



Rethinking regional attractiveness

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Länk: [Rethinking regional attractiveness | OECD](#)



Country

Sweden

Region

North Middle Sweden

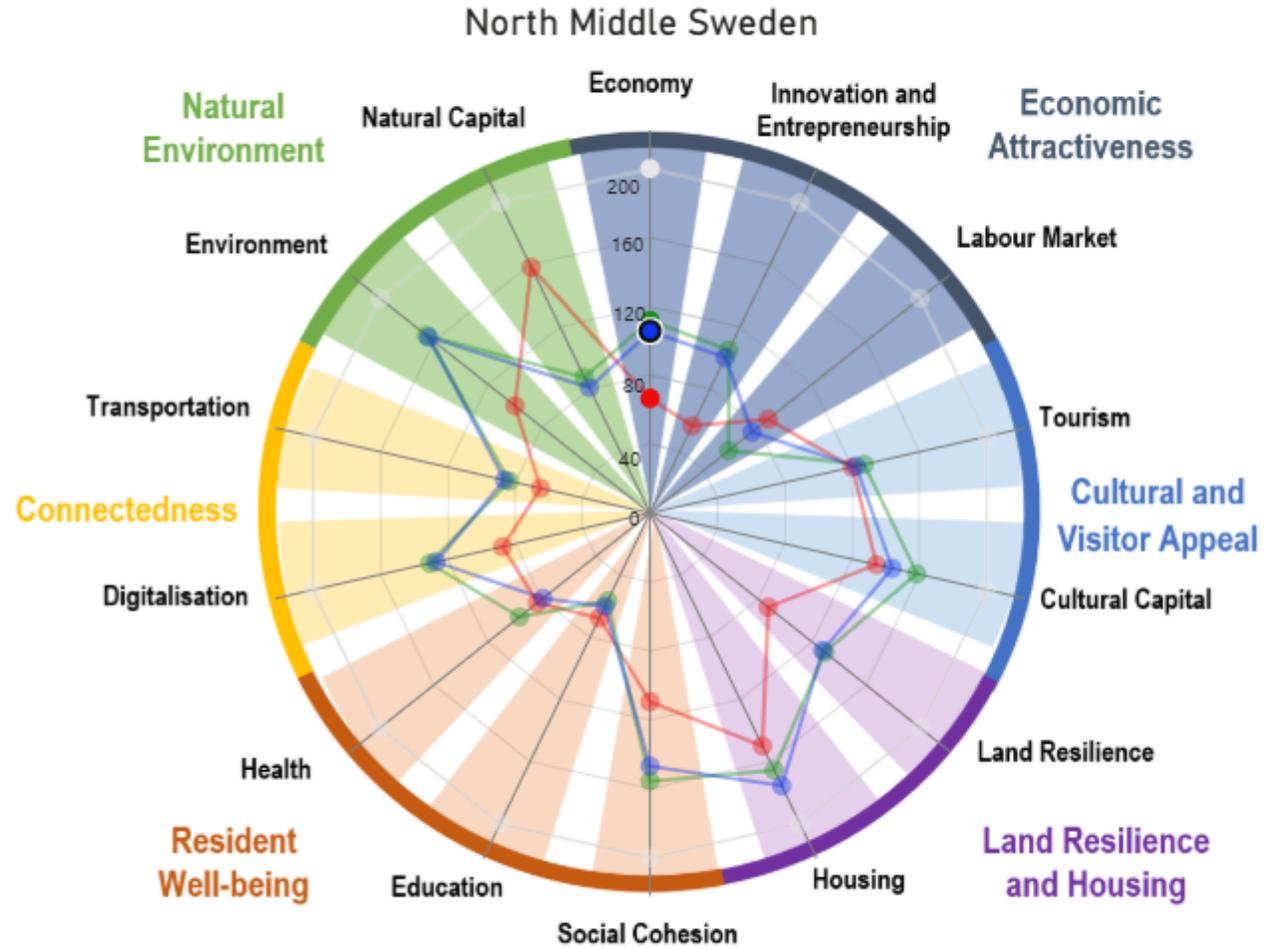
Regional Attractiveness Compass

● MAX=200 ● Country score ● OECD score ● EU score



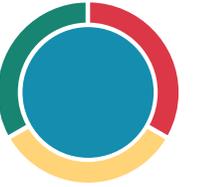
💡 Tips on reading the attractiveness compass

- A higher score (closer to 200) indicates better performance relative to the other regions for each dimension.
- The closer the point is to the center, the lower the performance of the region compared with other regions.
- The closer the point is to the outer bound of the compass, the higher the performance compared with other regions.
- The **red dots** indicate how the region is performing relative to other regions in the **same country**.
- The **blue dots** indicate how the region is performing relative to other **EU regions**.
- The **green dots** indicate how the region is performing relative to other **OECD regions**.



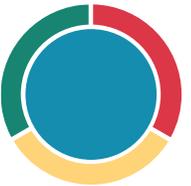
Note: Indicators and data availability may vary by country or region. Data is more limited for non-EU regions, which may affect comparability. Compasses are unavailable for Colombian Amazon regions, Iceland, and Norwegian unincorporated regions. Housing dimension is unavailable for French outermost regions and Canada's Northern Territories. Innovation and Entrepreneurship dimension is unavailable for Colombia's Chocó region.

Skillnad mot Better life index...?

