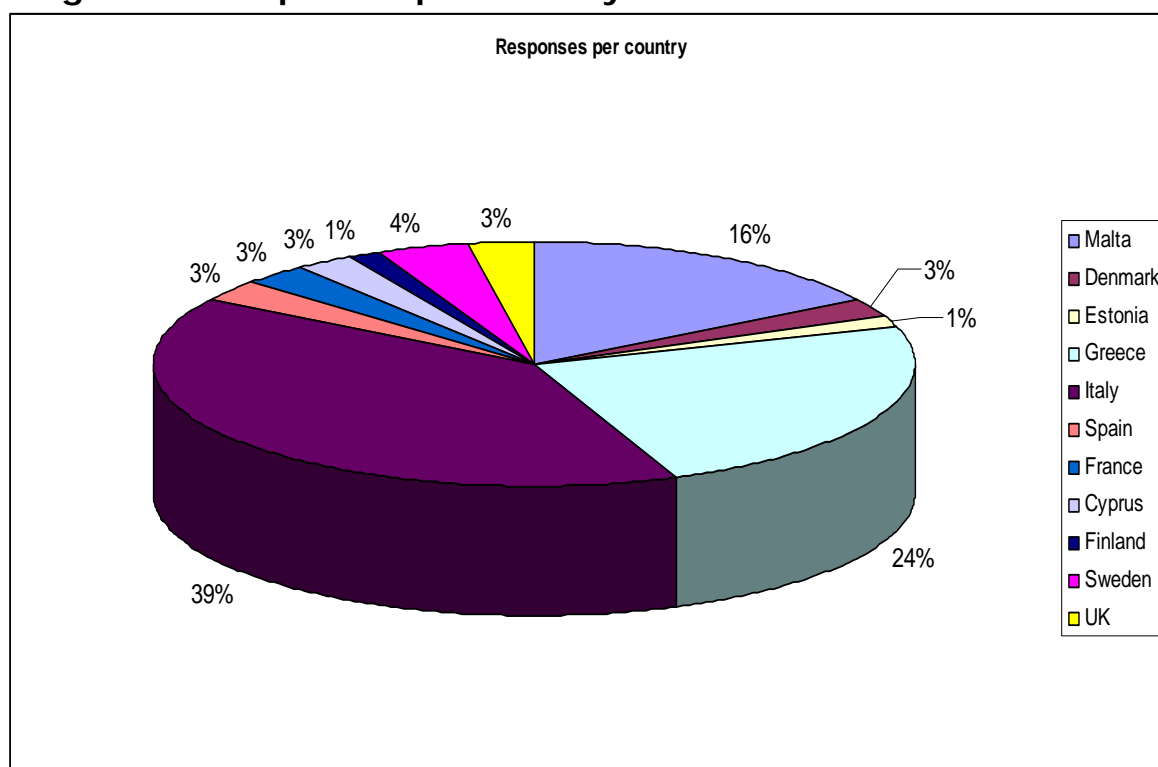


ANNEX IX: ATTRACTIVENESS PARAMETERS

Islands' attractiveness for living (Local Authorities Responses)

In the field research, aimed to conclude on the most important factors affecting the attractiveness of an island for residence, 75 local authorities participated (municipalities, prefectures, provinces). These authorities came from various EU insular areas. Diagram 2 shows the distribution of these 75 authorities by country.

Diagram 1: Responses per country



The majority (39%) of the responses came from local (island) authorities in Italy. Greece and Malta also gave a significant number of responses, 24% and 16% of the total responses respectively. From these 75 responses, 39 were valid for elaboration as the remaining 36 questionnaires didn't provide any data in the factors importance section. The data elaborated with the SPSS 17.0 software and the MS Excel. The aim was to extract the hierarchy of the factors based on their importance.

The participants of the research were asked to rate specific factors that could define islands' attractiveness for permanent residence. Respondents prioritize twenty four different criteria in a scale from 1 to 5, where grade 1 represents the factor that they consider as the first most important factor of attractiveness, 2 the second

most important factor and so on. Diagram 2 presents factors' importance in percentile form.

The 17.1% of the participants rate the frequency of itineraries as the first and 2nd most important factor of attractiveness respectively. 14.3% placed accessibility as the 3rd more important factor and another 14% as fourth (8.6%) and fifth (5.6%) respectively. From the outcomes it seems that the participants consider this criterion as factor of attractiveness that can influence considerably the choice of somebody to live in an island.

2.9% of the respondents rated the cost of transport (via air or sea) as the first most important factor. "Quality of transport services to mainland" was considered as the most important attractiveness criterion by 3% of the respondents. Concerning the factor "Regular energy supply" only 2.7% of the participants placed it as the most important factor that can effect installation decisions.

The factor "Regularity of water supply" was valued as the 3rd (by the 16.2% of the respondents) and 4th (by the 13.5%) most important factor of attractiveness. Among the 24 factors, "Regularity of water supply" is placed as the third most important factor that can affect people decision to live in an island.

"Connection to the waste water system" is not an important factor as it has been selected by only 5.8% of the respondents where 2.9% consider this factor as the first and the third most important factor of attractiveness respectively. In finally hierarchy it was included as a factor of median importance (14th place in a total of 25 factors).

3% of the participants believe that "Effectiveness of solid waste water collection" is the third most important factor and another 3% as the fourth one respectively. In total, it is placed in the 15th place of attractiveness factors.

Similarly, "The quality of public transport network" is referred only in 3% of the answers, according to which this factor is evaluated as the third most important.

"Job Opportunities" is an important attractiveness factor since the 13.9% of the respondents believe that is the first most important one. Also, 25% rate it as the fifth most important. "Job opportunities" criterion along with quality of health, frequency of scheduled trips and the regularity of water supply, are the four major criterions that define island's attractiveness.

Oppose to job opportunities criterion, the importance of the factor "Career opportunities" is rated much lower. Only 3% of the respondents believe that career's evolution is the first and second most important factor of attractiveness respectively, while another 3% places it as the fifth most important criterion. In total hierarchy, it is placed in the 12th place.

In the twenty-first place, respondents put the "Training opportunities" criterion. Only, 3% of the participants consider it as the fourth most important factor of attractiveness.

The opportunity of islands' residents to attend cultural events is chosen by 6.1% of respondents' answers.

The "Quality of health care" is a crucial factor of attractiveness. More specifically it has been rated as the first most important factor of attractiveness by 23.1% of the respondents while another 17.9% consider it as the second most important factor. Important is to note that also a high percentage (20.5%) rate this factor as the third most important. Health care's quality is emerged as the first most important reason among the 25 criterion.

Similarly, "Quality of education services" criterion is another important factor of attractiveness. Participants place education in the 6th place of final hierarchy. It must be noted that none of the participants prioritize it as the first most important factor. The great majority (17.1%) consider it as the 3rd and 4th most important factor.

The "Cost of land and construction of domestic home" is considered as the first most important factor by 2.9% while at the same time another 2.9% rate it at the third and fifth place respectively. The particular criterion belongs to the "medial" priority factors, since is in the thirteenth place of hierarchy.

The 8.6% of the respondents evaluate the "Cost of living" criterion as the first and at the same time the fifth most important factor of attractiveness.

The factor "Participation in non-government collective activities" was selected by 3% of the participants who rate it exclusively as fifth factor of attractiveness.

3% of the respondents expressed the opinion that "Networks of trust and social capital" criterion can determine someone choice to live in an island and prioritize it only as the third most important factor. In the hierarchy the particular factor is in the 20th place.

"Quality of life" is considered to be a very significant factor of attractiveness, since 14.3% of the participants rank it at the first place.

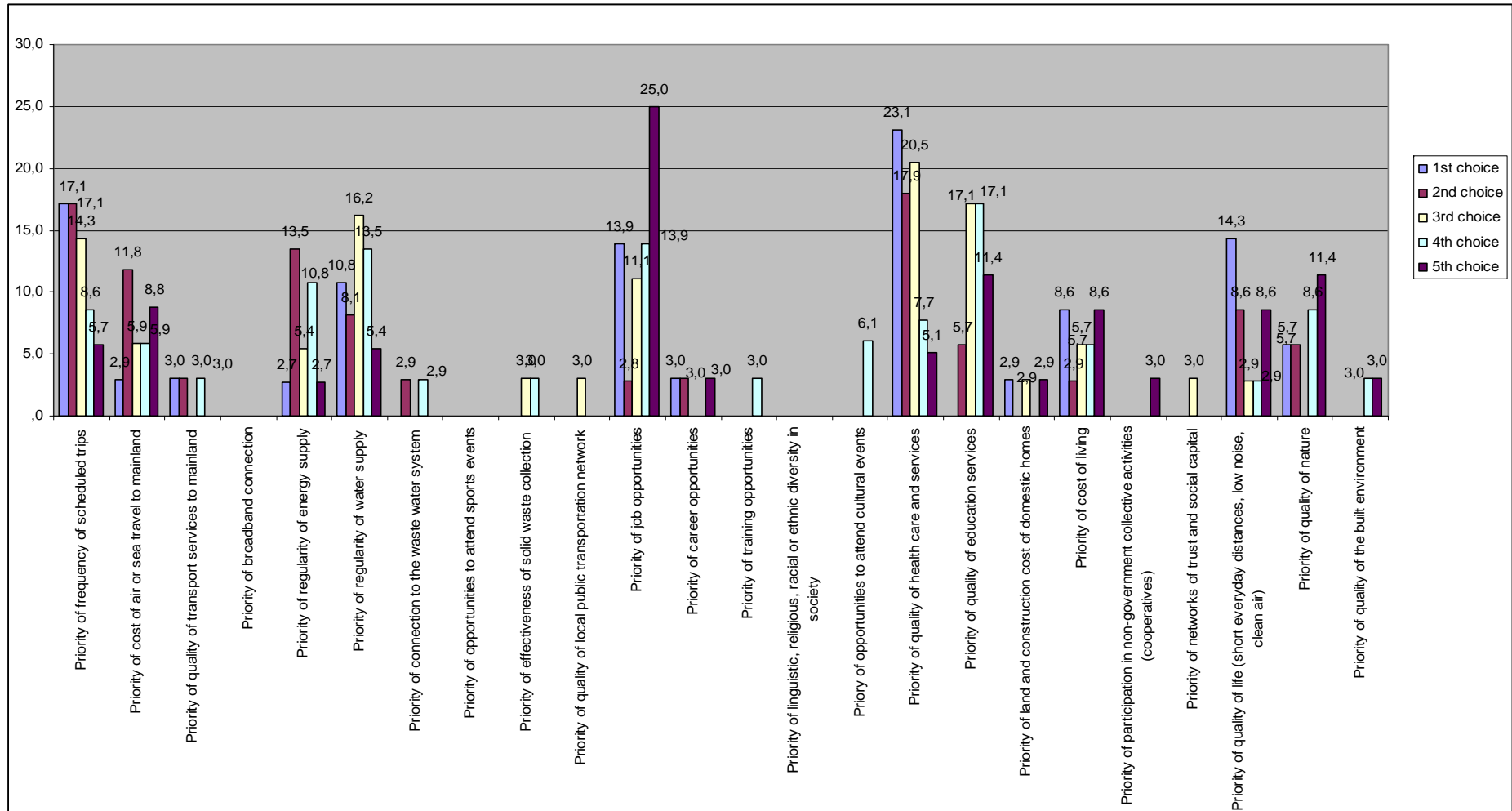
The "Quality of natural environment" is found in the tenth place of the hierarchy. A percentage of 11.4% of the respondents ranked this factor in the fifth place, while only 5.7% supported that this a major criterion for selecting an insular area for residence.

The last criterion "Quality of built environment" was evaluated as the fourth and fifth most important factor of attractiveness by 3% respectively.

As it appears in the diagram, the factor "Broadband connection" is not included in the five first choices as no one of the respondents rated it in the 5 point-scale. Similarly, criterion "Opportunities to attend sports events" was not included in participants' answers as

an important factor that can affect islands' attractiveness. The twentieth factor that participant asked to prioritize is the "Linguistic, religious, racial or ethnic diversity in society" criterion. As it is shown none of them believe that can influence in any degree, somebody's decision to live on an island. The following diagram shows the answers of the respondents and the priorities of each factor. It must be noted that there is also another one factor, the "Distinct Cultural Identity" that didn't evaluated by the respondents.

Diagram 2: Priority of factors affecting island attractiveness for living (%)



Factors' Classification

Diagram 3 presents the hierarchy of attractiveness factors based on their importance. Those factors nearest to the unit denote highest importance while those closer to five show that are conceived as less important and have little influence on someone's decision to live on an island. It is noted that in the diagram the factors that didn't rated by the respondents have been excluded from the hierarchy.

The general classification criterion deals with participants prioritising of each factor.

- High priority factors: Importance level till 3.5. These are the factors that have direct influence in a decision concerning the place of residence.
- Medial priority factors: importance level 3.51-4.00. Concerns the next level of prioritization and include factors that are conceived as important.
- Low priority factors: importance level 4.01-4.85. Includes the factors that affect indirectly the attractiveness of an island and in a complementary way.
- Insignificant factors (non- important factors)-importance level 4.86-5.00. Concerns the factors that have very little or no importance.

Following the prioritization patterns, the five most important factors, which define islands' attractiveness, are:

1. Quality of health care system: Adequate health infrastructure (hospitals, clinics etc), equipment and sufficient qualified personnel (doctors of major specialties and nurseries) are the most important factors. In many islands and especially in the small ones is observed many and serious deficiencies concerning the health system. These conditions degrade the quality of life in islands and increase the inequalities among the residents of islands and those of the mainland. In opposite low quality of health system is a preventing factor, since the confrontation of an emergency incident means the transfer to another bigger island or to the mainland. Such a fact raises the feeling of insecurity.

2. Trip frequency: Accessibility is the second most important factor of islands' attractiveness for living. Regularity of scheduled trips concludes to uninterrupted connection among islands and mainland. Such conditions ensure equal conditions for both kinds of residents (for living and for setting up economic activities), since market's demands are normally satisfied (constant market supply, stability of prices, competitiveness). Frequency of itineraries is in an inverse relation with the islands isolation.

3. Regularity of water supply: From respondents answers is concluded that regular water supply is the third most important reason of attractiveness and at the same time that a great majority

of islands face this problem. De facto non regular water supply creates many difficulties in every day life

4. Job Opportunities: The fourth most important factor job opportunities. Positive conditions in finding a job increase the feeling of security and a resident's well-being. This is especially important, for the young population of islands, because is eliminated a major reason for abandoning the island. Also, job opportunities decrease the possible depopulation of an island.

5. Quality of life: The fifth attractiveness criterion is quality of life. In this factor short everyday distance, low noise, clean air parameters describe the meaning of quality. In a wider definition of quality, all the above factors could be included.

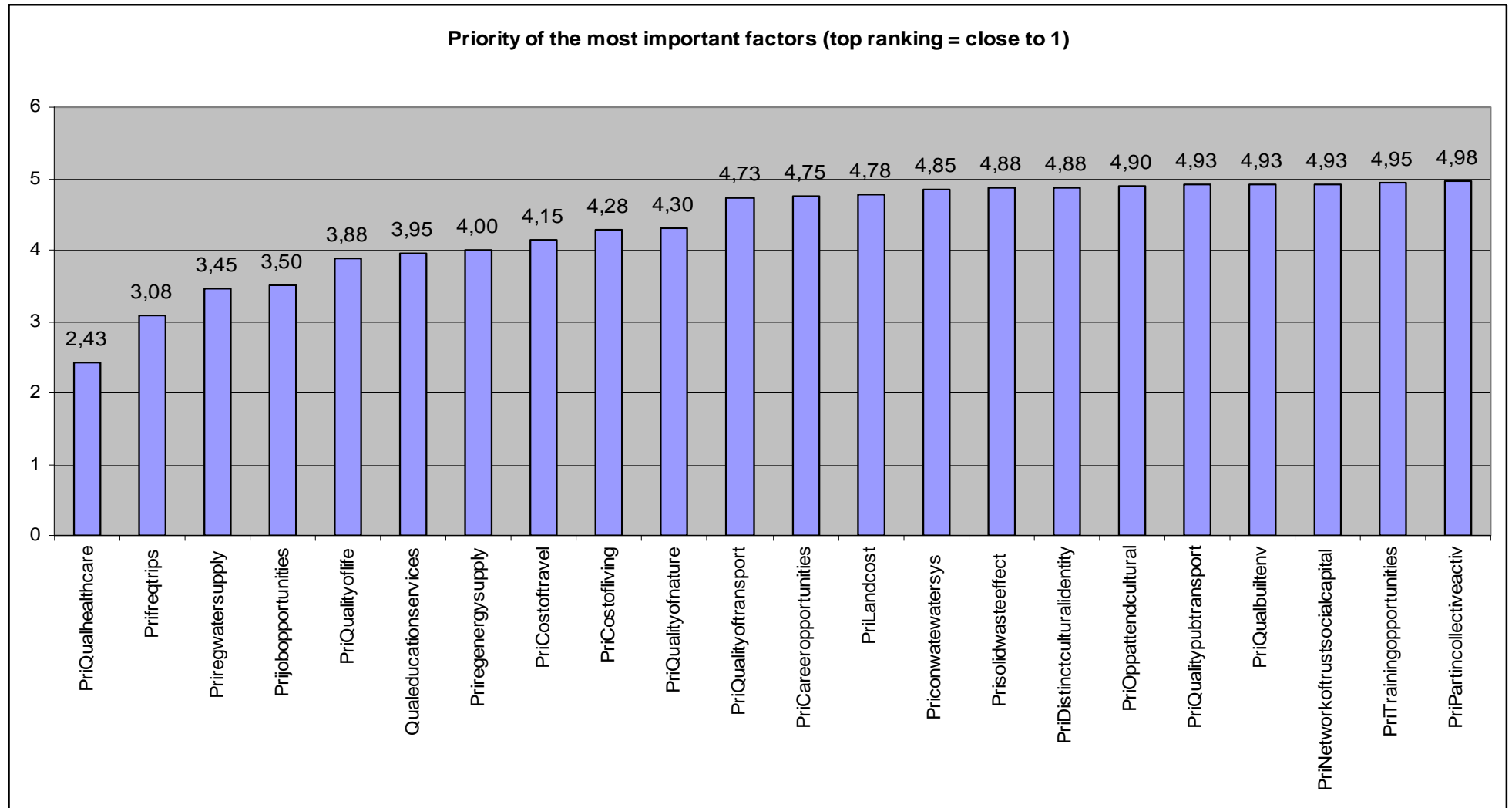
According to factors' classification three are the major factors that can significantly affect the decision of moving to an island: a) quality of health care system, b) trip frequency and c) job opportunities. Table 1 presents the classification of all factors.

Table 1: Classification of factors influencing islands attractiveness for living

High priority factors (1.00-3.50)
Quality of health care system
Trip frequency
Regularity water supply
Job Opportunities
Medial priority factors (3.51-4.00)
Quality of life
Quality of education services.
Regularity of energy supply
Low priority factors (4.01-4.85)
Cost of travel
Cost of living
Quality of nature
Quality of transport
Career opportunities
Land of cost
Connection to the water waste system
Insignificant- complementary factors (4.86-5.00)
Effectiveness of solid waste collection
Linguistic, religious, racial or ethnic diversity in society
Opportunities to attend cultural events
Quality of public transport system
Quality of built environment
Networks of trust and social capital
Training opportunities

Participation in non-government collective activities

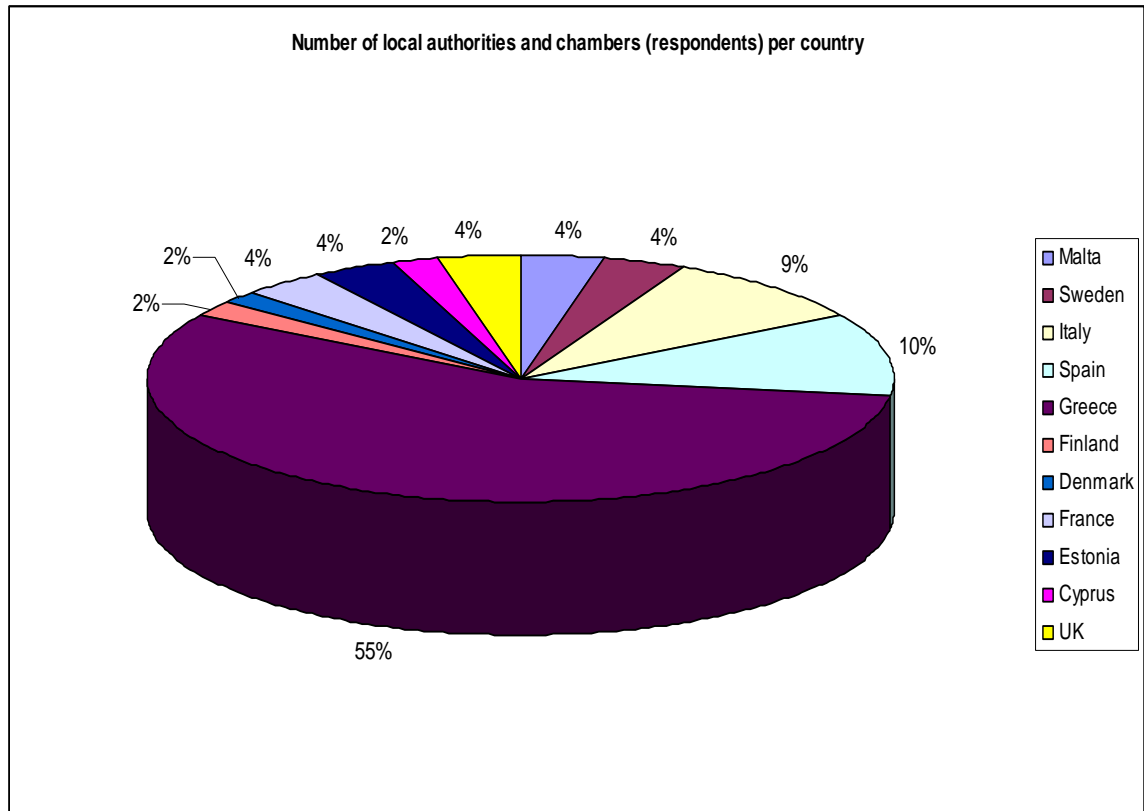
Diagram 3: Ranking of factors by importance (top ranking = close to 1)



Islands’ attractiveness for economic activities

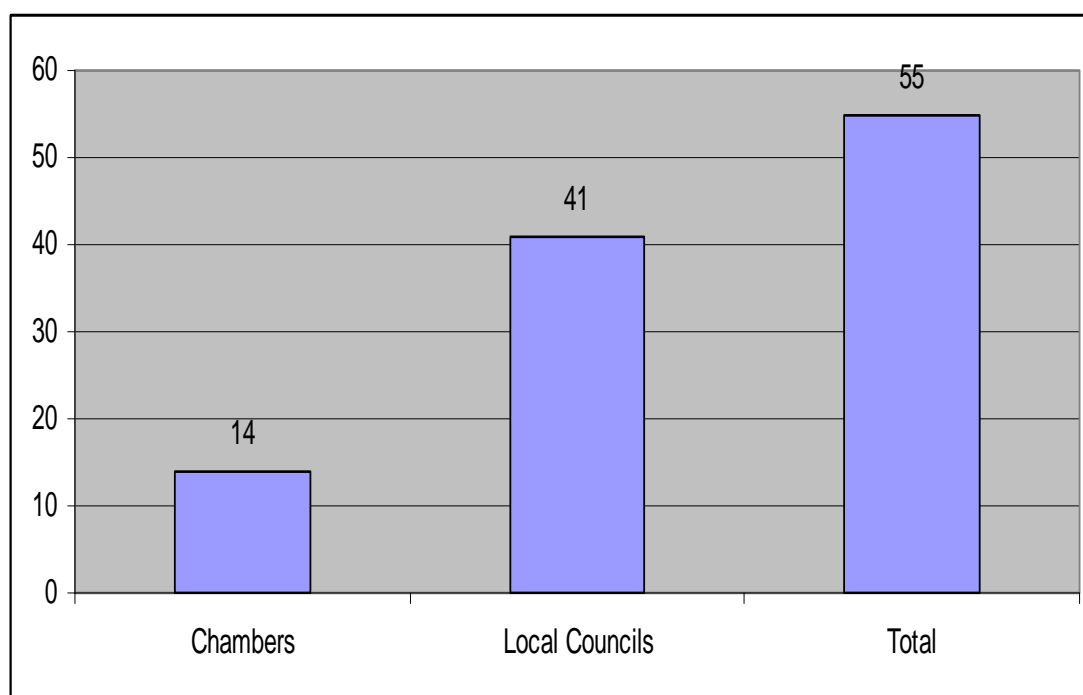
The second type of questionnaire addressed to chambers and local authorities (municipalities, prefectures, universities) in order to investigate and define the factors that make an island attractive for setting up local economic activities. In total 55 responses were gathered. Diagram 4 shows the distribution of these 55 authorities by country.

