



## The 1<sup>st</sup> DEAFIN Newsletter, August 2001

---

### A word from the project managers

Dear Interested,

we are really pleased to welcome you in this 1<sup>st</sup> DEAFIN Newsletter. Herewith we like to introduce the status and the achievements of the DEAFIN project towards an expanded public.

The DEAFIN project is cofunded by the European Commission as a pilot project under the RECITE II interregional cooperation programme. The implementation phase started in April 2000 and is due to finish in September 2002. However, we indeed hope and aim on it, that DEAFIN never stops but rather be one departure for a knowledge and information society about regions in Europe and their very special location-peculiarities.

In general, DEAFIN aims to improve the transparency of regions in Europe towards potential commercial investors and also local actors. Three partners have been brought together: The Province of Västernorrland (Sweden), the Province of Milan (Italy) and the Bundesland "Freie Hansestadt Bremen" (Germany).

Overall, DEAFIN intends to improve the flow of foreign direct investments into a region and contribute thereby to a succesfull regional restructuring process. Therefore 4 subactions have been conducted within DEAFIN:

- The DEAFIN Federated Information System
- The DEAFIN Benchmarking and SWOT-Analysis
- The DEAFIN Ecological-Audit
- The DEAFIN Networking

As one outcome, DEAFIN will develop a web-based federated information system for regions in Europe. Since any regions are addressed to offer their location advantages clearly and consequently to investors, meanwhile a lot of states, provinces, cities and communes all over the world use the internet as a tool to provide these information. The invention of DEAFIN is, to pave the way for a single collective data-source that encourages the accessibility of data and the comparability of regions and their profiles. Negotiations to finally implement the database-concept will soon be finished.

➤ **DEAFIN** - Development agencies and their impact on foreign direct investments

➤ Start: April 2000  
End: September 2002

➤ **Project leader:**

Västernorrland, Sweden

**Princ. Partner II:**

Province of Milan, Italy

**Princ. Partner III:**

Bundesland Bremen,  
Germany

➤ **Website:**

<http://www.deafin.org>

➤ **European Fonds:**

GD Regio  
ERDF – Article 10 –  
RECITE II  
Internal interregional  
cooperation

➤ **Address of main partner:**

Länsstyrelsen  
Västernorrlands län  
Att: Leif Kärreby  
S-871 86 Härnösand  
Sweden

---

**Contact in Bremen:**

Oliver Steck  
Bremen Briteline  
Wiener Str. 3  
28359 Bremen, Germany  
Phone: +49 421 2 24 89 19  
Fax: +49 421 22 4 89 40  
Email: [steck@briteline.de](mailto:steck@briteline.de)

**Contact in Västernorrland:**

Leif Kärreby  
Länsstyrelsen  
Västernorrlands län  
871 86 Härnösand, Sweden  
Phone: +46 70 5 84 12 34  
Fax: +46 6 11 34 93 87  
Email: [Leif.Karreby@y.lst.se](mailto:Leif.Karreby@y.lst.se)

**Contact in Milan:**

Luca di Giulio  
Provincia di Milano - Settore attività economiche  
Viale Piceno 60  
20122 Milano, Italy  
Phone: +39 02 77 40 32 80/88/89  
Fax: +39 02 77 40 32 90  
Email: [l.digiulio@provincia.milano.it](mailto:l.digiulio@provincia.milano.it)



➤ **Involved local bodies**

**Västernorrland:**

- Länsstyrelsen i Västernorrlands län
- Almi Företagspartner AB
- Landstinget i Västernorrland
- Ånge kommun

**Milan:**

- Provincia di Milano Settore attività economiche

**Bremen:**

- Senator für Wirtschaft und Häfen
- BIG, Bremen
- BIS, Bremerhaven
- Bremen Briteline (project-management)

Of course, a region is more than the number and fields of companies and more than some business indicators can say. The complex interaction within several industrial clusters, the world behind facts and figures must be highlighted. The DEAFIN Benchmarking and SWOT-Analysis stands for a broad investigation in the competitive strength of the participating regions.

Obviously, one of the things regions evidently are asked to offer is a certain amount of vacant sites. The DEAFIN-Ecological audit focusses the environmental aspects of abandoned or brownfield sites. Due to a newly designed scale regions can give potential investors a sufficiently clear picture of these sites.

Besides the mentioned actions a sustainable networking both within and among the regions will contribute to a positive influence on the competitive strengths.

Hereafter, more regions are welcome to adapt the complete DEAFIN package or parts of it. Please contact the project leader or one of the partners whenever you like!!!

