COESIONE ITALIA 21-27 ABRUZZO | ACCORDO PER LA COESIONE 2021–2027 | FSC Fondo per lo Sviluppo e la Coesione | FORMEZ AL SERVIZIO DELLA PA | CAMERA DI COMMERCIO ITALIANA IN BELGIO – CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

#EuropeCloseToYou

Abruzzo and Europe's Inner Areas New Strategies for Territorial Attractiveness and Resilience



13 October 2026 | 16:30 - 19:30

Brussels, Belgium

We are Abruzzo.
We generate Value.



We are Abruzzo.
We generate Value.

The process behind the OECD Attractiveness Compass

Attractiveness Domains

- Economic attractiveness
- Cultural and visitor appeal
- Land resilience and housing
- Resident well-being
- Connectedness
- Natural environment

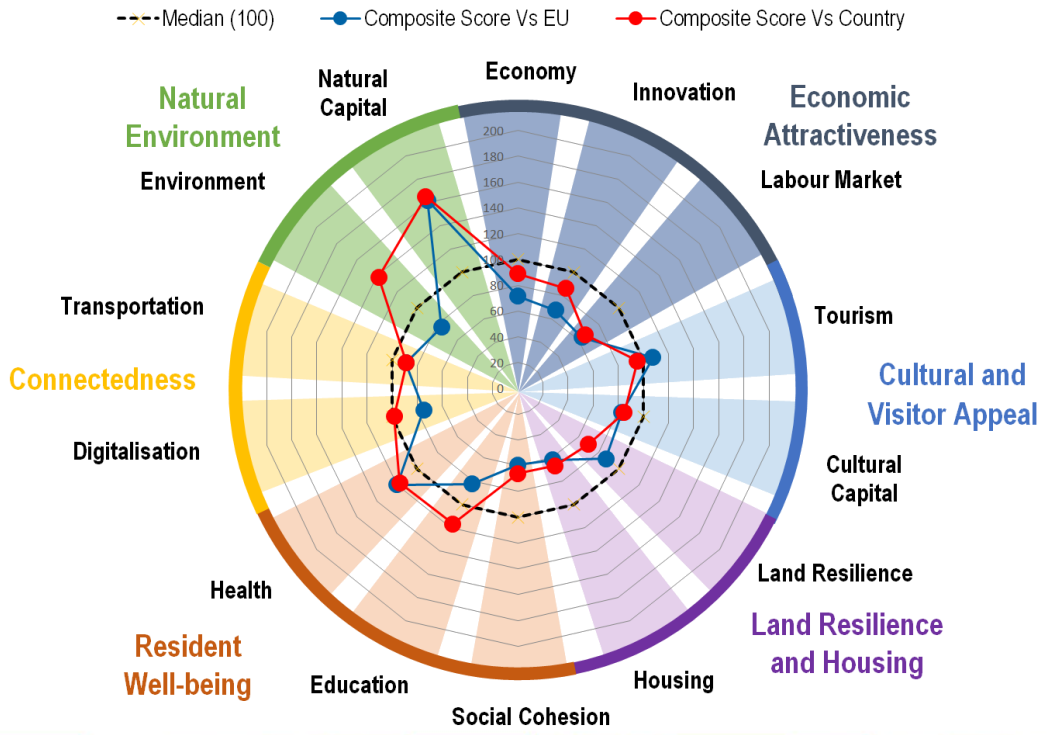
Tested in 50+ regions 15+ countries

14 dimensions; 60+ indicators

- Economy
- Innovation
- Labour Market
- Tourism
- Cultural Capital
- Land Resilience
- Housing
- Health
- Education
- Social Cohesion
- Transportation
- Digitalisation
- Environment
- Natural Capital

Organised to inform policy action

Abruzzo Attractiveness Compass





We are Abruzzo.
We generate Value.

