



Pomorze Zachodnie



ASSESSMENT

OF INVESTMENT AREA ATTRACTIVENESS
AND QUALITY OF INVESTOR SERVICES

IN SELECTED MUNICIPALITIES
IN THE WEST 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 Business Development Centre's research team, a special purpose vehicle of the West Pomeranian Business School in Szczecin, is delighted to offer you the "Assessment of Investment Attractiveness and Quality of Investor Services in Local Government Units report within the West Pomeranian Voivodeship".

This report presents the findings of a research project commissioned by the Center for Economic Initiatives of the West Pomeranian Voivodeship. The project was carried out from September to December 2022 and provides an overview of the investment potential across the 33 municipalities of the province identified by the client.

The project methodology relies on the extensive expertise of the CRB team and its exclusive taxonomic measurement model known as "RAI© - Investment Attractiveness Radar". In our view, this model provides an objective, trustworthy, and accurate representation of the factors that determine the investment appeal of our territorial self-government units. The RAI© model considers a comprehensive set of 5 key criteria and 39 sub-criteria.

The applied research method enables multidimensional comparisons of potentials between tested objects while also providing individual assessments for each surveyed commune. Accordingly, the study presented here displays analytical results across several crucial areas:

- (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 categorization 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 emphasise that the analysis presented is not an endeavour to produce arbitrary or indisputable ratings of the territorial self-government units surveyed. Instead, we believe that the RAI© study results outlined in this report will inspire municipalities to consistently enhance their investment appeal through infrastructure advancement, investor support policy, and improving the strategic approach and quality of investor servicing. This study must be taken into account in the provincial economic development and infrastructure investment policy.

Research team leader, author of RAI©



dr hab. prof. ZPSB Aneta Zelek



RESEARCH METHODOLOGY

RANKING AND RATING - RESEARCH PROCEDURE

The established criteria assessments have enabled a comprehensive ranking of territorial self-government units. Consequently, this report presents 6 distinct rankings of the surveyed units.

(6) Overall ranking - INVESTMENT ATTRACTIVENESS AND QUALITY OF INVESTOR SERVICE IN THE RESEARCHED LOCAL SELF-GOVERNMENTS

(7) Ranking according to the criterion AVAILABILITY AND QUALITY OF INVESTMENT LOCATIONS

(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 surveyed communes were globally rated and classified into four categories based on their investment attractiveness: CHAMPION class; WINNING class; ATTRACTIVE class; PROMISING class.

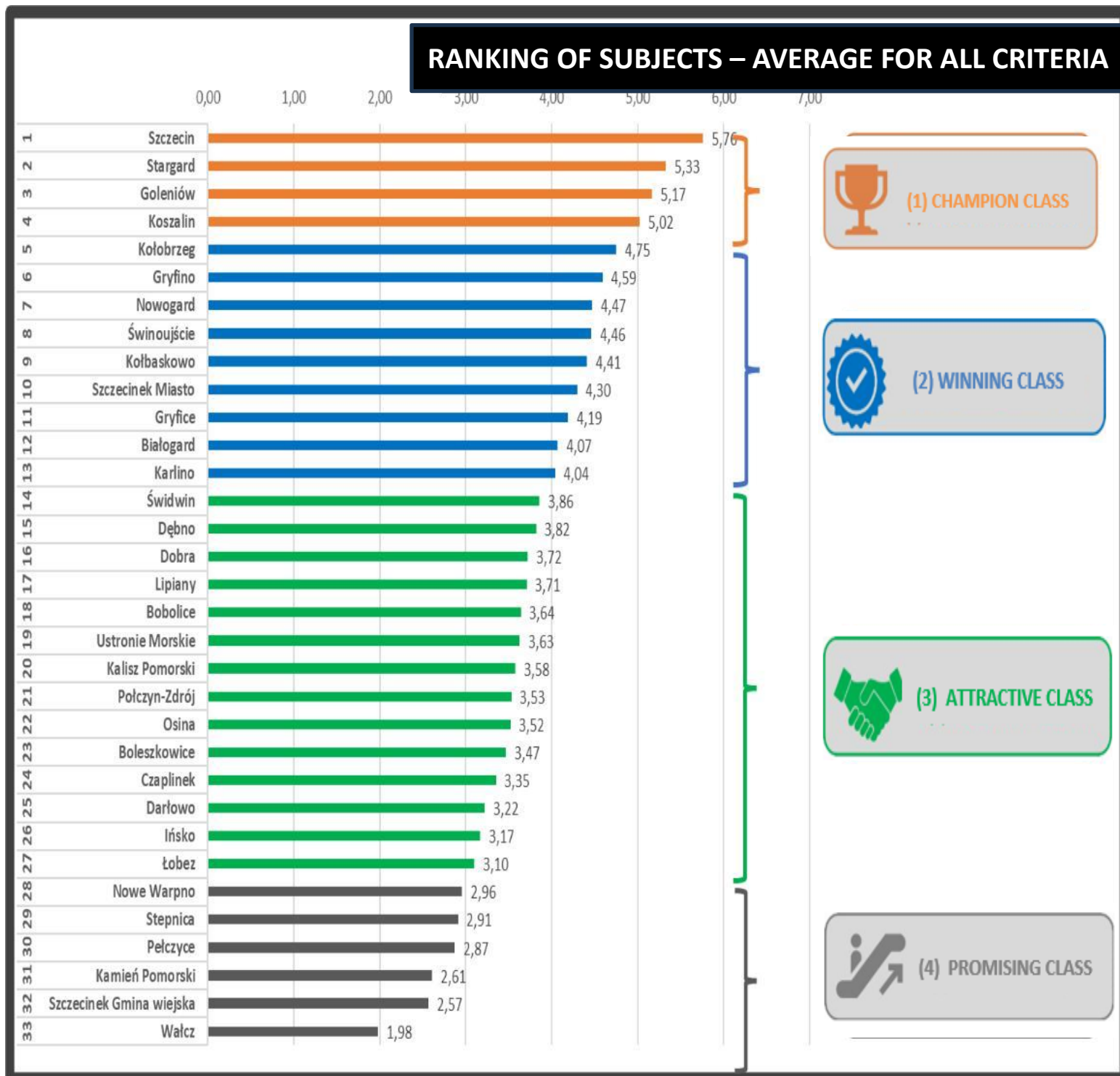
The rating of communes to a specific class was determined by considering the following scoring criteria:

Class of rating	The average score obtained in the assessment for all tested criteria	The total number of points obtained for all examined criteria
 (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



RESPONDENT RATINGS

3.1. SUMMARY RATING



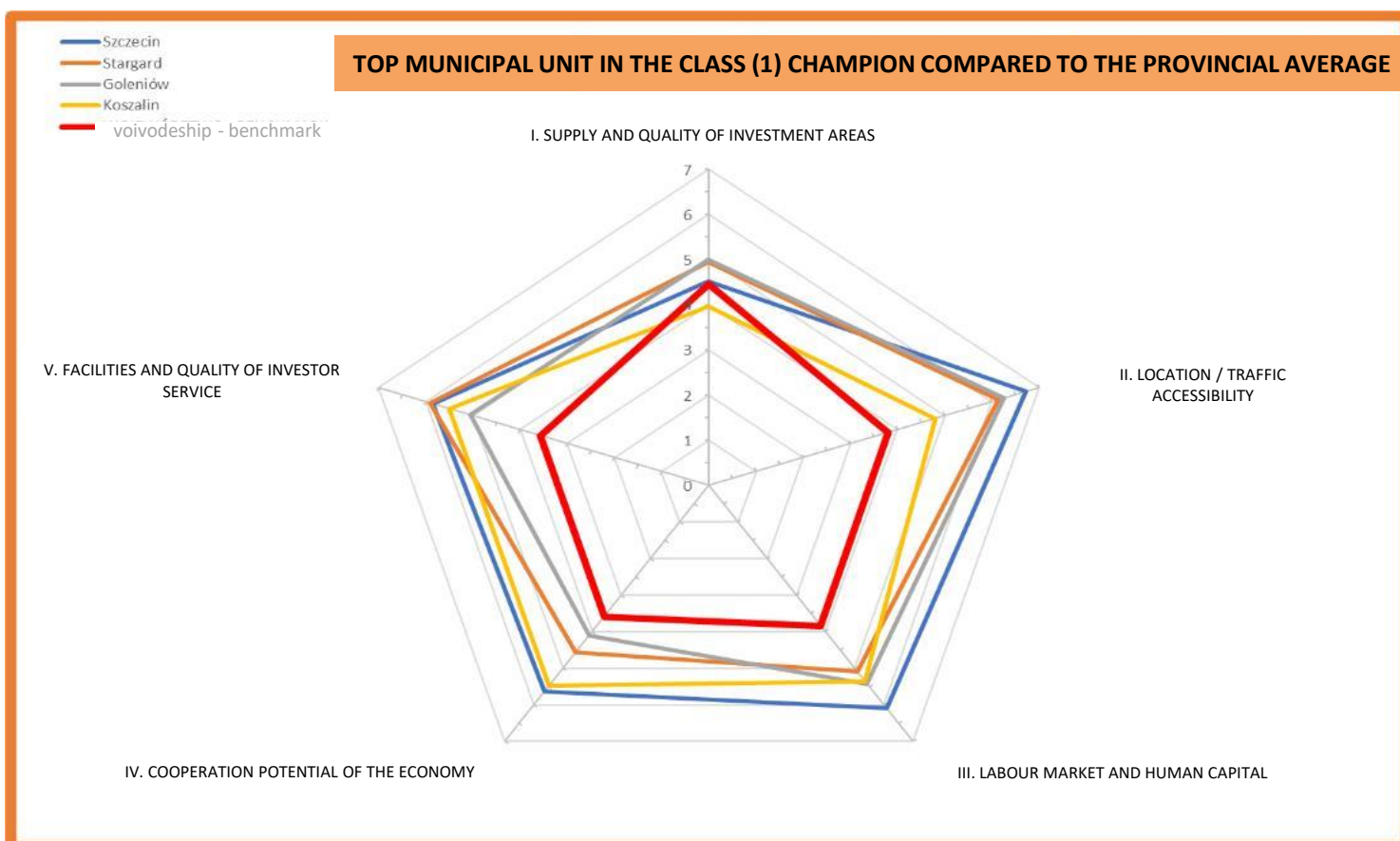
3.2. LOCAL SELF-GOVERNMENT ENTITIES SURVEYED – RATING CLASS „I – CHAMPION”



