

MAPS OF RURAL ATTRACTIVENESS

Otakar Čerba, Karel Charvát, František Zadražil,
Raitis Bērziņš, Ondřej Kaas



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 attractiveness

Natural capital

Air, water
etc., quality

Natura

Social & Human capital

Knowledge &
Innovation

Employment

Quality of life

Anthropic capital

Landscape
quality

Infrastructure

Economical capital

Local
economy

Tourism

Cultural capital

Cultural
heritage

Traditions

Institutional capital

Governance
quality

Community

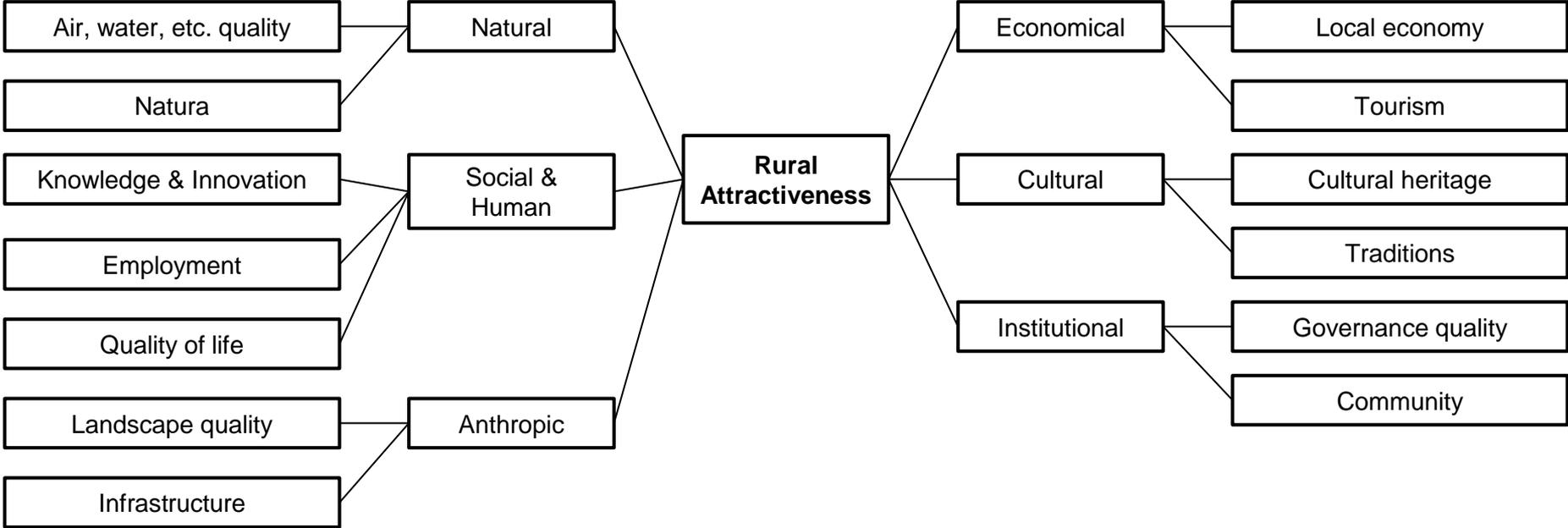
Process of Rural Attractiveness Mapping





Factors of Rural Attractiveness

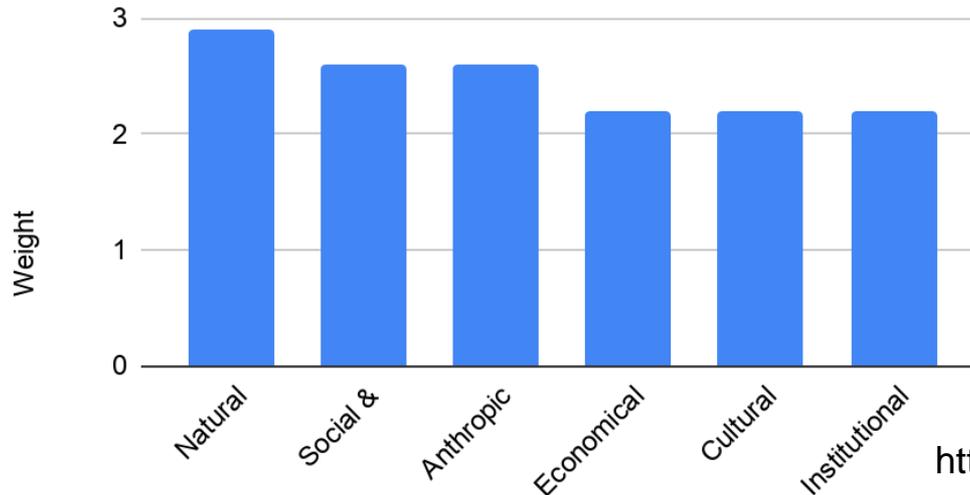
Source: Polirural 1.1 D Envisioning More Attractive Rural Places & Professions, p.15



Factors of Rural Attractiveness - Weights

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

Weights of Factors (User survey)



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

Go to www.menti.com and use the code **41 68 63**

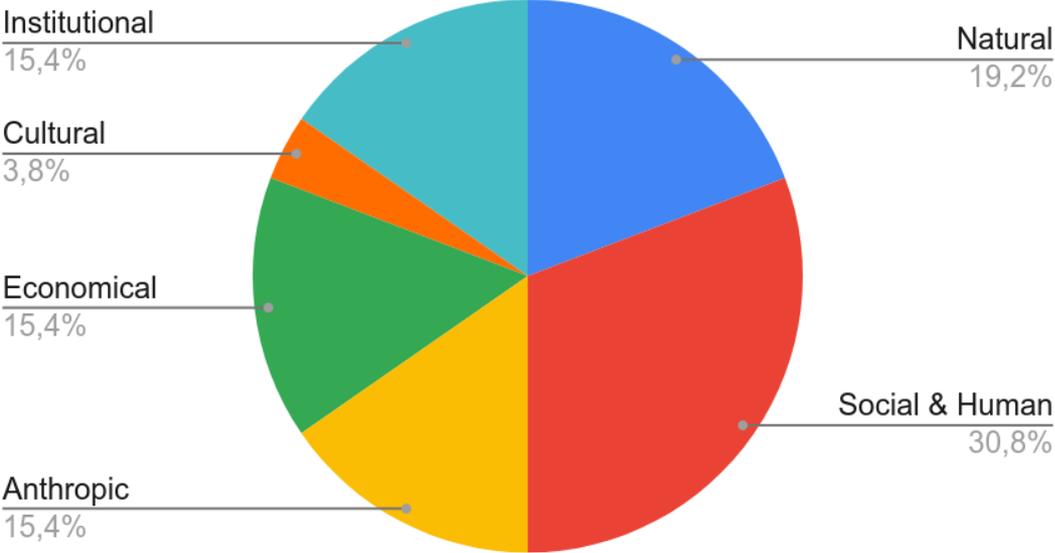
Mentimeter

How important are following factors of rural attractiveness



Factors of Rural Attractiveness & Data

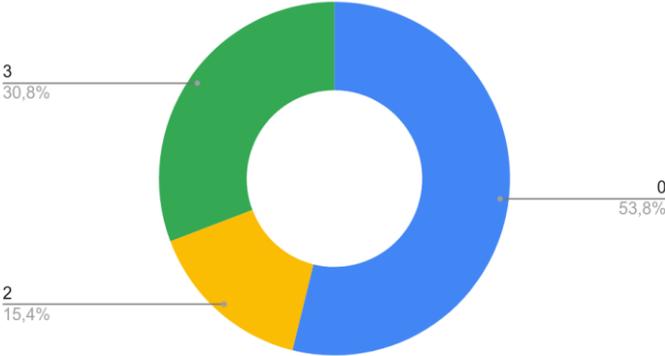
Number of datasets



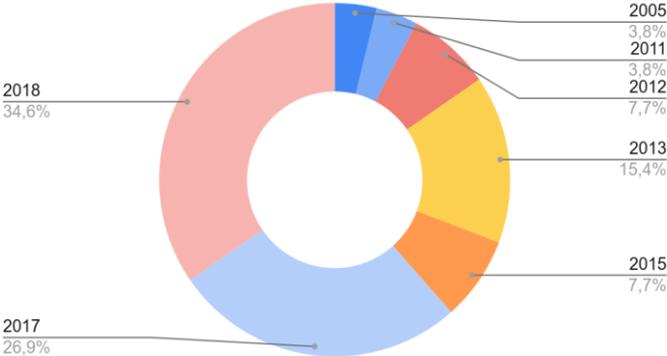
Factors	Number of datasets
Natural	5
Social & Human	8
Anthropic	4
Economical	4
Cultural	1
Institutional	4
Total	26

