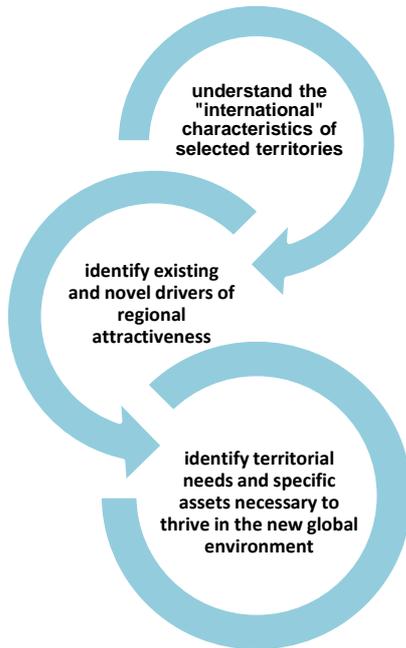




# REGIONS IN GLOBALISATION: Rethinking attractiveness - from crisis to resilience

## What are the objectives of the project?

Help policy-makers:



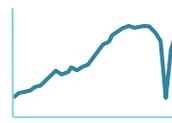
## Why is it important to study the positioning of regions in globalisation?

The COVID-19 pandemic triggered the most severe recession in nearly a century. Regions are facing a new economic and sanitary environment prompting a rethink of participation in globalisation, as well as their attractiveness. Numerous indicators reveal not only the severity of this crisis, but also the economic interdependence that has developed between regions in different countries:



**-40%**

is the percentage change in foreign direct investments on average across OECD countries between 2019 and 2020\*



**-5.3%**

is the percentage change in international trade in 2020, despite a rebound at the end of the same year



**30%**

of international trade comes from regions far from metropolitan areas (average of 10 OECD countries)



