MAPS OF RURAL ATTRACTIVENESS

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POLIRURAL

Plan4all

Why?

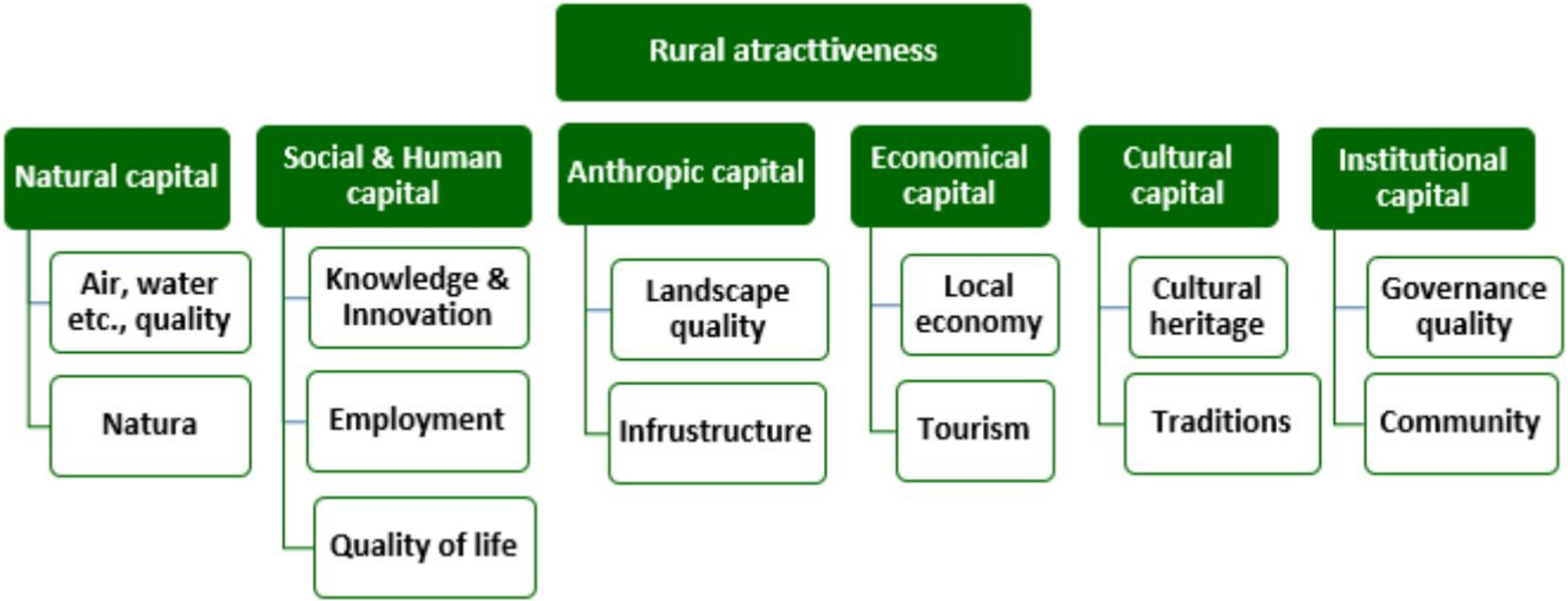
- To present potential of Europe from the perspective of rural attractiveness
- To compare rural attractiveness of particular regions
- To have a pan-European overview
- To find clusters and homogeneous groups
- As a part of Digital Innovation Hub (DIH)

Rural Attractiveness

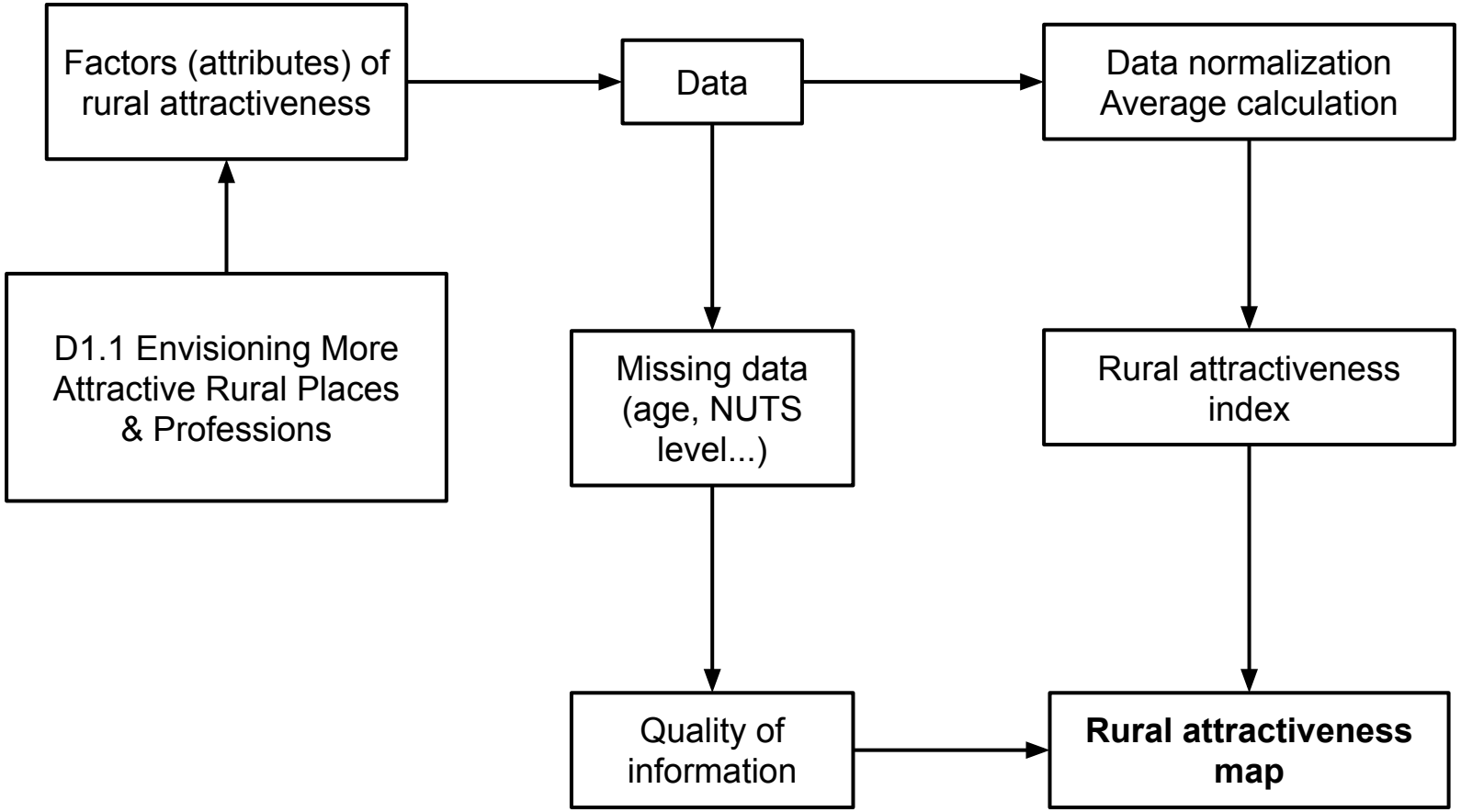
- D 1.1 Envisioning More Attractive Rural Places & Professions (AREI)

“Rural attractiveness is practically not defined, but instead limits itself to descriptions and explanations from various authors.”

How to map something what is not defined?

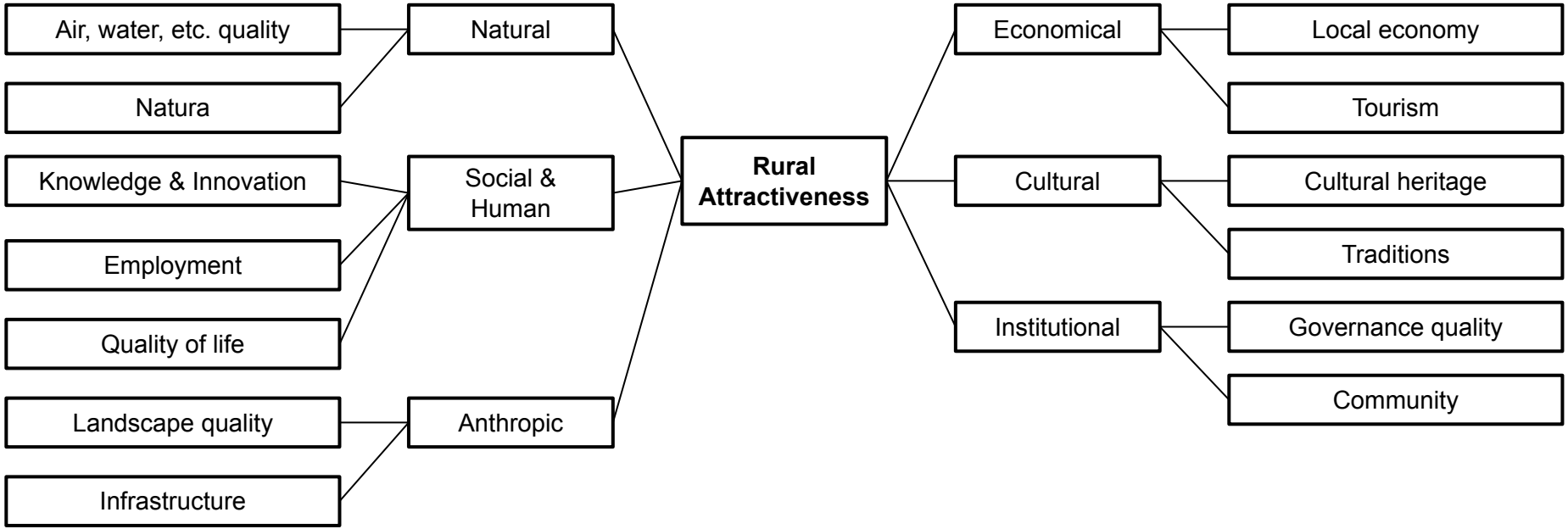

Rural atracttiveness
Natural capital
Air, water etc., quality
Natura
Social & Human capital
Knowledge & Innovation
Employment
Quality of life
Anthropic capital
Landscape quality
Infrustructure
Economical capital
Local economy
Tourism
Cultural capital
Cultural heritage
Traditions
Institutional capital
Governance quality
Community

