



Pomorze Zachodnie



THE EVALUATION REPORT

ATTRACTIVENESS OF INVESTMENT AREAS AND QUALITY OF
INVESTOR SERVICES

IN SELECTED LOCAL SELF-GOVERNMENTS UNITS IN THE WESTERN
POMERANIAN VOIVODSHIP

Ordered by

Centre for Economic Initiatives - Western Pomeranian Voivodship

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Survey contractor

Business Development Centre, Special Purpose Vehicle of the West Pomeranian Business School in Szczecin



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INTRODUCTION

The research team of the Business Development Center - a special purpose vehicle of the West Pomeranian Business School in Szczecin is pleased to present you the "Report on the evaluation of the attractiveness of investment areas and the quality of service investors in selected local government units in the West Pomeranian Voivodeship".

This study was created as a result of research commissioned by the Center for Economic Initiatives of the West Pomeranian Voivodeship. The project was implemented from September to December 2022 and presents the current state of knowledge about the investment potential in the 33 municipalities of the province indicated by the client.

The project methodology is based on many years of experience of the CRB team and its proprietary taxonomic measurement model called "RAI© - Investment Attractiveness Radar". This model - in our opinion - objectively, credibly and correctly describes factors which determine investment attractiveness of territorial self-government units in our voivodeship. RAI takes into account a complex of 5 main criteria and 39 sub-criteria. A detailed description of the procedure of their examination and evaluation is presented in subchapter 7.1. of this study.

The applied research method allows - apart from the individual assessment prepared for each of the surveyed communes – to multidimensional comparisons of potentials between the tested objects. As a result, the presented study presents the results of analyzes in several important areas. These are:

- (1) Summary of evaluations of criteria for evaluating investment attractiveness of examined territorial self-government units
- (2) Ranking of researched territorial self-government units according to the sum of criteria as well as sector rankings drawn up in five examined aspects
- (3) Rating of studied territorial self-government units and their categorisation according to classes: champion, winning, attractive and promising
- (4) Individual radar profiles of examined territorial self-government units against the provincial average
- (5) Radar comparisons of examined territorial self-government units in poviats
- (6) Aggregate radar benchmark for the entire population of surveyed territorial self-government units

We would like to point out that the presented analysis is not an attempt to make arbitrary and indisputable rankings and ratings of the surveyed territorial self-government units. We believe that the results of the RAI© study presented in this study will stimulate the activity of municipalities to continuously improve their investment attractiveness through the development of infrastructure, investor support policy and improving the strategy and quality of investor service. At the same time, this study should be reflected in the provincial economic development and infrastructure investment policy. Therefore, the Report concludes with a set of recommendations for the Contracting Authority. Finally, the RAI© results can give potential and current investors a much broader perspective on assessing the attractiveness of a given location as such, and can also indicate the significance levels of individual variables supporting the investment decision. In this context, it is worth recommending the surveyed territorial self-government units to make the Report or its parts available to potential investors.

Research team leader, author of RAI©



dr hab. prof. ZPSB Aneta Zelek







PART 8. RESEARCH METHODOLOGY

7.2. RANKING AND RATING - RESERCH PROCEDURE

The established criteria assessments allowed for a multi-layered ranking of territorial self-government units. As a result, 6 separate rankings of the surveyed territorial self-government units have been published in this report:

- (6) Overall ranking - INVESTMENT ATTRACTIVENESS AND QUALITY OF INVESTOR SERVICE IN THE RESEARCHED LOCAL SELF-GOVERNMENTS
- (7) Ranking by criterion of AVAILABILITY AND QUALITY OF INVESTMENT FACILITIES
- (8) Ranking according to the criterion of LOCATION / COMMUNICATION ACCESSIBILITY
- (9) Ranking according to the criterion LABOUR MARKET AND HUMAN CAPITAL
- (10) Ranking according to the criterion ECONOMIC COOPERATION POTENTIAL
- (11) Ranking according to the criterion IMPROVEMENT AND QUALITY OF INVESTOR SERVICE