Diagram 4. Responses per country



From those responses, 40 were suitable for elaboration with the SPSS 17.0 software and the MS Excel as the remaining didn’t provide any data in the factors importance section. The aim was to extract the hierarchy of the factors based on their importance. The majority (55%) of the responses came from local authorities and chambers in Greece. Spain came second with 10%. Diagram 5 shows the distribution of the responses (in actual numbers) between the chambers and the local councils

Diagram 5. Responses per authority



As we can see the responses from local councils are more than the responses from chambers which can be a shortcoming in the analysis as there is no equal representation of the two kinds of authorities in the final respondent's sample. Of course why must have in mind that an equal representation is very difficult as in the majority of the cases, an island have only one chamber of commerce while at the same time has a lot of local councils (for example municipalities).

The participants were asked a) to prioritize the five most important factors from a list of 24 criteria and b) to rate all of these factors based on an importance scale from "very important" till "insignificant".

According to data elaboration, 30.8% of the respondents selected the factor "Frequency of scheduled trips" in the first place of importance while another 15.4% chose it as the second most important factor.

Regarding the "Cost of traveling to the mainland" (via air or sea modes of transport) 15.4% of the participants, rate this factor with three (in a 5-point scale).

5.4% of the respondents choose the "Quality of transport services to mainland" criterion as the most important attractiveness factor (1st place) for setting up a new business in an island. The rest evaluations are equally distributed to the rest choices with percentage 5.4%.

The existence of "Broadband Connection" was selected as the fourth most important factor of attractiveness by 5.4% of the participants while it must be underlined that none of them gave this criterion the first place. In the total classification the broadband connection was in fourteenth place.

A 10.3% rated the "Regularity of energy supply" in the second place in the importance scale while 7.7% rated it in the first place. In the final hierarchy regular energy supply was placed in the fifth place among 24 factors.

The ability of an island to provide to businesses and residents a "regular water supply" is considered to be the most important factor of attractiveness from the 12.8% of the participants. In the overall hierarchy, the particular criterion is placed in the third place of importance.

The next factor "Connection to the waste water system" was not selected by any of the participants and is not considered as criterion that can affect somebody's choice to start up a business in an island. Similarly, the "Effectiveness of solid waste collection" was selected only by 2.8% of the respondents, who exclusively placed it in the fifth place of importance.

Regarding the "Quality of local public transportation network" factor, 8.1% of the respondents consider it as the second most important criterion of attractiveness factor of attractiveness, while the 2.7% rate it as the fourth most important factor and the remaining 5.4% as the fifth factor of importance.

The existence and supply of trained/qualified human capital in an island is deemed as an important factor of attractiveness as 8.1% of the participants rated it as the third (8.1%) and fifth (8.1%) most important factor. As the first most important factor was rated only by 2.7% of the participants.

While "Cost of labor" expected to be in the top five factors of importance, since this cost could affect business competitiveness, although in total ranking is placed in eighth place. The majority of the respondents included this factor as the third and fourth most important factor of attractiveness with equally percentage 8.1%, while the remaining answers gave a lower ranking.

Respondents ranked "Business support agencies" at the third (2.8%) and fifth (2.8%) place of attractiveness.

In the ninth place of the hierarchy, respondents place the "Land and construction cost of commercial property". From the total answers, 8.3% consider it as the third most important factor that can affect business location choice.

According to participants answers the "Support by other businesses" factor is not seemed to be a crucial one for islands attractiveness. (2.8% rated it as the second, fourth and fifth most important factor of attractiveness respectively).

The second most important factor among the 24 criteria is the provision of "Economic incentives". Almost 18.4% of the participants rate it as the first most important factor that can determine somebody's decision to start up a business in an island.

The possibility for innovation implementations in the production process has been chosen by 2.8% in the first place of importance, while another 2.8% evaluated as the third most important factor.

The "Information and know-how exchange" was not evaluated as factor of attractiveness, by any respondent. 16.7% of the participants ranked the "Effectiveness of public administration" criterion at the fourth place and 13.9% at the fifth place.

The ability of local authorities to solve problems is the twelfth most important factor of attractiveness. Most of the respondents (11.1%) rate it in the fourth place of importance while no one evaluated it as first more important criterion.

"Vision of local authorities" is evaluated as an important factor since 8.3% of the respondents rated this factor in the 1st, 2nd and 4th place respectively. It must be noted that none of the respondent rank it in the fifth place. The "Degree of stakeholders involvement in the decision making process" rated by the majority of participants at the fifth place (8.3%), while a minor percentage of 2.8% rate the specific factor as the second most important factor for enterprises installation.

The "Security" criterion is selected by 5.6% of respondents, and all of them rate it as fifth importance factor. The last two factors "Threat of natural hazards" and "Threat of technological hazards" were considered as insignificant factors of attractiveness and none of the participants include them in their choices.

Diagram 6 shows the percentages of every factor regarding their ranking in a 1-5 scale of importance, while diagram 7 presents the final ranking of factors (hierarchy) based on their importance (closer to 1 is the most important factor).

Diagram 6: Priority of factors affecting island attractiveness for economic activities (%)

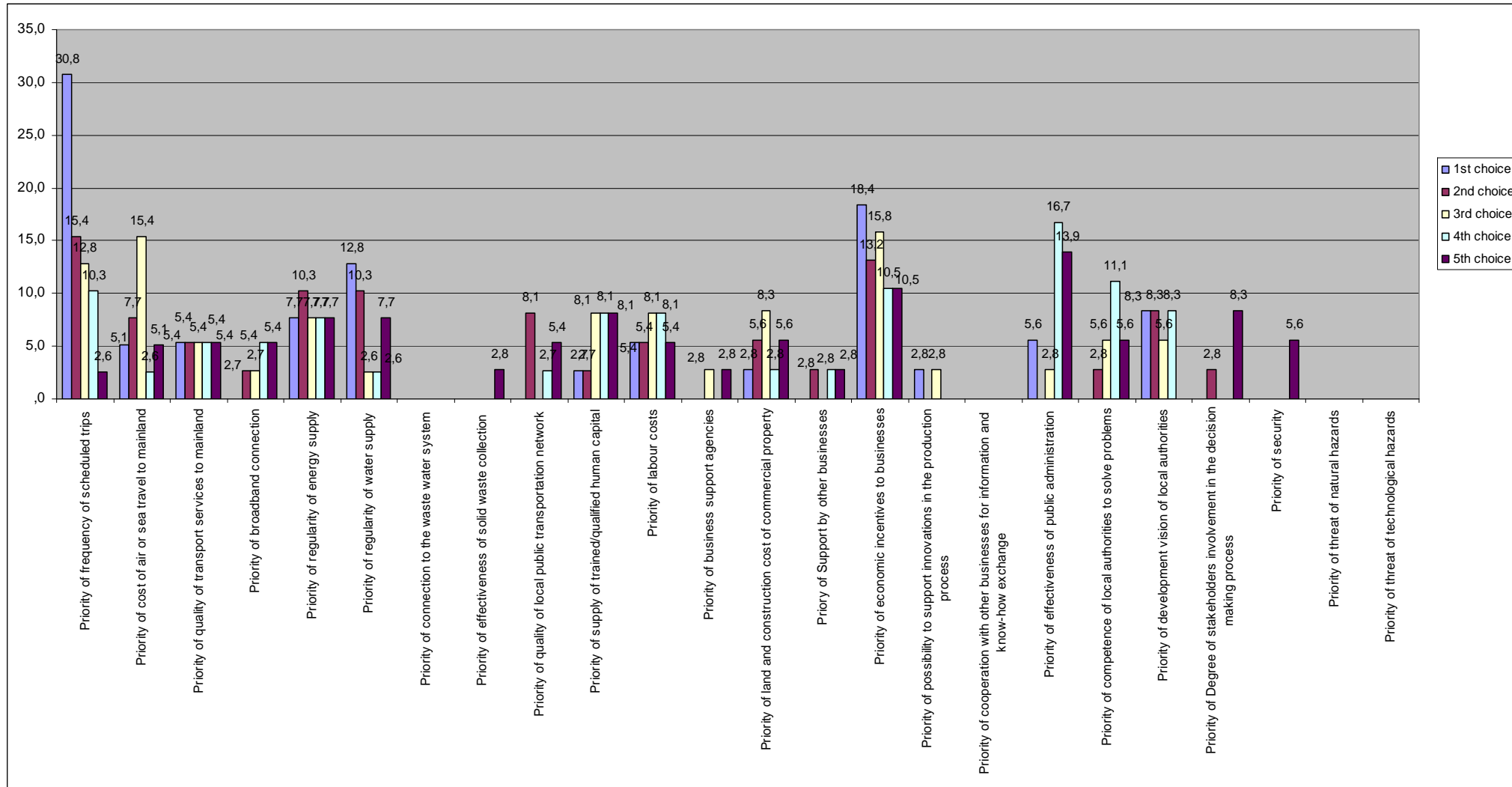
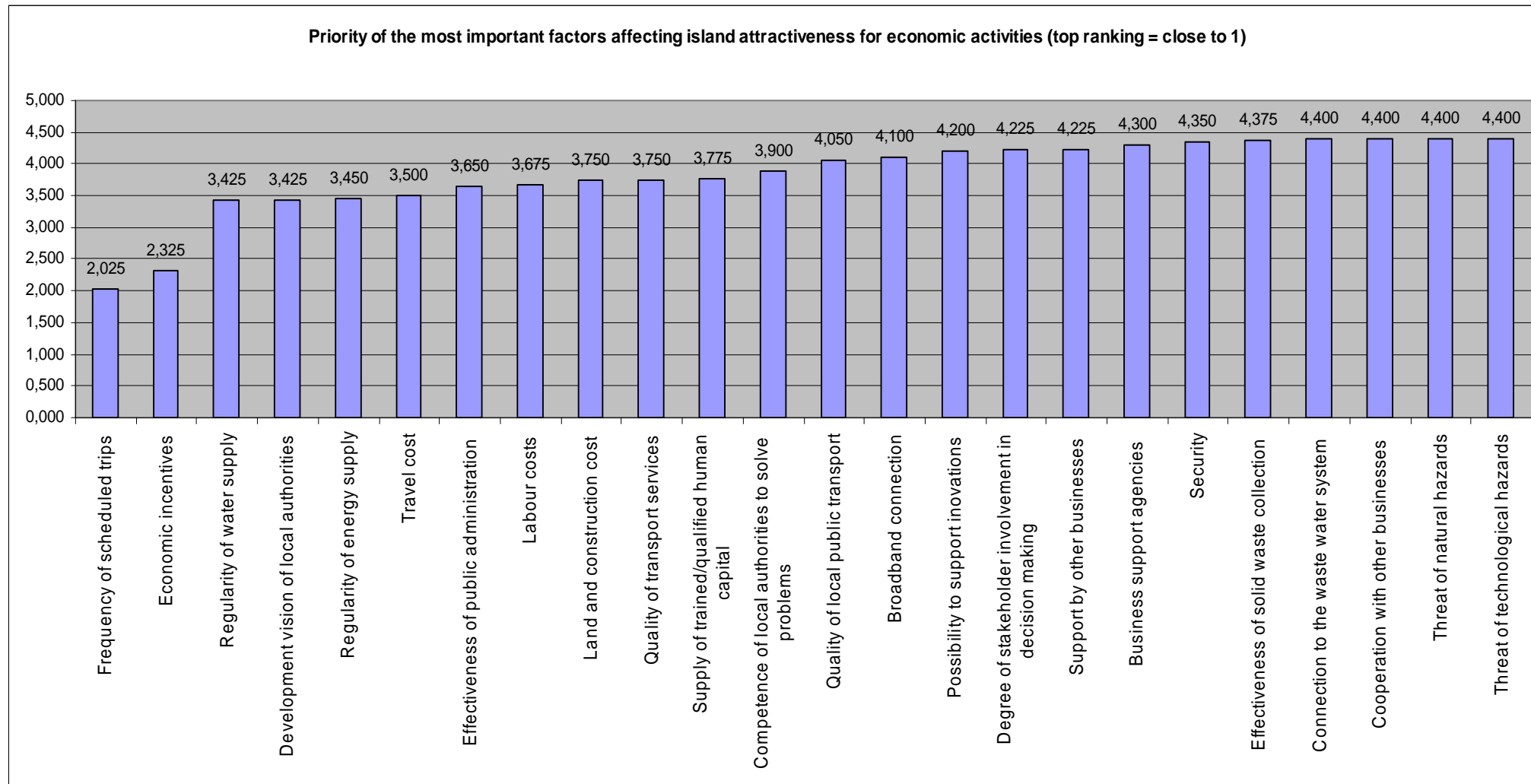


Diagram 7: Ranking of factors by importance (top ranking = close to 1)



The ranking closer to 1 indicate the factors that participants gave the highest score, while closer to five are of diminishing importance.

➤ The “Frequency of scheduled trips” is the factor that the majority of the participants consider as the first and most important factor of business attractiveness in an island. This could be justified because there is a strong connection among local markets and their suppliers. In most cases, islands are highly dependent from mainland suppliers. Regularity of itinerary raises the level of accessibility to mainland and preserves constant alimentation. Also, enhance equal opportunities among islands and mainland inhabitants since no regular-scheduled itineraries could (under specific conditions) create imbalances to local markets and raise the cost of products.

➤ The second most important factor of attractiveness is “Economic Incentives”. These consist of the provision of various economic motives so as to balance the disadvantages of islands. These incentives can vary from subsidization of the initial development to the subsidization of the operating costs.

➤ Regularity of water pointed as the third most important factor for business installation. This reveals that this is the reality of islands. The level of difficulty caused by water irregularity can be connected with the kind of business. A serious example could be hotels and tourism business in general which can not operate without water supply.

➤ In the fourth place of the hierarchy respondents place the vision of local authorities. According to islanders is of great importance to exist a particular vision for the development of the island. The definition of vision entails that local authorities have recognize the distinctiveness of the island and the disadvantages and have created a concrete plan for its further development.

➤ The “Regularity of energy supply” is the fifth most important factor that defines islands attractiveness. Problematic energy supply implies cost for businesses, since this could affect its day to day operation.

➤ The “Travel cost” is another factor that could influence business decisions. This includes not only the travel cost of residents- entrepreneurs but also the transport cost of products.

➤ Despite the geographical position of a company, entrepreneurs desire an effective public administration, since it is a part of every day business.

➤ The cost of labor is in the eight place of hierarchy of attractiveness. Generally, the cost of labor is a crucial component of the total cost of production. Especially, for small and medium business. From the respondents answers this could be an important but not the most important factor that could prevent somebody from starting up a business in an island.

➤ The quality of services can be account as complementary of scheduled trips. Respondents believe that is more important the existence of a regular connection rather than high quality services. These factors, in addition with cost of travel reveals that three out of the top ten factors concern the transport sector. Table 2 shows the classification of factor's attractiveness.

Table 2: Factors' Classification for business

High priority factors (1.00-3.50)
Trip frequency
Economic incentives
Regularity of water supply
Development vision of local authorities
Regularity of energy supply
Travel cost
Medial priority factors (3.51-4.00)
Effectiveness of public administration
Labour costs
Land and construction cost
Quality of transport services
Supply of trained/ qualified human capital
Competence of local authorities to solve problem
Low priority factors (4.01-4.3)
Quality of local public transport
Broadband connection
Possibility to support innovation
Degree of stakeholder involvement in decision making
Support by other business
Business support agencies
Insignificant- complementary factors (4.31-4.40)
Security
Effectiveness of solid waste collection
Connection to the waste water system
Cooperation with other business
Threat of natural hazards
Threat of technological hazards.

Common factors

Each questionnaire have specific target group and intends to investigate the factors that define islands attractiveness for living and for starting up a new business. From the listed factors, ten of them are common.

Table 3: Commons Factors

Factor	Business hierarchy	Population hierarchy
Trip frequency	1	2
Regularity of water supply	3	3
Regularity of energy supply	5	7
Travel cost	6	8
Land cost	9	13
Quality of transport services	10	11
Broadband connection	14	-
Effectiveness of solid waste collection	20	15
Connection to the waste water system	21	14
Quality of public transport system	13	18

In most of the common factors, the hierarchy ranking has little differences.

As, it is presented trip frequency is a very important factor of attractiveness either for living (2) in island or beginning a new business (1).

Regularity of water supply, travel cost, quality of transport services appear similar hierarchy in both cases.

Land of cost is prioritized higher for business reasons than for residence purposes. Also, effectiveness of solid waste collection is highly rated as attractiveness factor for residence comparing to business reasons.

Broadband connection is in the fourteenth place of business hierarchy, which can be explained by the fact that this is a business tool. On the contrary, the same factor was not even selected by any of the participants of population attractiveness questionnaire cause of the different prioritize criterions.