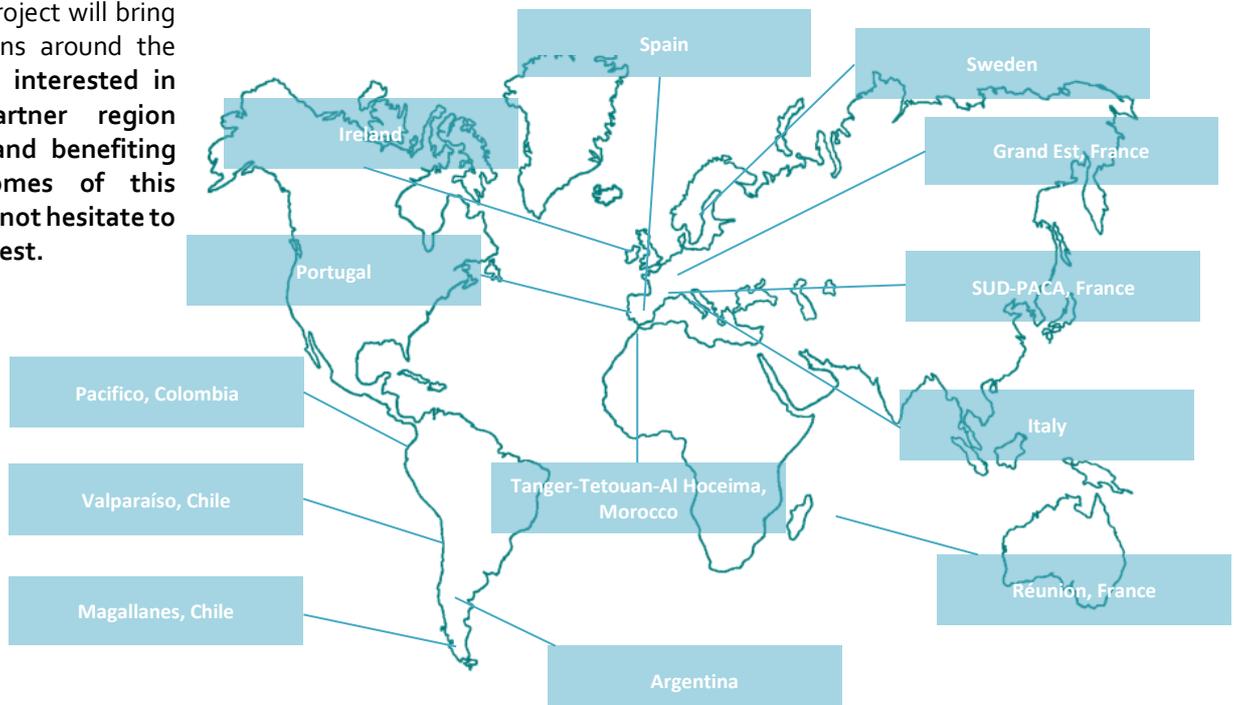
**50%**

of overnight stays in EU cities in 2019 were booked by international tourists

In order to respond to the crisis (including structural challenges emerging or reinforced by the pandemic) and to leverage their individual strengths, **regions must rethink their attractiveness**. This requires a better understanding of their international profiles and a consideration of international targets, including investors, talent and visitors, whilst maintaining a focus on the benefits to local actors, businesses and residents. As such, the participation of regions in the international exchange of information, goods and services, capital, and people, is no longer an objective in itself, but rather a lever to promote inclusive, sustainable and resilient territorial development.

## Map of studies conducted by the OECD as part of the project:

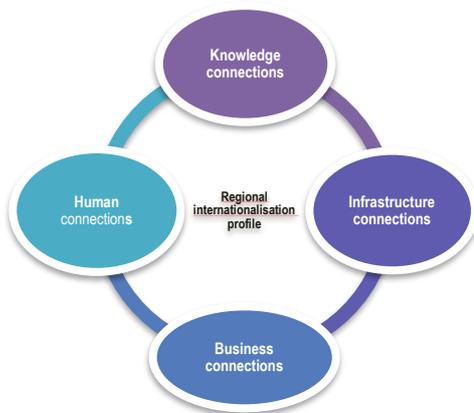
By Q4 2021, the project will bring together 25 regions around the world. If you are interested in becoming a partner region and/or country, and benefiting from the outcomes of this project, please do not hesitate to express your interest.



\* FDI: are taken into account the first three quarters of each year.

## How?

The OECD has designed a methodological framework, bringing together four categories of international connections, in order to assess the internationalisation of regions, thus going beyond the criteria of economic exchanges alone:



- ◆ **Infrastructure connections**, or the physical connections that a region offers to its potential international partners: roads, airports, ports, rails, broadband internet and logistics;
- ◆ **Human connections** consist of foreigners who travel to or settle in a territory, in particular tourists and migrants;
- ◆ **Knowledge connections** refer to different dimensions of innovation (foreign researchers, international patent collaborations, etc.) and cultural links;
- ◆ **Business connections**, or commercial and financial exchanges, consisting of imports, exports and foreign direct investments.

## What are the expected outcomes?

|  |  |
|--|--|
| <b>Data</b>  | <ul style="list-style-type: none"><li>• regional database of international connections and unconventional data mining</li></ul>  |
| <b>Community</b>   | <ul style="list-style-type: none"><li>• of practice for peer learning between regions and their partners for internationalisation and attractiveness policies</li></ul>  |
| <b>Webinars</b>  | <ul style="list-style-type: none"><li>• on regional attractiveness policies in the new global environment (e.g. reshoring, green tourism, infrastructure connections, innovation and value chains)</li></ul>   |
| <b>Regional case studies</b>                             | <ul style="list-style-type: none"><li>• internationalisation profiles, impact of the global crisis, resilient attractiveness policies, territorial marketing policy recommendations</li></ul>                  |
| <b>Support for the implementation of recommendations</b> | <ul style="list-style-type: none"><li>• relevant multi-level governance modalities involving public and private actors</li></ul>   |
| <b>Global visibility</b>                                 | <ul style="list-style-type: none"><li>• promotion of the attractiveness of regions (e.g. flyer-cases in a variety of languages on the websites of the OECD as well as partner regions and countries)</li></ul> |

To learn more about the project and join our global initiative:

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