Data Overview

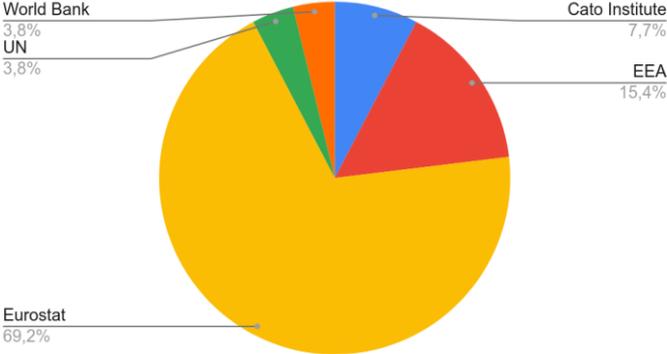
NUTS level



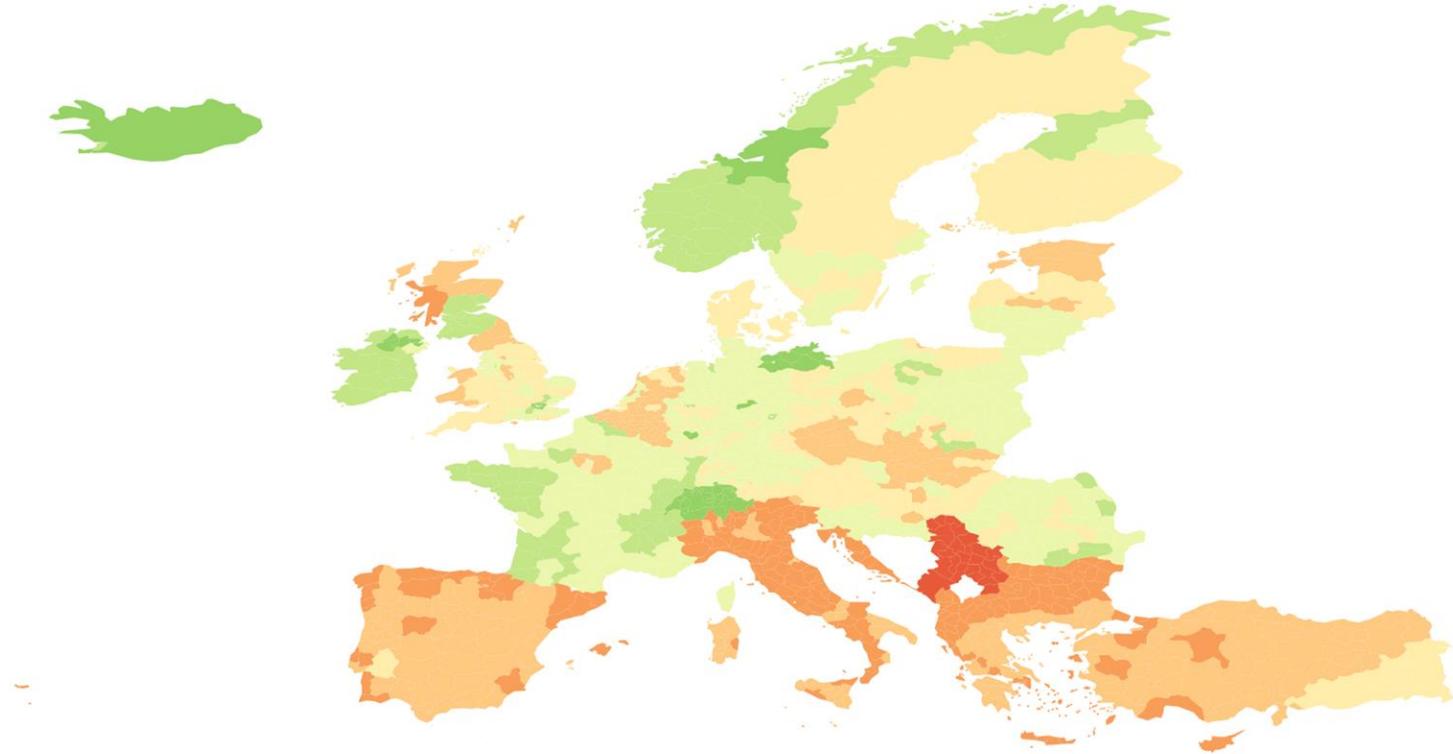
Age of data



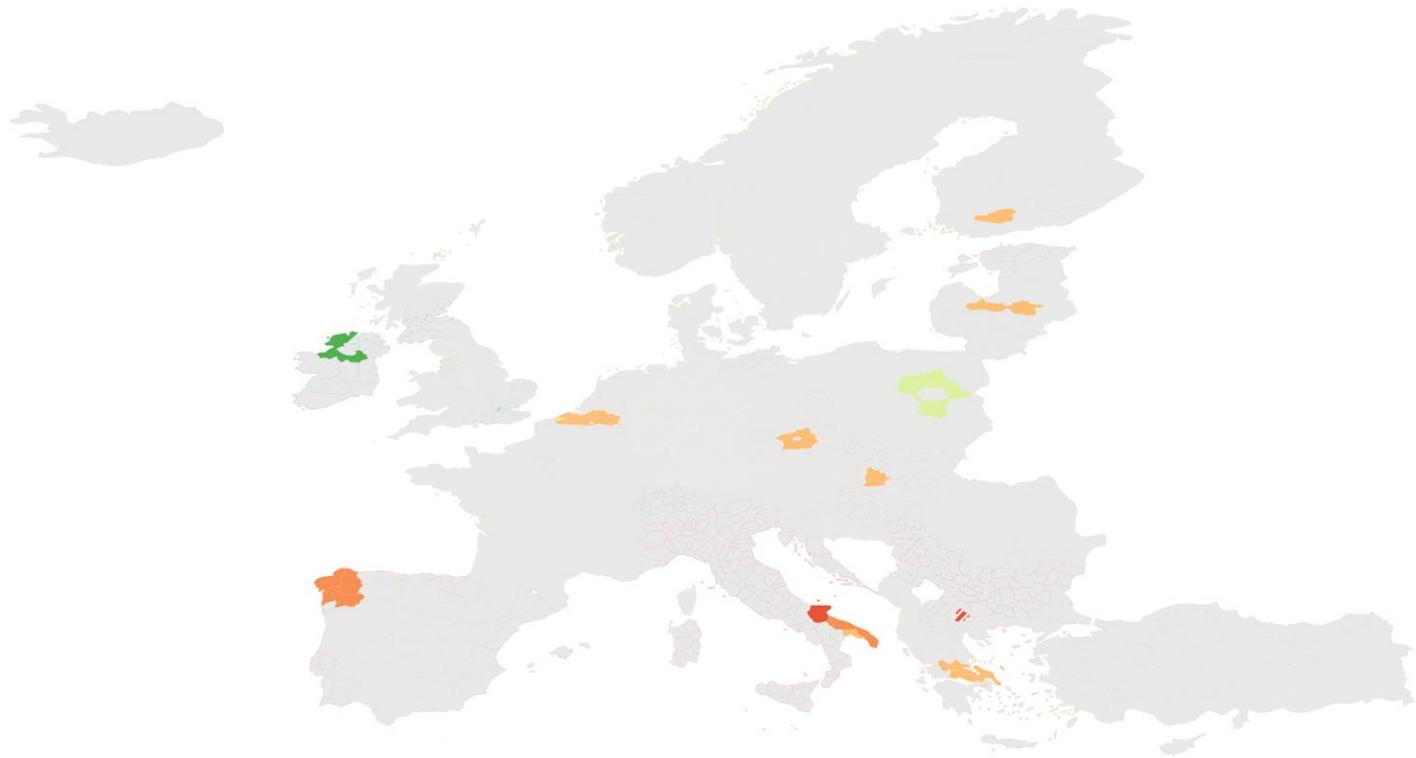
Data providers



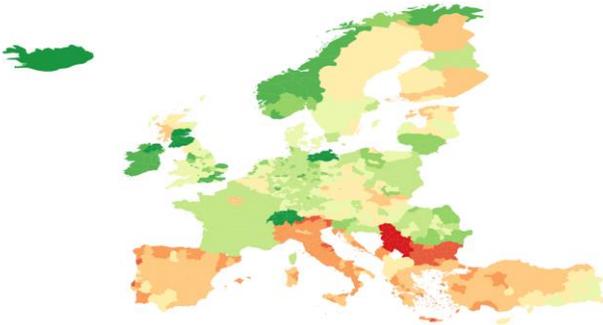
Rural Attractiveness - Index (26 datasets)



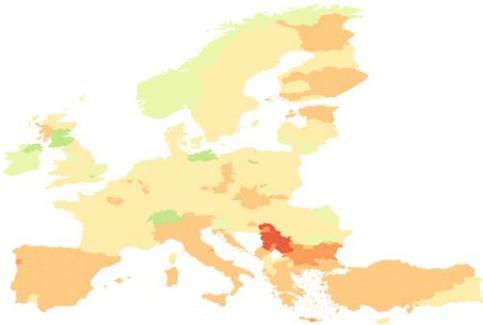
PoliRural pilot areas



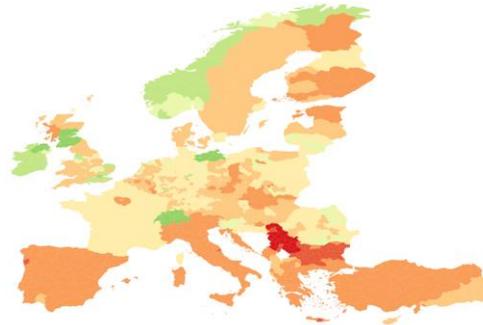