ANNEX I: POPULATION ATTRACTIVENESS

Diagram 1: Percent of factors that take the first place in the valid answers

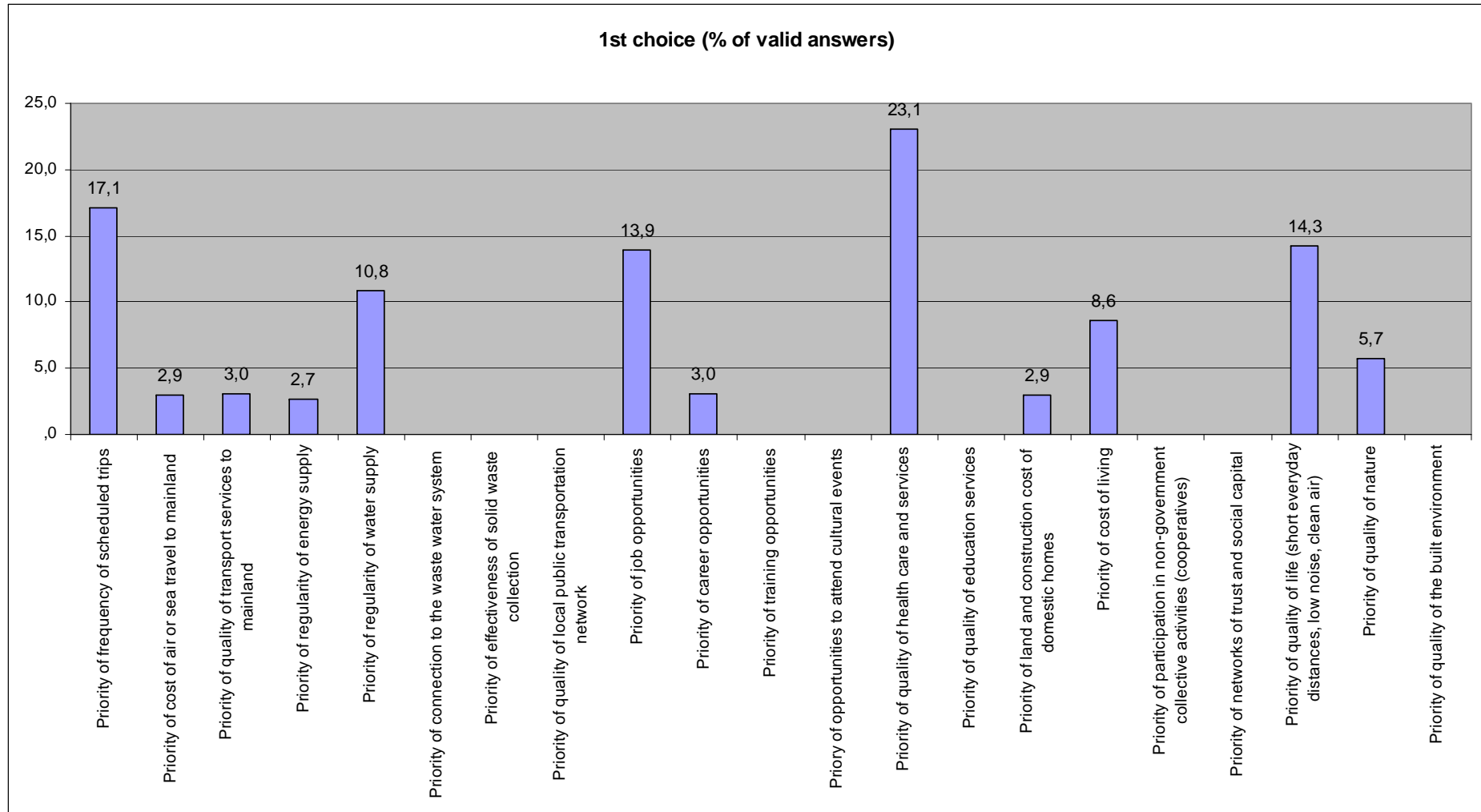


Diagram 2: Percent of factors that take the second place in the valid answers

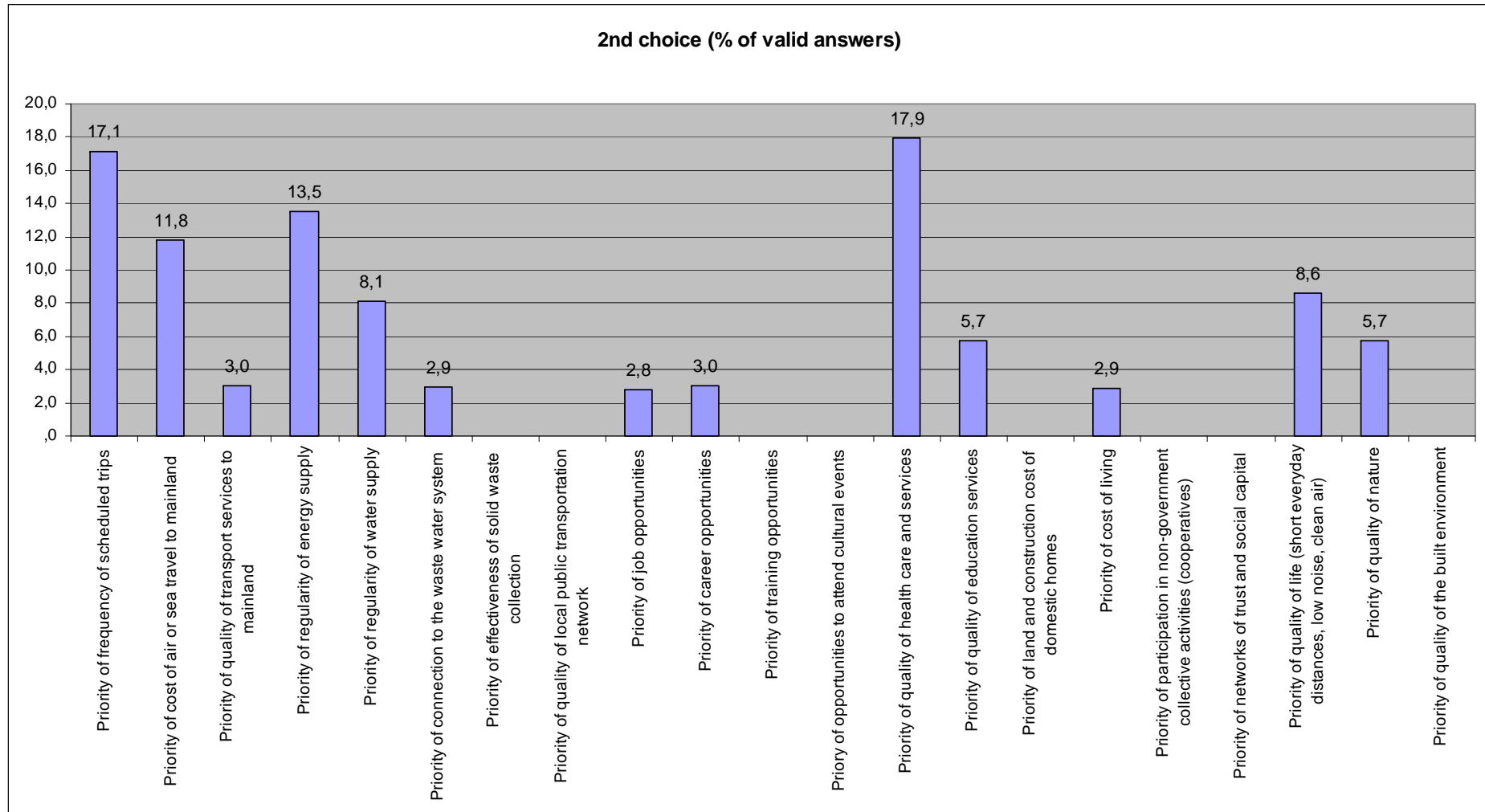


Diagram 3: Percent of factors that take the third place in the valid answers

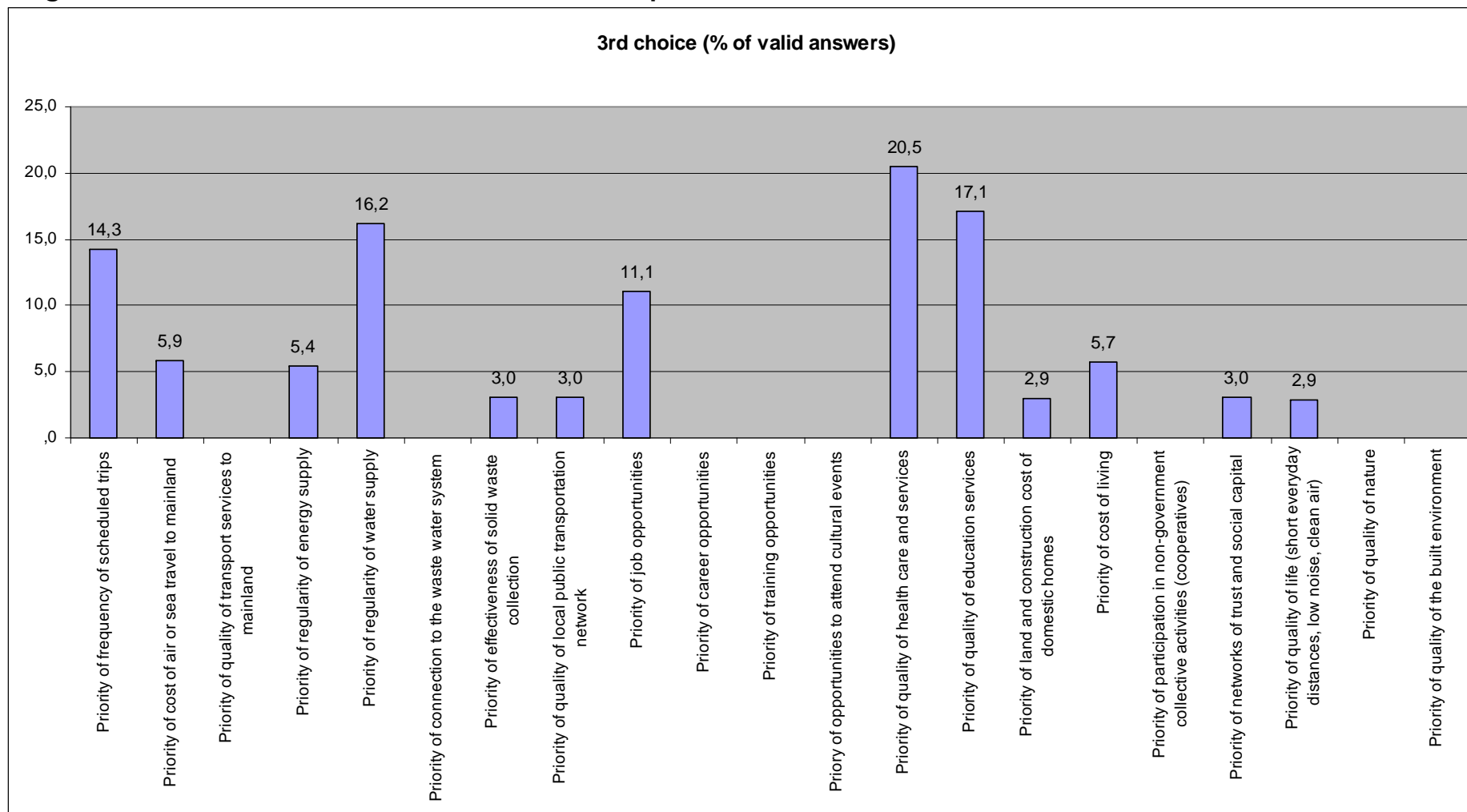


Diagram 4: Percent of factors that take the fourth place in the valid answers

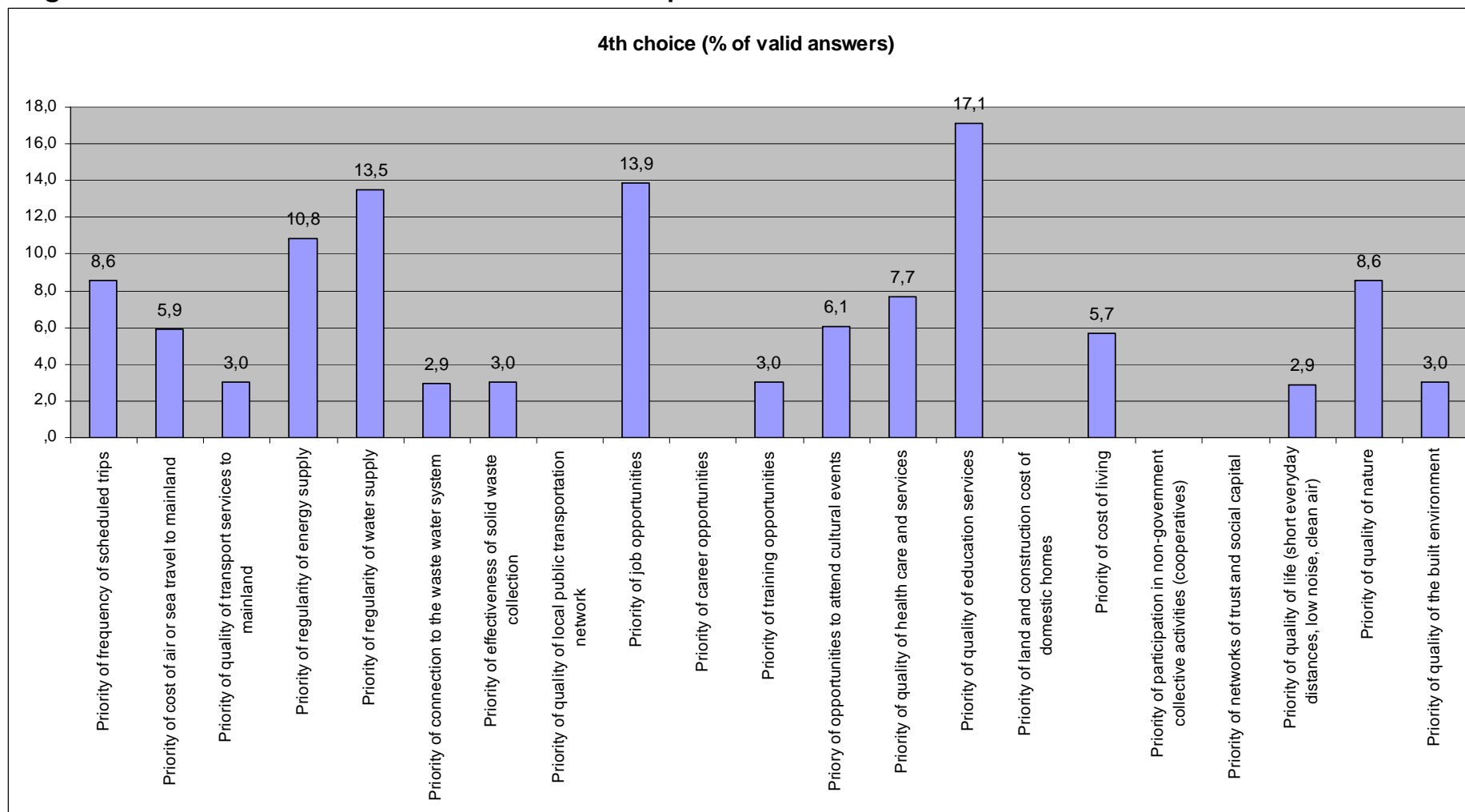
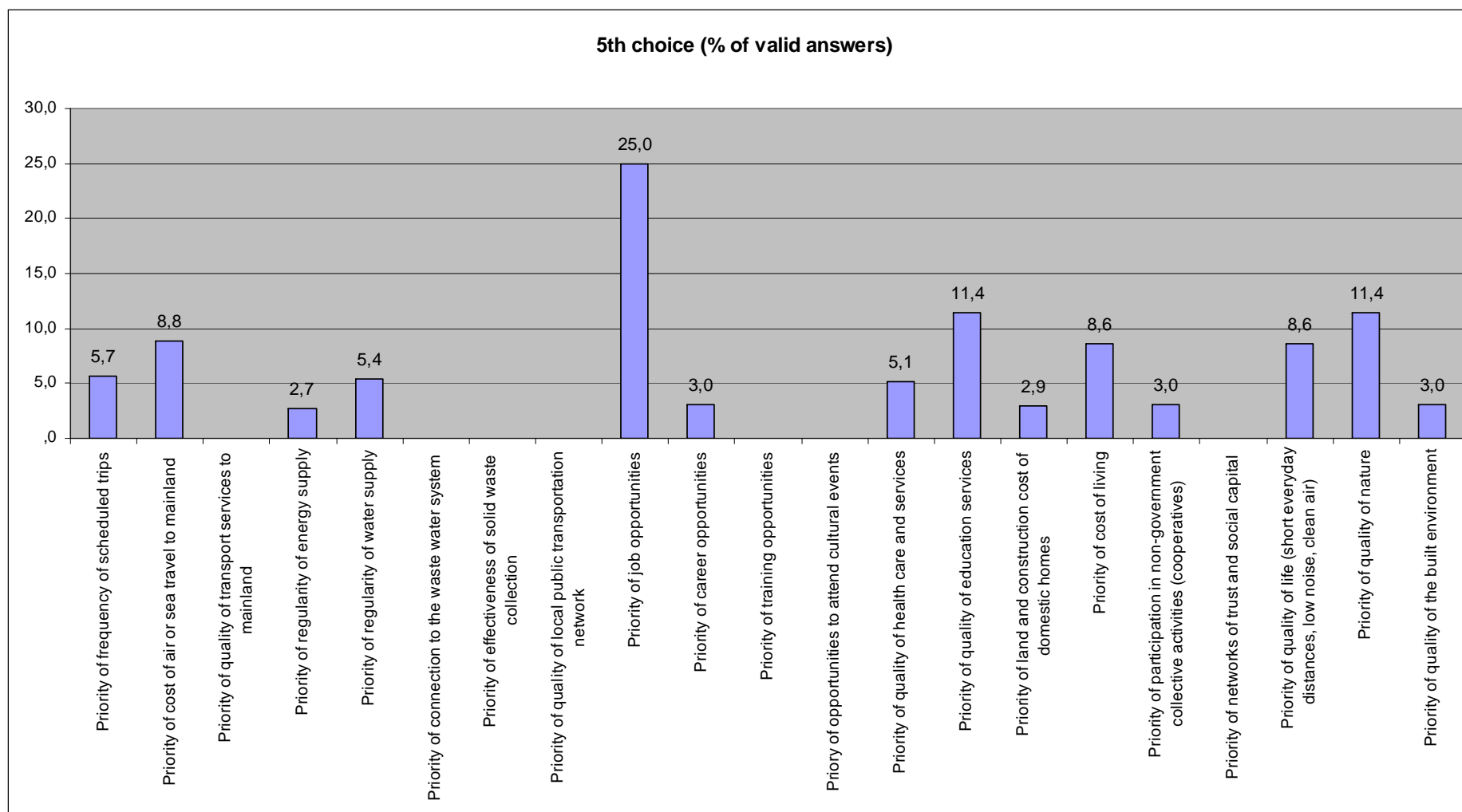