Process of Rural Attractiveness Mapping


Factors (attributes) of rural attractiveness
Data
Data normalization Average calculation
D1.1 Envisioning More Attractive Rural Places & Professions
Missing data (age, NUTS level...)
Rural attractiveness index
Quality of information
Rural attractiveness map

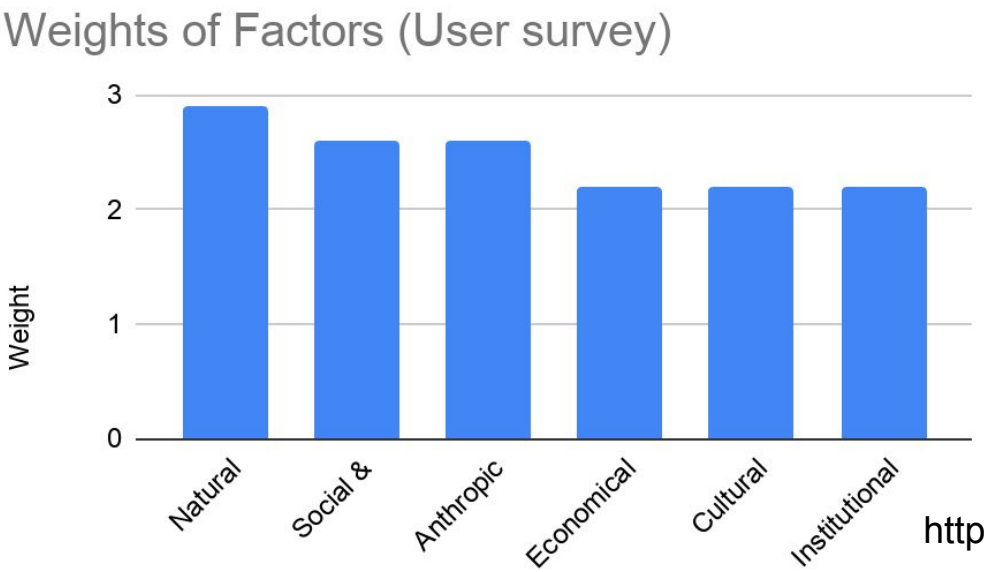
Factors of Rural Attractiveness

Source: Polirural 1.1 D Envisioning More Attractive Rural Places & Professions, p.15



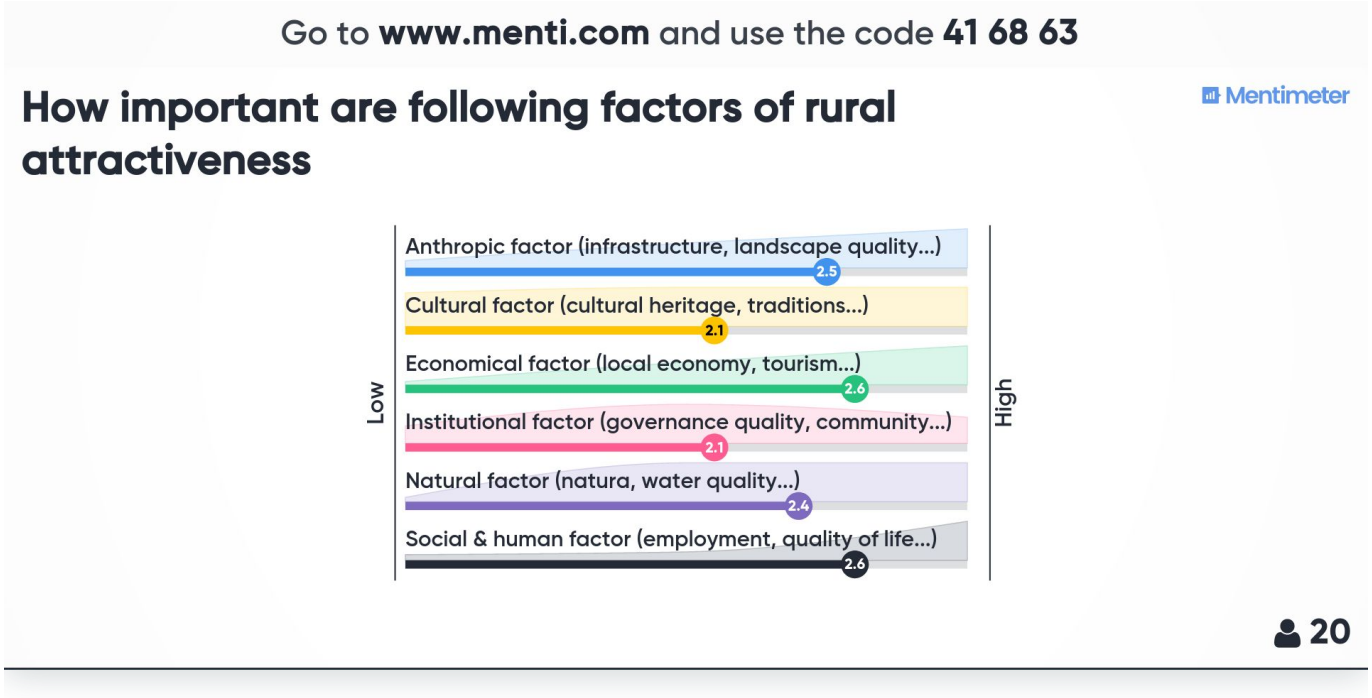
Factors of Rural Attractiveness - Weights

- Current version - equivalent weights of all input data and factors
  - RAI = $(D_1+D_2+D_3+...+D_n) / n$ (n - number of datasets)
- Future - weights based on various perspectives

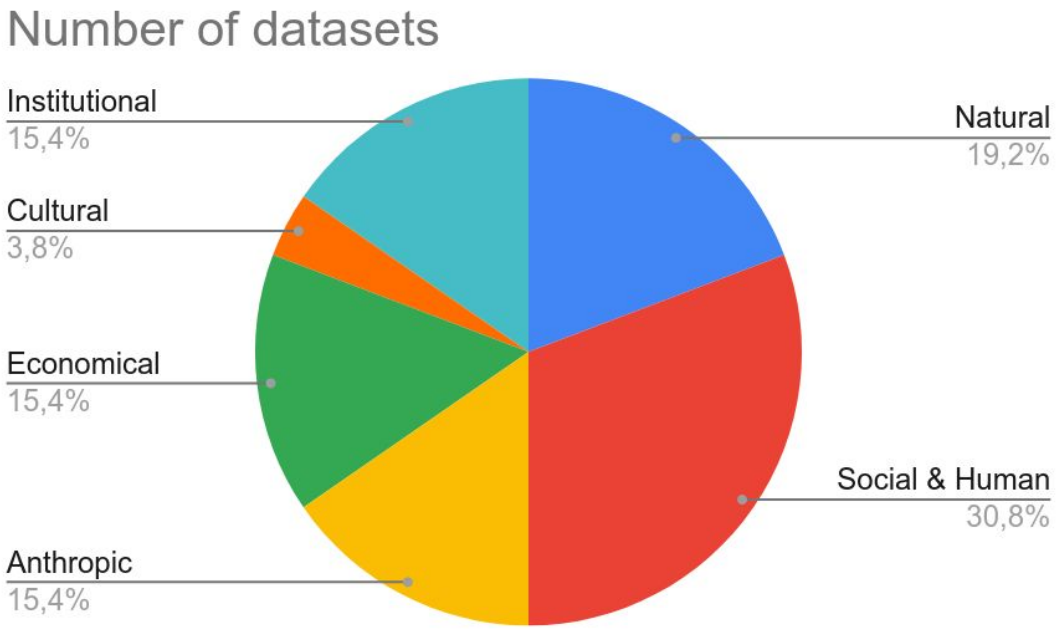


http://bit.ly/rural_attractiveness

Factors of Rural Attractiveness - Weights (PoliRural Meeting Survey, January 2020)

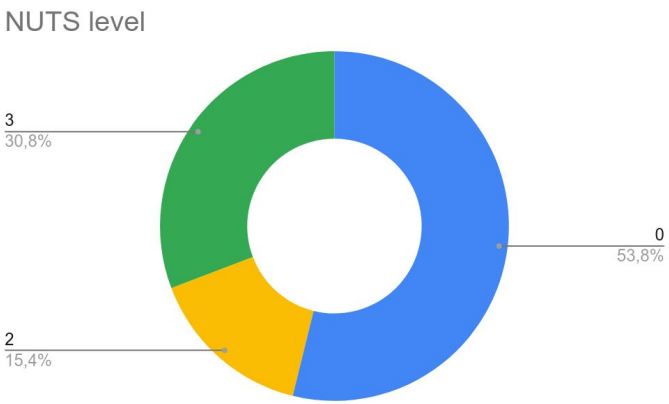


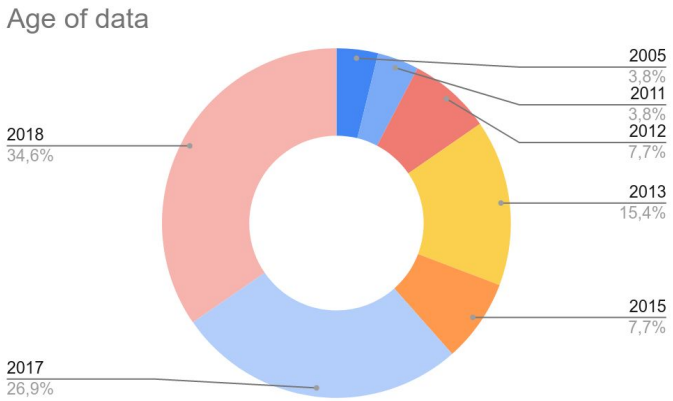
Factors of Rural Attractiveness & Data

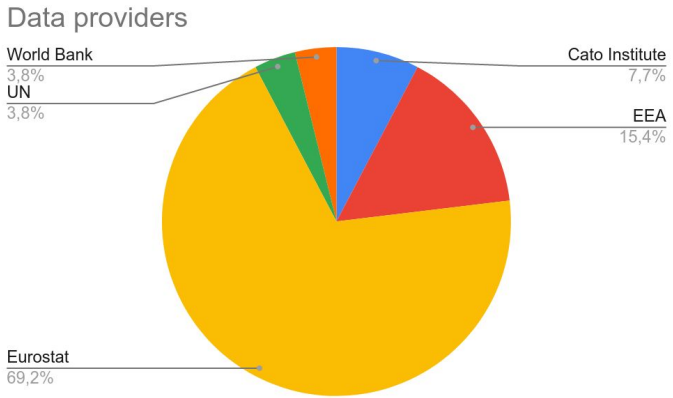


Factors	Number of datasets
Natural	5
Social & Human	8
Anthropic	4
Economical	4
Cultural	1
Institutional	4
Total	26