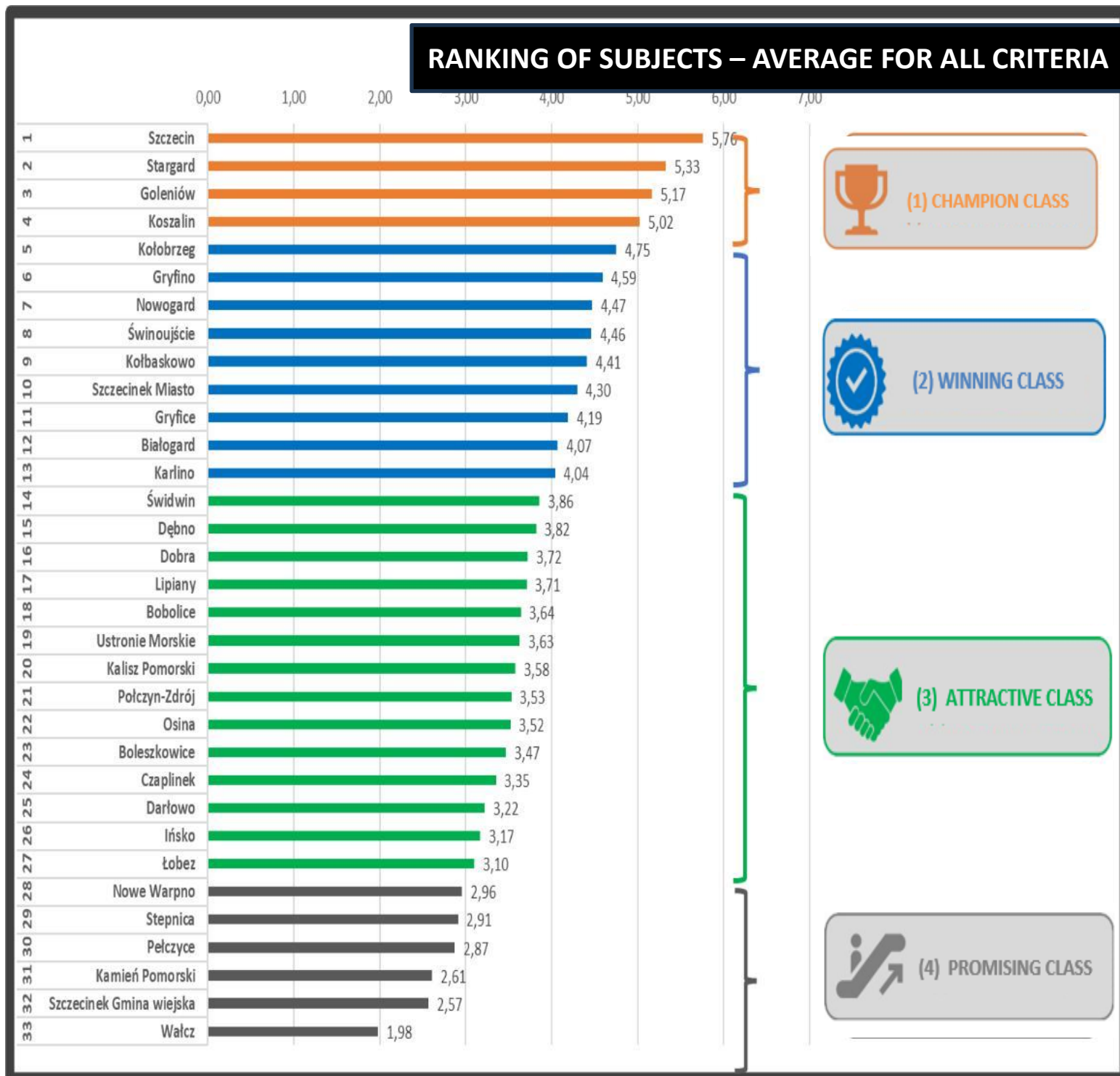
The ranking was modulated in the form of a global rating of the surveyed territorial self-government units, indicating four classes of communes in terms of their investment attractiveness, i.e. in terms of their investment attractiveness, i.e.: CHAMPION class; WINNING class; ATTRACTIVE class; PROMISING class. The classification of the territorial self-government units into a given rating class was carried out taking into account the following scoring:

Class of rating	Average number of points obtained in the evaluation weighed for all criteria examined	The total number of points in the weighted scoring weighed for all criteria examined
 (1) CHAMPION CLASS	> 5,00	> 25,00
 (2) WINNING CLASS	4,00 – 4,99	20,00 – 24,99
 (3) ATTRACTIVE CLASS	3,00 - 3,99	15,00 – 19,99
 (4) PROMISING CLASS	<2,99	<14,99