Diagram 5: Percent of factors that take the fifth place in the valid answers



ANNEX II: BUSINESS ATTRACTIVENESS

Diagram 1: Percent of factors that take the first place in the valid answers

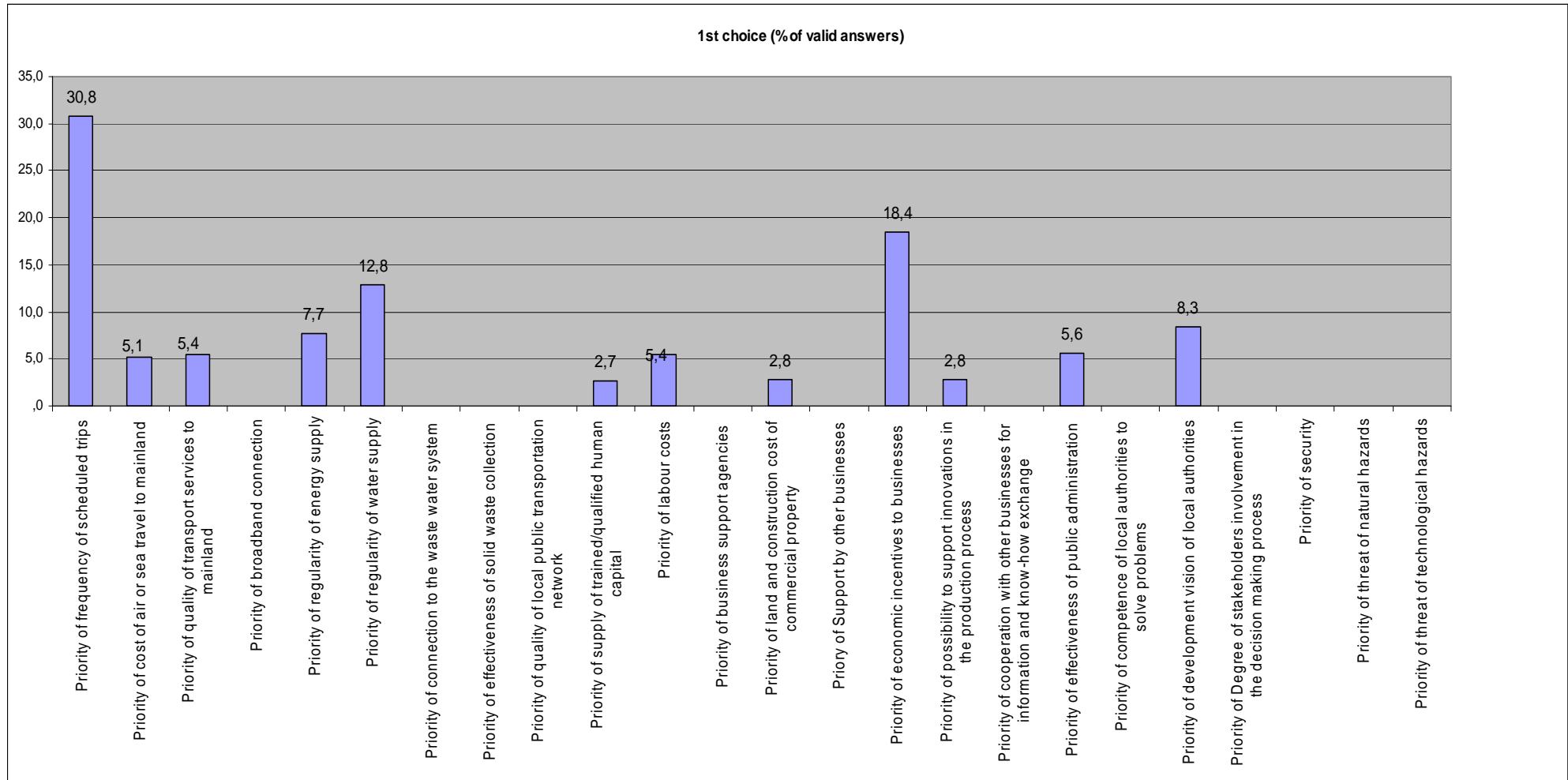


Diagram 2: Percent of factors that take the second place in the valid answers

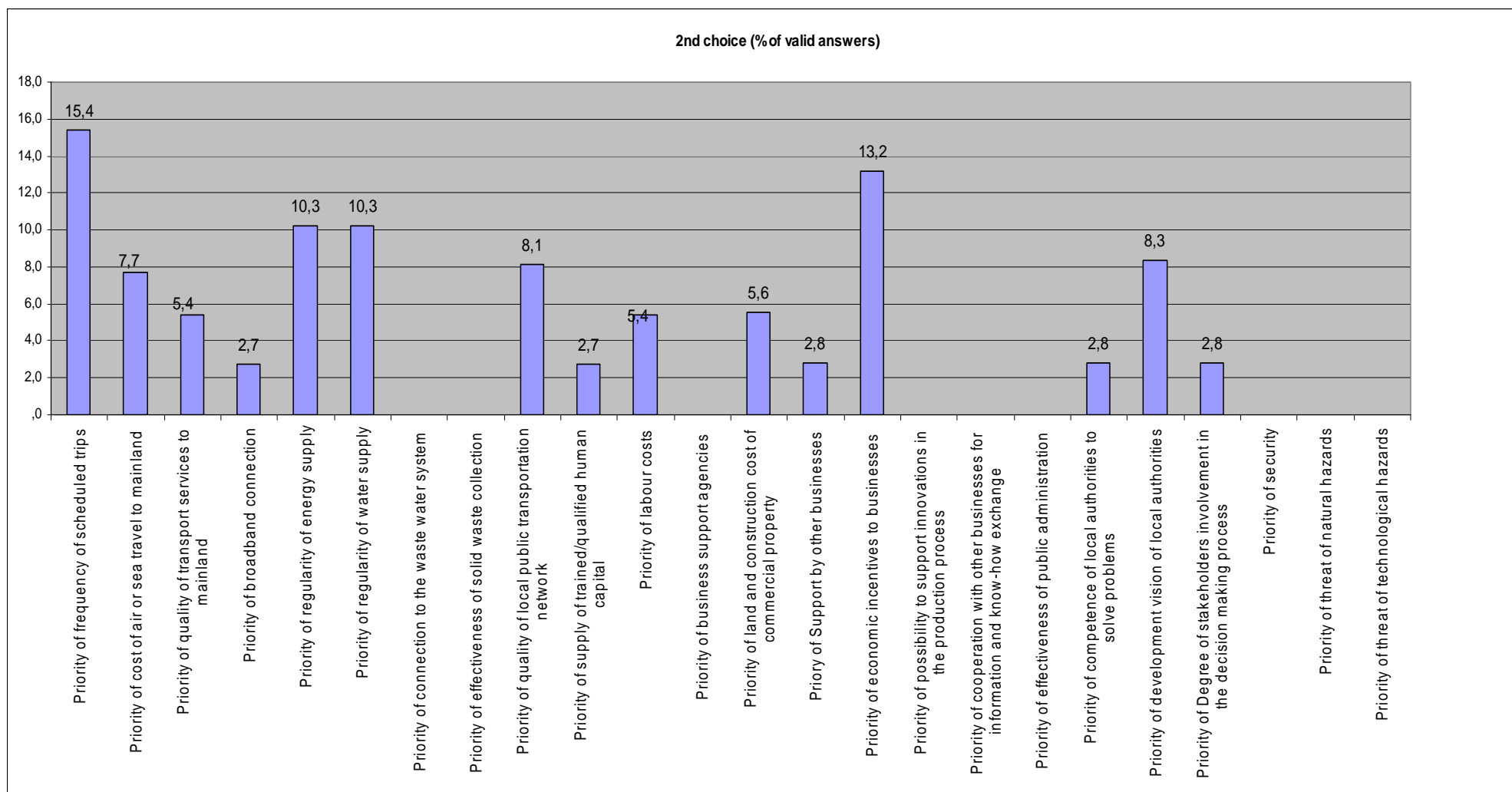


Diagram 3: Percent of factors that take the third place in the valid answers

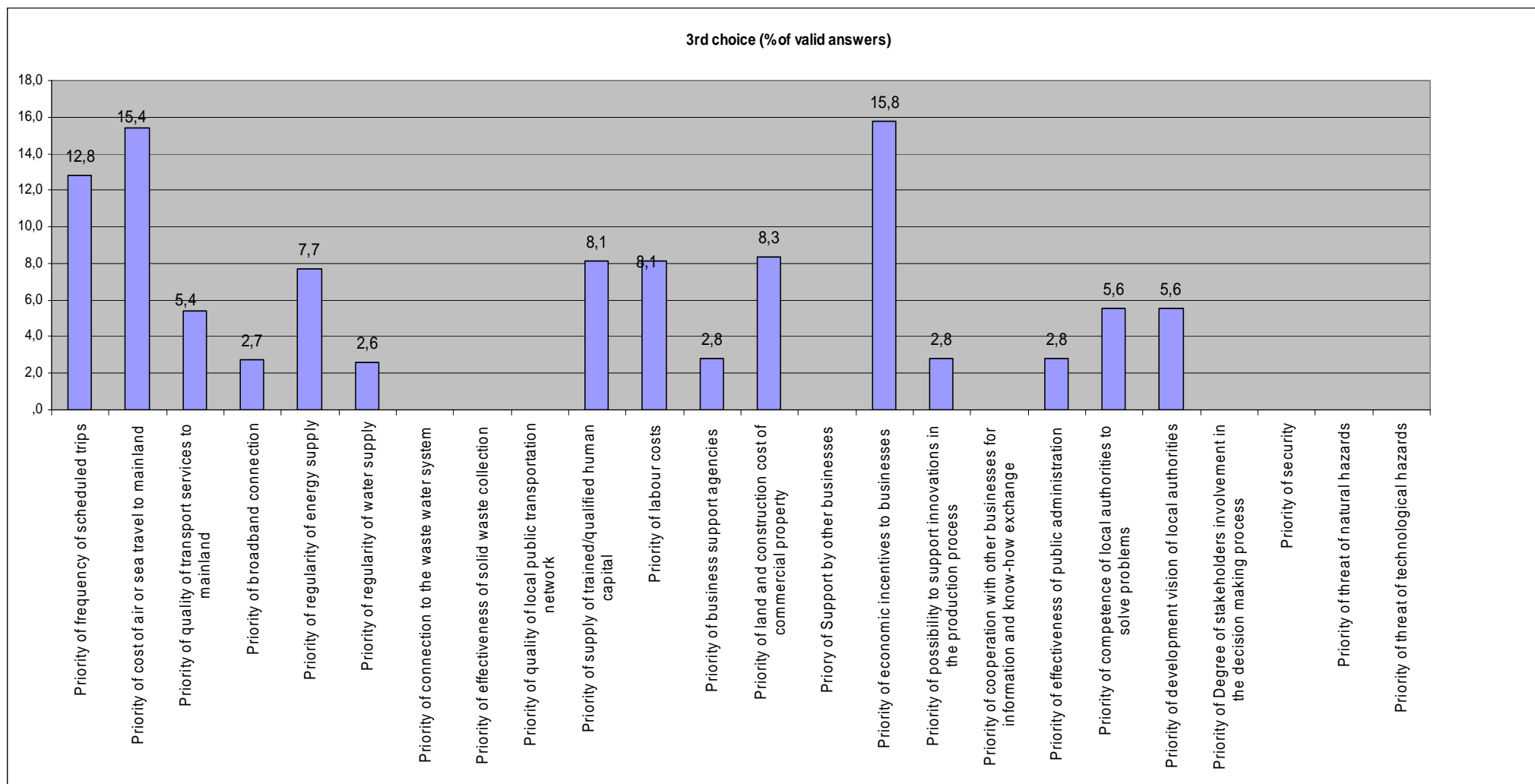


Diagram 4: Percent of factors that take the fourth place in the valid answers

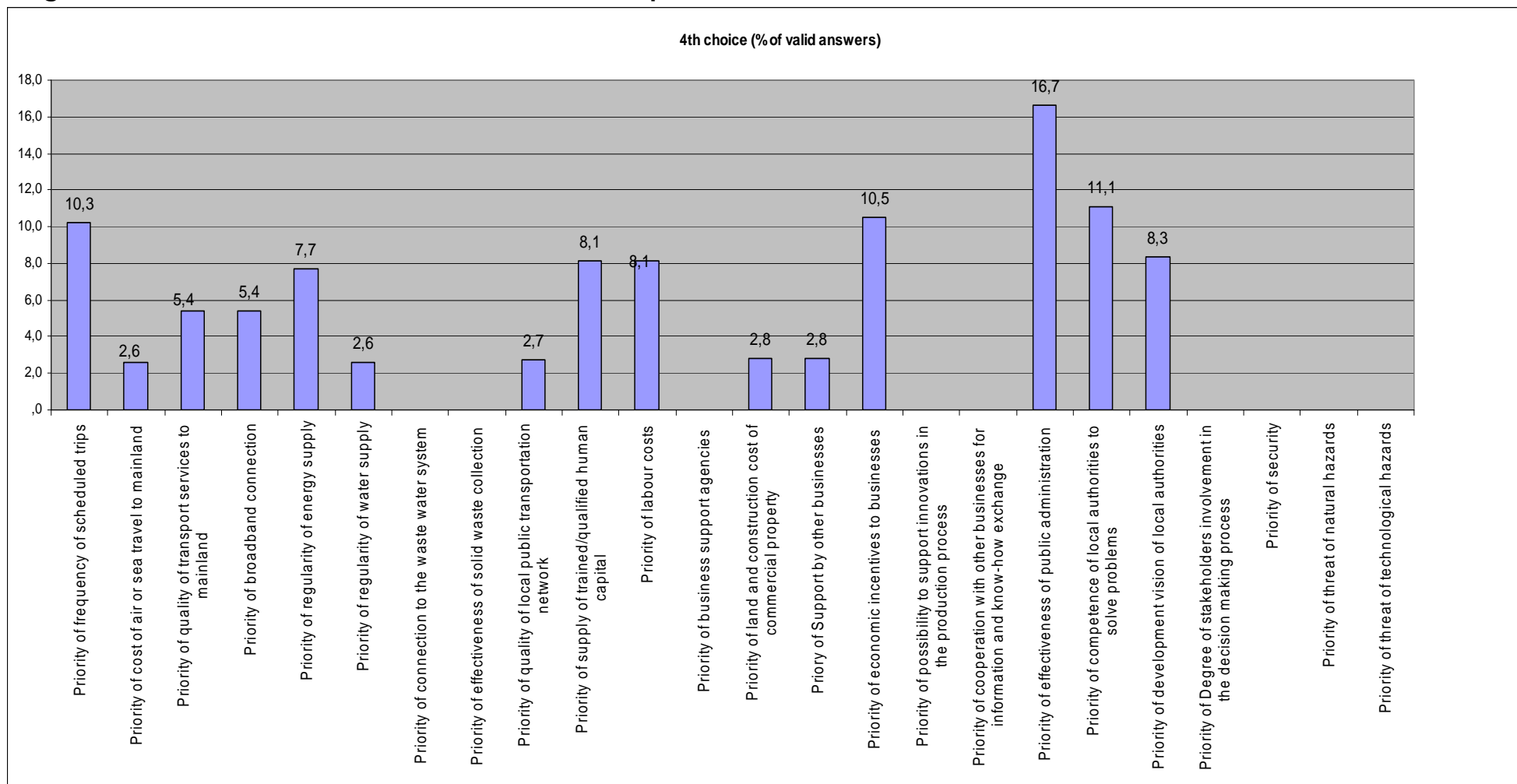
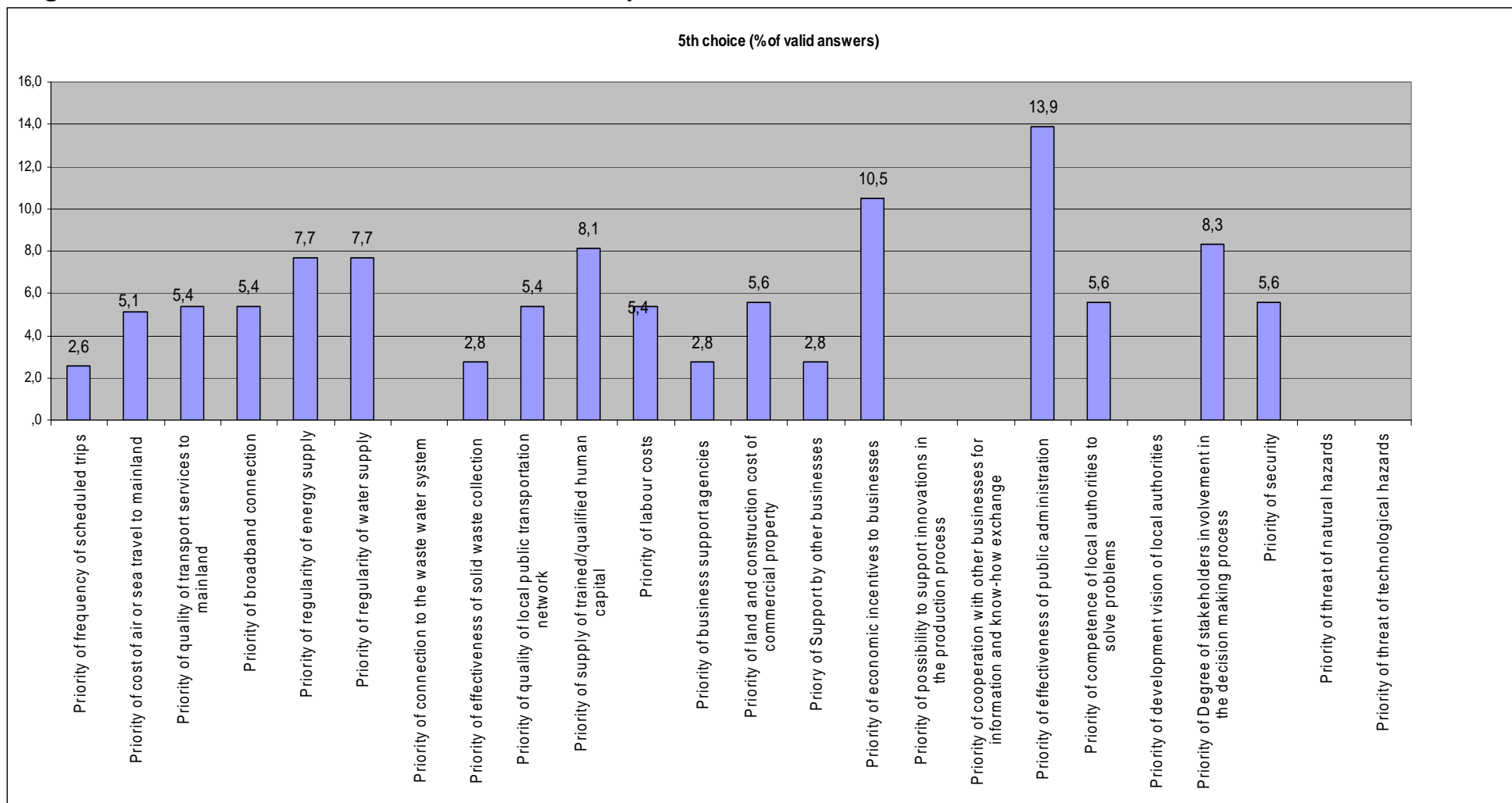


Diagram 5: Percent of factors that take the fifth place in the valid answers



Evaluation of factors affecting island attractiveness for business start up

This section refers to the evaluation of all twenty-four factors that can define islands' attractiveness for business installation. The evaluation scale ranges from "very important" till "insignificant". Opposite to hierarchy scale, where respondents asked to indicate the five most important factors of islands attractiveness for enterprises, this analysis concerns the evaluation of all factors that affect islands attractiveness.

The analysis with the Statistic Package for Social Sciences software concluded in the evaluation of the factors as shown in diagram 1.

According to the results, the great majority of the respondents believe that "Frequency of scheduled trips" is a factor of high importance. Specifically, 87.3% evaluate this factor as "very important", while the rest 12.7% as "important". As it is shown, trips' frequency is the factor that concentrates the highest evaluation. This is consistent with the hierarchy where respondents select this factor as the first most important factor of attractiveness and is a reasonable outcome as the existence of frequent and constant itineraries gives the companies the availability to schedule better their shipments.

The "Cost of traveling to the mainland" is evaluated by 65.5% of the participants as very important factor. 29.1% of them consider it as an "important" one, while 5.5% express the opinion, that this factor has little importance to someone choice to start up a new business to an island. The cost of traveling is important for companies as their employees makes frequent trips to the mainland in order to arrange shipments, make new deals with customers etc as well as to have access to the central government.

Almost 56.4% of the respondent evaluated "Quality of transport services to mainland" factor as "very important". Another 36.4% selected it as "important" factor, 5.5% as of "little importance" while a 1.8% didn't express any opinion. It is noted that despite the fact that more than half of the respondents evaluate it as a "very important" factor, in the final hierarchy transport quality factor is in the tenth place.

In the hierarchy "Broadband Connection" is categorized to the factors of "low priority" (14th place). Opposite to the evaluation process, 52.7% of the respondents believe that this is a "very important" factor of attractiveness. The rest 41.8% and 5.5% indicated it as "important" and as "of little importance" respectively. The main outcome from the analysis of this specific factors shows that it is a vital prerequisite for attracting companies in the islands despite the fact that the factor took a medium rank in the hierarchy of importance (as some other factors is crucial for the very existence of an island company).

"Regularity of energy supply" and "Regularity of water supply" are considered of similar importance, since for both factors have been evaluated as "very important" by the 74.5% and 72.7% of the participants, respectively.

Almost half of the respondents (47.3%) believe that "Connection to the waste water system" factor is a very important criterion of overall island attractiveness, while another 49.1% and 1.8% evaluated this factor as important and of little importance respectively. As regards the factor "Effectiveness of solid waste collection", the majority of the participants (49.1%) rate it as an important one. From the rest of the participants, 47.3% considered it as a very important and another 7.3% as a factor of little importance.

The "Quality of public transport" is considered to be an important factor by the 49.1% of the respondent, while 32.7% evaluated it as of great importance. The rest 14.5% judge it as a factor of minor influence and 3.6% did not express any opinion at all.

The "Supply of trained/qualified human capital" factor is evaluated from 60% of the participants as a very important factor and from the rest 40% as an important one. It is noted that all respondents evaluate this factor and that none of them thought this criterion as of little important or insignificant. This is in contrary with the hierarchy of the factors importance where this criterion took the 11th place.

Similarly, the "Cost of labor" has been estimated by 57.4% of the respondent as a very important factor of attractiveness. From the rest, 35.2% rate it as important. It is commented in this evaluation by the 3.7% of the respondents that this is a factor of little importance, while 1.9% considered it as an insignificant parameter, and the rest 1.9% did not express any opinion.

The existence of "Business support agencies" evaluated by 41.8% of the respondents as a very important factor of attracting new enterprises in an island. The rest of participants (40%) rated this criterion as an important one and a significant number (18.2%) considered it as of little importance. The evaluation results are not going well together with the ranking of this factor in the importance hierarchy where it has been placed in the eighteenth position.

The "Cost of land and construction" is considered by the majority of the respondent as an important factor (49.1%). It is noted that 1.8% evaluated this factor as an insignificant one.

Almost 61.8% of the respondents evaluate the Support by other businesses factor as important and only 25.5% of them as very important.

The provision of "Economic incentives" in order to start up business operations seems to be a very good incentive for companies as 69.1% of the respondent authorities evaluated it as a very

important factor. Another 23.6% considered it as an important factor while 5.5% gave the "little importance" grade.

For the "Possibility to support innovations in the production process" factor, more than half of the participants (52,7%) evaluated it as important. Moreover, respondents believe that the "Cooperation with other business for information and know-how exchange" is an important factor (61.8%) in the formation of the islands' attractiveness.

The "Effectiveness of public administration" is rated by 60% of the participants as a very important factor. Respondents, also, gave a high rank for the specific factor in the total hierarchy (7th place). The rest 34.5% believe that this is an important factor and 3.6% considered it of little importance.

The ability of local authorities to solve any problem appears in the business operation is evaluated by 54.5% of the participants as a very important criterion for business attractiveness. Also, 36.4% support the importance of this factor, while 7.3% think this factor as of little importance. Finally, a percentage of 1.8% didn't gave any grade at all.

The "existence of development vision of local authorities" has been included in the top five of the most important factors (in the hierarchy) that can affect islands attractiveness for business purposes. In the evaluation process this factor rated as very important by the 58.2% of the respondents and another 40% supported the view that it is an important factor.

The degree to which, stakeholders can involve to the decision making process is consider as a very important factor by only 27.3% of the respondents, while over half of them (50.9%) rated it as an important factor. Also a small percentage (1.8%) believes that this is an insignificant criterion.

Respondents evaluated "Security" as very important factor (45.5%) despite its low ranking in the factors importance hierarchy (19th).

Finally, "Threat of natural hazards" and "Threat of technological hazards" have been considered as very important factors by the 38.2% and 30.9% of the respondents respectively.

Diagram 1: Evaluation of factors affecting island attractiveness for enterprises.

Evaluation of factors affecting island attractiveness for enterprises (% of the answers for every factor)

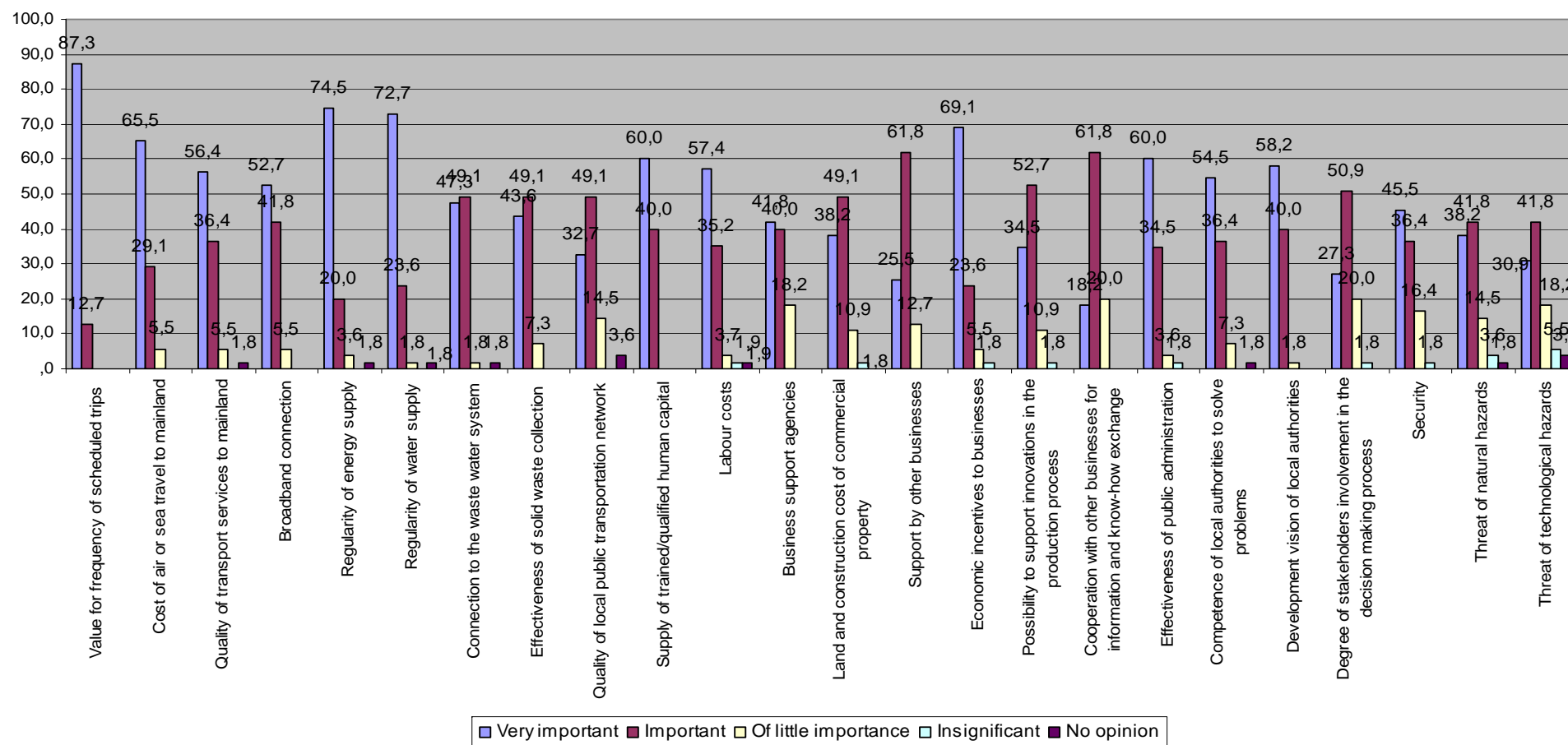


Table 1 shows the distribution of factors based on their evaluation by the participating island authorities.

Table 1. Evaluation of factors affecting islands attractiveness for business installation

Evaluation	Highest percentage	Lower percentage
Very important	✓ Frequency of scheduled trips (87.3%)	✓ Support by other business (25.5%) ✓ Know-how exchange (18.2%)
Important	✓ Support by other business (61.8%)	✓ Frequency of scheduled trips (12.7%)
Of little importance	✓ Know-how exchange (20%) ✓ Involvement in decision making process (20%)	✓ Frequency of scheduled trips (0%) ✓ Qualified human capital (0%)
Insignificant	✓ Threat of natural hazards (5.5%)	✓ Fifteen out of twenty-four factors do not receive "insignificant" evaluation
No opinion	✓ Quality of public transport network (3.6%) ✓ Threat of technological hazards (3.6%)	✓ Fifteen out of twenty-four factors do not receive "no opinion" evaluation.

Diagram 2 presents the mean value of factors attractiveness according to the respondents' answers. This diagram in combination with the final hierarchy of the same factors lead to some contradictory conclusions. These refer to the different ranking of the same factors in the case of their importance and their evaluation. These differences can be justified by the fact that in the hierarchy participants have to select the five factors they considered as the most important and which they believe can affect the islands attractiveness for business installation. In the second case they evaluate all the 24 factors.

Diagram 2: Mean values of factors affecting island attractiveness for enterprises

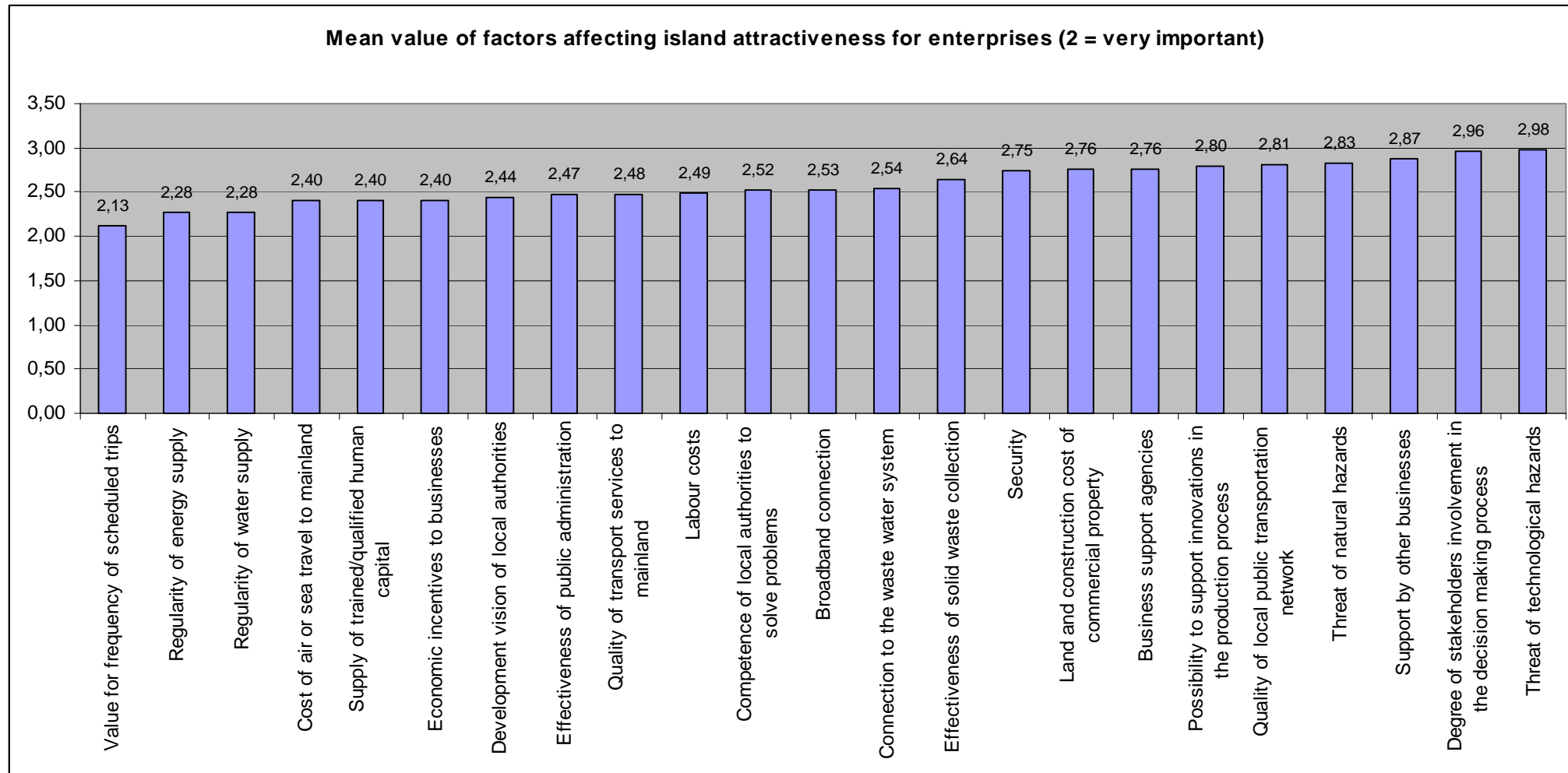


Table 2 presents the hierarchy of the factors based on their importance (1st column) and the order of factors based on their mean evaluation (2nd column). As it is shown the factors which in both cases are found in the same place are few. Most of the factors receive different evaluation. This might be explained by the fact that the respondents before concluding in the five most important factors proceeded with a comparison of all the factors, while in the evaluation process every factor does not directly correlated with the other ones and as such it has been examined as single 'case'.