(1) CHAMPION CLASS

Four municipalities with an average score of more than 5 points for all criteria and a total score of more than 25 points qualified for the Master Class.

Ranking position	THE SURVEYED MUNICIPALITY	TOTAL FOR ALL CRITERIA	AVERAGE FOR ALL CRITERIA	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	6,72	6,10	5,63	5,85
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

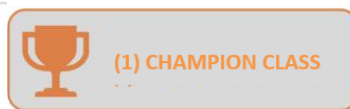




RESEARCH PROFILES

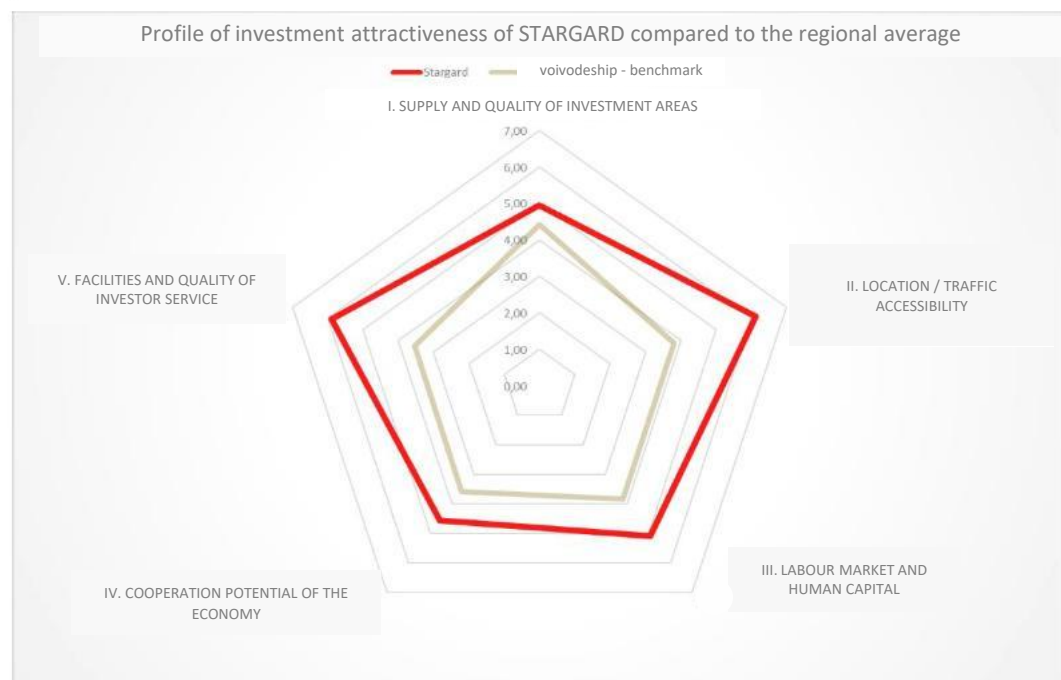
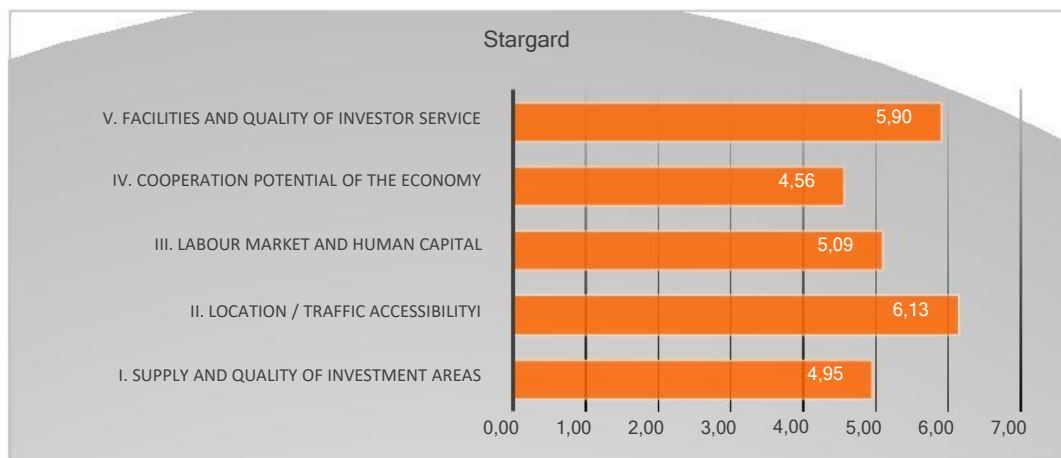
STARGARD