Rural Attractiveness - Index / Data classifications



Natural breaks

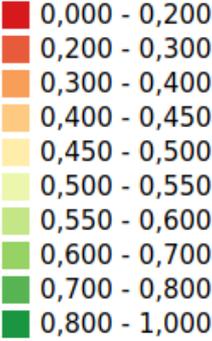
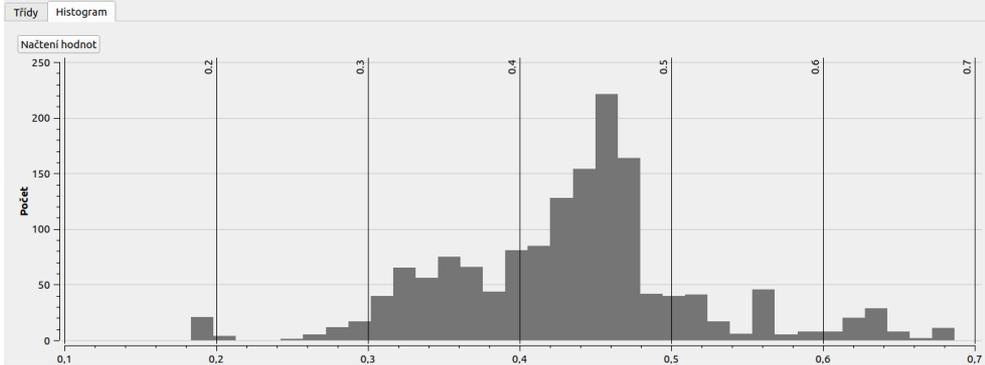


Equal intervals

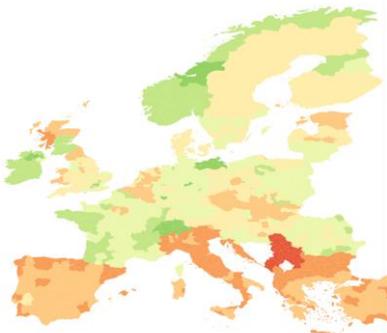


Classification based on histogram

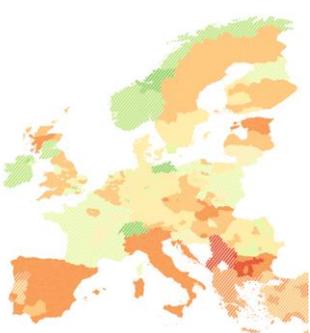
Mean: 0,48
Median: 0,49



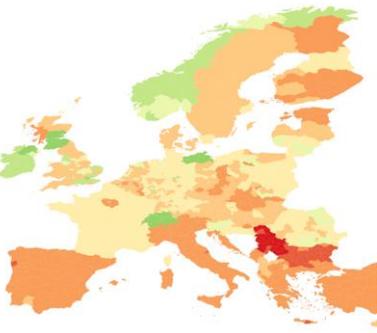
Rural Attractiveness - Index (History)