- "Frequency of scheduled trips" is the first most important factor and at the same time the most high valued. This reveals the need for the development of oriented and appropriate policy measures in order to quarantine a satisfactory level of trip frequency and improve accessibility as this factor stands as a vital prerequisite for attracting business operations in islands.
- The second factor with the same identical placement in both evaluation and hierarchy is this of " Regularity of water supply". This is not random since the regular supply of water is directly connected with the necessary conditions that can ensure the constant function of companies.
- Apart from these two factors the rest are in different rankings. In the second place of the hierarchy, respondents placed the "economic incentives" for business attraction. The same factor in the evaluation scale is placed in the sixth place.
- "Development vision of local authorities" is a factor that in the importance hierarchy is among top five criteria (4th) while in the evaluation is in the 7th place. This can accrue by the fact that, in general, parameters that determine every day's life (such as transport factors) prevails to exclusive business parameters.
- "Degree of stakeholder involvement in decision making" is a factor rated in 16th place in the importance hierarchy but in the evaluation section is placed in 22nd place. It seems that this is a very important criterion considered business activity in an island, but in the general evaluation of participants, they place it lower.

The main conclusion from this comparison between the importance and evaluation hierarchy is that few factor have the same ranking in both of them. This is because all the factors have been evaluated but only few of them have been selected in the top-five important factors.

Table 2: Comparison of hierarchy vs. evaluation

FACTORS	Hierarchy (importance)	Hierarchy (evaluation)
Trip frequency	1	1
Economic incentives	2	6
Regularity of water supply	3	3

Development vision of local authorities	4	7
Regularity of energy supply	5	2
Travel cost	6	4
Effectiveness of public administration	7	8
Labour costs	8	10
Land and construction cost	9	16
Quality of transport services	10	9
Supply of trained/ qualified human capital	11	5
Competence of local authorities to solve problem	12	11
Quality of local public transport	13	19
Broadband connection	14	12
Possibility to support innovation	15	18
Degree of stakeholder involvement in decision making	16	22
Support by other business	17	21
Business support agencies	18	17
Security	19	15
Effectiveness of solid waste collection	20	14
Connection to the waste water system	21	13
Cooperation with other business	22	24
Threat of natural hazards	23	20
Threat of technological hazards.	24	23

Evaluation of factors affecting island attractiveness for residence

Regarding the evaluation of factors affecting islands attractiveness for residence the research unveiled that the existence of health services, education services and job opportunities plays a very important role in someone's choice to live in an island. Diagram 3 presents the overall evaluation of all factors that could define islands' attractiveness for residence.

According to the diagram, 53.3% of the participants believe that the "Frequency of scheduled trips" is a very important attractiveness factor. From the rest of the respondents, 24% evaluated this factor as important while it must be noted that a quite important percentage of 18.7% express the opinion that this factor is of little importance. Also, a low percentage supported that the gravity of scheduled trips, concerning the decision of installation is insignificant (1.3%).

The cost of transport to the mainland is considered as a very important factor by 42.7% of the respondents, while 25.3% rated it as an important one. The quality of provided transport services is rated by 44% of the respondents as an important factor of attractiveness. A lower percentage (29.3%) supported that this criterion is of high importance

38.7% of the participants evaluated "Broadband connection" as an important factor, while another 33.3% rated it as very important. Also a minor percentage of 4% didn't express any opinion. Regarding "Regularity of energy supply", participants believe that is a very important factor (68%) that can seriously effect installation decision. Although energy supply is obviously important for everyday life, 1.3% of the respondents supported that this factor is of little importance, while a 2.7% did not evaluate the specific factor. "Regularity of water supply" is crucial for anyone who wants to have a quality of living independently of the place (island or mainland). 74.7% of the respondents believe that it's a very important factor of attractiveness. Again, 1.3% believes that regularity of water supply can have a minimal effect on people's choice to move to an island and a relevant high-concerning the factor- percentage of 4% did not express any judgment concerning the importance of water supply.

The majority of the participants (48%) express the opinion that the "Connection to the water waste system" is an important factor of attractiveness and 38.7% consider it as very important. A significant percentage of 44% of the participants believe that the factor "Effectiveness of solid waste collection" is important. In addition, 26.7% of the respondents consider the particular factor of high importance while a 6.7% think this is insignificant.

The quality of local public transport network is perceived as a very important factor, only by 17.3% of the participants. The majority (33.3%) rated it as an important one. It is worth noted that almost a third of the responded considered that this factor is of little importance. This result might be correlated with the fact that the distances in the islands are not so long and more over the cities are quite small thus the use of public transport sometimes are useless. The factor "Job opportunities" was rated by 60% of the respondents as a very important factor of attractiveness. In total, more than 70% of the participant evaluated the specific factor above average rating, thus an important percentage of 20% believed that the existence of jobs can have only minor impact on installation decisions, while a 6.7% considered it as insignificant factor.

"Career opportunities" either as independent factor or as complementary element to "Job opportunities" factor seems to play a role in someone's decision to live in an island but can't be characterized as a crucial factor. This due to the fact that less than half (40%) of the respondents gave an "important" evaluation while 22.7% evaluated it as of little importance. Comparing the two factors it seems that job opportunities are more important than the existence of career opportunities. In the same frame "Training opportunities" factor has not been evaluated as a factor of high importance, since 29% of the participants evaluated it as a very important factor. The great majority (45%) believes that this is an important factor.

Participants expressed the opinion that the factor "Opportunities to attend Cultural events" can be characterized as a important factor of attractiveness (46.7%), but it is not a determinative parameter and this can be concluded by the fact that one quarter of the participants evaluated as very important factor (25.3%), while 20% confronted as a factor of little importance.

Approximately, the same view was expressed for the next factor "Opportunities to attend Sports events". The factor is considered as very important only by 16% of the respondents. Again, the great majority rated the factor as important (45.3%) thus 32% think that this is a factor that can have a minor influence to residence location selection.

"Quality of health care and services" is among the three factors that received the highest percentage concerning the "very important" evaluation. The vast majority of respondents (68%) consider the factor as very important and 20% as a very important factor that can attract new residences. Surprisingly, a slight percentage of 2.7% of the participants believe that quality of health system is insignificant.

Regarding the factor "Quality of education services", 57% of the participants expressed the opinion that this is a very important

factor. This result was expected since the existence of schools (of any educational level, i.e. elementary school, high school etc) is important for everyone who wants to make a family, independently from the location area and is a common criterion either for mainland or islands. Moreover the existence of schools minimizes the possibility for the children to stop their education (because of the lack of a school (for example grammar school) or to move to another island that can provide this level of education. Still a percentage of 16% treated this factor as of little importance.

46.7% of the respondents considered the cost of land and construction as a very important factor while an important 36% evaluated this factor as an important one. "Cost of living" is considered to be a very important factor of attractiveness by 62.7% of the participants. From the rest 30.7% rated the factor as important and 6.7% of little importance. It is worth to note that none of the respondents believe the particular factor as insignificant. This is because low cost can be an incentive for moving to an insular area.

The "Extend of linguistic, religious, racial or ethnic diversity in society" criterion received contradictory evaluations. 30% rated is as a very important factor of attractiveness, 30% as an "important", 30% as a factor "of little importance" and 4% as an insignificant one. The evaluation of this factor can be strongly connected to the specific living conditions that exist in every island community.

"The participation in non-government collective activities" is considered as a very important factor of attractiveness for residence by 17.3%. The great majority expressed (37.3%) the opinion that this is a factor of importance. Finally, an also high percentage evaluated the specific factor as of little importance, while a 10.7% think that this can affect people' decisions to live to an insular area.

The "Network of trust and social capital" factor it is selected as a very important factor of attractiveness by 18.7% of respondents. The majority equally considered the factor as important and of no significant by 33.7% of the participants. The factor of "Quality of life" received the second highest evaluation percentage (69.3%)- after the factor regularity of water supply. From the rest respondents 20% believe that this is an important factor of attractiveness while only 10.7% of little importance. This is a factor that did not receive evaluation "insignificant".

Participants supported that the "Quality of the nature" of each island plays a crucial role in the decision of a person to move to island areas. Specifically, 64% of the respondents rated this factor as very important. Also, the "Quality of built environment" is judged almost by half of the respondents (48%) to be an important factor, while 36% considered it as a very important. Finally, 34.7% evaluated as important the "Existence of a distinct cultural identity.

At the same time 25.3% believe that this factor is of little importance and 10.7% appreciated it as insignificant.

Diagram 3: Evaluation of factors affecting island attractiveness for residence (% of the answers for every factor)

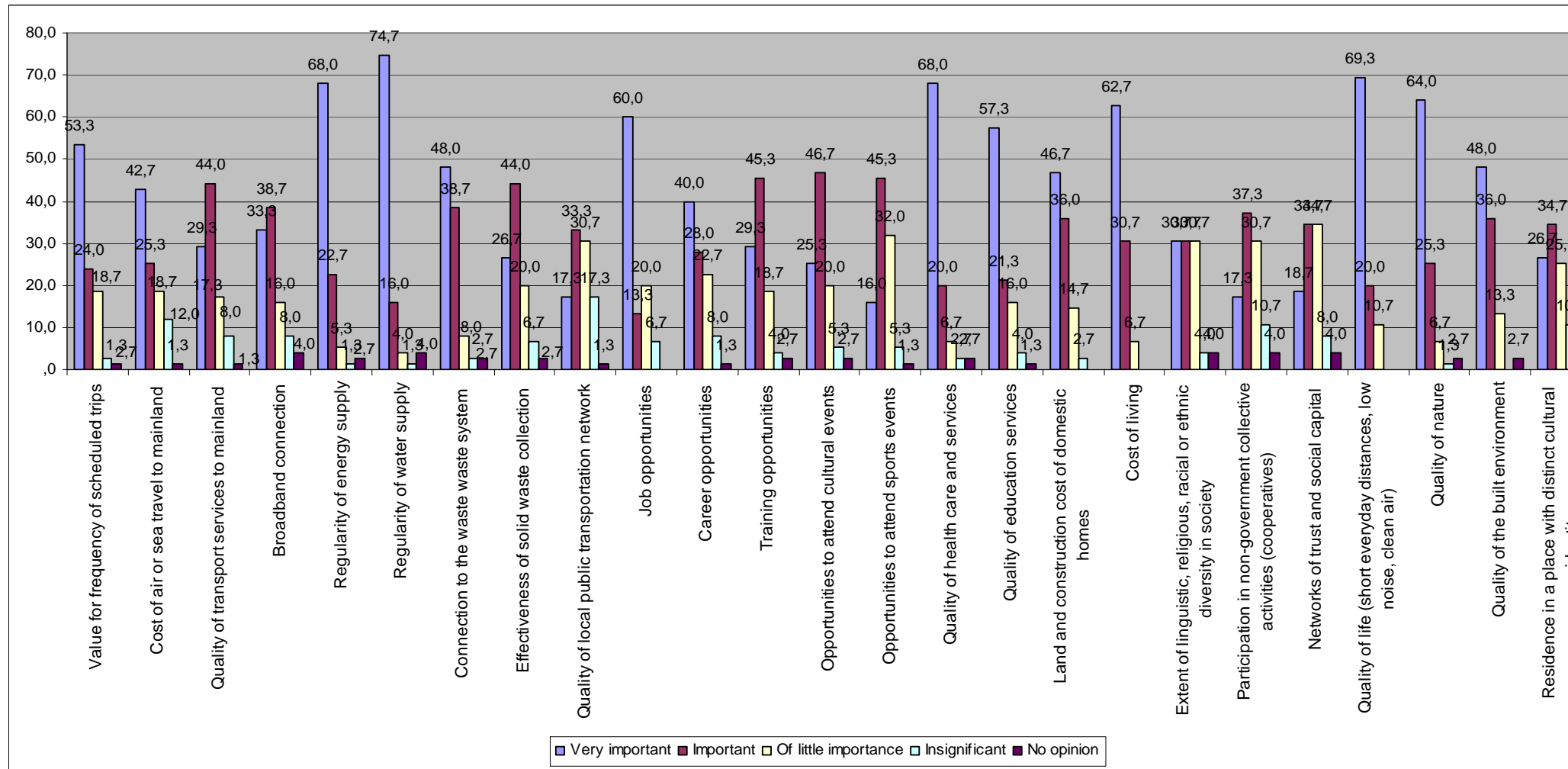


Table 3: Synopsis of the evaluation of factor's affecting islands attractiveness as a place of residence

Evaluation	Highest percentage	Lower percentage
Very important	<ul style="list-style-type: none"> ✓ Regularity of water supply (74.7%) ✓ Quality of life (69.3%) 	<ul style="list-style-type: none"> ✓ Opportunities to attend sports events (16%)
Important	<ul style="list-style-type: none"> ✓ Opportunities to attend cultural events (46.7%) ✓ Training opportunities (45.3%) ✓ Opportunities to attend sports events (45.3%). 	<ul style="list-style-type: none"> ✓ Job Opportunities (13.3%)
Of little importance	<ul style="list-style-type: none"> ✓ Networks of trust and social capital (33.7%) 	<ul style="list-style-type: none"> ✓ Regularity of water supply (4%)
Insignificant	<ul style="list-style-type: none"> ✓ Quality of public transport network (17.3%) 	<ul style="list-style-type: none"> ✓ Cost of living (0%) ✓ Quality of nature (0%) ✓ Quality of built environment (0%)
No opinion	<ul style="list-style-type: none"> ✓ Broadband connection (4%) ✓ Society diversity (4%) ✓ Networks of social trust (4%) ✓ Participation in non-government collective activities (4%) 	<ul style="list-style-type: none"> ✓ Job opportunities (0%) ✓ Cost of land (0%) ✓ Cost of living (0%) ✓ Quality of life (0%)

Diagram 4 presents in order the factors of attractiveness for residence, according to the mean value that result from evaluation process. Table 4 compares the factors' placement in the final importance and evaluation hierarchy. This comparison shows that there are many differences with the factors classification and there are not common rankings.

Diagram 4: Mean value affecting island attractiveness for residence

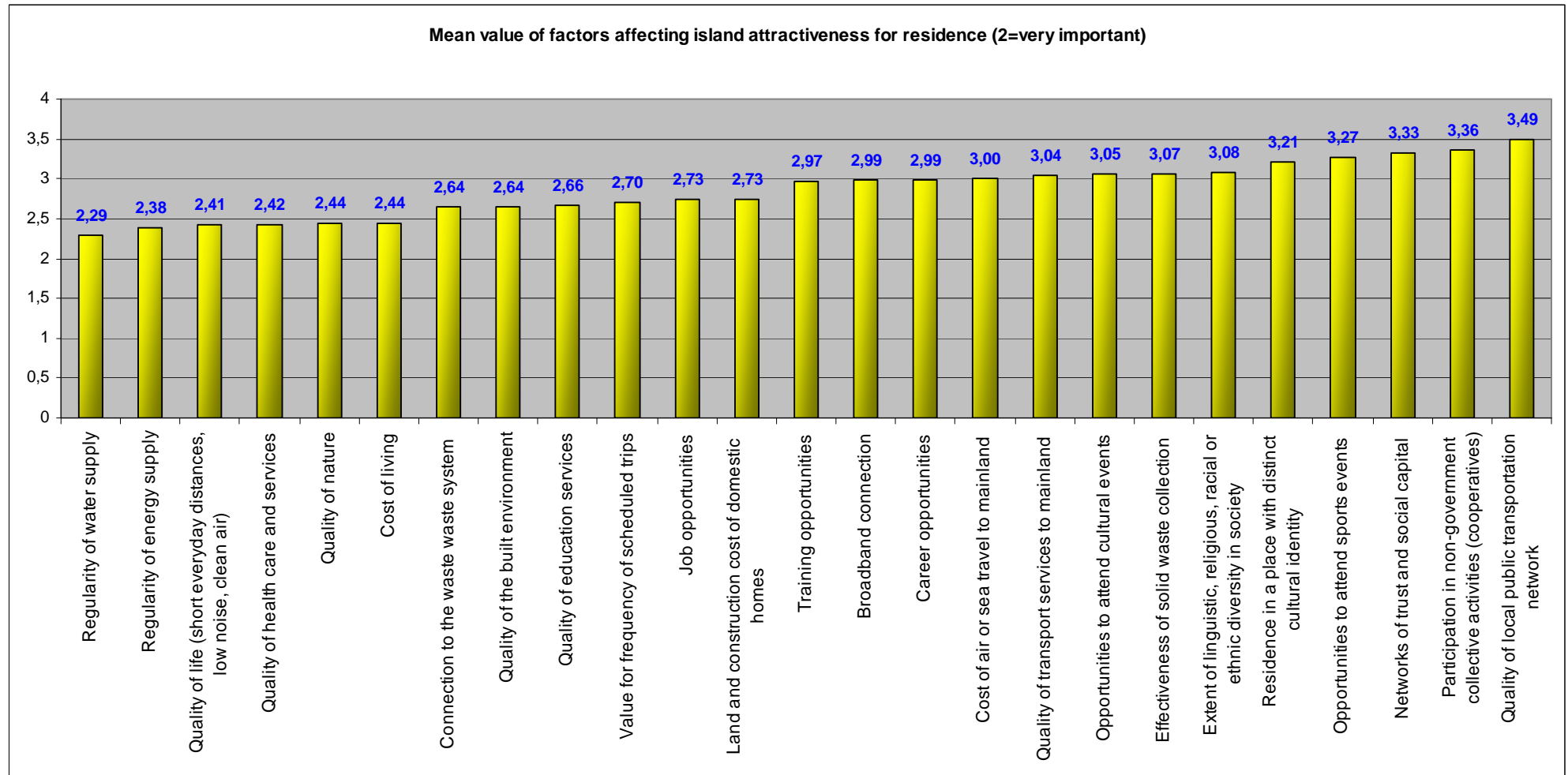


Table 4: Comparison of hierarchy vs. evaluation

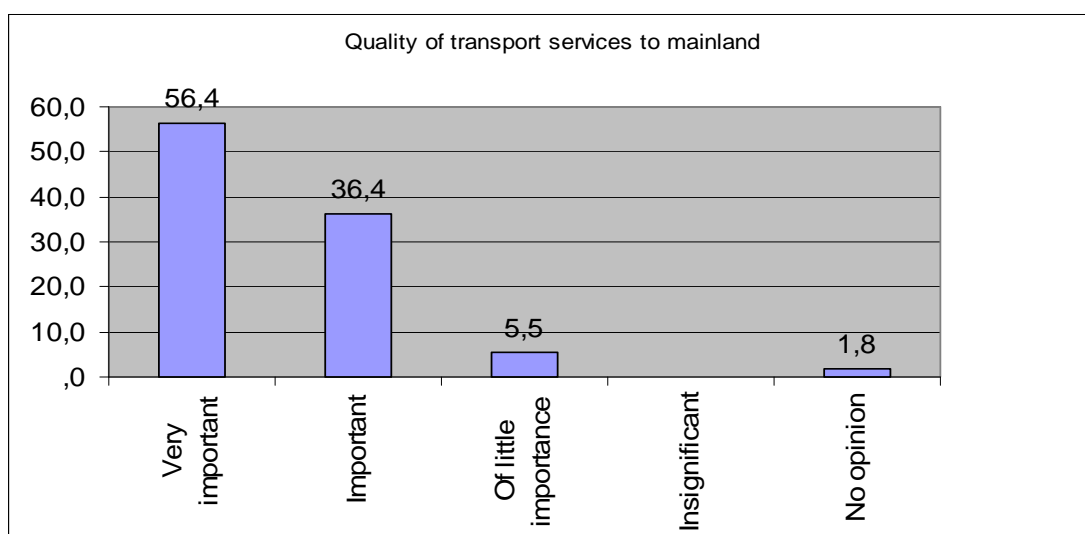
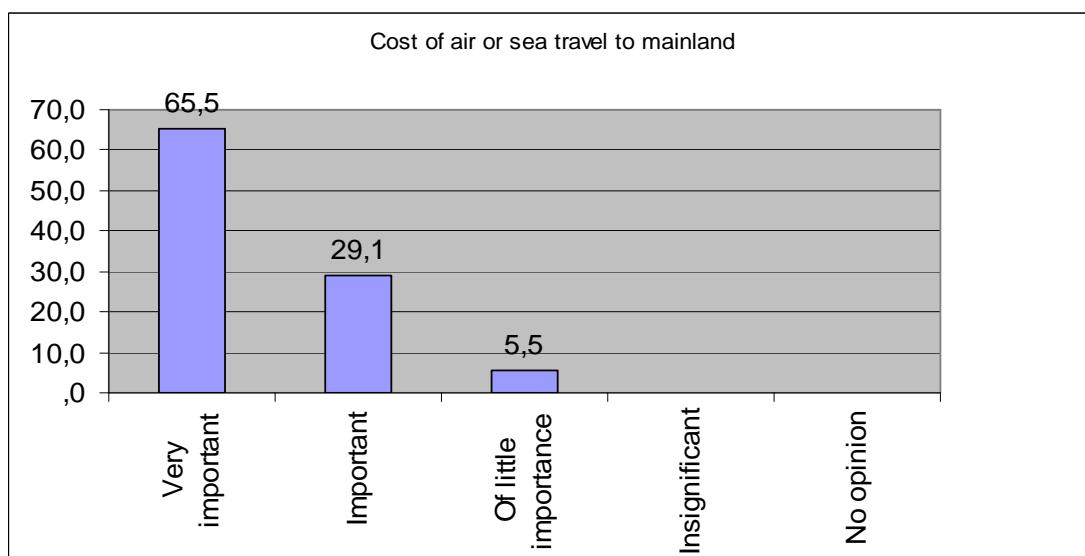
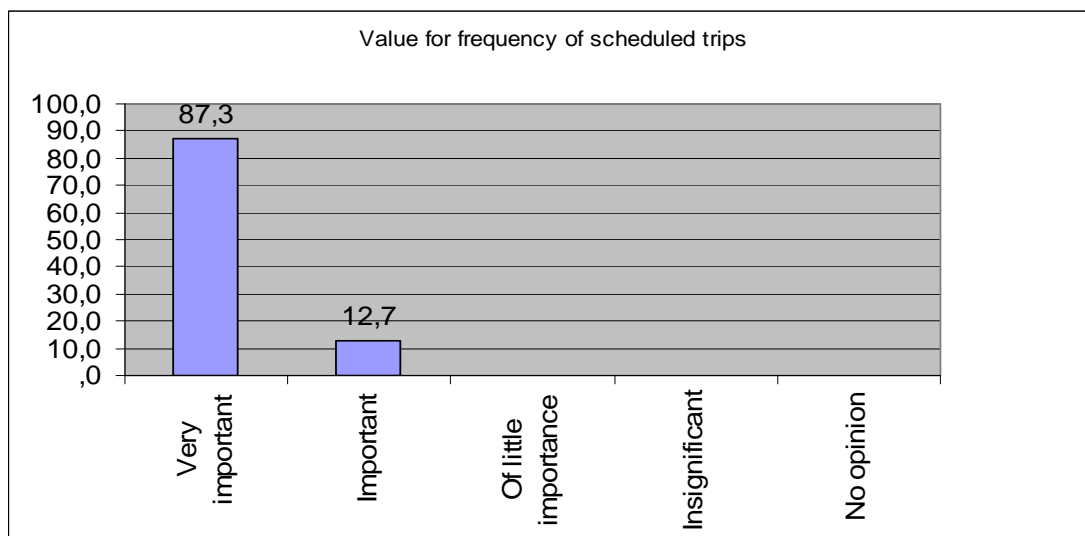
FACTORS	Hierarchy	Evaluation
Quality of health care system	1	4
Trip frequency	2	10
Regularity of water supply	3	1
Job Opportunities	4	11
Quality of life	5	3
Quality of education services.	6	9
Regularity of energy supply	7	2
Cost of travel	8	16
Cost of living	9	6
Quality of nature	10	5
Quality of transport	11	17
Career opportunities	12	15
Land cost	13	12
Connection to the waste water system	14	7
Effectiveness of solid waste collection	15	19
Distinct cultural identity	16	21
Opportunities to attend cultural events	17	18
Opportunities to attend sports events	18	22
Quality of building environment	19	8
Network of trust and social capital	20	23
Training opportunities	21	13
Participation in non governance collective activities	22	24