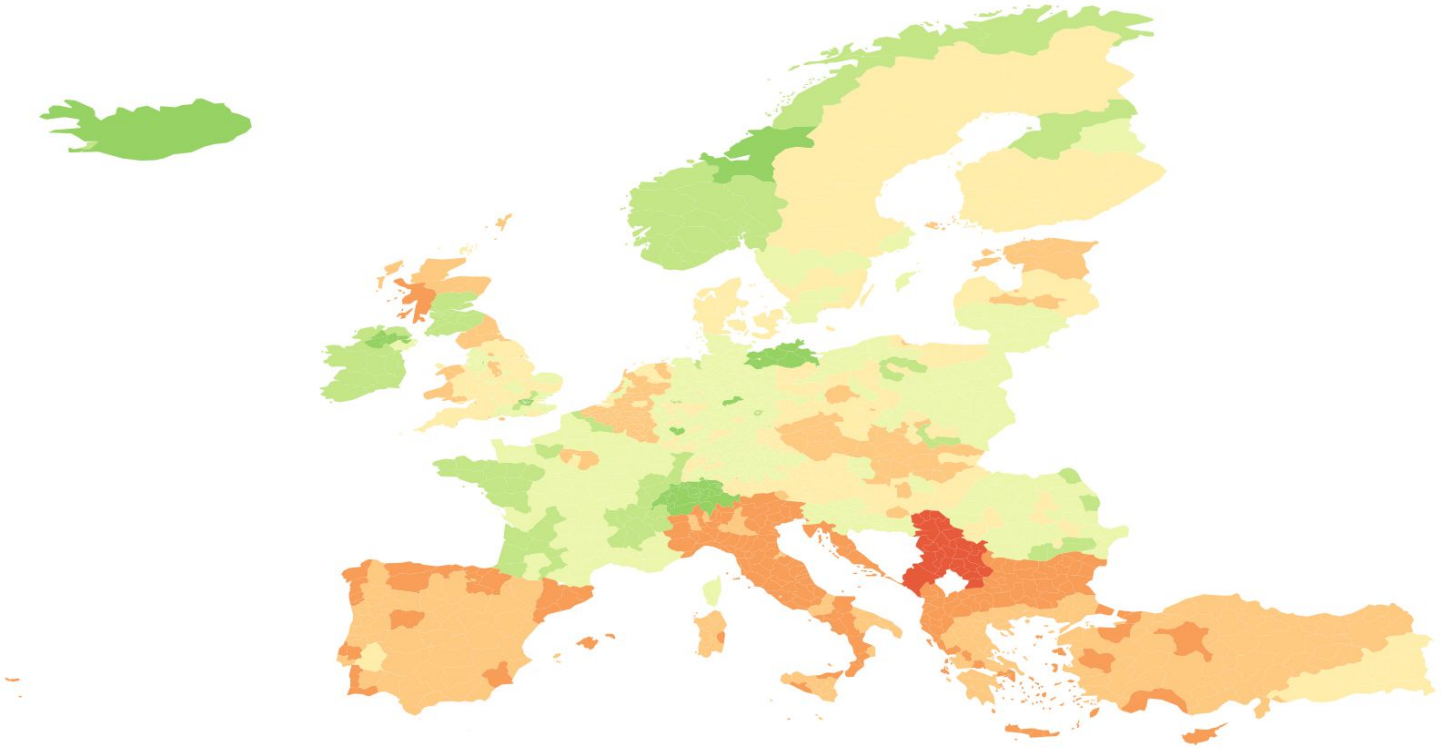
Data Overview



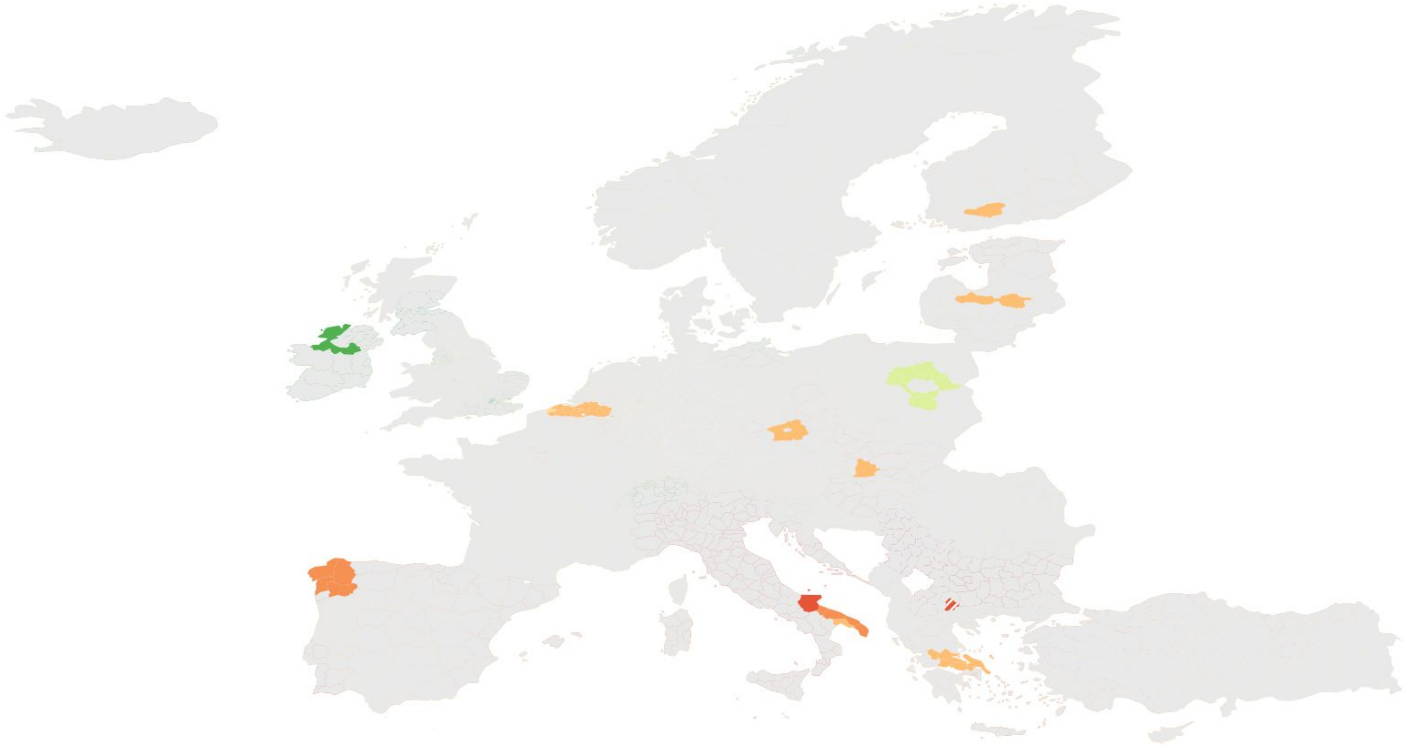




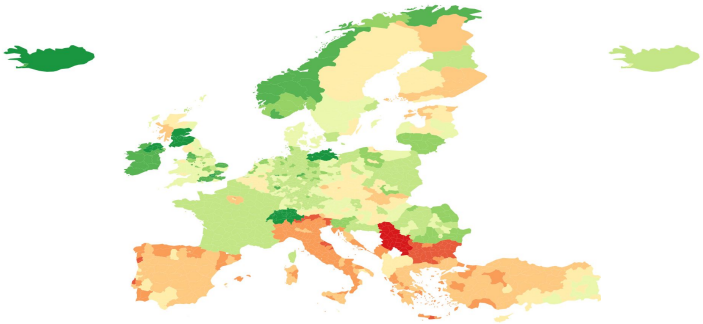
Rural Attractiveness - Index (26 datasets)



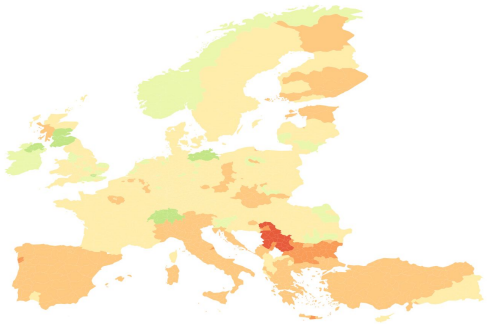
PoliRural pilot areas



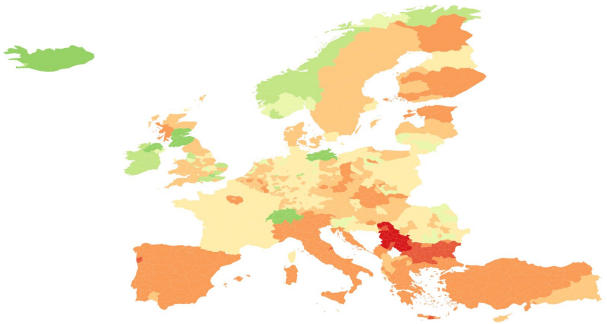
Rural Attractiveness - Index / Data classifications