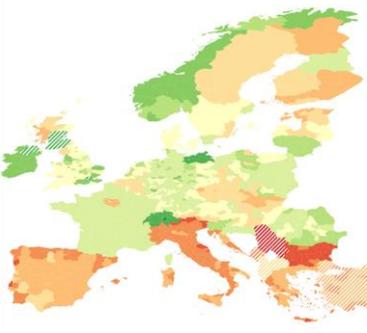
26 datasets



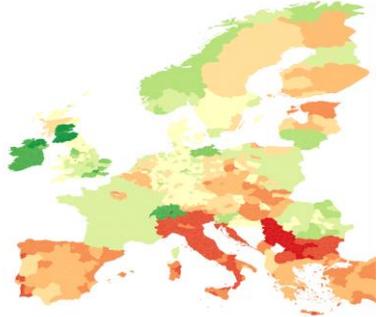
24 datasets



22 datasets



20 datasets



18 datasets

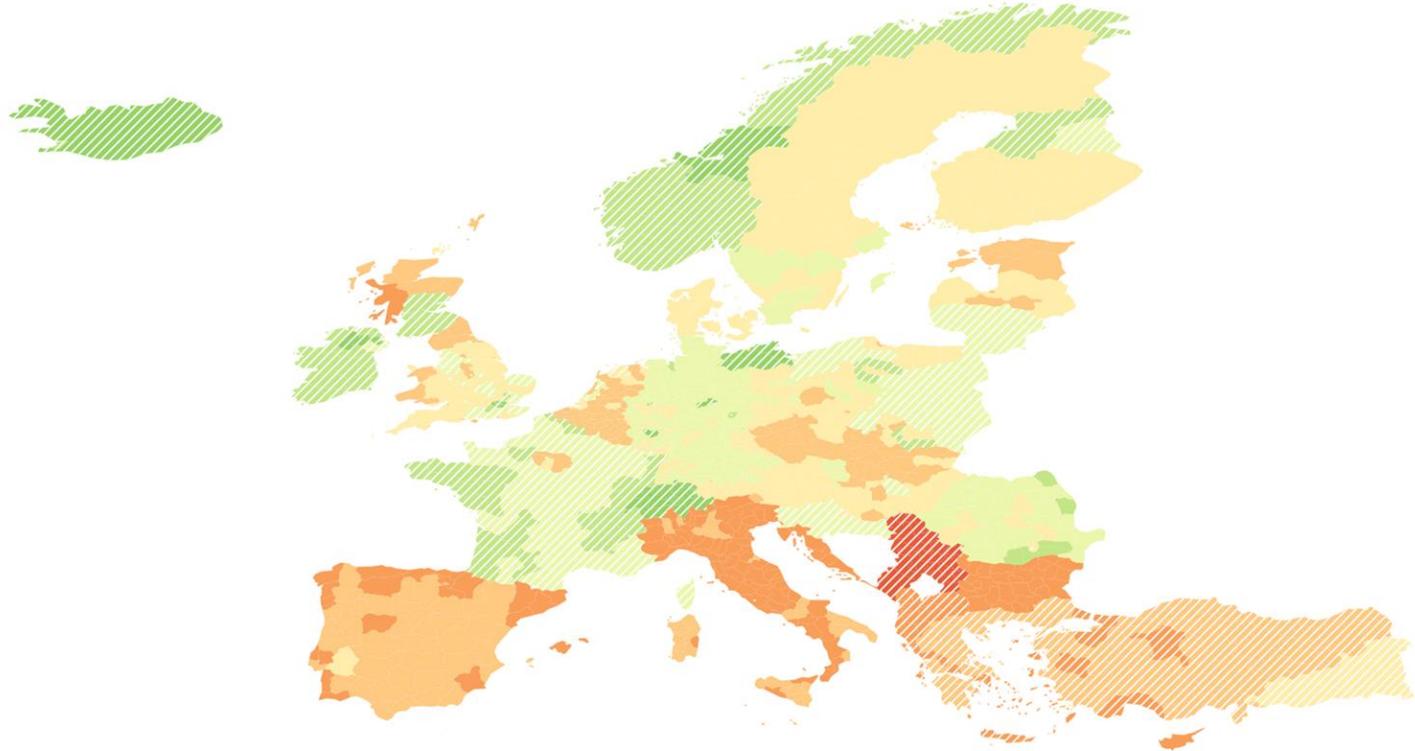


16 datasets



14 datasets

Rural Attractiveness - Index & Data Quality

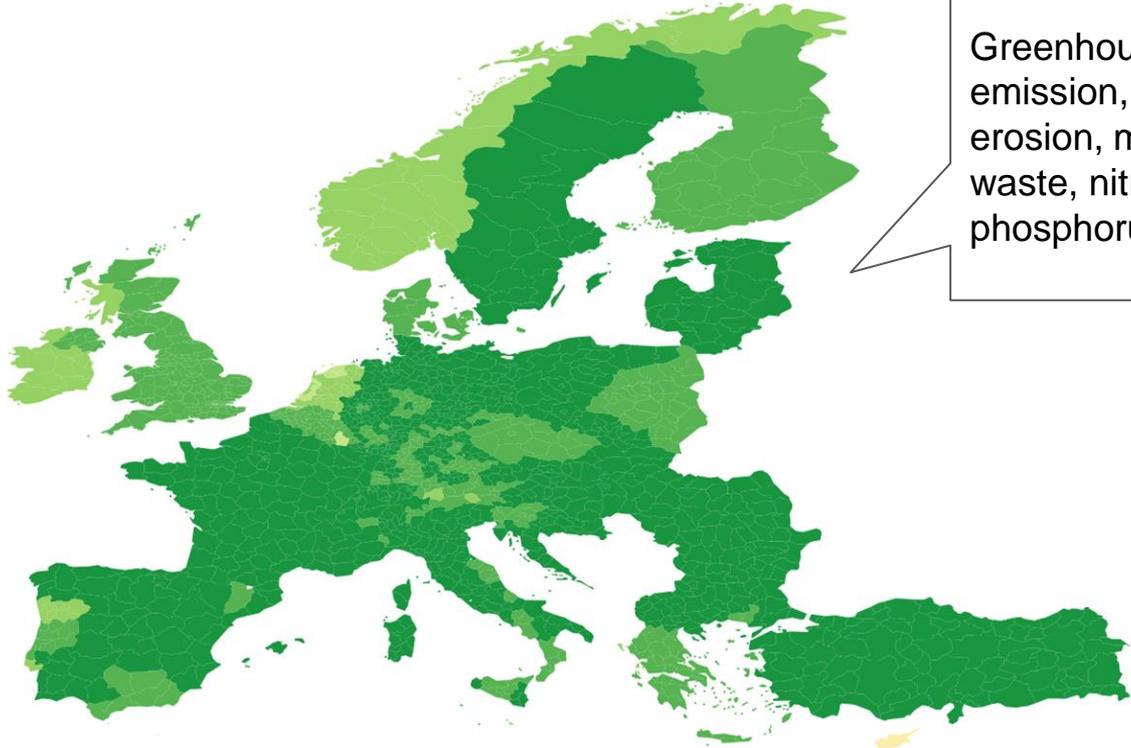


Rural Attractiveness - Index (Anthropic)



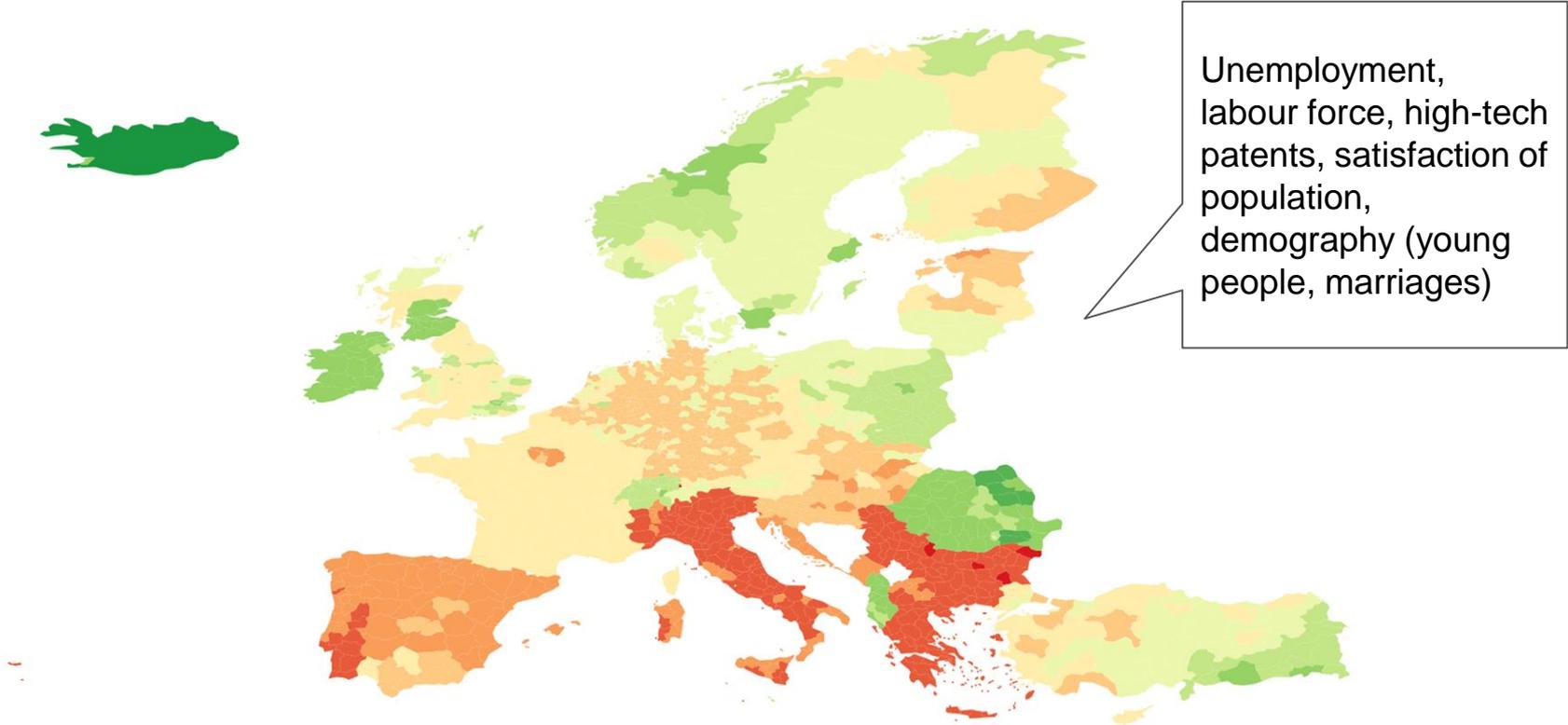
4 classes from
CORINE land cover -
arable land, fruit
trees, pastures and
water bodies