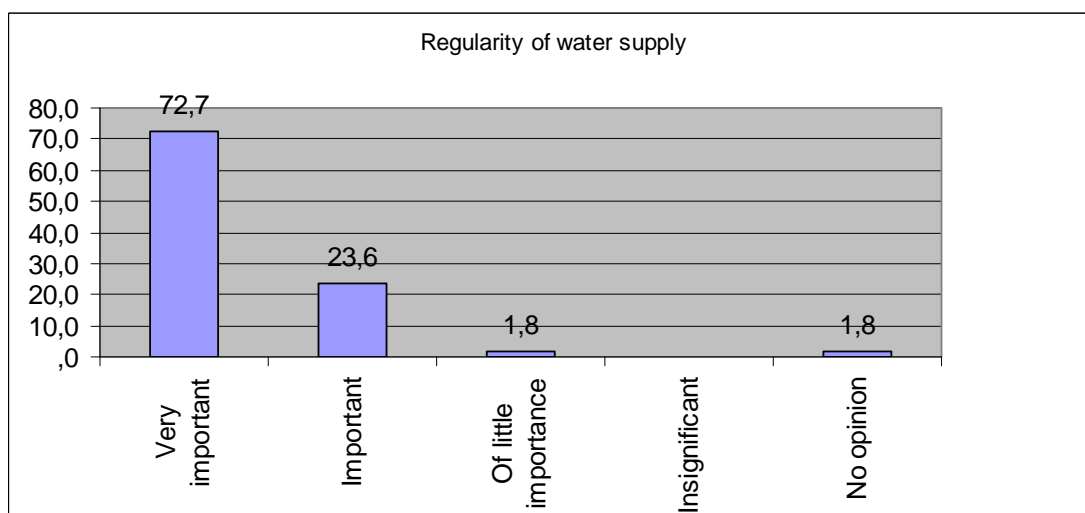
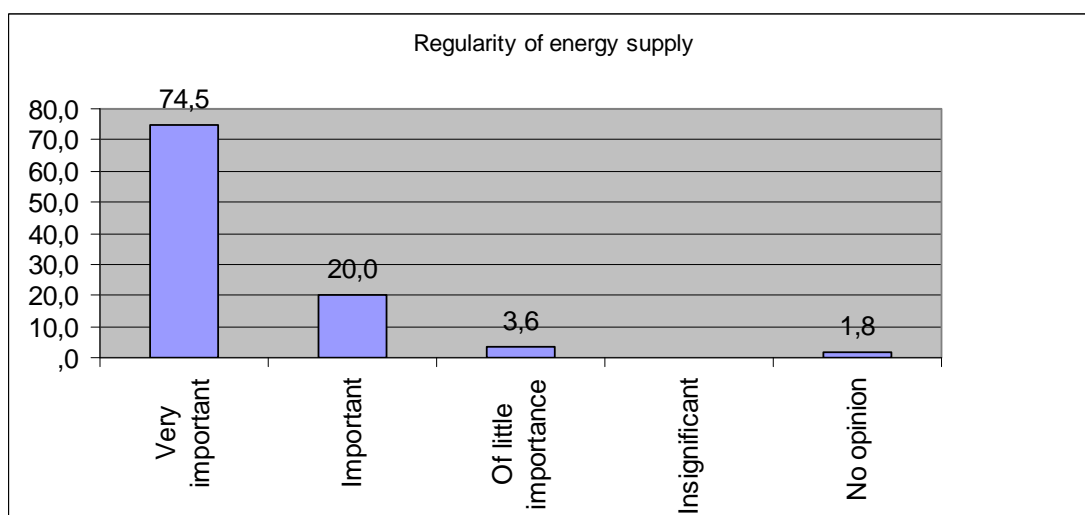
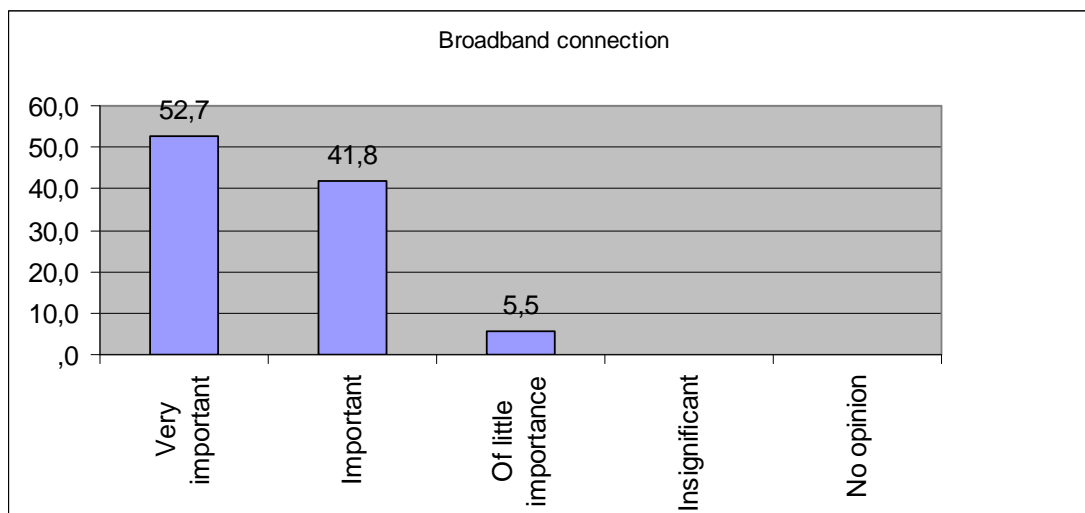
The factors with the highest difference between the places took in the importance hierarchy and evaluation hierarchy is:

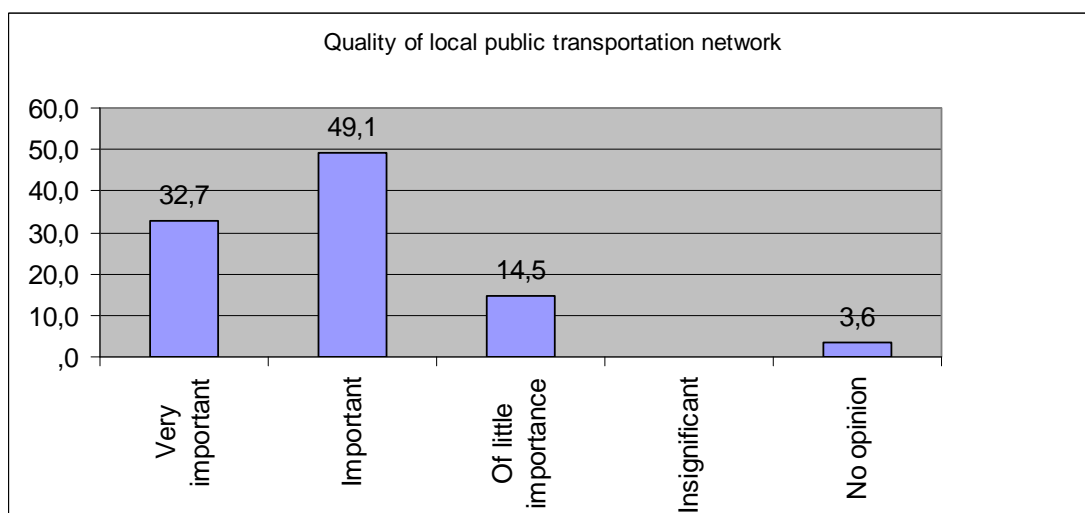
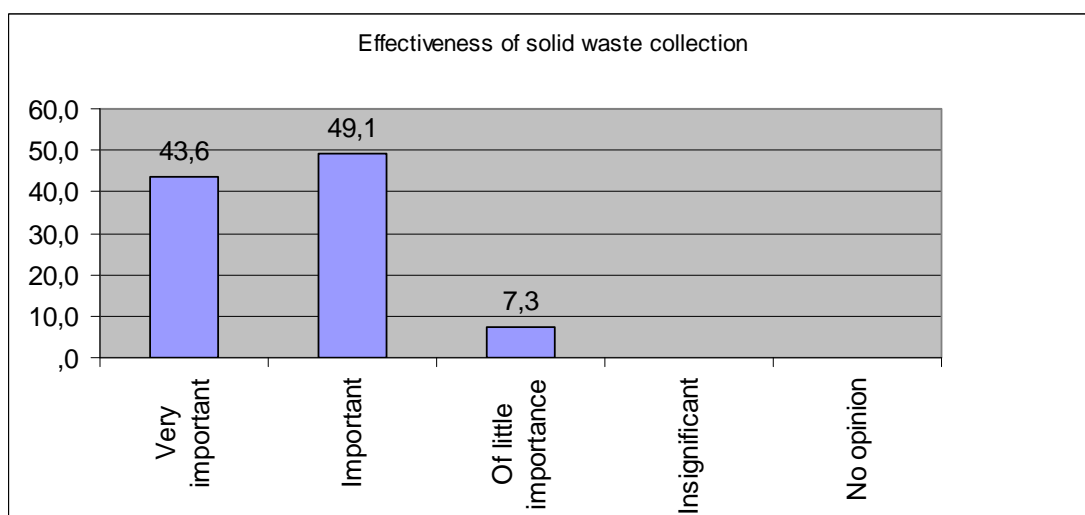
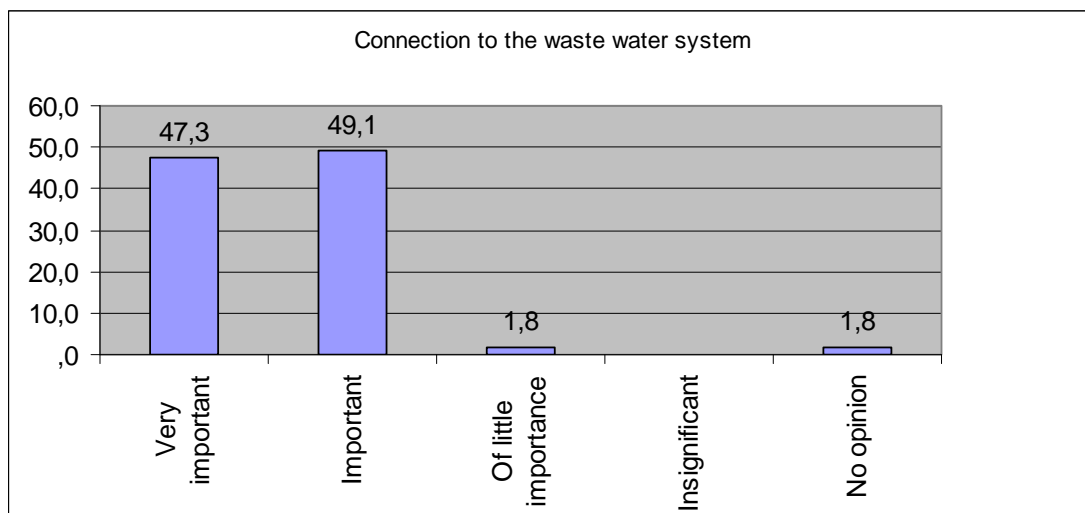
- Frequency of scheduled trips
- Job Opportunities
- Cost of travel
- Quality of transport
- Training Opportunities

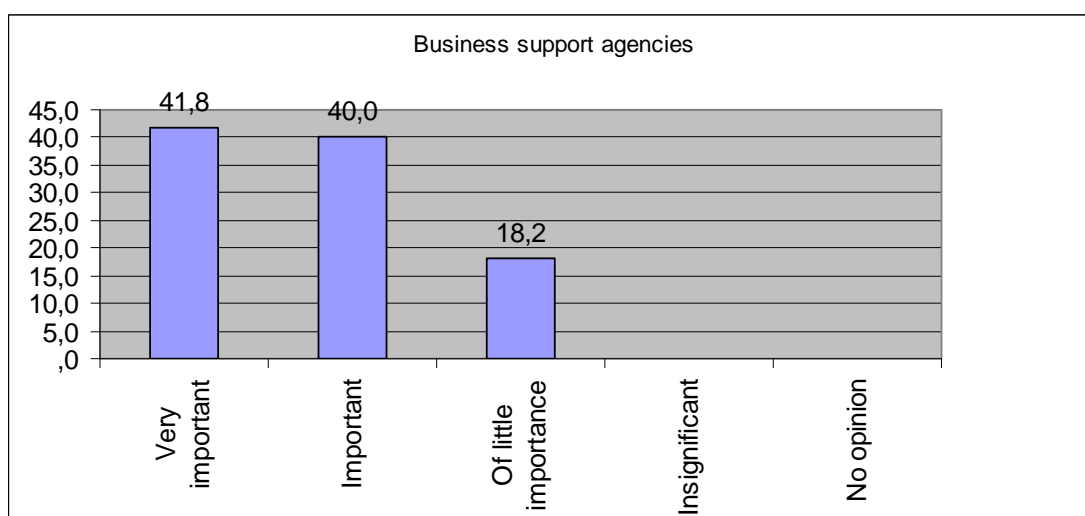
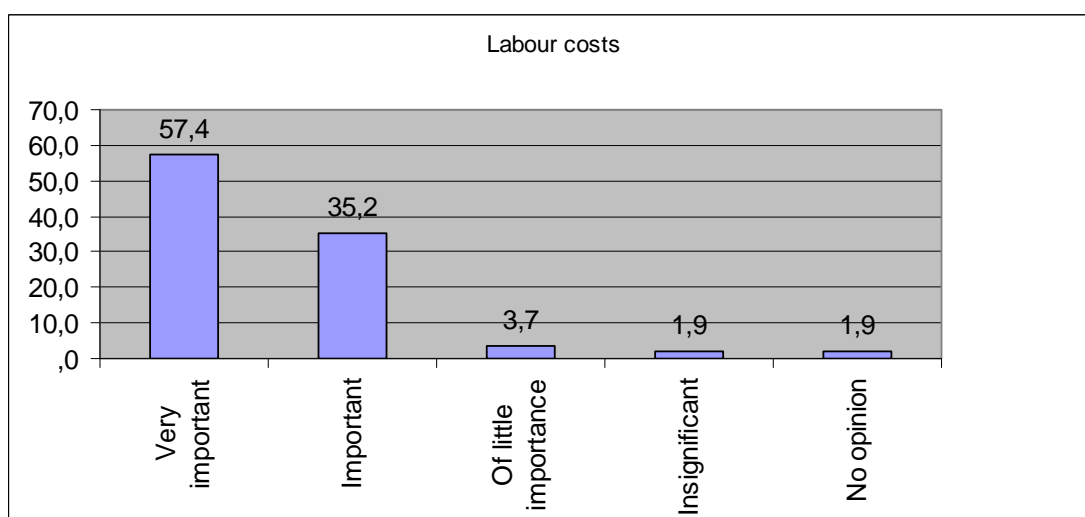
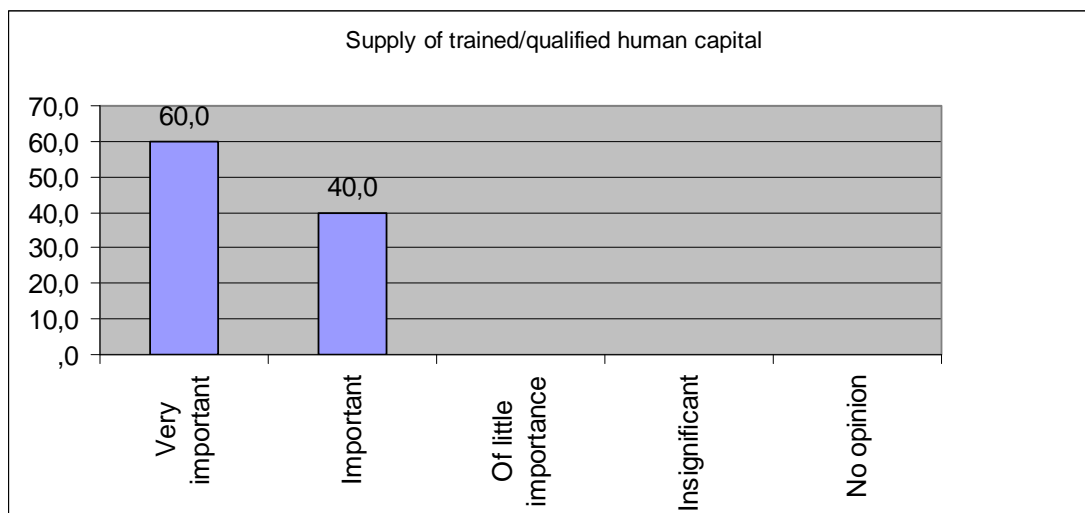
ANNEX I

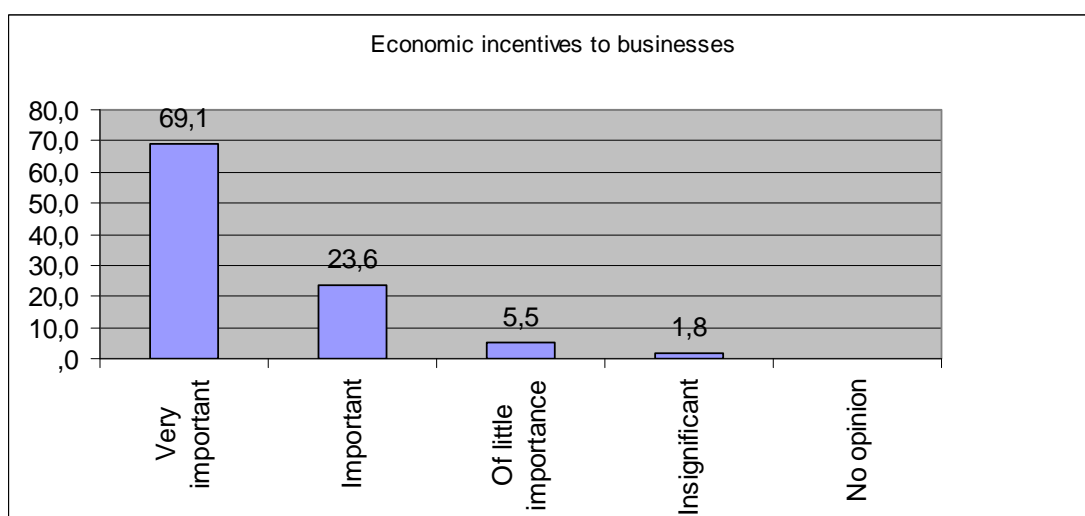
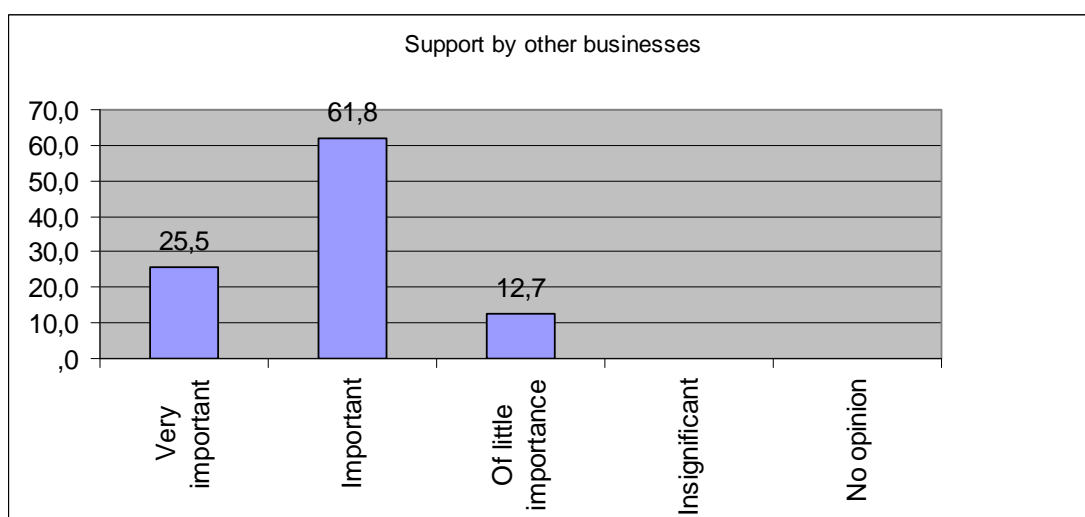
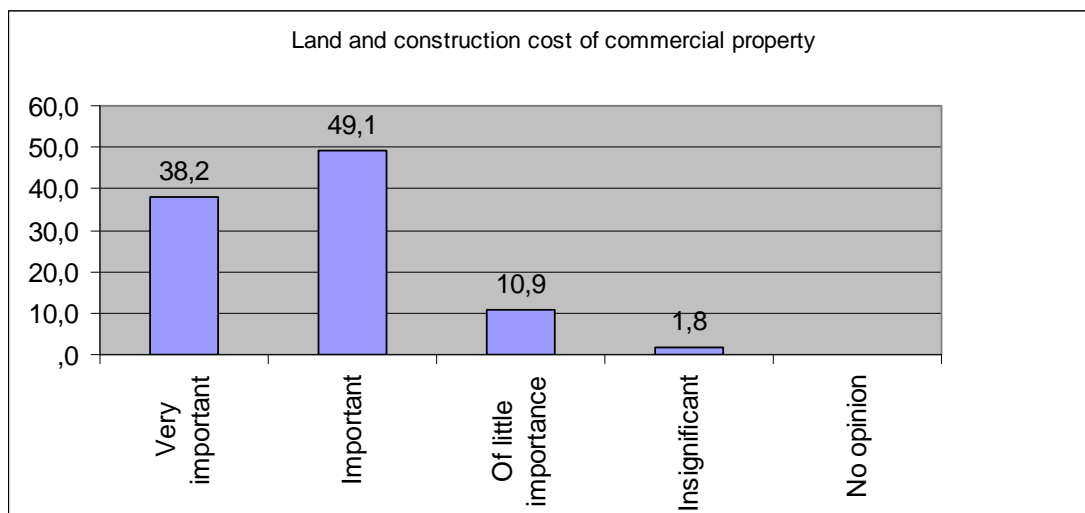
EVALUATION OF BUSINESS ATTRACTIVENESS FACTORS

