

Synergies – Regional analyses

([MORECO](#), [ACCESS](#); focus on commercial sites and intermunicipal cooperation: [COMUNIS](#), [InnoCité](#))

In [MORECO](#) and [ACCESS](#) regional analyses have been carried out to provide general information on settlement structure, transportation and demography in the pilot regions: - Regional analysis on pilot areas and their status quo with regard to connectivity, transportation, settlement structure, service supply and demography ([ACCESS](#)). - SWOT analyses show strengths and weaknesses of demography, settlement structure, infrastructure and transport in the pilot regions ([MORECO](#)). - Regional analysis is moreover described as a tool in order to make the instrument transferable ([MORECO](#)).

In searching synergies among projects [COMUNIS](#) and [InnoCité](#) the regional analysis with the focus on commercial sites and intermunicipal cooperation ([COMUNIS](#)) could be adequately used in SMESTOs (small and medium sized towns) as well, taking in mind that the concept of SMESTOs relates to SMESTO-MEGA relationship, which could include both – intermunicipal cooperation and bearing in mind the weakening of services in SMESTOs, common planning of commercial sites could be an answer to ever growing influences of MEGA. In particular, [COMUNIS](#) provides a very structured recipe for analysing this context, containing main development issues, like availability of land, image and [perception](#) of the region, framework conditions for business, transportation, and provides analytical tools for analysing the situation i.e. [Balanced Score Card \(BSC\)](#). In addition, [COMUNIS](#) proposes concrete plan of action and provides examples of implementations in their pilot areas. Joining the [COMUNIS](#) approach and analytical perspective of [InnoCité](#) ([InnoCité approach, volume 1](#)) could represent useful tool also for analysing the problems of SMESTOs, addressed in the [InnoCité](#). In analytical terms BSC could be combined with a [InnoCité diagnosis tool](#), which is a form, helping SMESTOs to make the first diagnostical step in evaluation of SMESTO performance comparing to metropolis that influences its development. At the same time the form provides a framework for comparison between SMESTOs. In this regard SMESTO-MEGA comparison could be adapted to intermunicipal comparison, being a first step in further discussion on a common commercial site development.

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