Rural Attractiveness - Index (Natural)



Greenhouse gases emission, soil erosion, municipal waste, nitrogen and phosphorus in soil

Rural Attractiveness - Index (Social & Human)

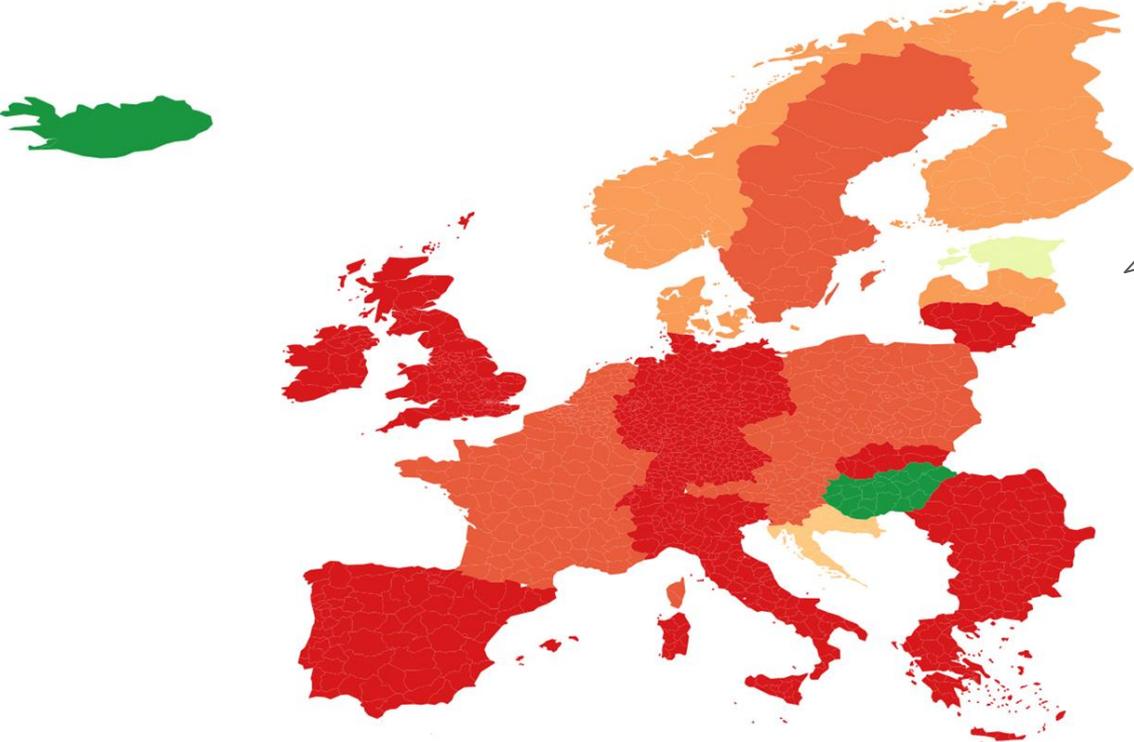


Rural Attractiveness - Index (Economical)



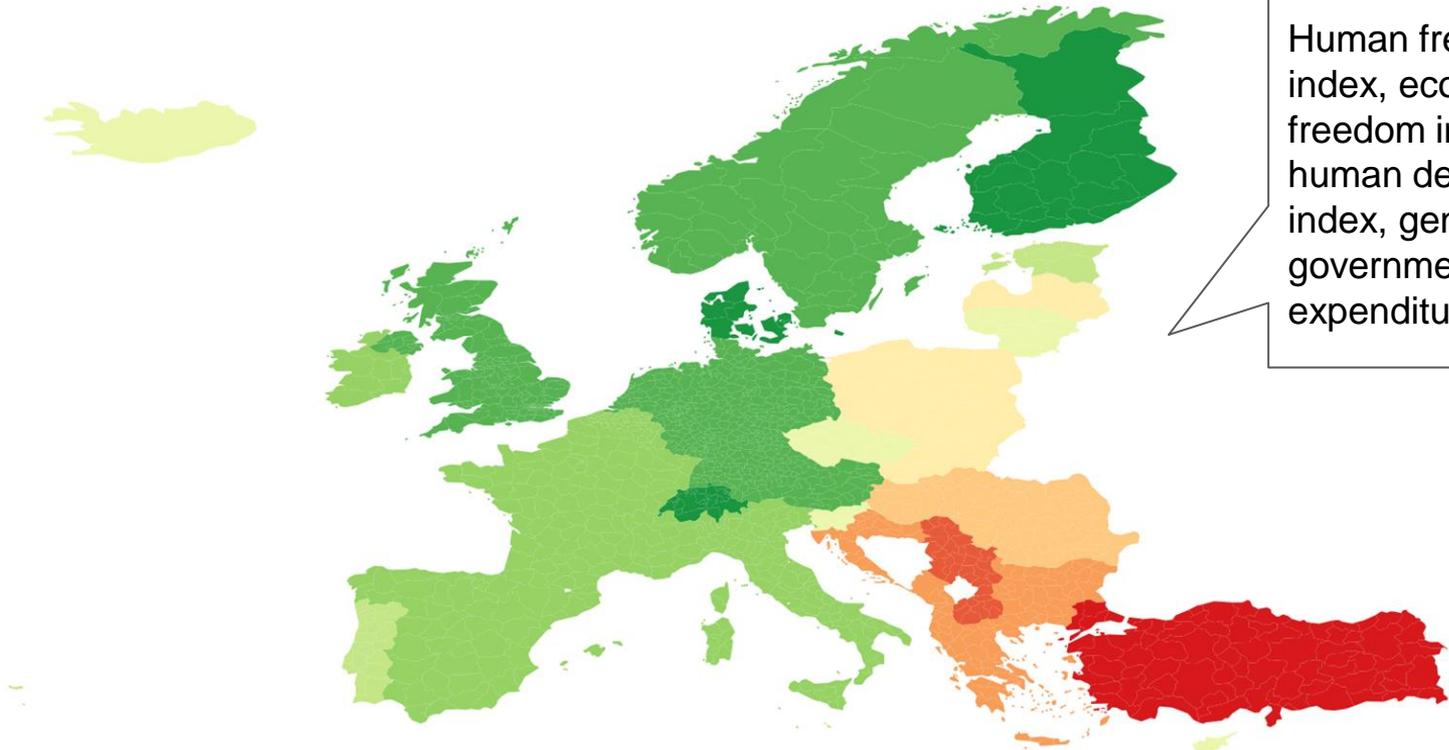
Agricultural machinery, organic farms, GDP, growth rate

Rural Attractiveness - Index (Cultural)