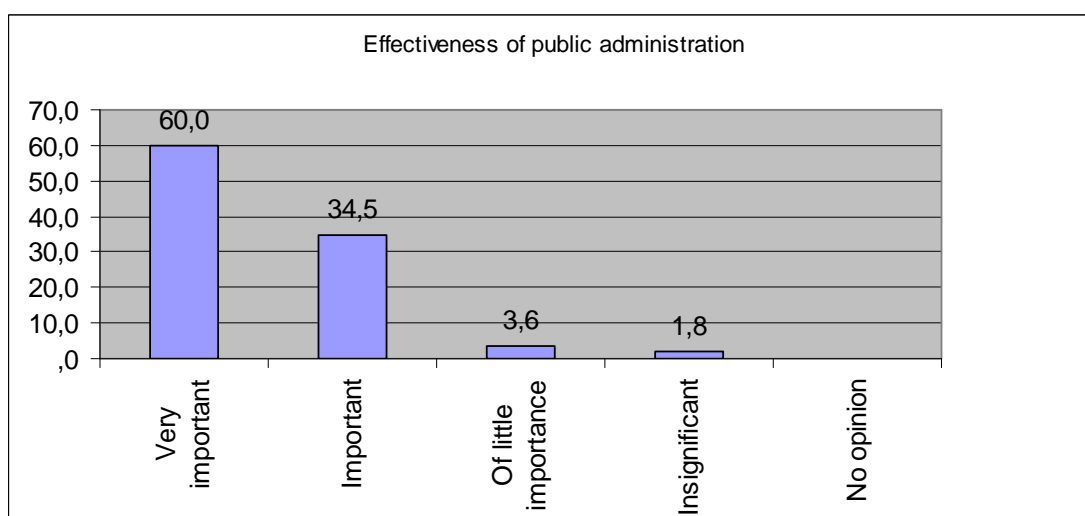
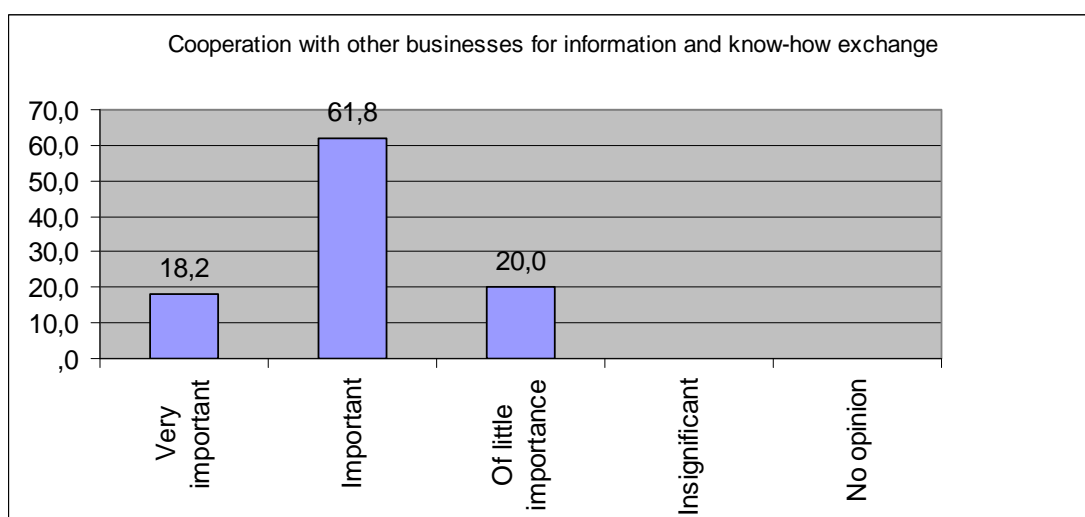
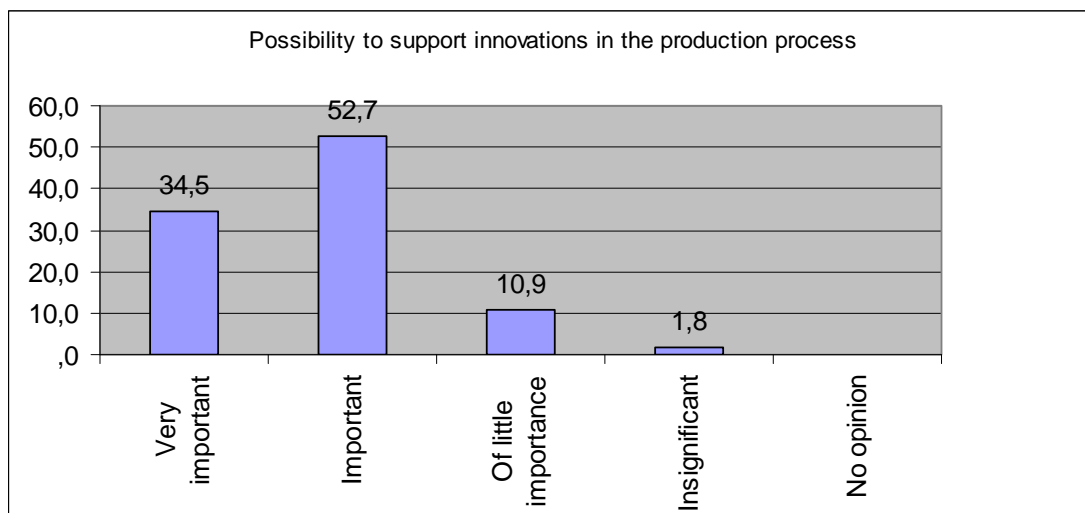


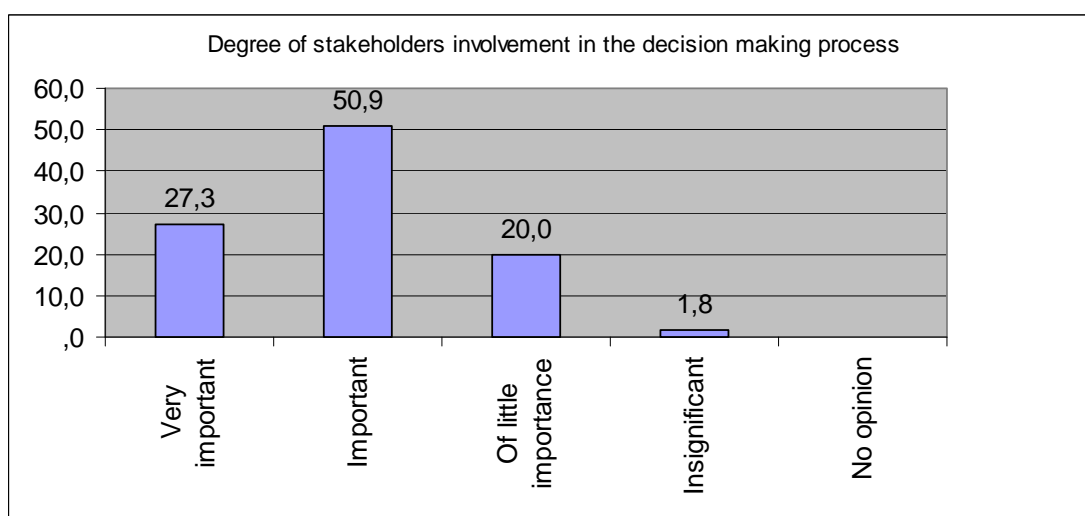
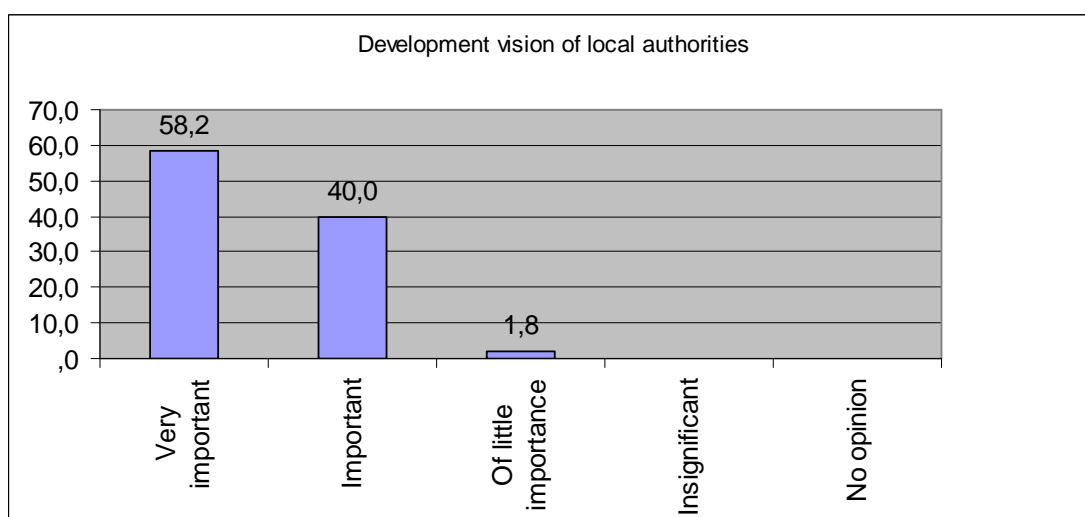
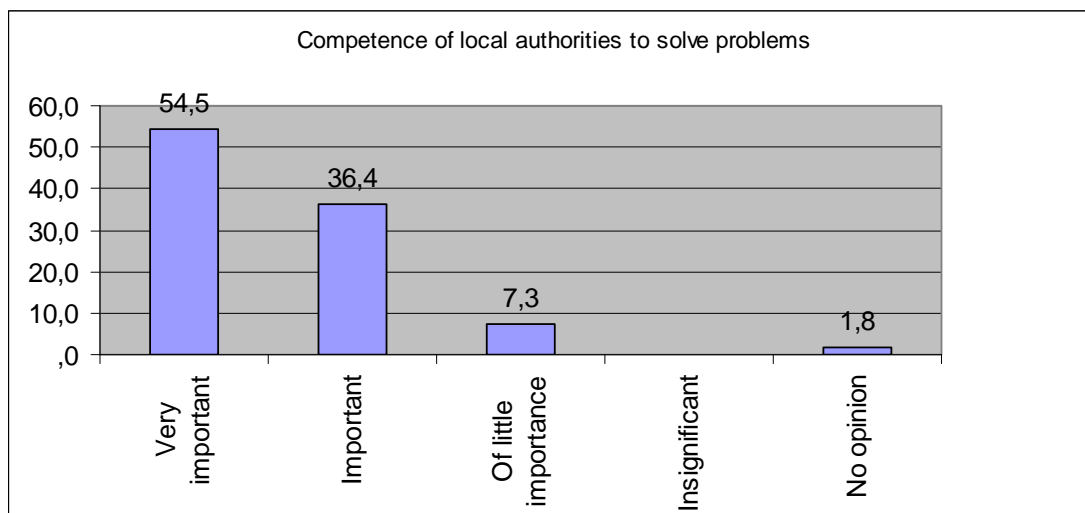


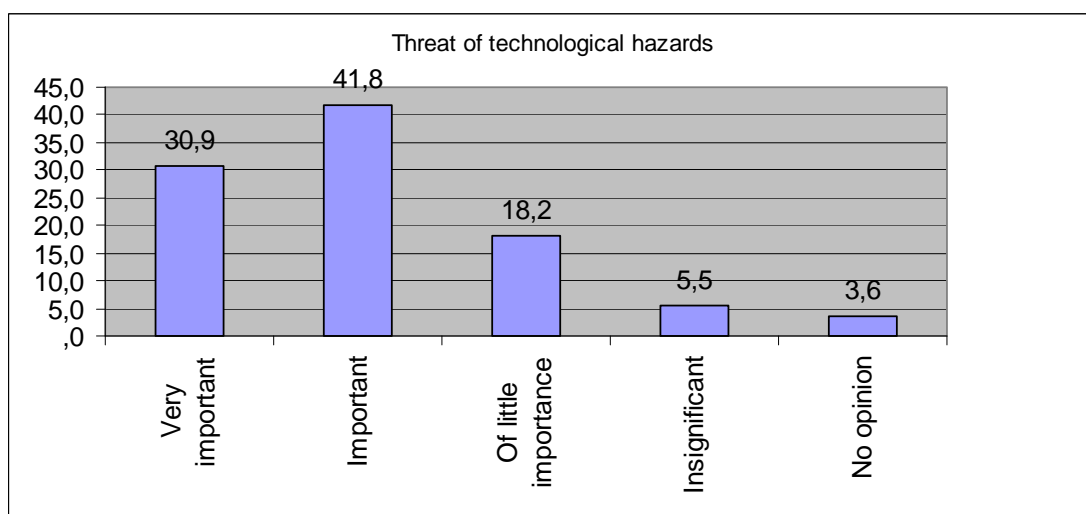
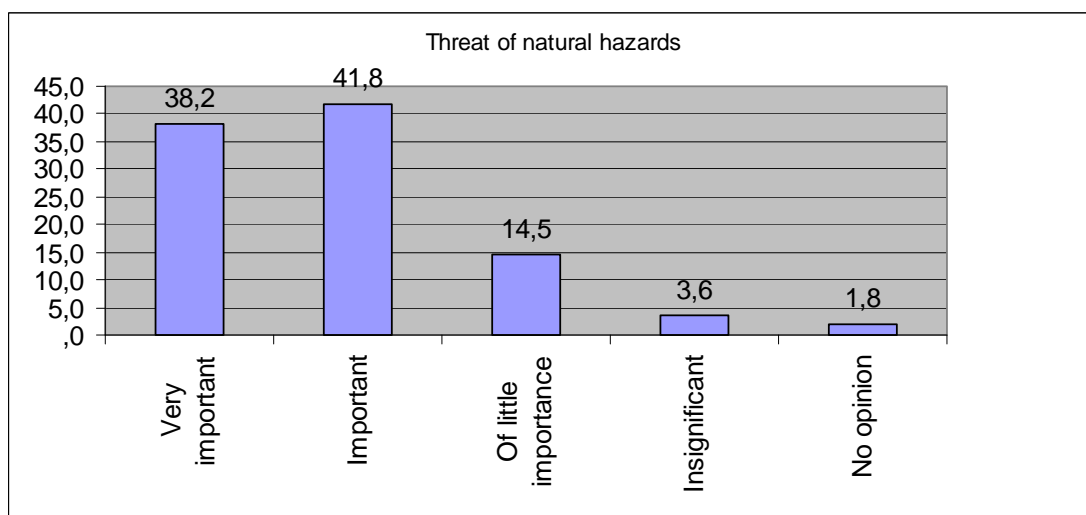
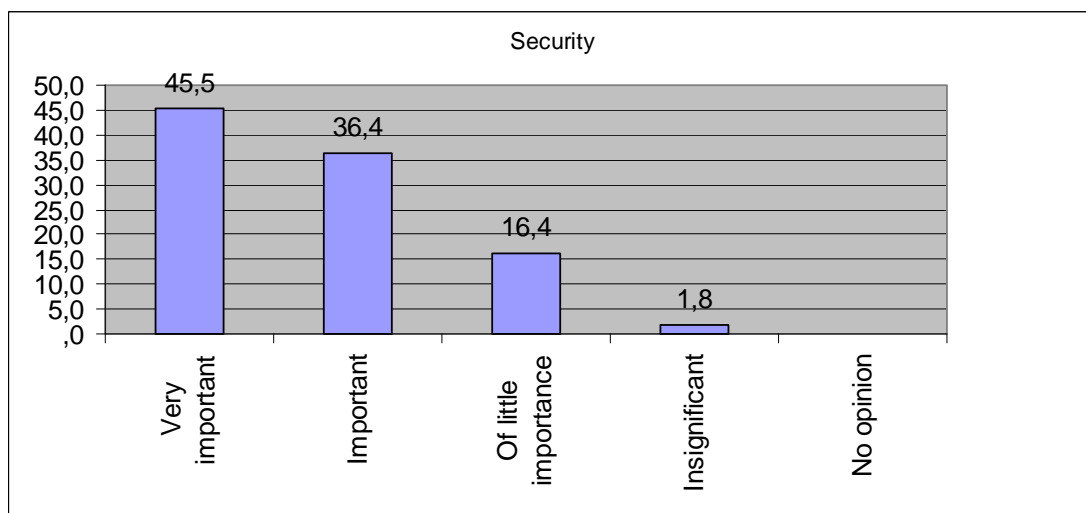






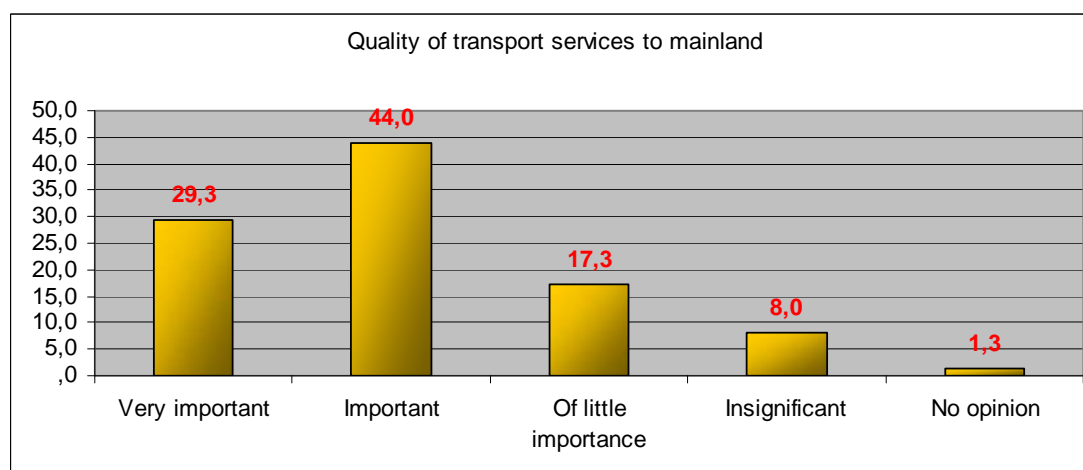
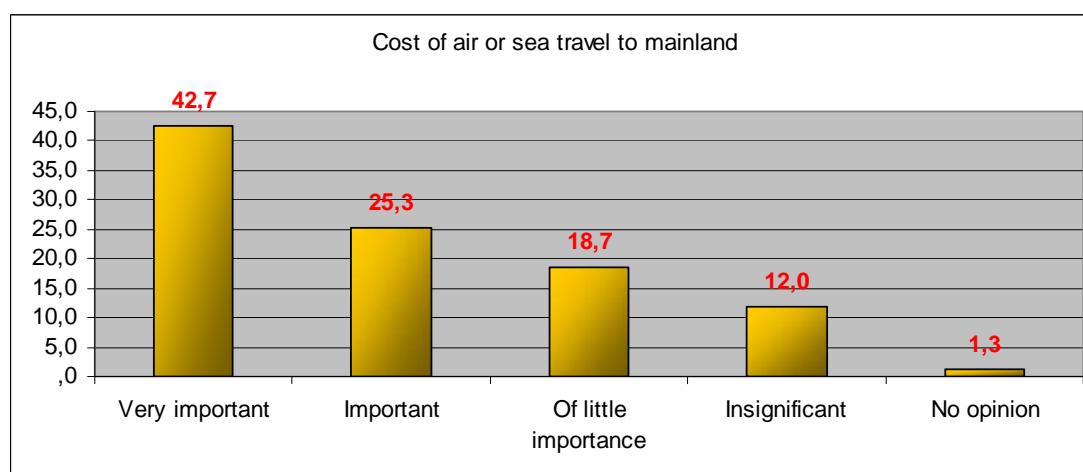
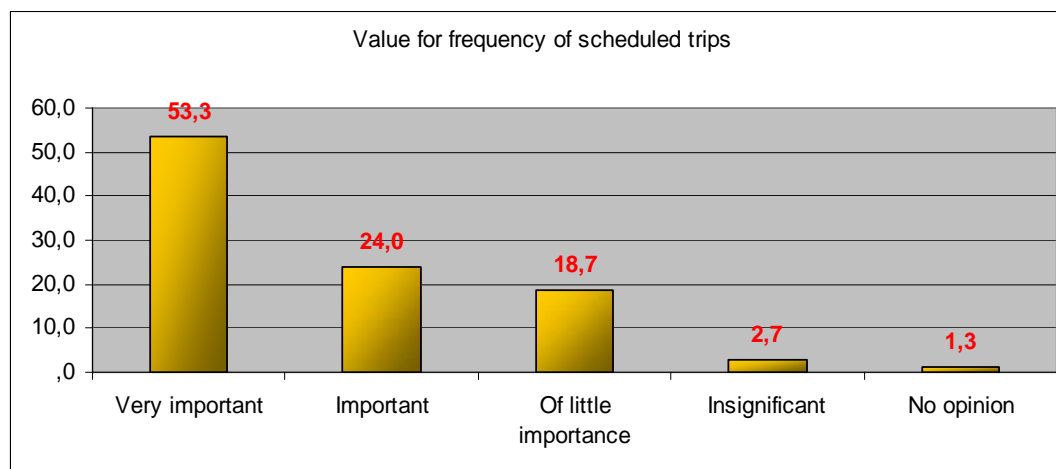