Natural breaks

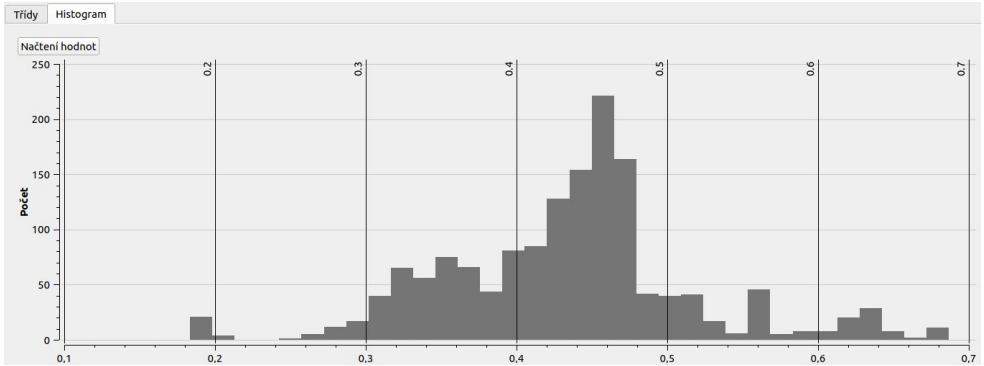


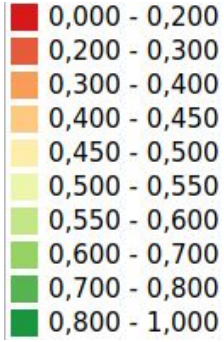
Equal intervals



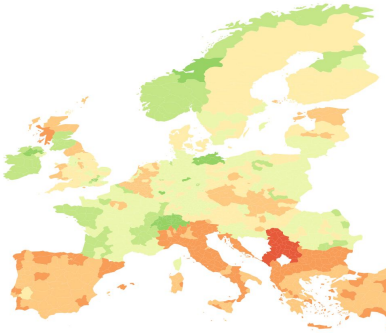
Classification based on histogram

Mean: 0,48
Median: 0,49

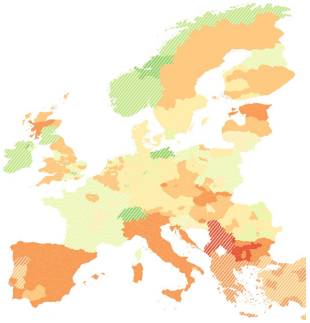




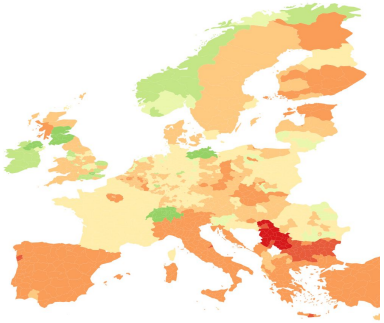
Rural Attractiveness - Index (History)



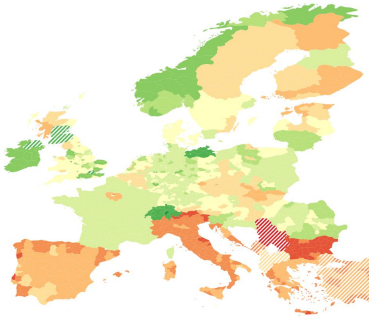
26 datasets



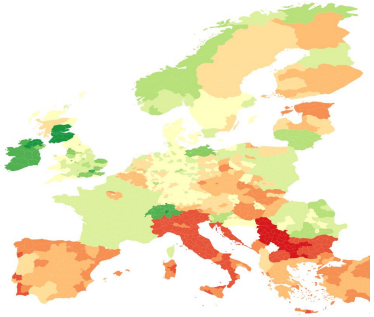
24 datasets



22 datasets

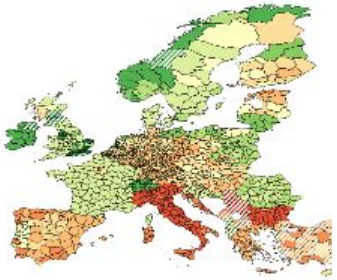


20 datasets



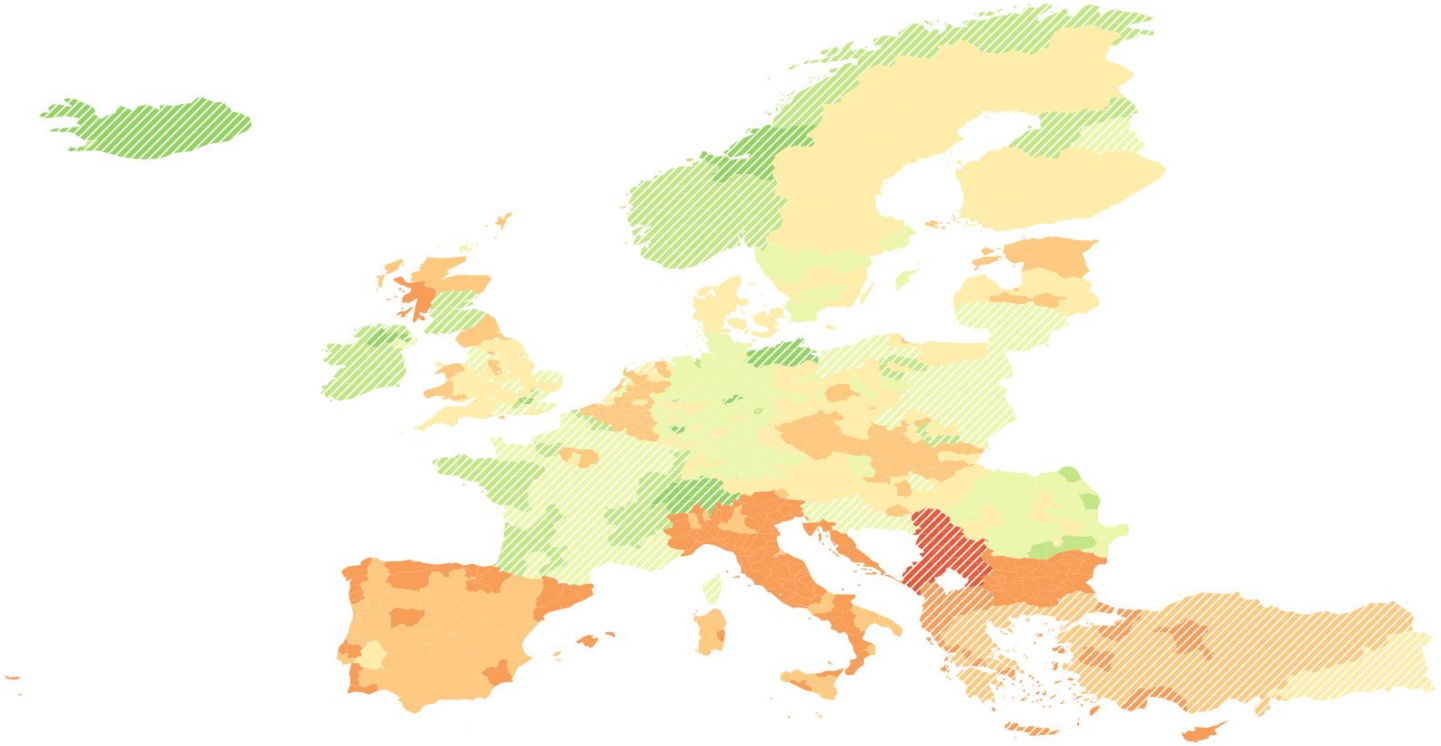
18 datasets

16 datasets



14 datasets

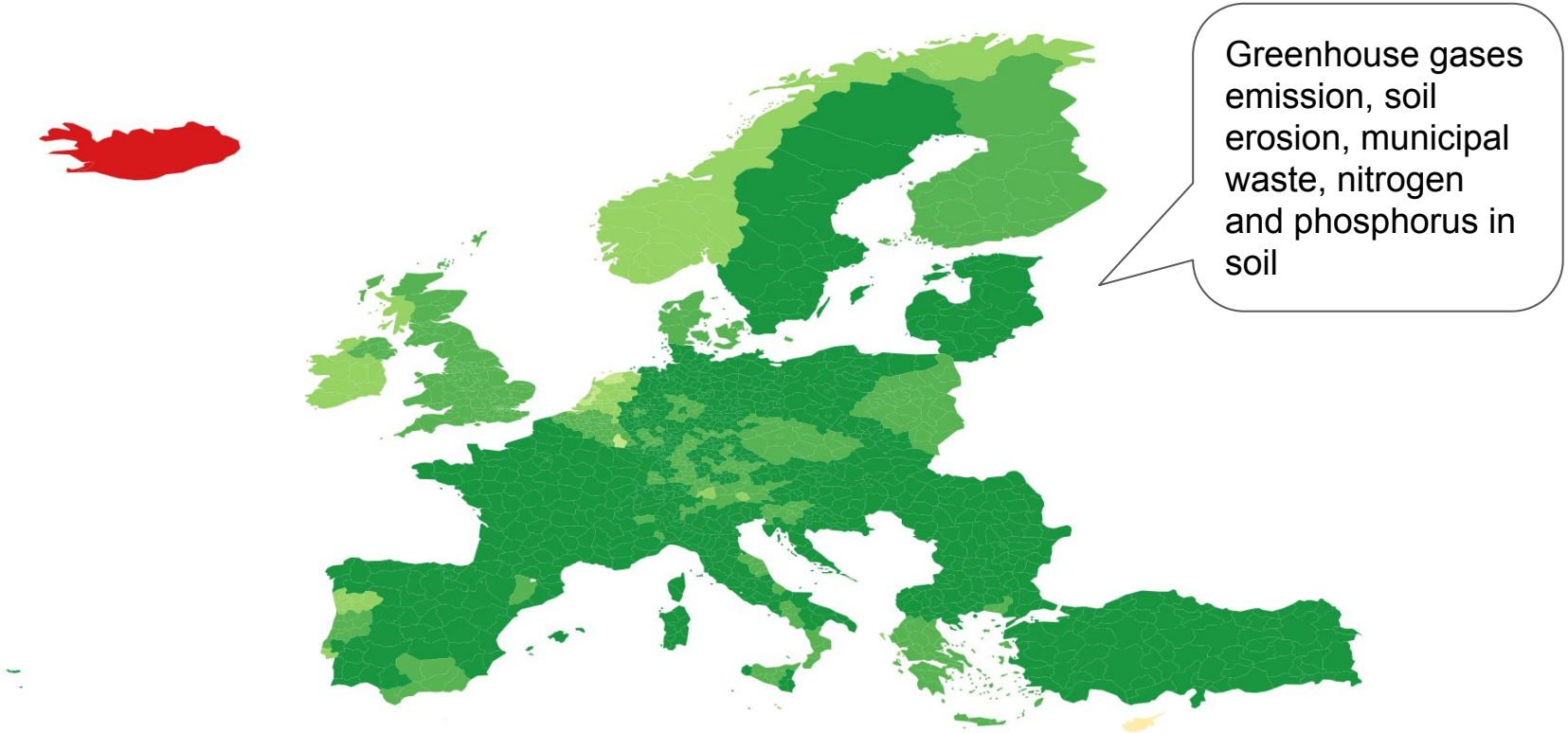
Rural Attractiveness - Index & Data Quality