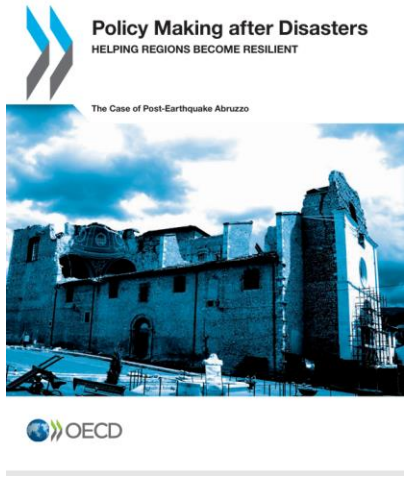
- *More than* **50 studies** *across 15+ countries and counting*
- **Thematic reviews** *across different dimensions of attractiveness policy*
- **National, regional and local** *applications*

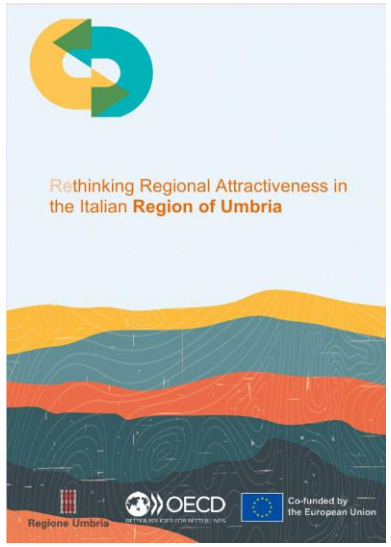


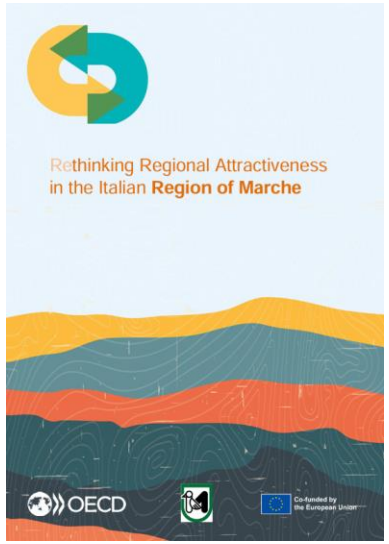


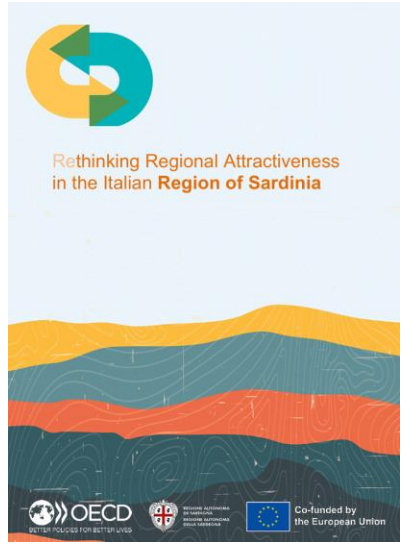
We are Abruzzo.
We generate Value.

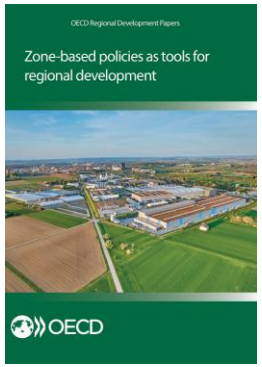
- **Building on years of work with Italy** *to bolster the attractiveness of inner & Mezzogiorno regions and to support key attractiveness policies (e.g. ZES UNICA)*



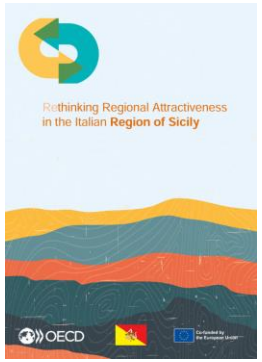


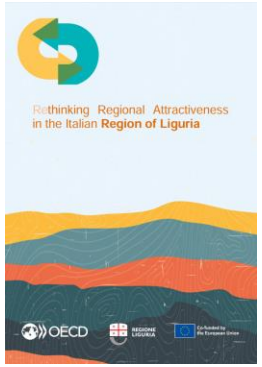














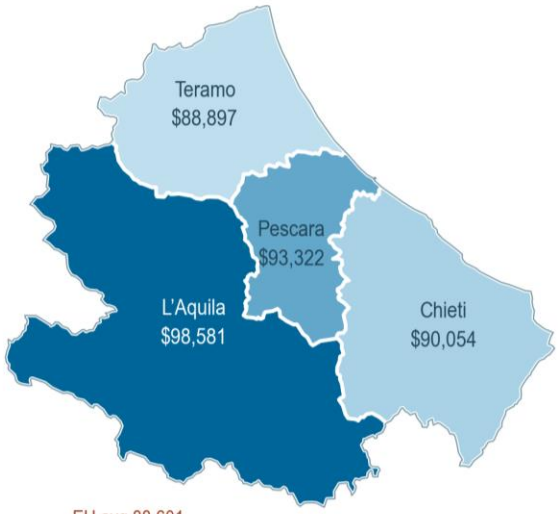
We are Abruzzo.
We generate Value.