PART 3. RESPONDENT RATINGS

3.1. SUMMARY RATING

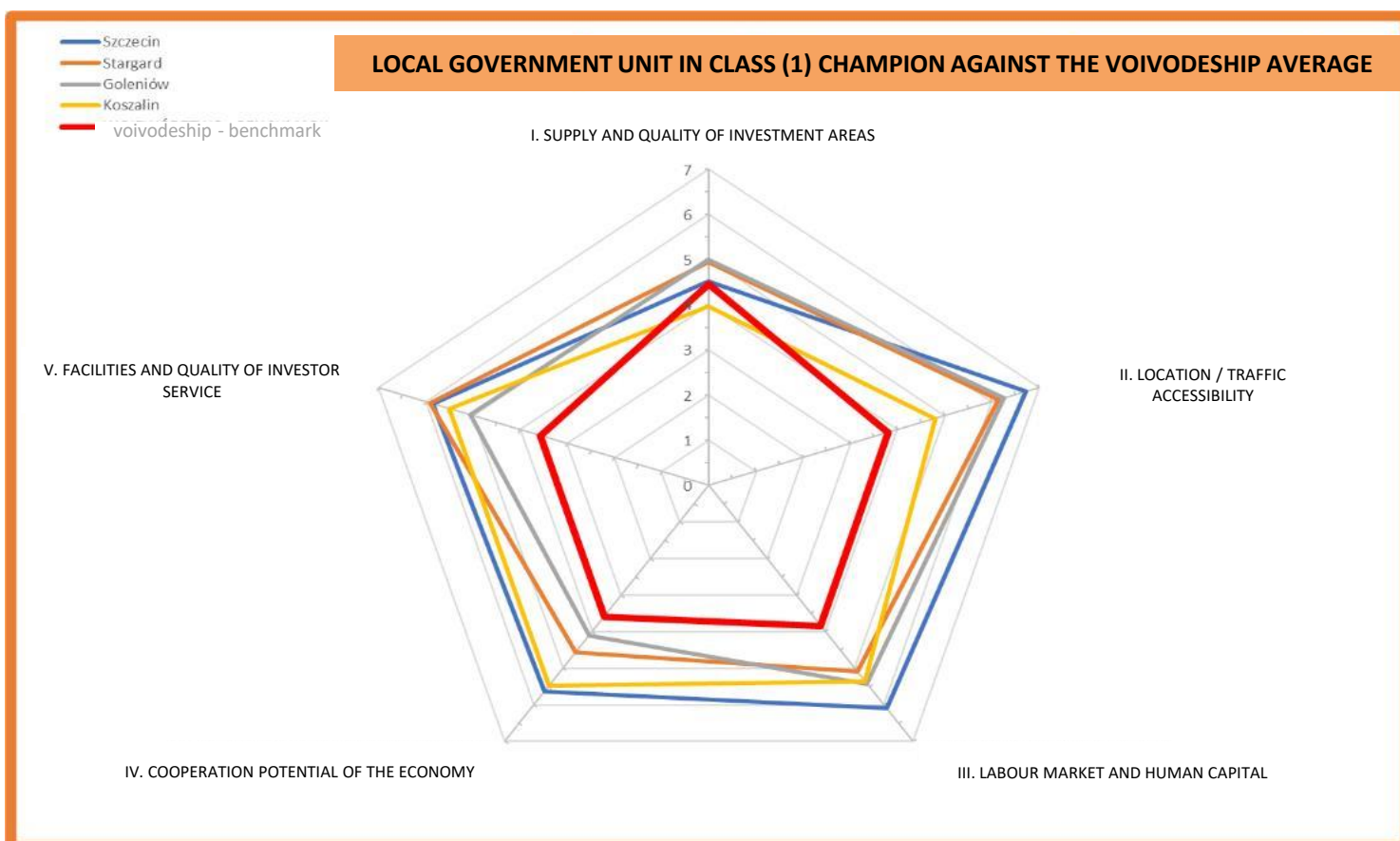


3.2. LOCAL SELF-GOVERNMENT ENTITIES SURVEYED – RATING CLASS „I – CHAMPION”

**(1) CHAMPION CLASS**

Four territorial self-government units were qualified to the champion class, for which the average score for all criteria exceeded 5 points and at the same time the total number of points obtained exceeded 25.

Ranking position	THE SURVEYED MUNICIPALITY	TOTAL FOR ALL CRITERIA	AVERAGE FOR ALL CRITERIA	I. SUPPLY AND QUALITY OF INVESTMENT AREAS	II. LOCATION / TRAFFIC ACCESSIBILITY	III. LABOUR MARKET AND HUMAN CAPITAL	IV. COOPERATION POTENTIAL OF THE ECONOMY	V. FACILITIES AND QUALITY OF INVESTOR SERVICE
				1	Szczecin	28,80	5,76	4,51
2	Stargard	26,63	5,33	4,95	6,13	5,09	4,56	5,90
3	Goleniów	25,84	5,17	5,01	6,25	5,43	4,11	5,05
4	Koszalin	25,12	5,02	3,97	4,80	5,37	5,48	5,50