**Leif Kärreby**  
**DEAFIN Project Director**

**The 1<sup>st</sup> Interregional Seminar: “How interregional cooperation can improve regional competitiveness”**

End of June the DEAFIN project invited local actors and specialists to the seminar in Ange (Sweden) to introduce DEAFIN to a broader public. Well attended workshops related to the DEAFIN subactions and also the presentation with a panel discussion at the second day underlined again, that there is a great regional interest according to the DEAFIN purposes. The Governor from Västernorrland and the Secretary of State for Regional Development (Sweden) agreed with representatives and experts from Milan and Bremen, that DEAFIN also can be a very good starting point for a close cooperation between the participating regions. The “Invest in Sweden Agency” again pointed out, that for increasing globalisation needs, it is necessary for regions to position themselves quite early.



It is to say, that this seminar was most suitable to pave the way for the further 3 seminars in the DEAFIN project: November 2001 in Triest, April 2002 in Bremen and September 2002 again in Västernorrland.

**Contact in Bremen:**

Oliver Steck  
Bremen Briteline  
Wiener Str. 3  
28359 Bremen, Germany  
Phone: +49 421 2 24 89 19  
Fax: +49 421 22 4 89 40  
Email: [steck@briteline.de](mailto:steck@briteline.de)

**Contact in Västernorrland:**

Leif Kärreby  
Länsstyrelsen  
Västernorrlands län  
871 86 Härnösand, Sweden  
Phone: +46 70 5 84 12 34  
Fax: +46 6 11 34 93 87  
Email: [Leif.Karreby@y.lst.se](mailto:Leif.Karreby@y.lst.se)

**Contact in Milan:**

Luca di Giulio  
Provincia di Milano - Settore attività economiche  
Viale Piceno 60  
20122 Milano, Italy  
Phone: +39 02 77 40 32 80/88/89  
Fax: +39 02 77 40 32 90  
Email: [l.digiulio@provincia.milano.it](mailto:l.digiulio@provincia.milano.it)



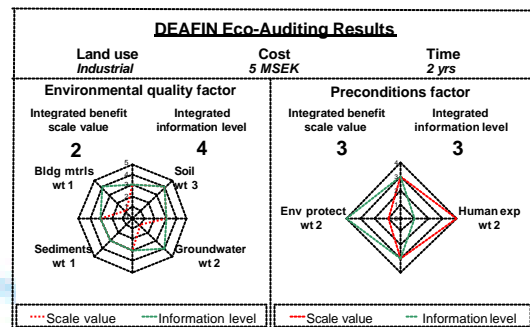
### For clear environmental information: The DEAFIN Ecological Audit

DEAFIN developed a model, that can give a clear and short overview about the environmental status of a business site or a brownfield site. **Why?**

Often sites of one region are contaminated imposed by former use or for some other reasons. Nevertheless, these abandoned sites need to be remediated and - most urgent - they need to be reused again.

The lack of transparent and comparable (environmental) information means, that the market cannot work properly: Not all available sites are considered or mentioned as potential location-options by companies. Less investments than possible might be only one consequence.

Therefore, it is necessary that investors may regard these sites as well as location opportunities - beneath greenfield sites. In order to clear doubts about the environmental preconditions the DEAFIN model gives information about the situation of soil, ground water, sediments - related to one site. If there are restrictions concerning i.e. land use or exposure, you'll find it within the model.



This ECO-Audit has two core benefits: On the one hand it is suited to give the persons in charge (at the local offices, responsible for site-development) a tool to rank brownfield sites according to their status while on the other hand it is suited to give it away to potential investors as a marketing tool for these premises.

The DEAFIN ECO-Audit is crosschecked between the DEAFIN regions. The european and different national environmental legislation have been well considered. So, it is possible to compare sites both within a region or different countries.

It is well known, that a lot of european regions face the problem with the reuseability of abandoned or brownfield sites. As the DEAFIN project owns the inmaterial property rights, other regions are welcome to adapt or inform themselves about the DEAFIN ECO-Audit model. Keep in mind: This ECO-Audit strictly follows the investors needs (and not the scientific approach of risk analysis).

### Benchmark your region: The DEAFIN - Benchmarking Model (including a SWOT-Analysis)

What is the attractiveness of regions? What are the core assets of one region? Since the DEAFIN project aims to improve the flow of foreign direct investments it is important to know both the factors determining the locational behaviour of firms and the preconditions of a region therefore.

To become a clear and up-to-date picture of the participating regions a Benchmarking and SWOT-analysis was carried out and is yet available. SWOT means more than a solely data-collection. SWOT stands for strengths, weaknesses, opportunities, threats of a region. First of all, as well macroeconomic topics, strategic industry clusters, strategic economic assets and important infrastructures has to be identified. Also the complex interrelations within the clusters must be proved forward-looking. This comparative SWOT-analysis provides the contextual background to the project partners economies.

The Benchmarking focusses the international performance of the regions regarding the flow of foreign direct investments and gives important hints on the reasons therefore and potentials out of it.