ACCORDO PER LA COESIONE 2021–2027 | FSC Fondo per lo Sviluppo e la Coesione | FORMEZ AL SERVIZIO DELLA PA | CAMERA DI COMMERCIO ITALIANA IN BELGIO

Common strengths and Local disparities revealed by granular analysis

Gross value added

2022 · $ per capita, constant PPP (2020 base year)



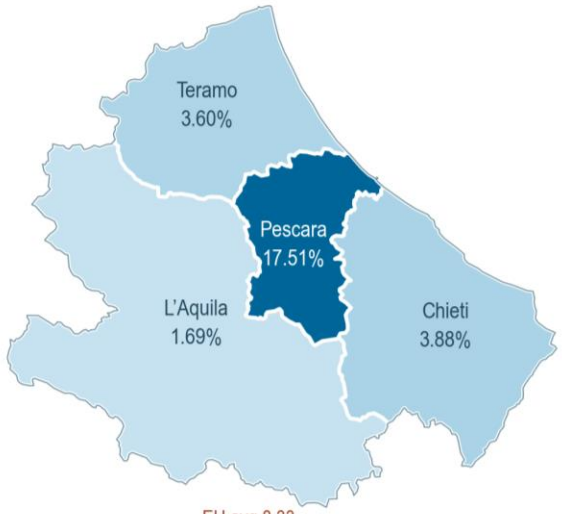
EU avg 88,601

88,601 | 93,591 | 98,581

Highest / lowest: 1.11×

Flood exposure

2020 · Built-up area exposed to river flooding (%)