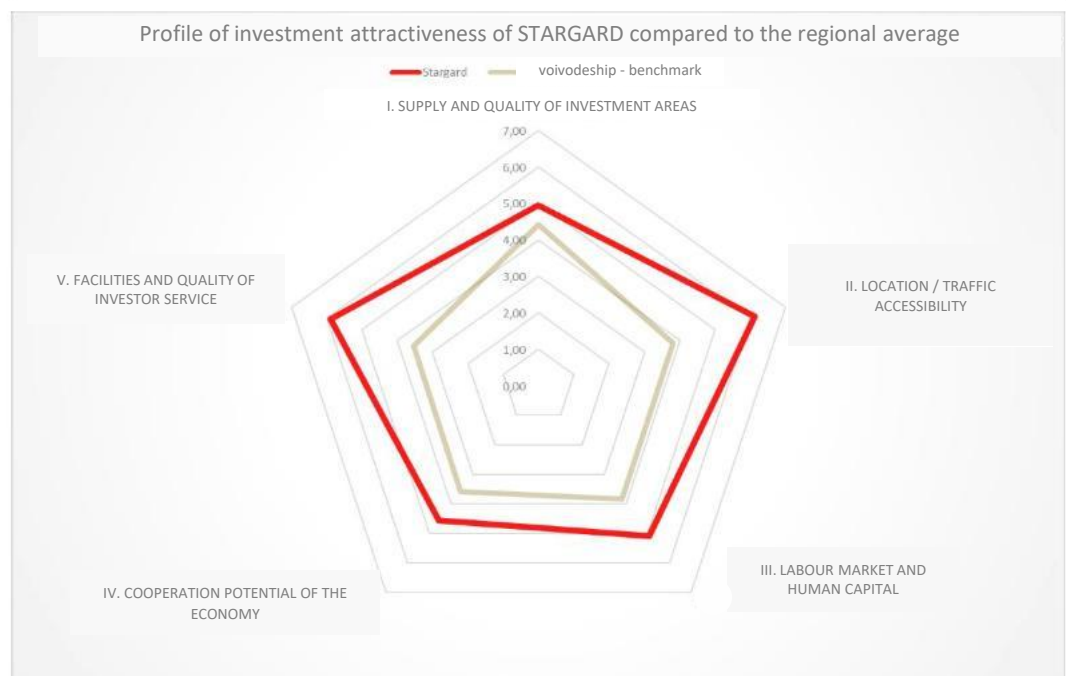
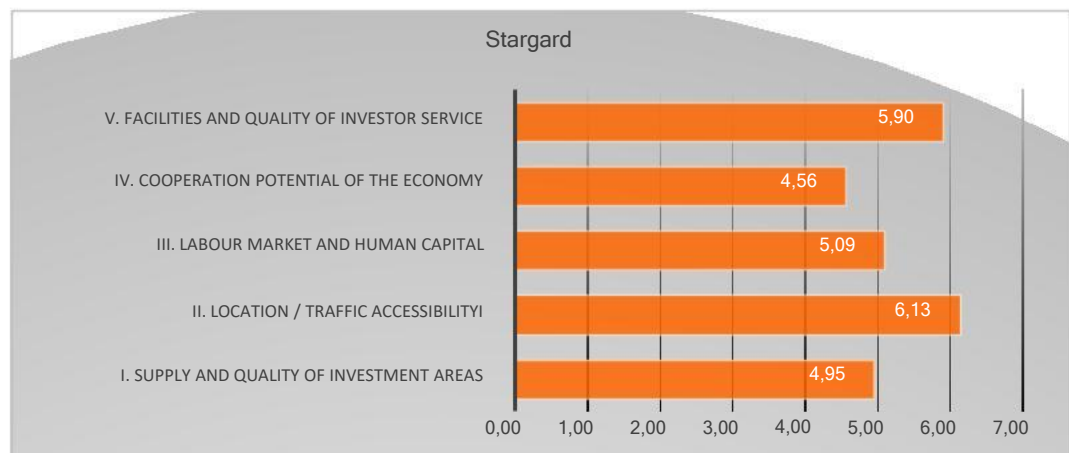
PART 4. RESEARCH PROFILES