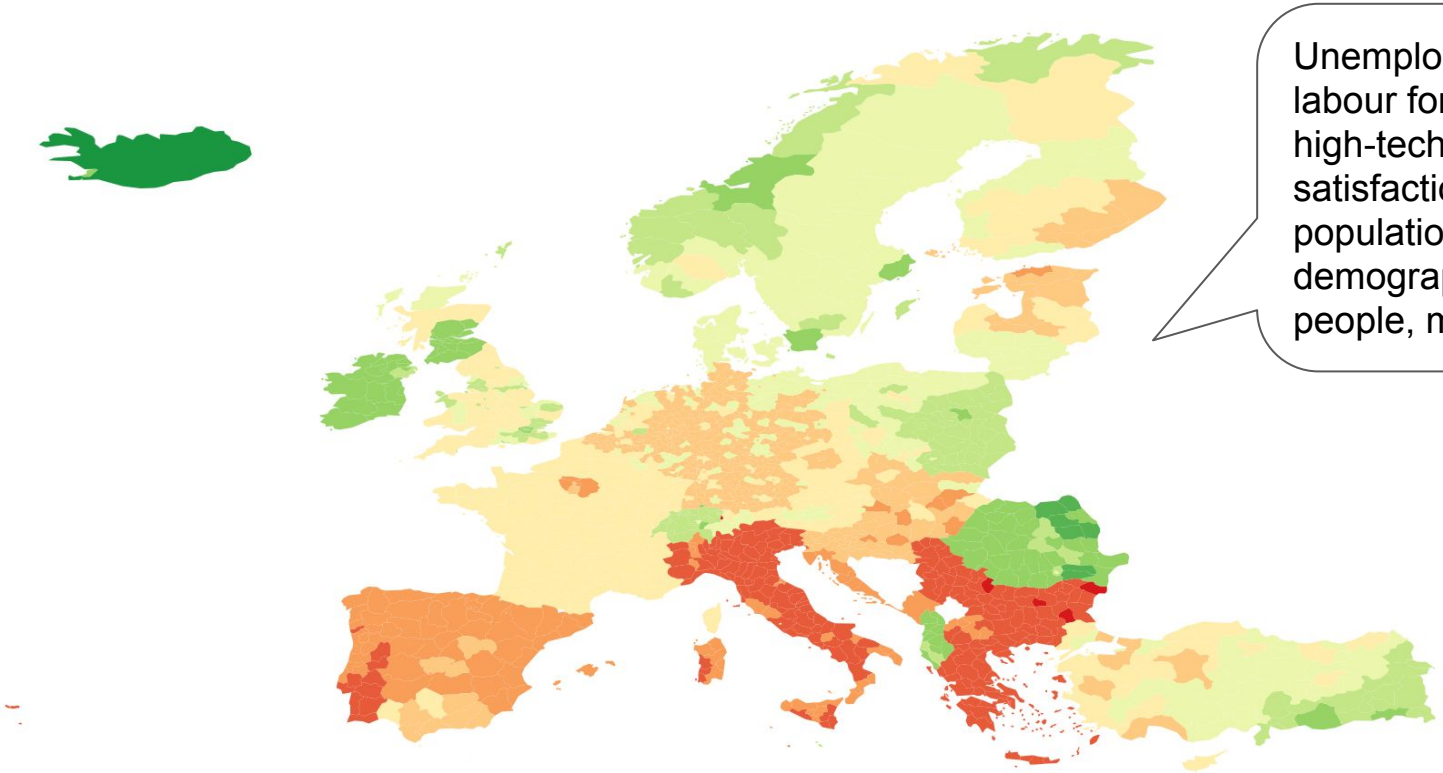
Rural Attractiveness - Index (Anthropic)

4 classes from CORINE land cover - arable land, fruit trees, pastures and water bodies

Rural Attractiveness - Index (Natural)

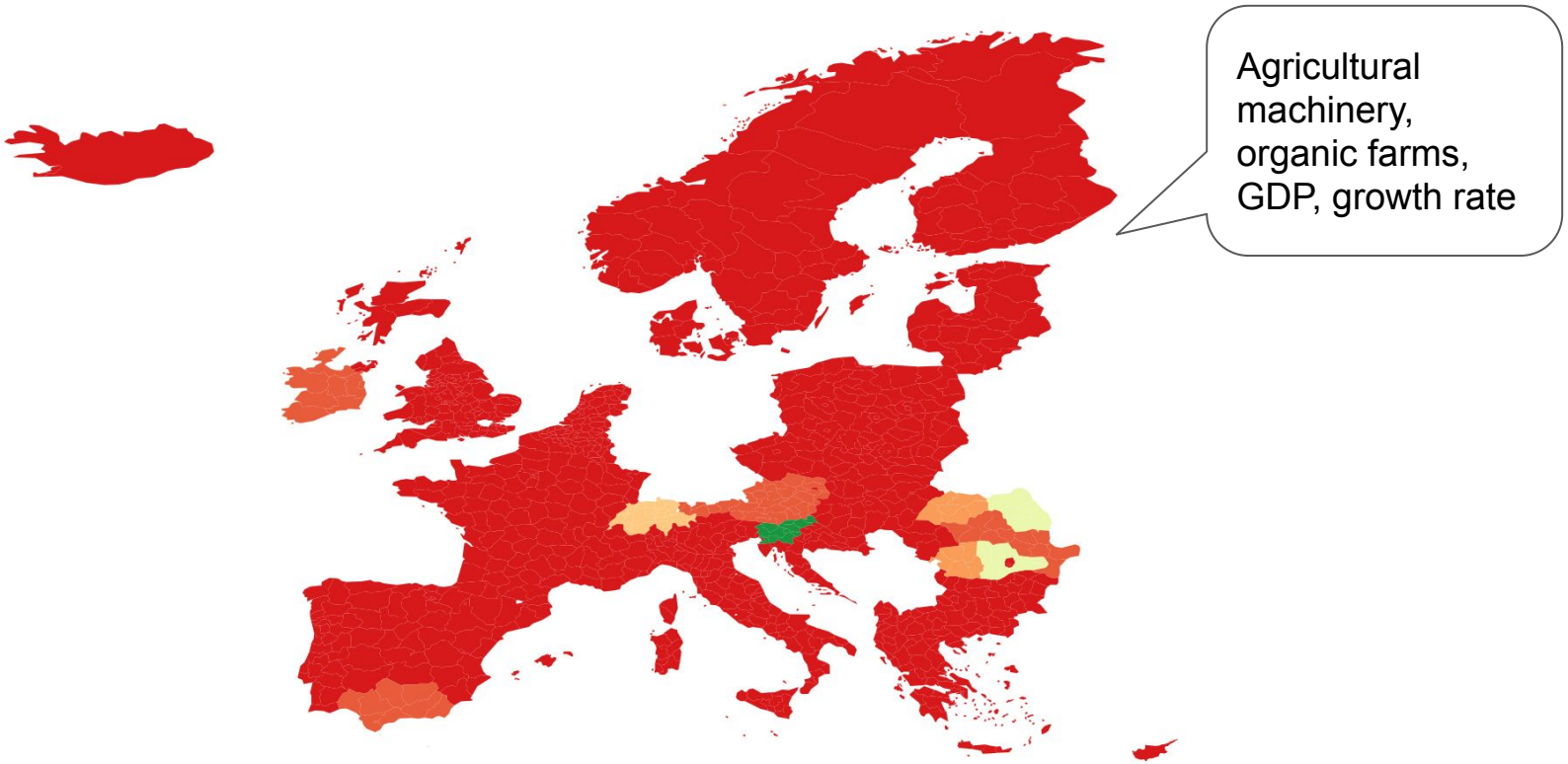


Rural Attractiveness - Index (Social & Human)