rating



<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

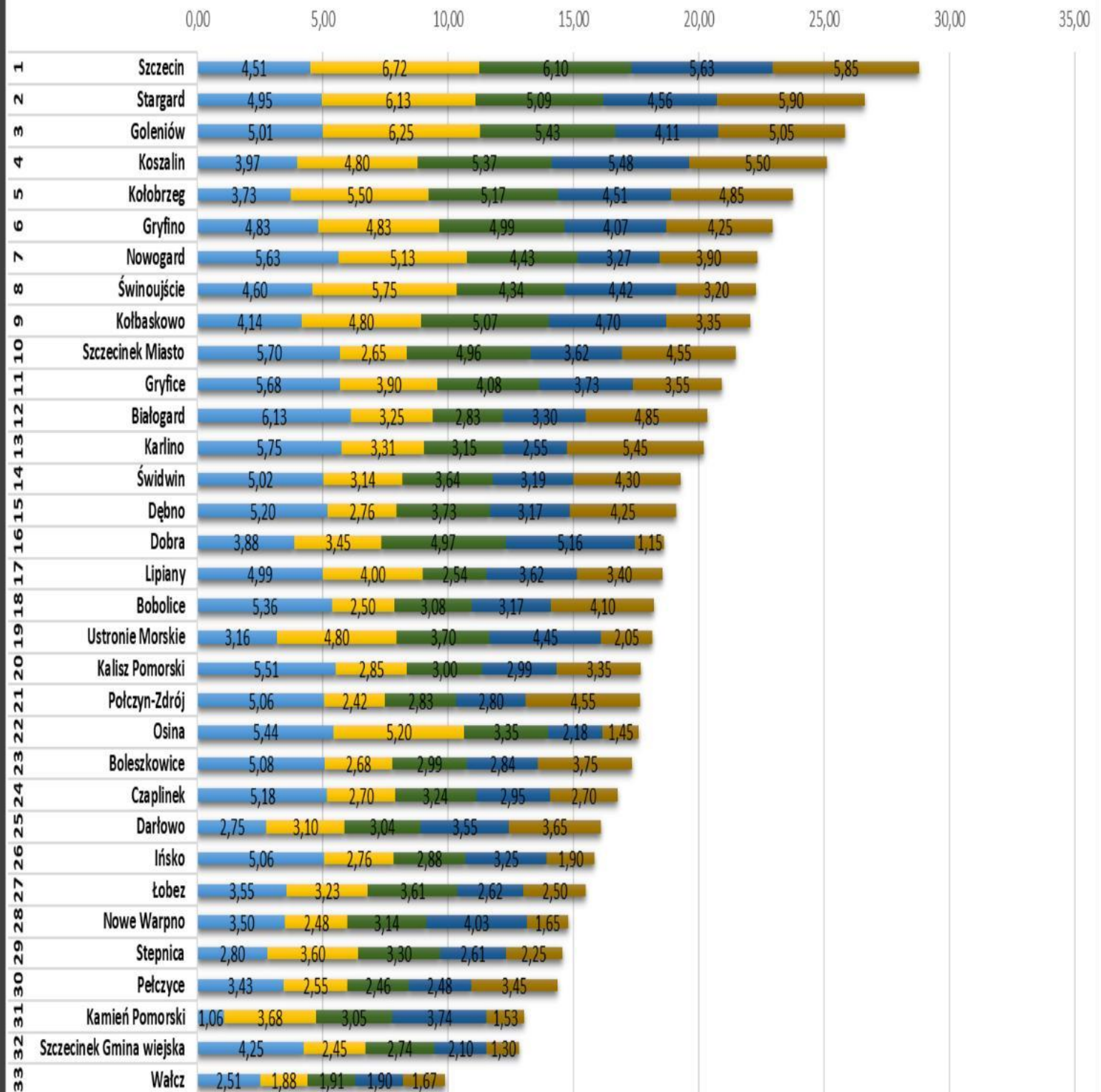
2
17
3
5
5
1





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