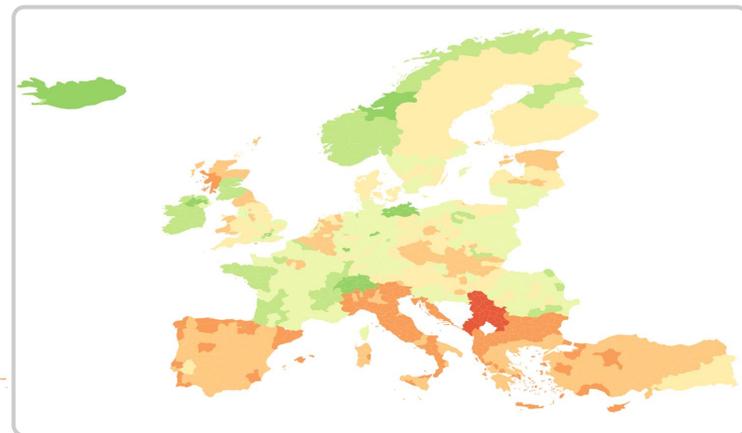
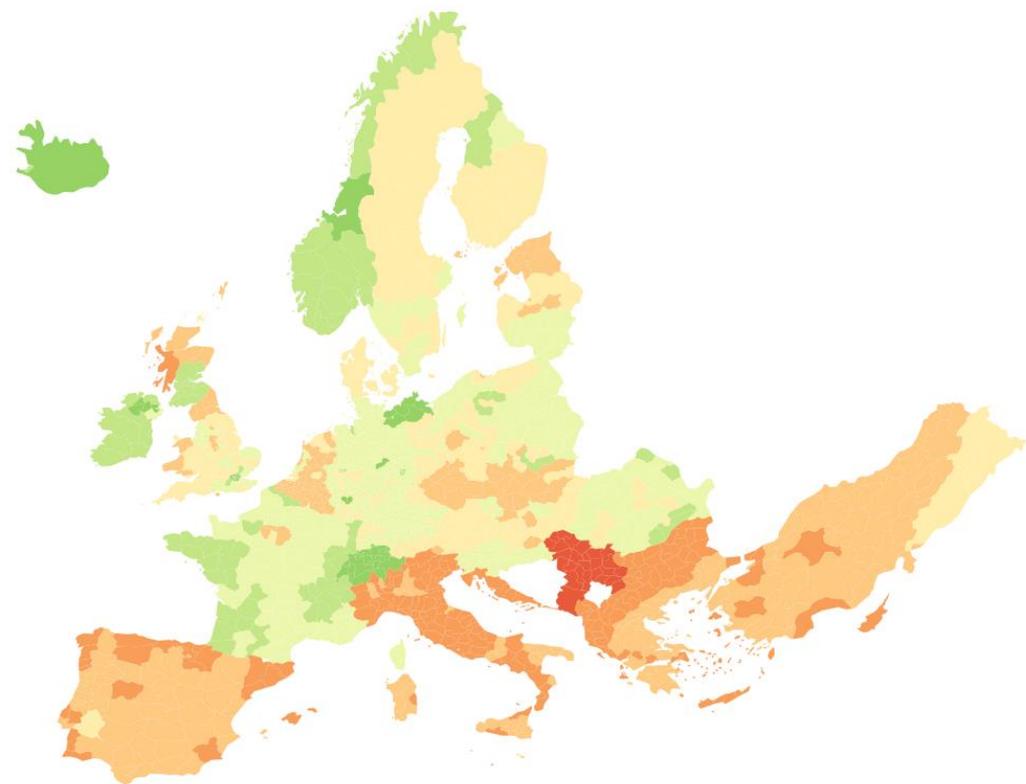
Government expenditure for recreation, culture and religion

Rural Attractiveness - Index (Institutional)



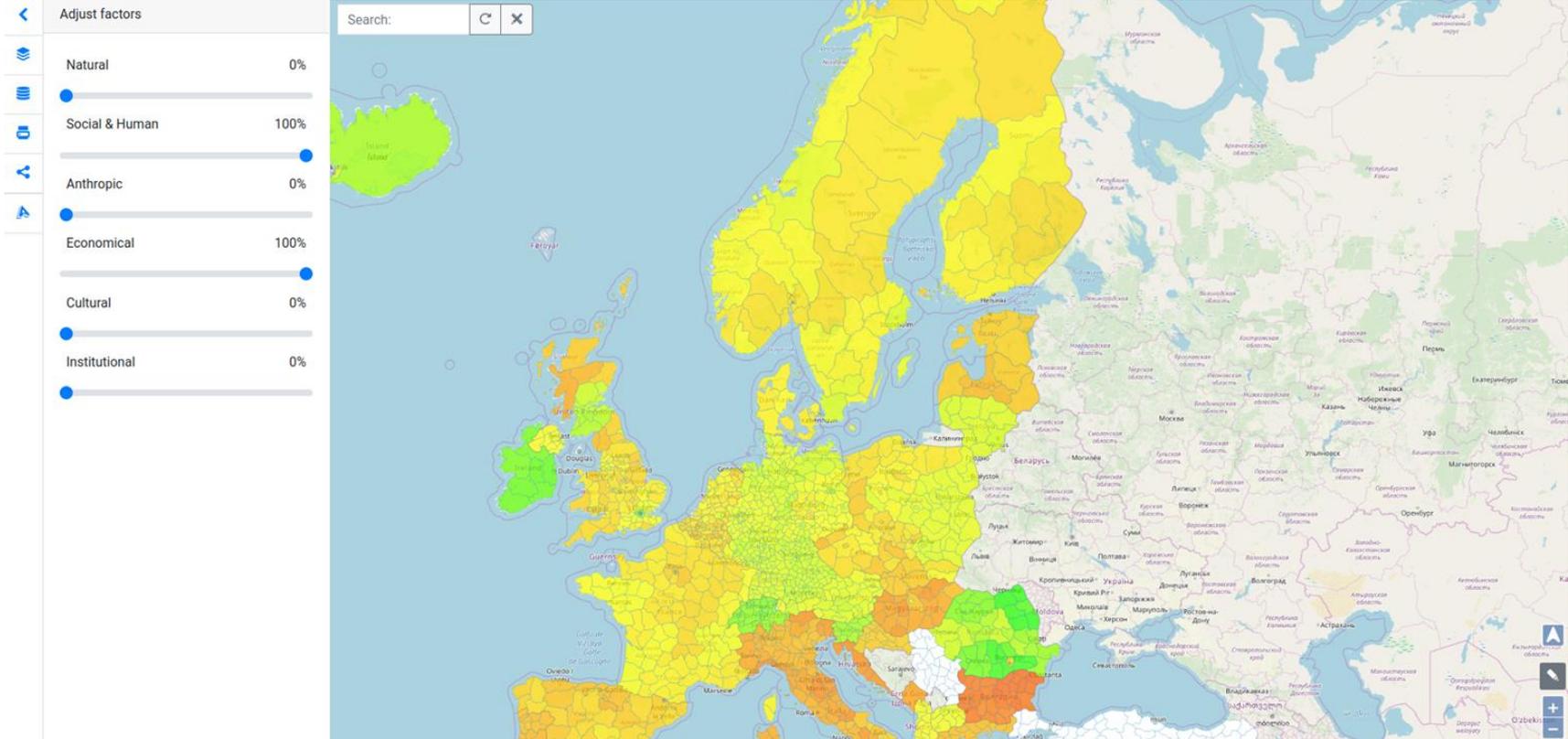
Human freedom index, economic freedom index, human development index, general government expenditure

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

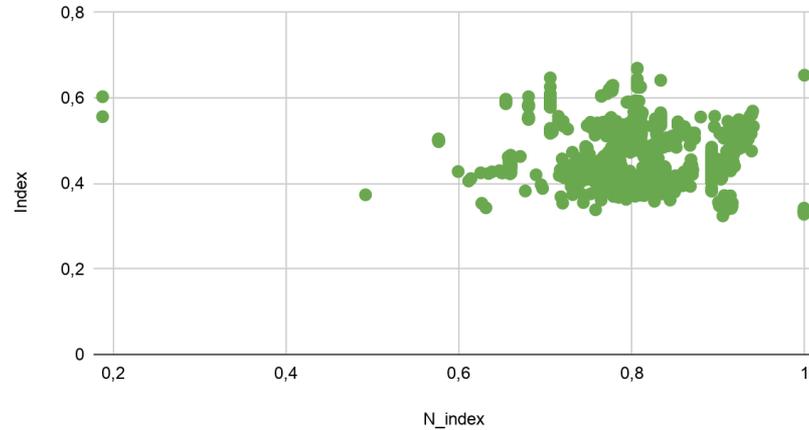
Correlation Matrix (Anthropic data)