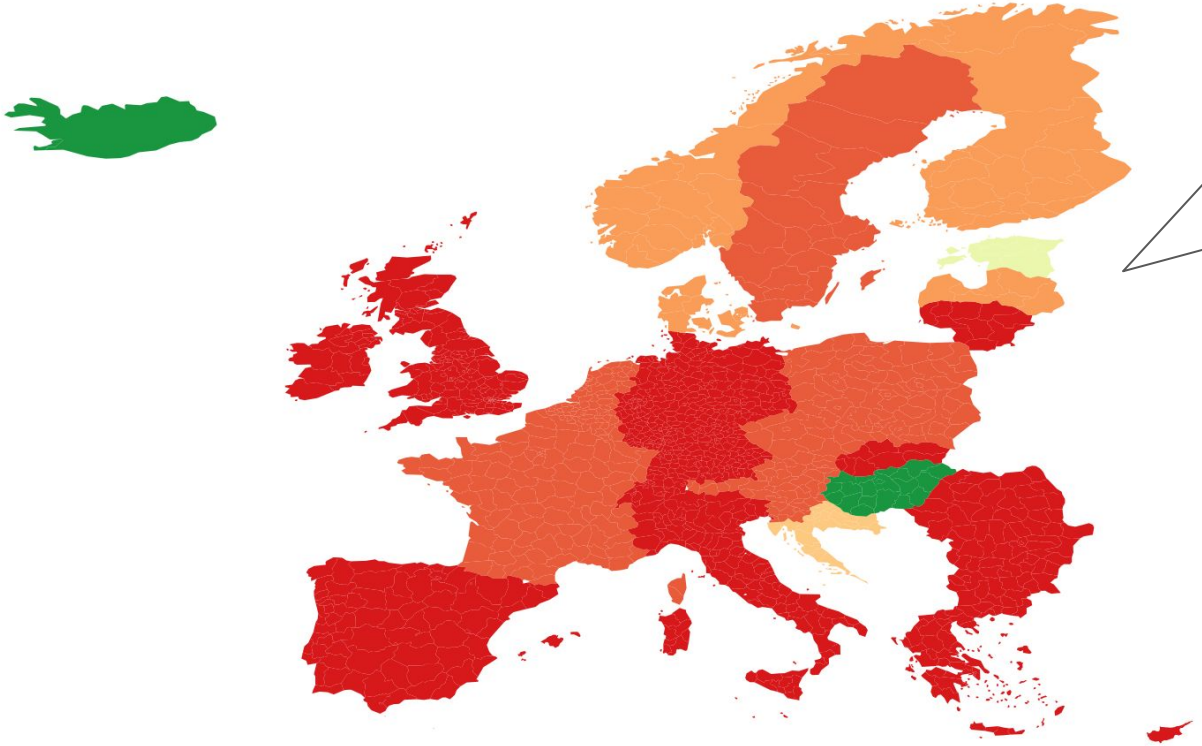


Unemployment, labour force, high-tech patents, satisfaction of population, demography (young people, marriages)

Rural Attractiveness - Index (Economical)

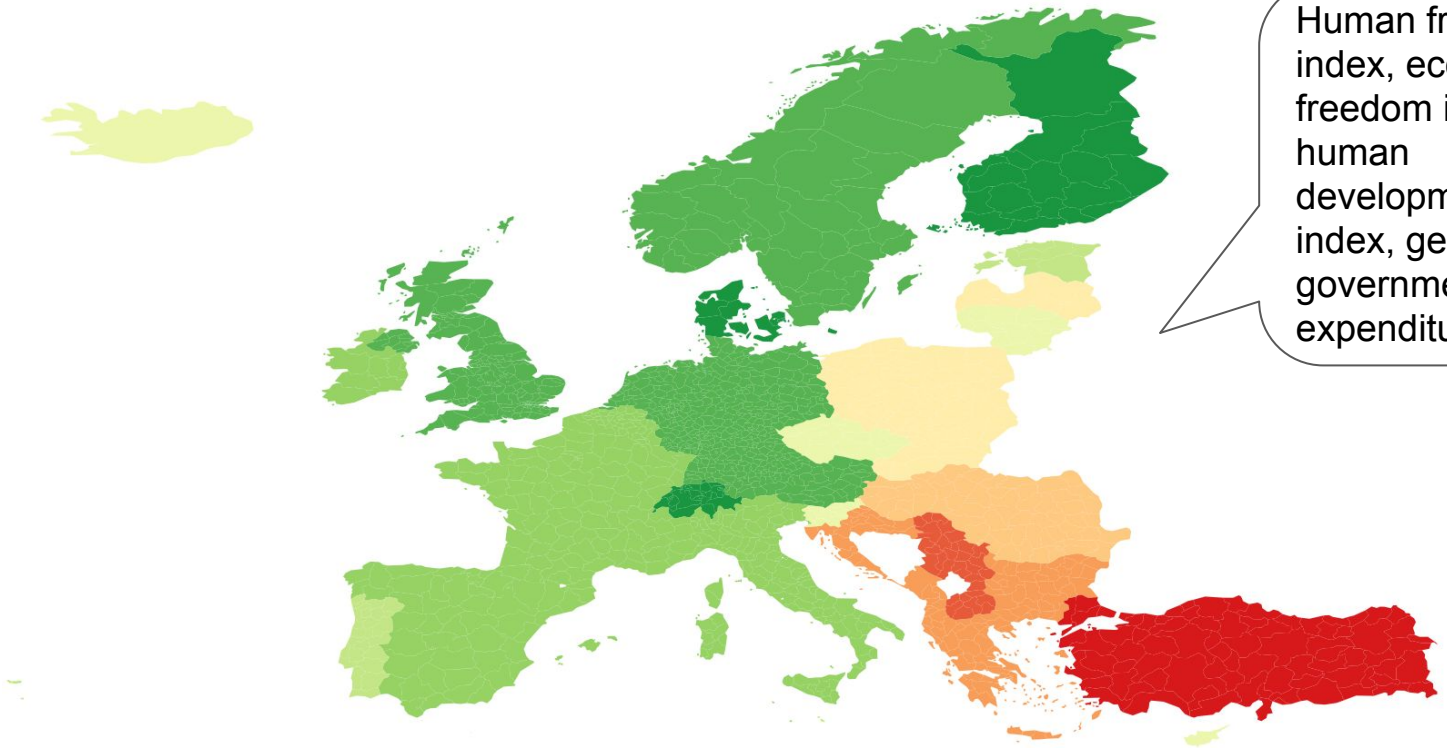


Rural Attractiveness - Index (Cultural)



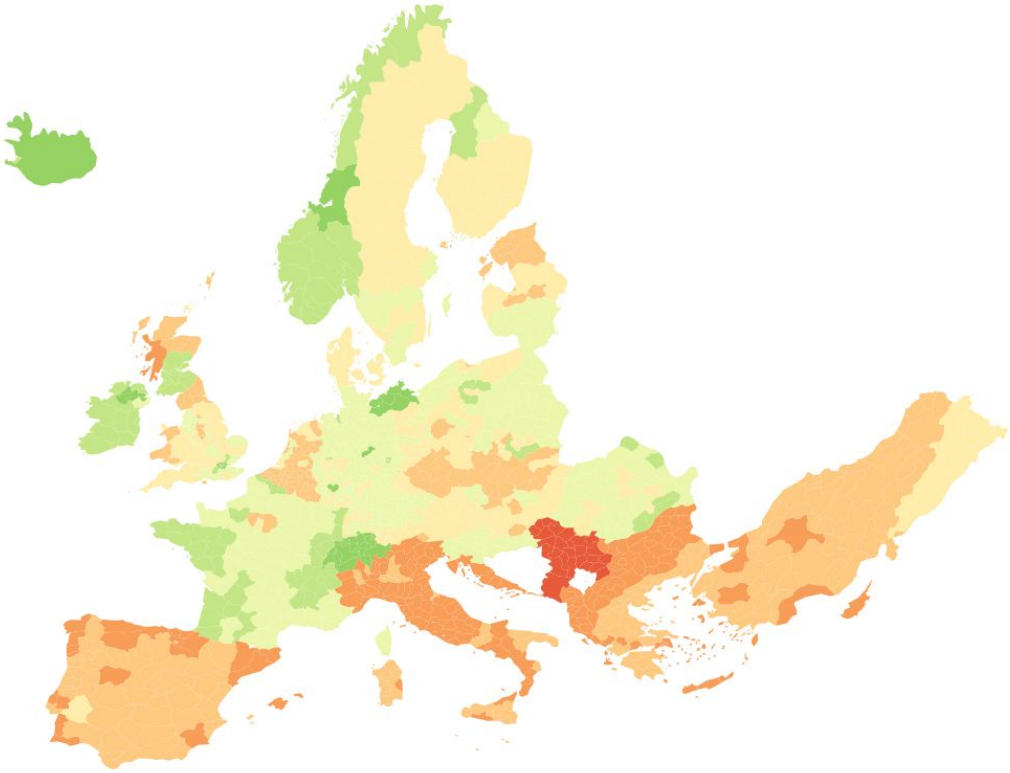
Government expenditure for recreation, culture and religion

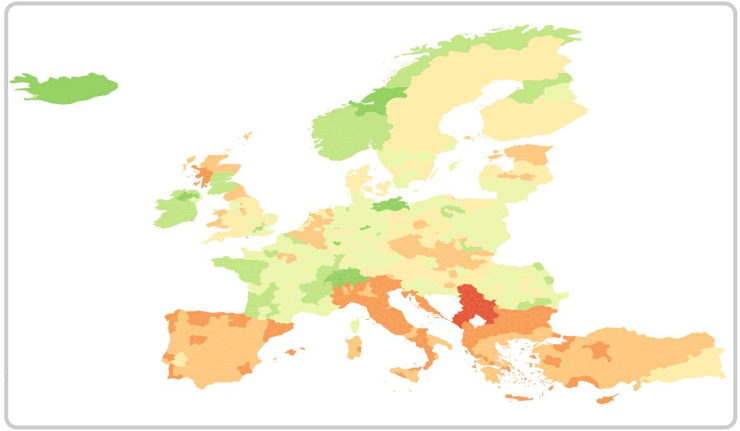
Rural Attractiveness - Index (Institutional)



Human freedom index, economic freedom index, human development index, general government expenditure