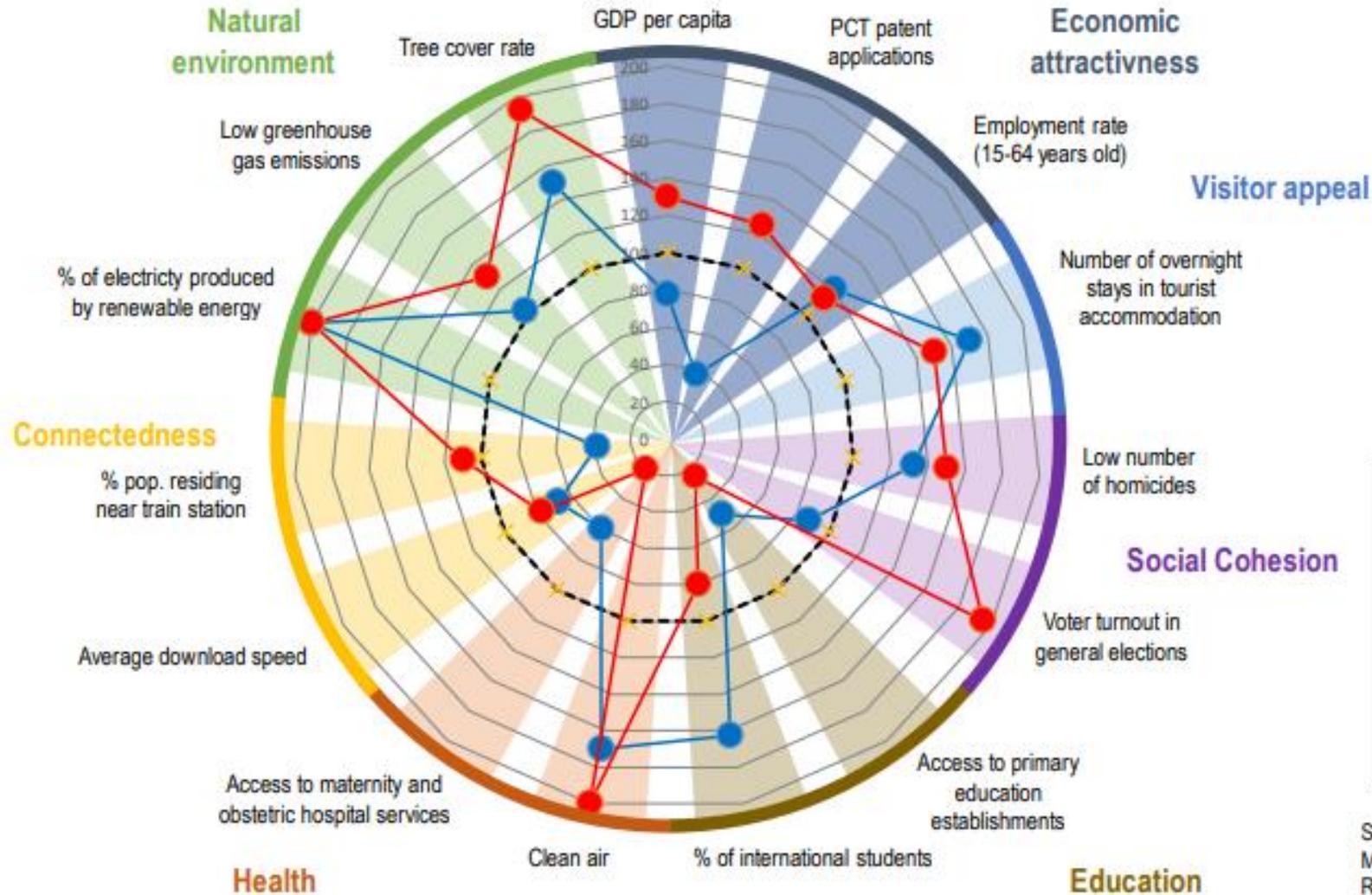


- RRA har en smalare ansats och växte fram ur svårigheter som följde på pandemin
- Better Life Index möjliggör egna viktningar och har medborgare som en tydlig målgrupp, RRA riktar sig mot beslutsfattare
- I RRA gjorde OECD fördjupade analyser i 15 regioner, som de också besökte

Attractiveness Compass: Dalarna Region



- Median of regions (100)
- Compared to Swedish counties
- Compared to European regions

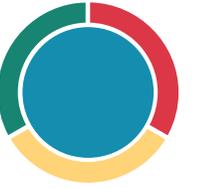


Compass interpretation:

- Scale from 0-200 (200 represents the region with the best performance; 100 represents the median)
- The median for the EU and the Country is represented by the same black dashed line (100).

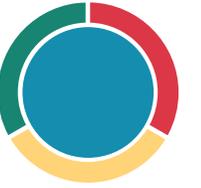
Source: OECD database on Measuring the Attractiveness of Regions; all statistics from the OECD Regional Database unless otherwise noted.

Mina reflektioner från projektet



- + spännande att lyfta blicken mer och jämföra med regioner utanför Sverige
- + spännande att få inspel från externa/internationella experter
- Internationella jämförelser blir ofta ganska grunda
- En del jobb att delta i en dylik studie, spännande förvisso men slutsatserna inget nytt under solen

Policy considerations



- Skapa regionala rekryteringsmarknader
- Stärk samarbetet mellan akademi och näringsliv
- Förläng turistsäsongerna – undvik negativa effekter av säsongsvariationer
- Förbättra mobil- och bredbandstäckning