**Contact in Bremen:**  
 Oliver Steck  
 Bremen Briteline  
 Wiener Str. 3  
 28359 Bremen, Germany  
 Phone: +49 421 2 24 89 19  
 Fax: +49 421 22 4 89 40  
 Email: steck@briteline.de

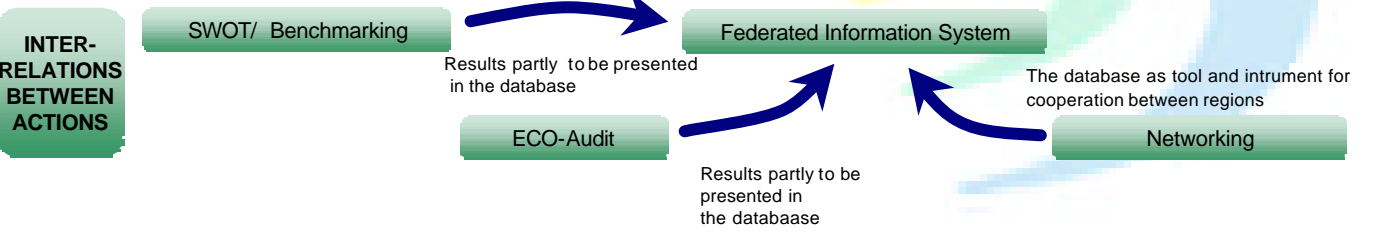
**Contact in Västernorrland:**  
 Leif Kärreby  
 Länsstyrelsen  
 Västernorrlands län  
 871 86 Härnösand, Sweden  
 Phone: +46 70 5 84 12 34  
 Fax: +46 6 11 34 93 87  
 Email: Leif.Karreby@y.lst.se

**Contact in Milan:**  
 Luca di Giulio  
 Provincia di Milano - Settore attività economiche  
 Viale Piceno 60  
 20122 Milano, Italy  
 Phone: +39 02 77 40 32 80/88/89  
 Fax: +39 02 77 40 32 90  
 Email: l.digiulio@provincia.milano.it



## THE DEAFIN PACKAGE

ACTION	SWOT/ Benchmarking	ECO-Audit	Federated Information System	Networking
<b>OUTCOME</b>	<ul style="list-style-type: none"> <li>➢ Models and schemes for Benchmarking and SWOT-Analyses</li> </ul>	<ul style="list-style-type: none"> <li>➢ Model that is internationally valid to show the environmental status of a site</li> </ul>	<ul style="list-style-type: none"> <li>➢ Web-application and database system for collecting and presenting investor-orientated data and maps of several regions</li> </ul>	<ul style="list-style-type: none"> <li>Guidelines for               <ul style="list-style-type: none"> <li>➢ strategic discussion</li> <li>➢ consensus building</li> <li>➢ cooperative partnership</li> </ul> </li> </ul>
<b>OUTPUT</b>	<ul style="list-style-type: none"> <li>➢ Reports about the partners' economies (SWOT)</li> <li>➢ Regional benchmarking reports</li> </ul>	<ul style="list-style-type: none"> <li>➢ Graphs and scales presenting the environmental situation</li> <li>➢ Application to translate regional information into the DEAFIN scale</li> </ul>	<ul style="list-style-type: none"> <li>Web-portal for european regions               <ul style="list-style-type: none"> <li>➢ as marketing tool for regions</li> <li>➢ as information pool for local actors</li> <li>➢ as information pool for potential investors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Improved               <ul style="list-style-type: none"> <li>➢ intra-regional cooperation</li> <li>➢ interregional cooperation</li> </ul> </li> </ul>
<b>FOLLOW - UPS</b>	<ul style="list-style-type: none"> <li>➢ To be used by local actors for the strategic regional development discussion</li> <li>➢ Can be picked up by other european regions</li> </ul>	<ul style="list-style-type: none"> <li>➢ To be used by local actors as a marketing tool</li> <li>➢ Can be picked up by other european regions</li> </ul>	<ul style="list-style-type: none"> <li>➢ To be used by local actors as a marketing tool and information pool</li> <li>➢ Can be joined by other european regions</li> </ul>	<ul style="list-style-type: none"> <li>➢ Sustainable cooperation between and within the regions</li> </ul>



**Contact in Bremen:**  
 Oliver Steck  
 Bremen Briteline  
 Wiener Str. 3  
 28359 Bremen, Germany  
 Phone: +49 421 2 24 89 19  
 Fax: +49 421 22 4 89 40  
 Email: steck@briteline.de

**Contact in Västernorrland:**  
 Leif Kärreby  
 Länsstyrelsen  
 Västernorrlands län  
 871 86 Härnösand, Sweden  
 Phone: +46 70 5 84 12 34  
 Fax: +46 6 11 34 93 87  
 Email: Leif.Karreby@y.lst.se

**Contact in Milan:**  
 Luca di Giulio  
 Provincia di Milano - Settore attività economiche  
 Viale Piceno 60  
 20122 Milano, Italy  
 Phone: +39 02 77 40 32 80/88/89  
 Fax: +39 02 77 40 32 90  
 Email: l.digiulio@provincia.milano.it