	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

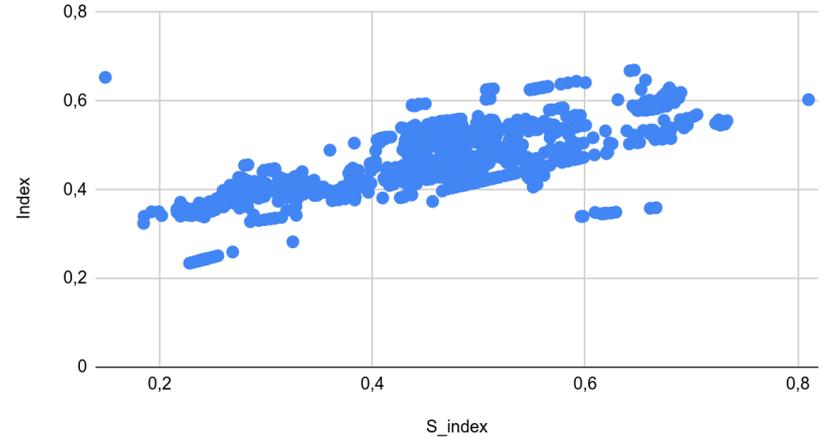


Correlation with Rural Attractiveness Index

Natural Factors & Rural Attractiveness Index



Social & Human Factors & Rural Attractiveness Index



Quality of information

Quality of data resource

- Data age
- NUTS level
- Number of data values

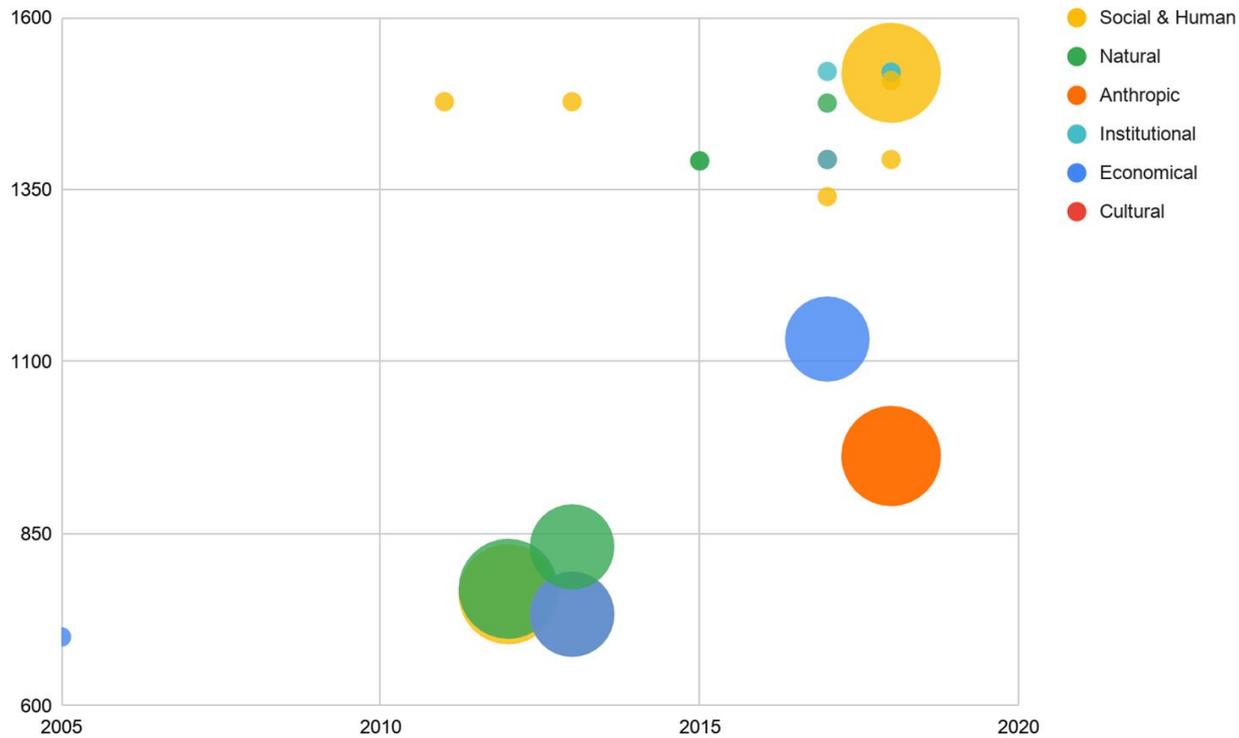
Important from the view of weights definition of particular datasets.

Quality of description of area

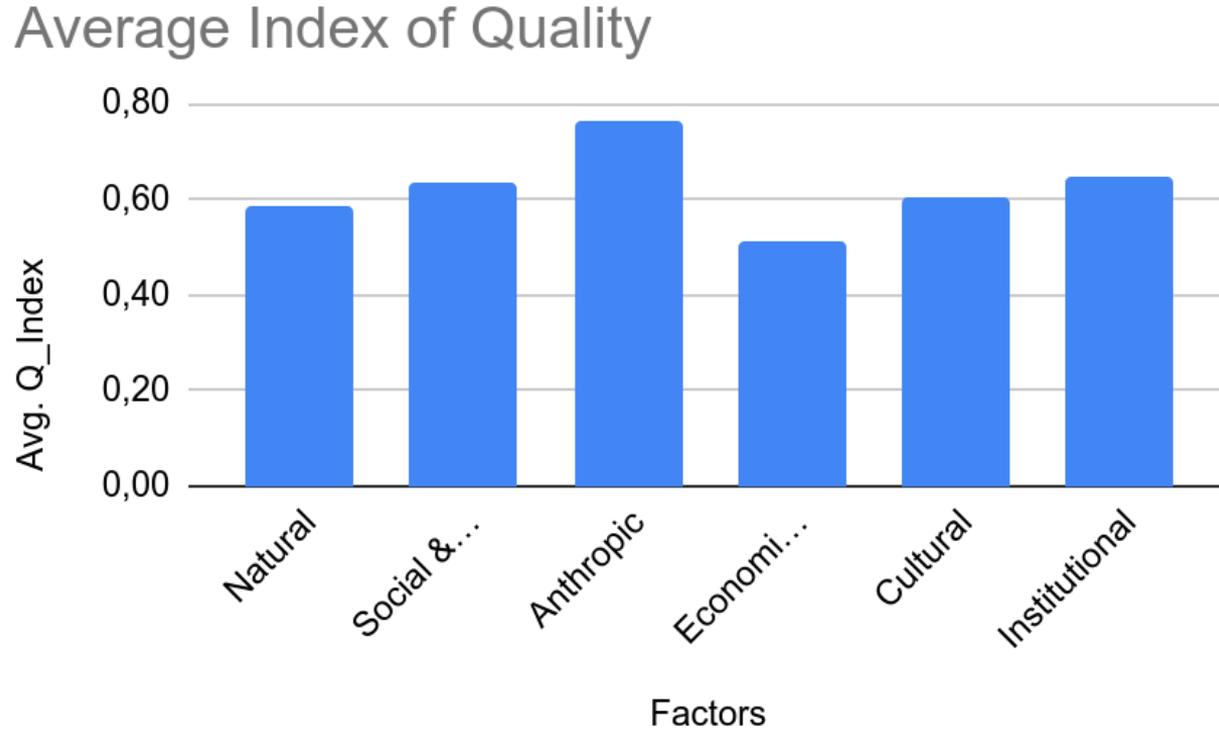
- Average data age
- Average NUTS level
- Number of data values