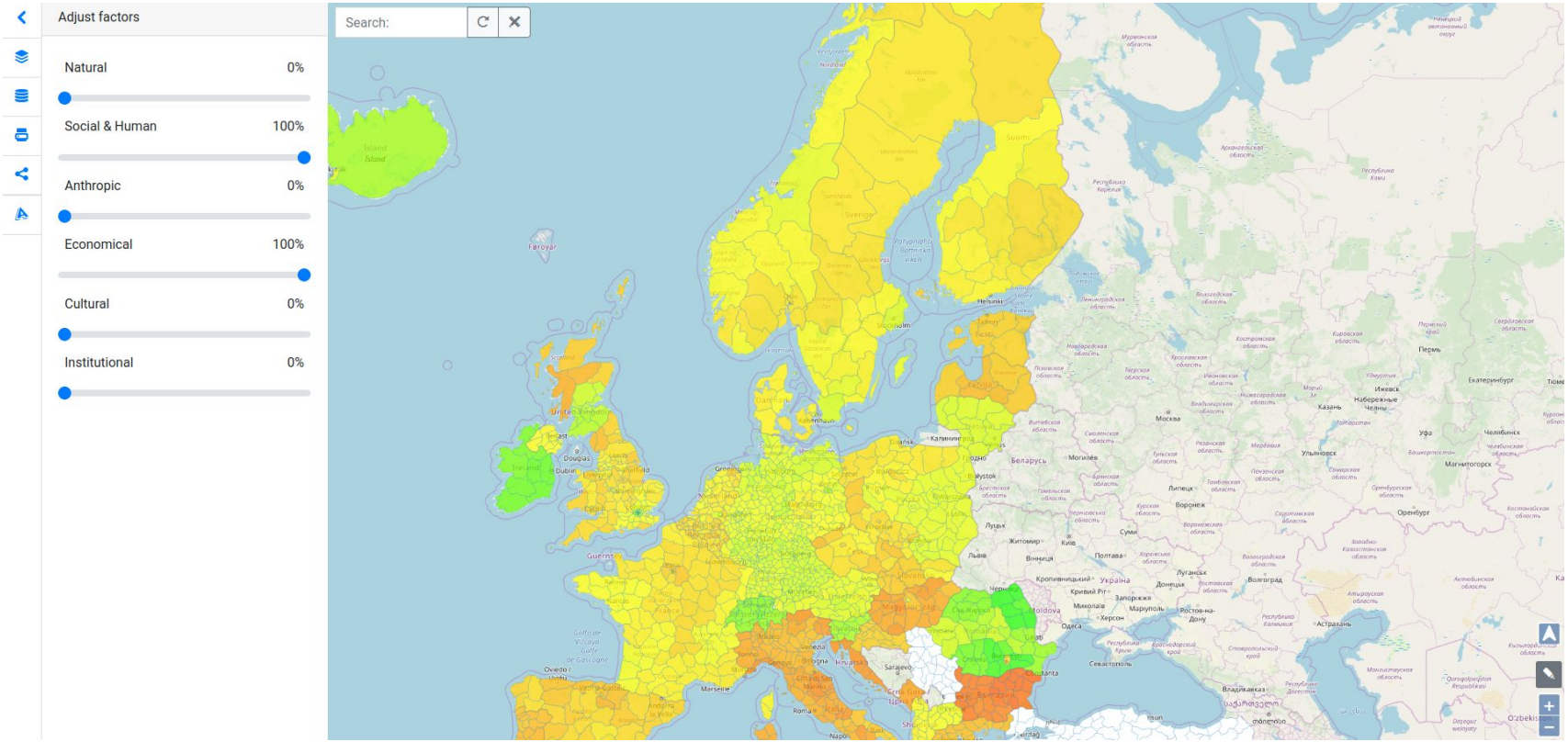
Lambert Azimuthal **Equal-area** Projection





Web map

Available at: https://tinyurl.com/rural-attractiveness



Future works

- Input data assessment, optimization and refining
- Data quality issues
- Web application development, including server installation of QGIS
- Clustering
- Testing & feedback
- Promotion & publication

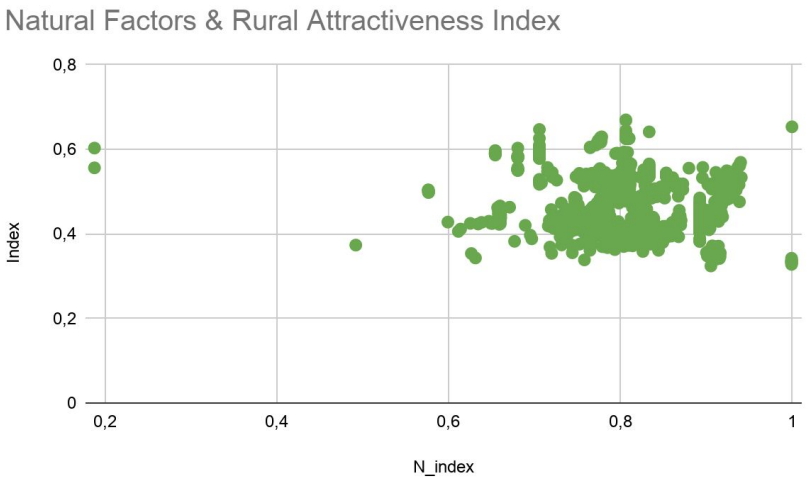
Correlation Matrix (Factors)

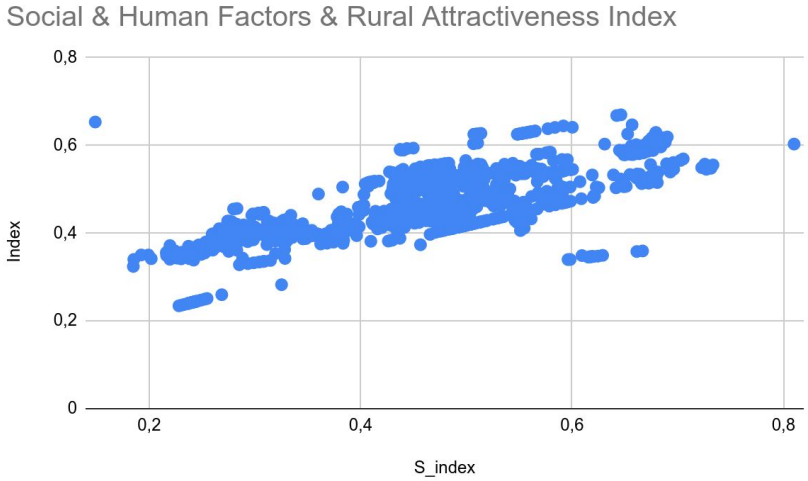
	Natural	Social	Anthropic	Economical	Cultural
Natural	1,00	-0,15	0,06	0,06	0,15
Social	-0,15	1,00	0,28	0,20	0,01
Anthropic	0,06	0,28	1,00	0,10	0,12
Economical	0,06	0,20	0,10	1,00	-0,18
Cultural	0,15	0,01	0,12	-0,18	1,00
Institutional	-0,43	0,17	-0,03	0,42	-0,21

Correlation Matrix (Anthropic data)

	A_CLC_211	A_CLC_231	A_CLC_222	A_CLC_512
A_CLC_211	1,00	-0,07	-0,05	0,00
A_CLC_231	-0,07	1,00	-0,10	0,00
A_CLC_222	-0,05	-0,10	1,00	-0,06
A_CLC_512	0,00	0,00	-0,06	1,00

Correlation with Rural Attractiveness Index





Quality of information

Quality of data resource

- Data age
- NUTS level
- Number of data values

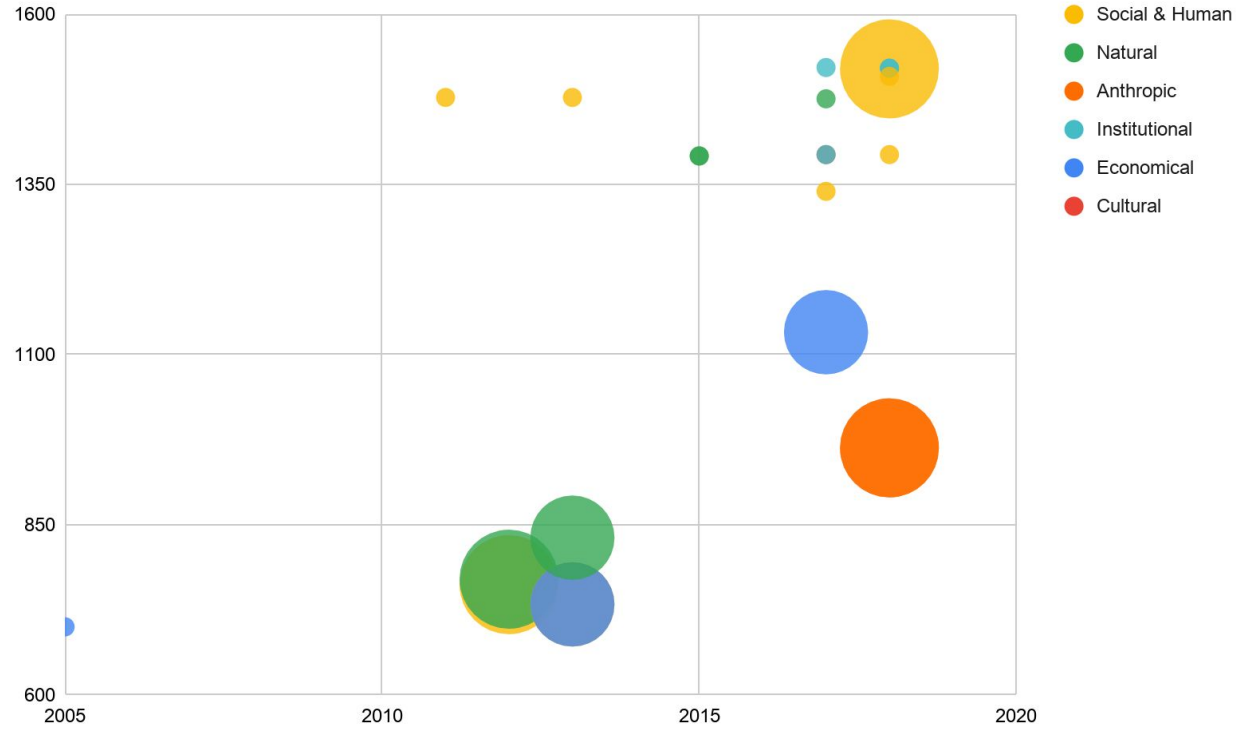
Important from the view of weights definition of particular datasets.