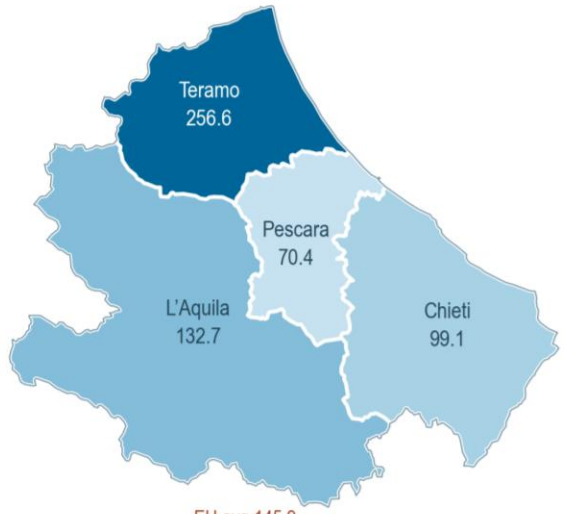
EU avg 8.33

1.69 | 9.60 | 17.51

Highest / lowest: 10.38×

Tourist accommodation

2024 · Accommodation beds per 1,000 inhabitants



EU avg 145.9

70.4 | 163.5 | 256.6

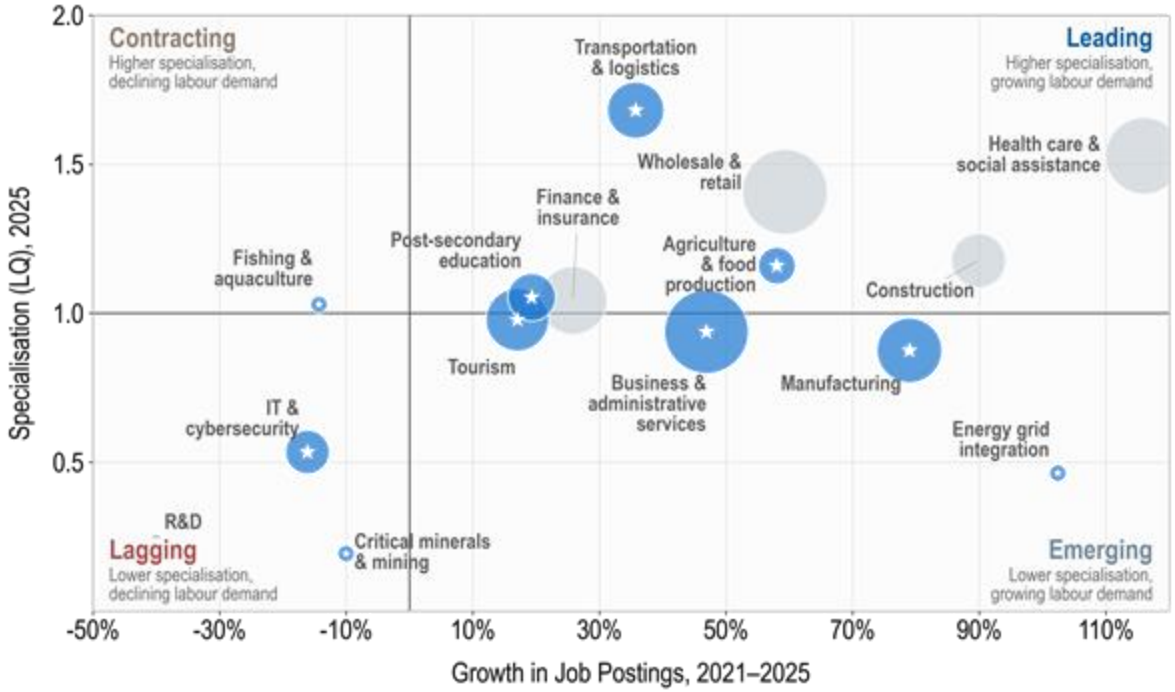
Highest / lowest: 3.65×



Ongoing & new applications of the framework

- **Local and national reviews and tools** *of regional policy and attractiveness*
- *Analysis and strategies to improve the* **competitiveness of regional economies**
- *Instruments and strategies to* **attract FDI and enhance local spillovers**
- *Strategies to ensure the* **right to stay** *while promoting talent attraction*

Evolution of Southeast New Brunswick's (Canada) strategic sectors



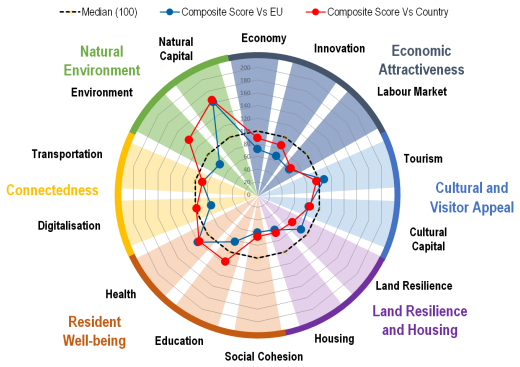
Job-postings-based sector mapping could identify emerging specialisations in Abruzzo's inner areas, where official statistics are thin



We are Abruzzo.
We generate Value.

Attractiveness policies and the next MFF

- *Supporting* **national approaches** *to regional development*
- *Leveraging territorial insights at* **more granular scales**
- *Equipping local and regional actors with* **capacities to plan ahead**



- **One objective across funds:** *assess each investment by whether it helps people stay, arrive, invest or visit*
- **Residents first:** *services and well-being as the foundation for retaining talent and attracting investment*
- **Built for performance:** *a benchmarkable evidence base to anchor place-based priorities in national and regional partnership plans*
- **Resilience as a condition:** *flood, seismic and climate risks treated as part of a territory's attractiveness*
- **Down to the inner-area scale:** *extending the diagnostic to municipalities and functional areas, where the challenges sit*



COESIONE ITALIA 21-27 ABRUZZO

ACCORDO PER LA COESIONE 2021–2027

FSC Fondo per lo Sviluppo e la Coesione

FORMEZ AL SERVIZIO DELLA PA

CAMERA DI COMMERCIO ITALIANA IN BELGIO
CAMERE DI COMMERCIO ITALIANE ALL'ESTERO

#EuropeCloseToYou

We are Abruzzo.
We generate Value.