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

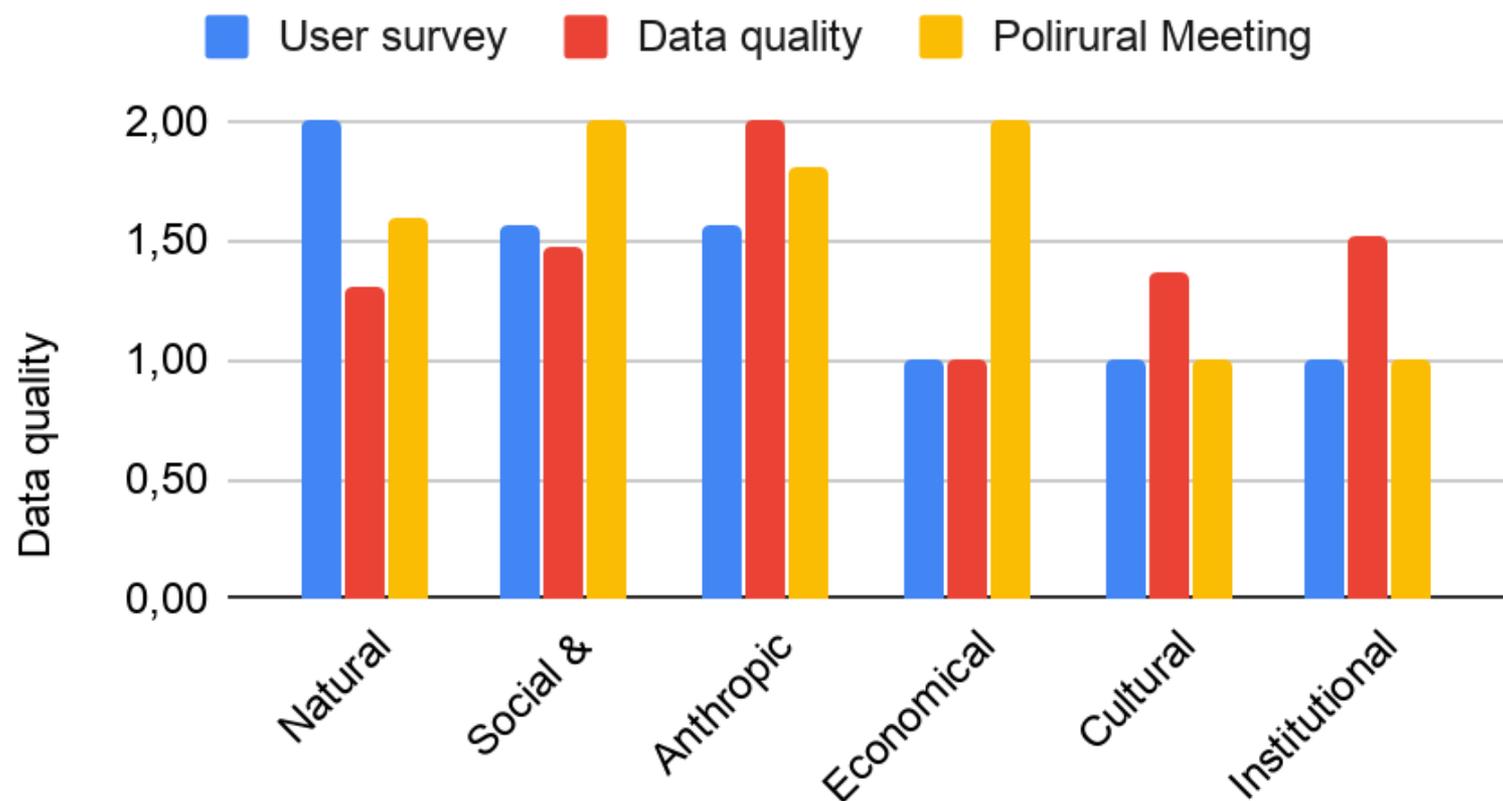
Quality of Data Resource



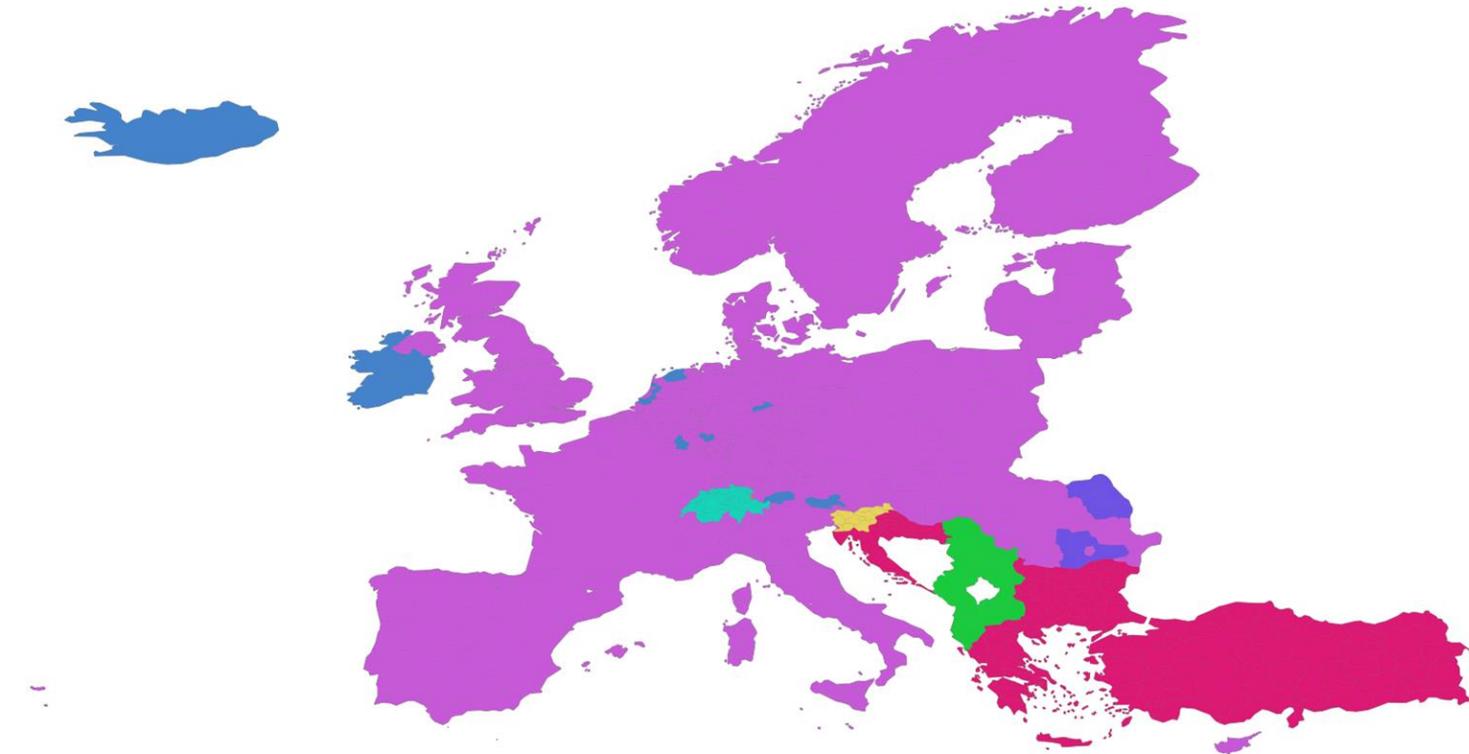
Quality of data in particular factors



Weights of Factors



Rural Attractiveness - Clusters





POLIRURAL

http://bit.ly/RAI_map