STARGARD

rating

**(1) CHAMPION CLASS**

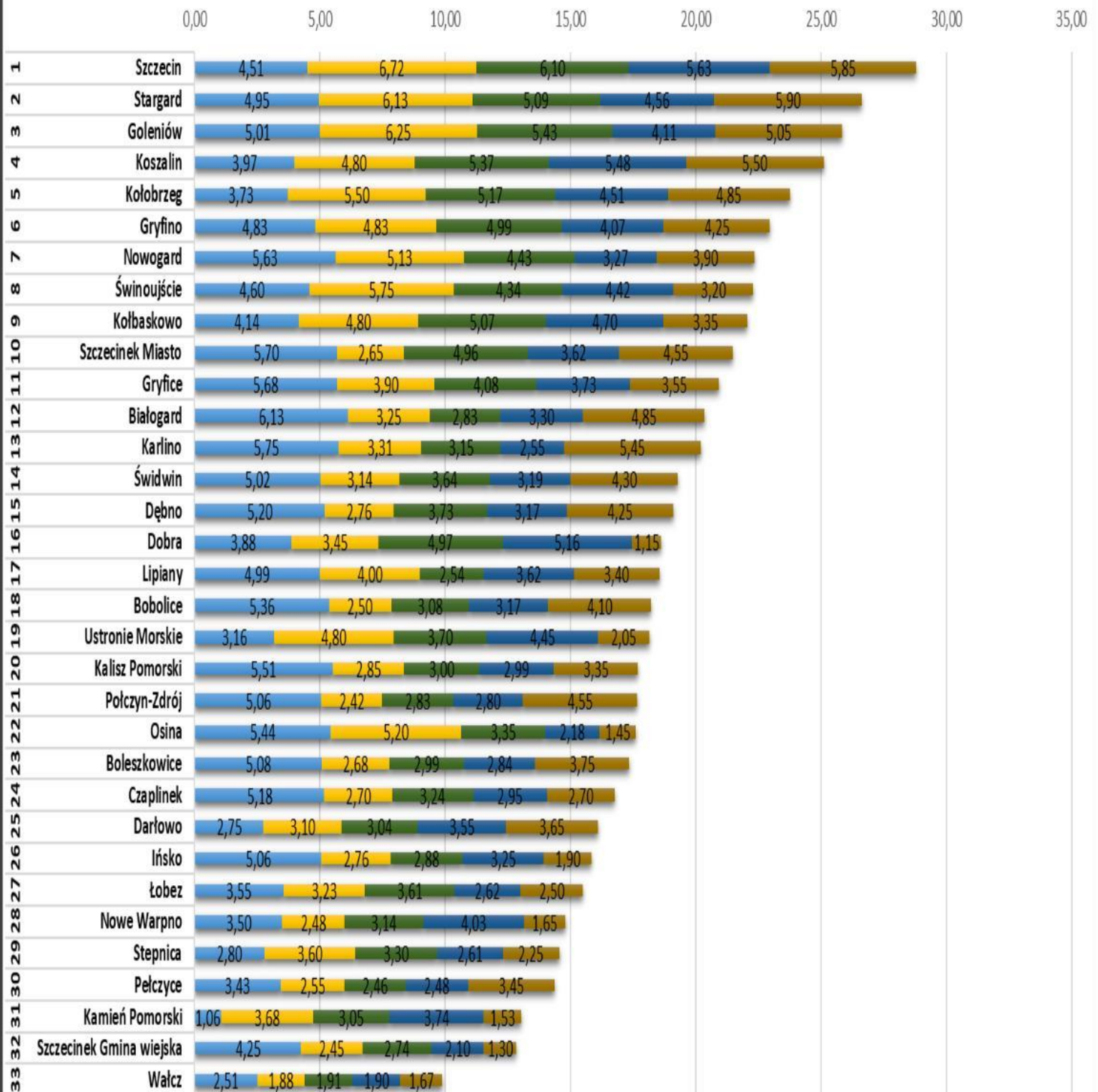
<i>position in the summary ranking</i>	2
<i>ranking in terms of criterion "I. SUPPLY AND QUALITY OF INVESTMENT AREAS"</i>	17
<i>ranking in terms of criterion „II. LOCATION / TRANSPORT ACCESSIBILITY“</i>	3
<i>ranking in terms of criterion "III. LABOUR MARKET AND HUMAN CAPITAL".</i>	5
<i>ranking in terms of criterion "IV. COOPERATION POTENTIAL OF THE ECONOMY"</i>	5
<i>ranking in terms of criterion "V. FACILITIES AND QUALITY OF INVESTOR SERVICE"</i>	1





PART 2. RANKINGS OF SURVEYED

SUMMARY RANKING OF RESPONDENTS - ASSESSMENT COMPONENTS



■ I. SUPPLY AND QUALITY OF INVESTMENT AREAS
■ II. LOCATION / ACCESSIBILITY
■ III. LABOR MARKET AND HUMAN RESOURCES

■ IV. COOPERATION POTENTIAL OF THE ECONOMY
■ V. FACILITIES AND QUALITY OF INVESTOR SERVICE