analyses to be selected and launched in 2019. Furthermore, efficiency gains from implementing subsequent activities (e.g. with templates and guidance materials already prepared and/or updated) and the development of competences and experience within the team from implementing the first generations of targeted analyses will allow to manage the process of selecting and implementing targeted analyses efficiently. Finally, the EGTC will revise its internal procedures and practices in contract management to reduce the number of deliveries that have to be submitted by the service providers, considering the limited timeframe for implementation (12 months).

In order to maximise the positive contribution of the available staff resources to the efficient and impactful implementation of the Single Operation in 2019 the EGTC will continue to support the development of the staff competences and skills. Considering that outreach of ESPON evidence will continue to be an important priority and taking into account that a large part of outreach activities is implemented using in-house capacities, priority will be given to further developing the outreach and capitalisation skills of the team including on storytelling and social media campaigning. These skills will be developed to ensure full use and benefits of user-centric approach. In order to further strengthen sound financial management of the Single Operation, the EGTC staff will have an opportunity to develop their competences and skills in the field of finance and public procurement, especially on competitive dialogue and e-Procurement.

The senior scientific quality management support will be engaged in the process of developing the content of the Single Operation activities to be launched in 2019 and contributing to the quality of deliveries to ensure their scientific excellence and useful contribution to relevant policy processes. During 2019 the EGTC will assess the experience of senior scientific quality support, take the decisions on the approach for continuing the scientific support and launch a public procurement procedure for setting-up the new contract by the beginning of 2020.

A continuous assessment of the efficiency of internal management procedures, their revision in case of need, and daily support to staff members to ensure correct application of all procedures will contribute to a smooth implementation of the Single Operation in 2018.

6,721 / 7,500 characters

5. Evaluation

Evaluation

The ESPON EGTC has established a monitoring and evaluation methodology to monitor the usefulness and satisfaction with the key ESPON results amongst target groups in accordance with the Evaluation Plan produced by the ESPON MA. The primary means by which to gather feedback from target groups is an annual ESPON survey. This survey is launched in October each year and remains open until December. The ESPON EGTC will simultaneously utilise multiple outreach channels in order to seek to maximise the response rate amongst targeted stakeholders. The process will also be integrated into outreach activities, including events. The data gathered during the annual survey is analysed during January/February and a report included in the annual Activity Report. This information can be subsequently used by the ESPON MA for the Annual Implementation Report at programme level and by the EGTC in the process of developing and discussing the next annual work plans.

The annual survey comprises an online form which is distributed to stakeholders in order to record their feedback. The use of an online survey method permits the ESPON EGTC to efficiently collect, process and display the feedback received. The surveys are aimed at Targeted Analyses stakeholders and their wider networks as well as at end-users of other ESPON outputs, notably applied research, policy briefs, working papers and tools. The latter target group will be reached through the distribution platforms for ESPON outputs, including the European and transnational outreach activities and the online outreach tools.

The surveys designed to assess the usability of applied research, policy briefs, working papers and tools will be amalgamated with outreach events revolving around the respective ESPON outputs (i.e. seminars, trainings, webinars, transnational outreach events). In addition, online and social media statistics and user behaviour will be continuously examined in order to look for usage patterns, which in turn can provide valuable insights for an efficient online and social media (sample) surveying.

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6.1 Budget for the Annual Work Plan

Budget line	Total (EUR)
Staff	1,968,000.00
Administration	219,500.00
Travel	130,000.00

Budget line	Total (EUR)
External expertise	4,871,633.00
Equipment	18,066.66
Total	7,207,199.66

6.2 Detailed budget for External Expertise for the Annual Work Plan

Specific Objective	Total (EUR)	TOT in % of total budget
SO1: Enhanced production of territorial evidence through applied research and analyses	666,433.00	13.68 %
SO2: Upgraded knowledge transfer and use of analytical user support	1,980,000.00	40.64 %
SO3: Improved territorial observation and tools for territorial analyses	575,000.00	11.80 %
SO4: Wider outreach and uptake of territorial evidence	1,453,200.00	29.83 %
SO5: Other external expertise	197,000.00	4.04 %
Total	4,871,633.00	

The ESPON EGTC will keep publishing and sharing content of European and Transnational outreach activities via the new website, social media, media activities, direct mailing etc.