Quality of description of area

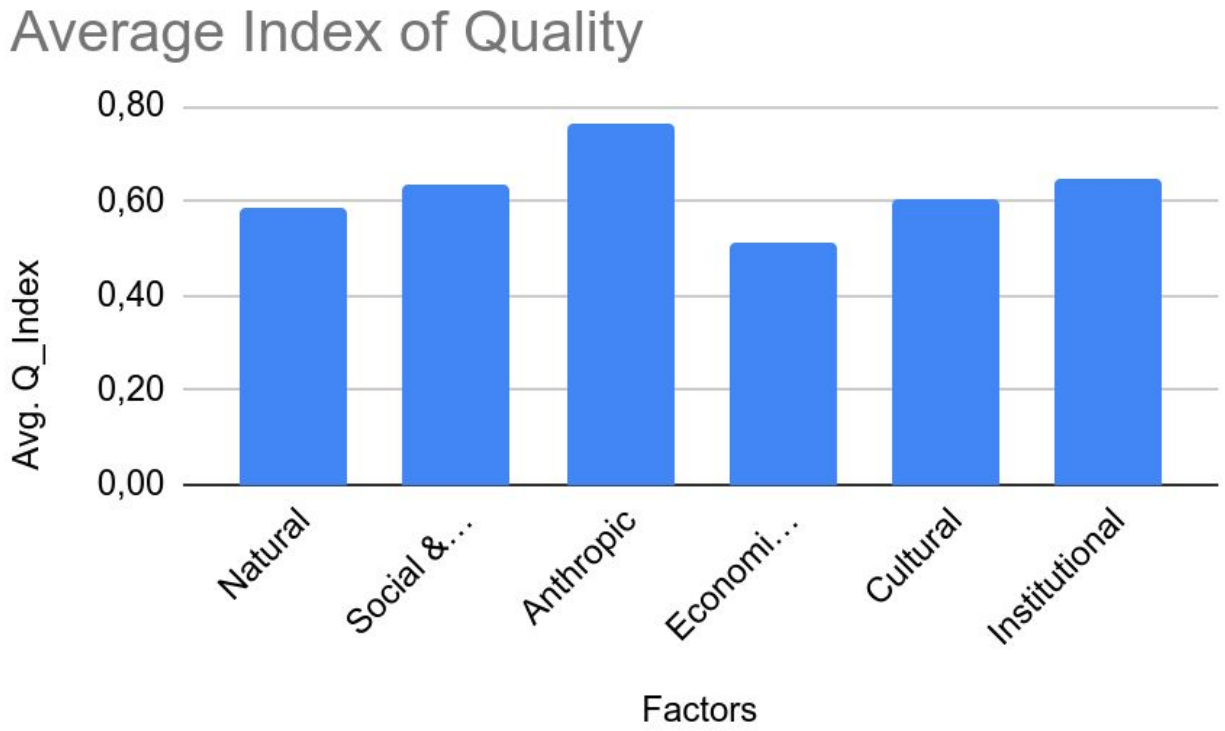
- Average data age
- Average NUTS level
- Number of data values

Important from the perspective of reliability and trustworthiness of RAI for particular area.

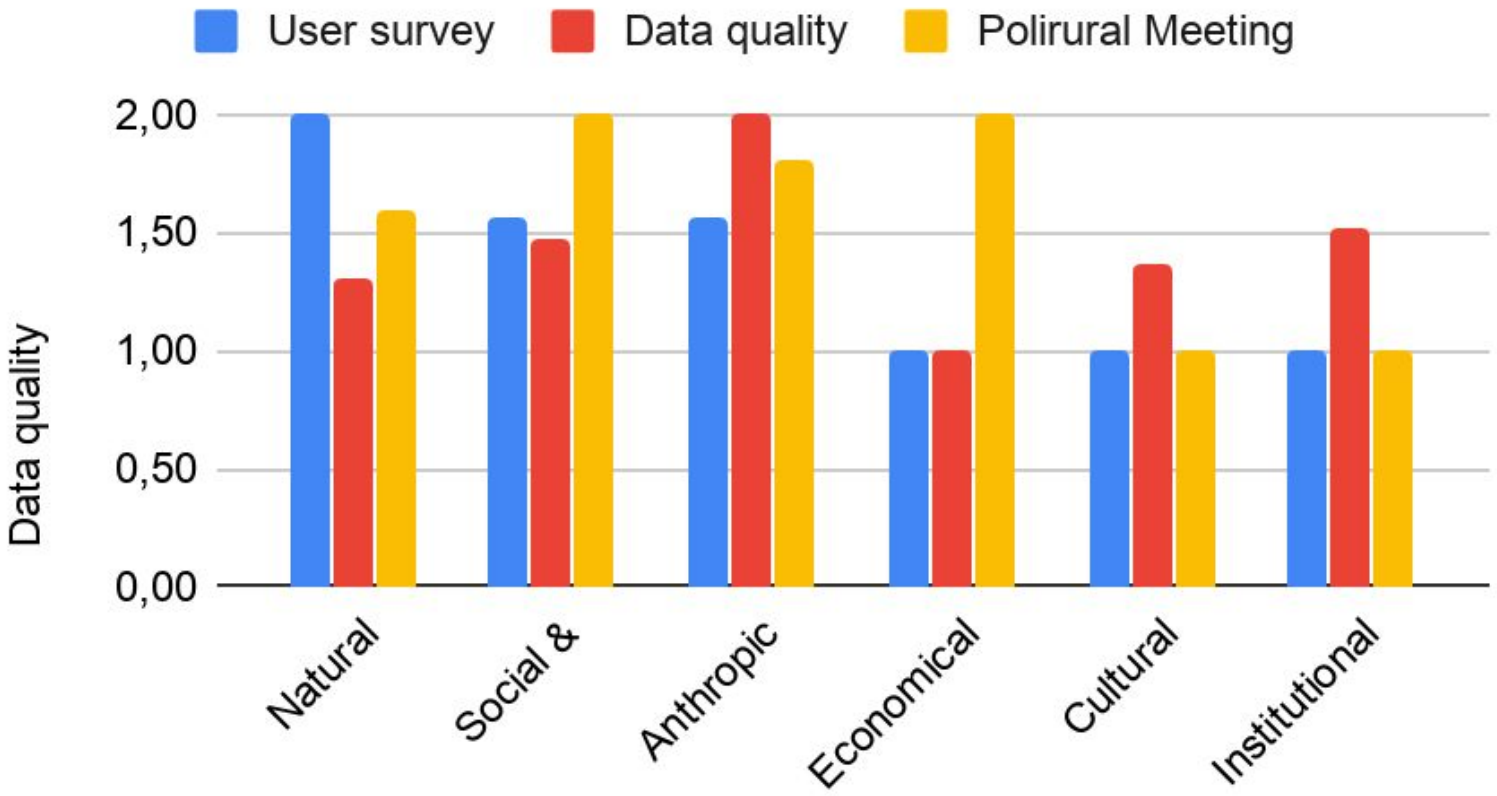
Quality of Data Resource



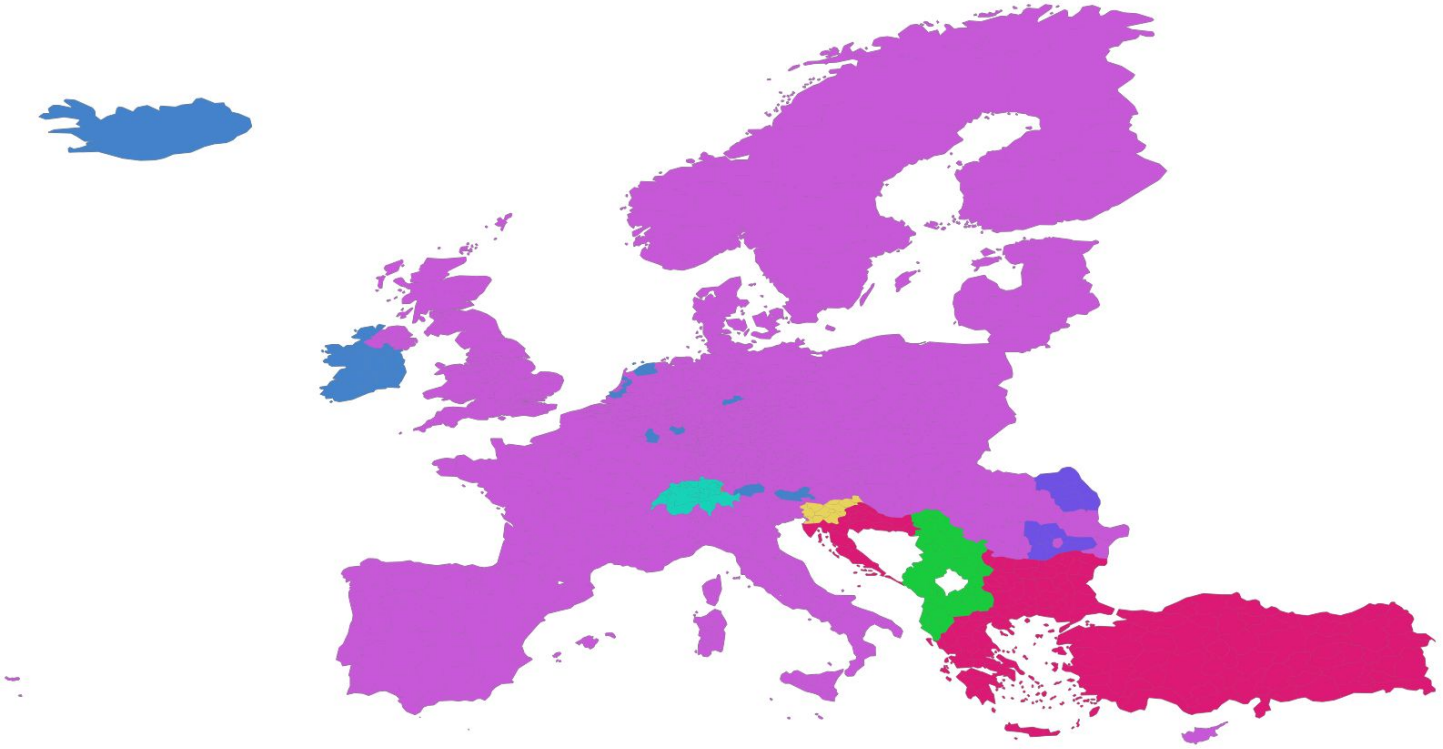
Quality of data in particular factors



Weights of Factors



Rural Attractiveness - Clusters



http://bit.ly/RAI_map