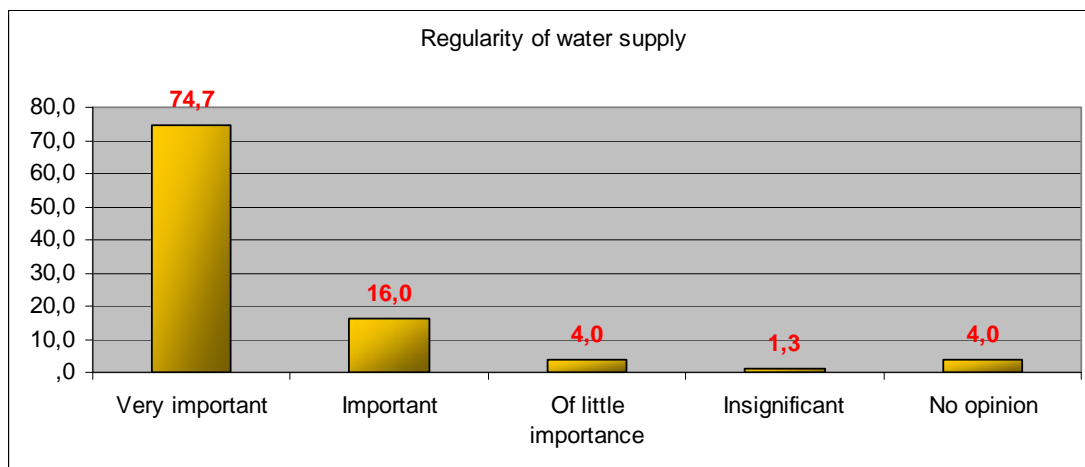
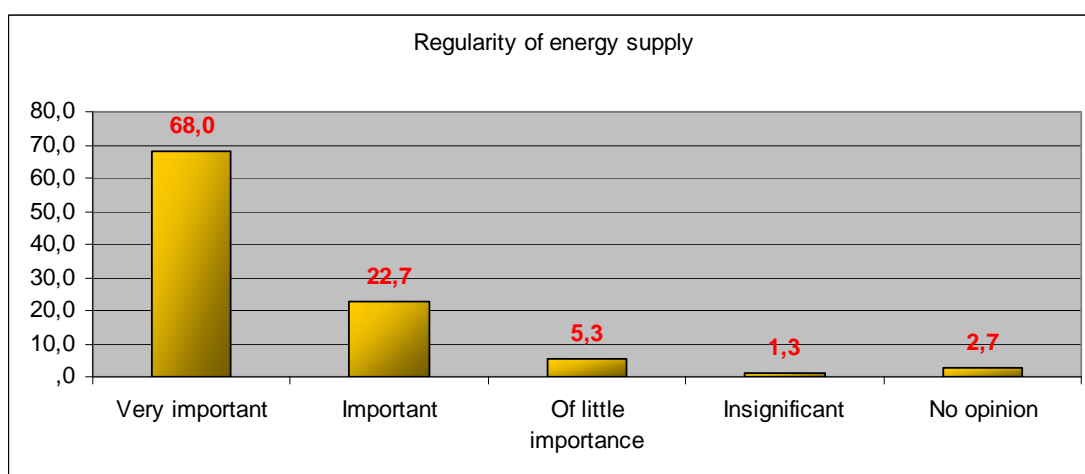
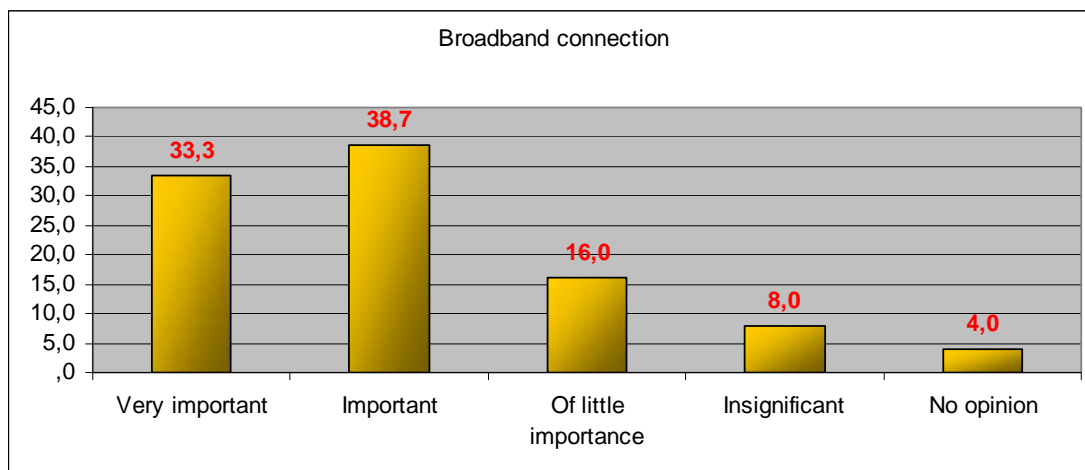


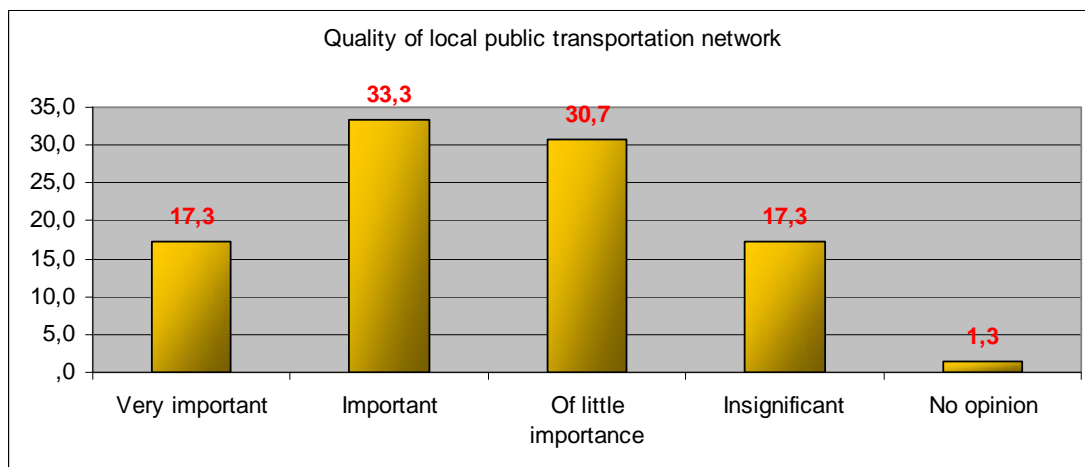
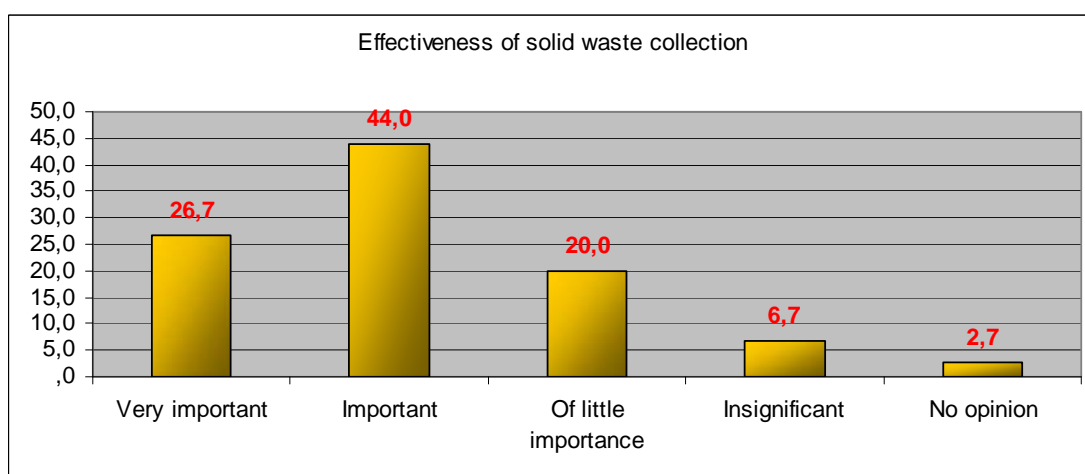
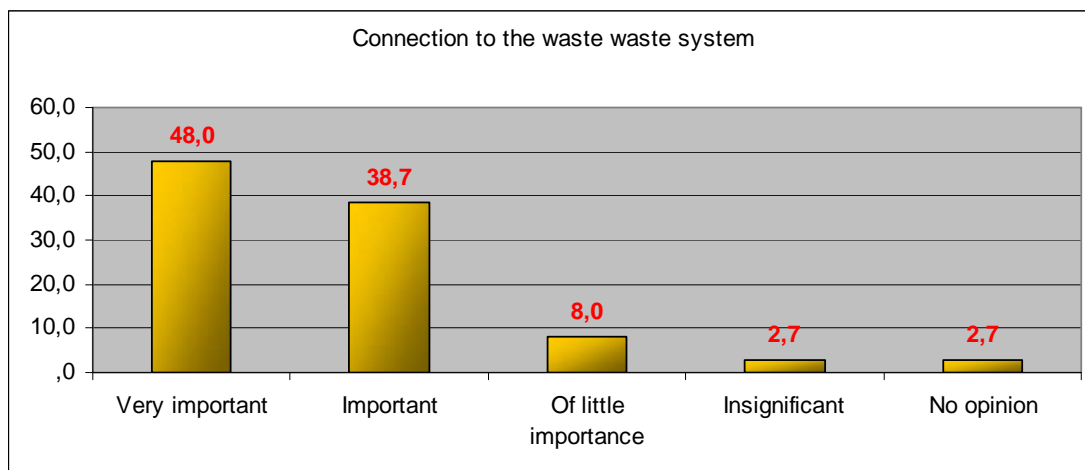


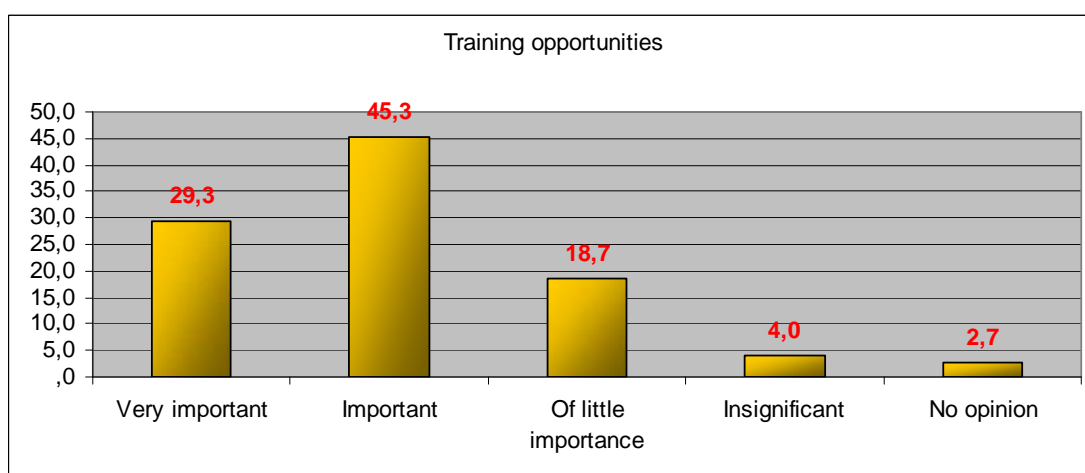
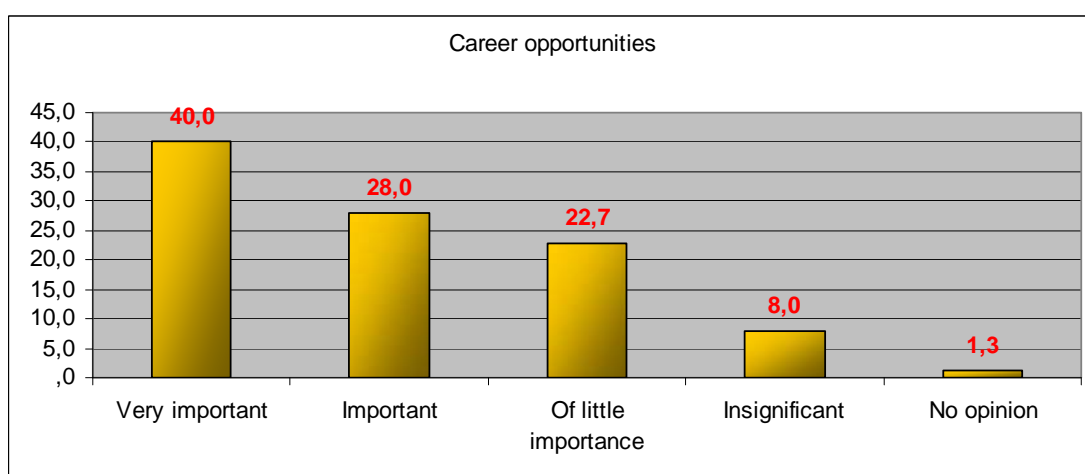
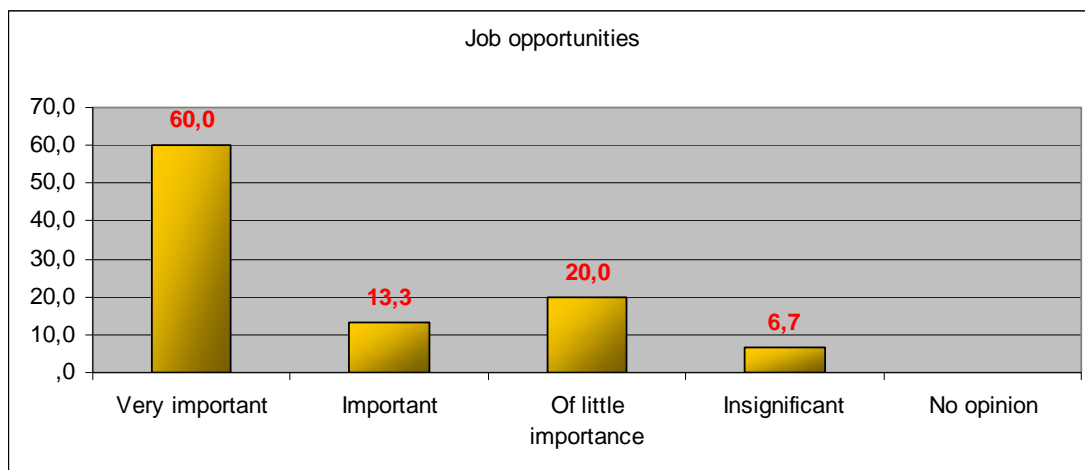
ANNEX II

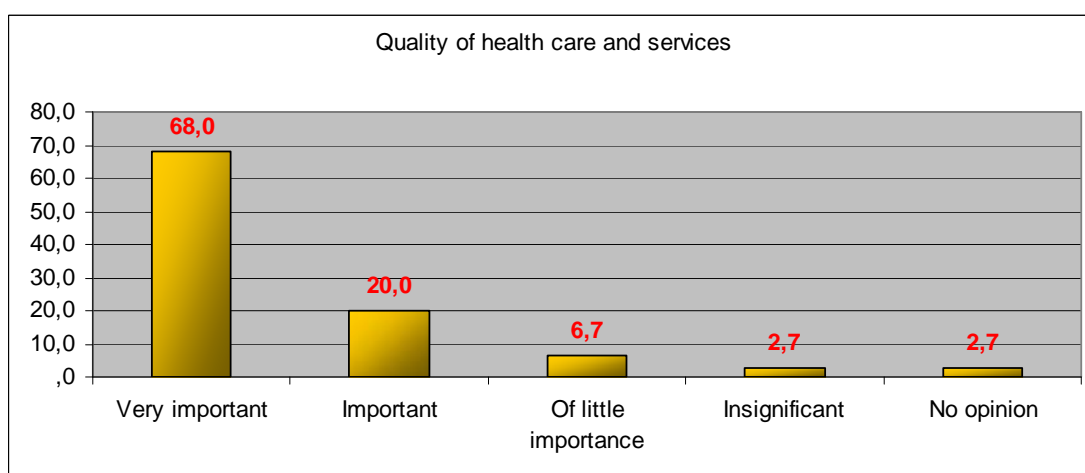
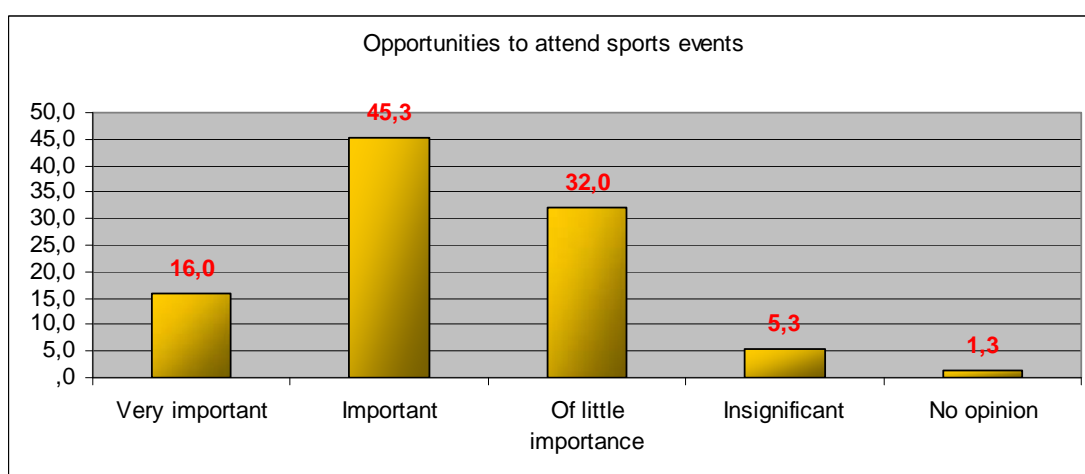
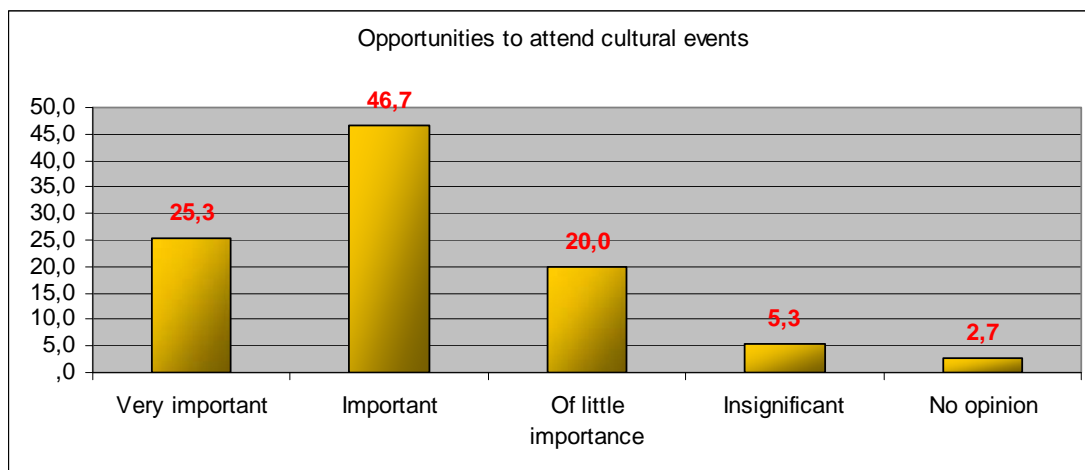
EVALUATION OF POPULATION ATTRACTIVENESS FACTORS

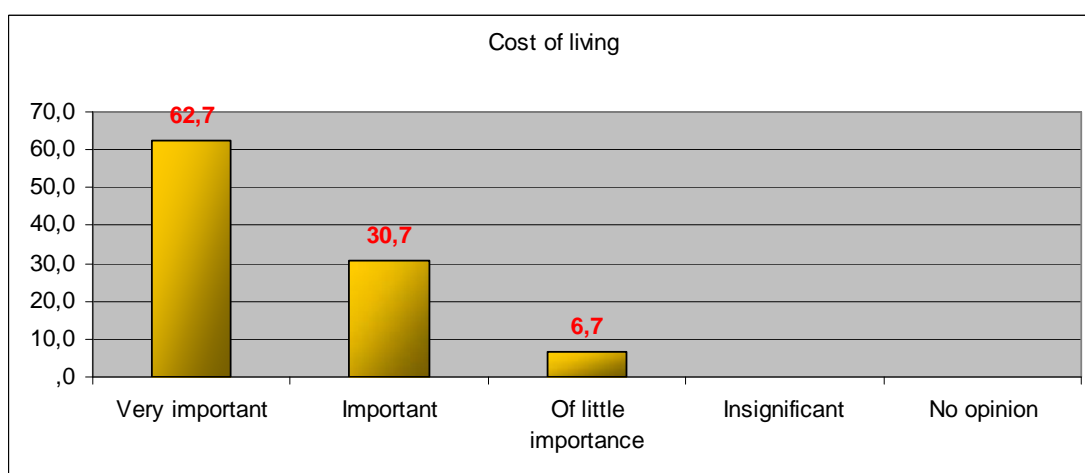
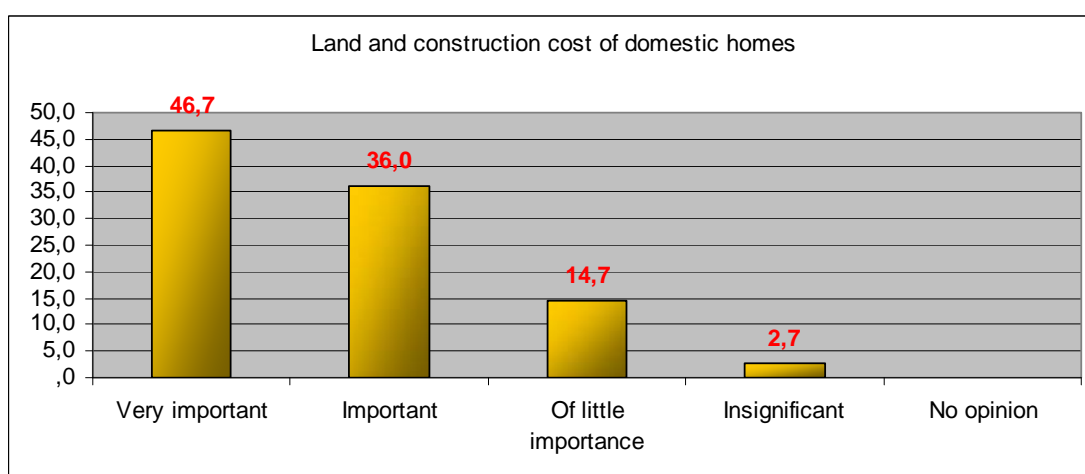
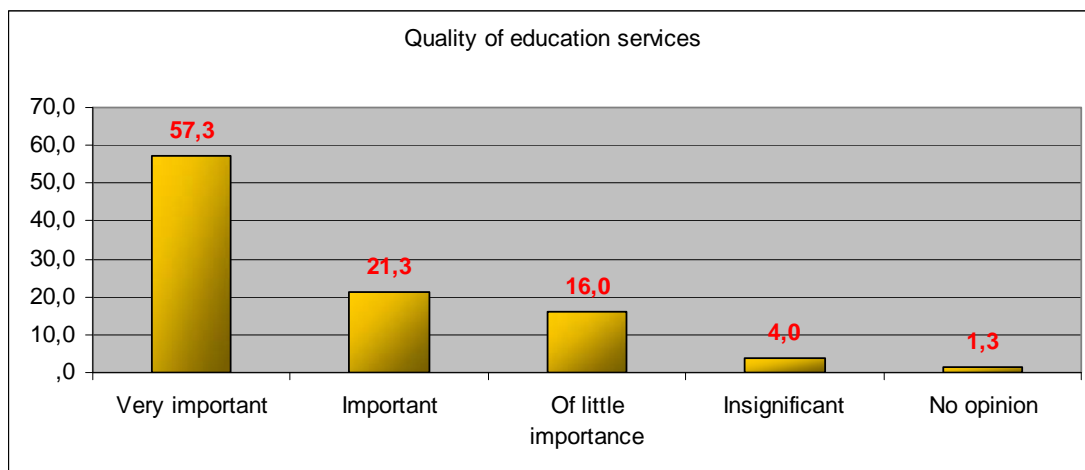


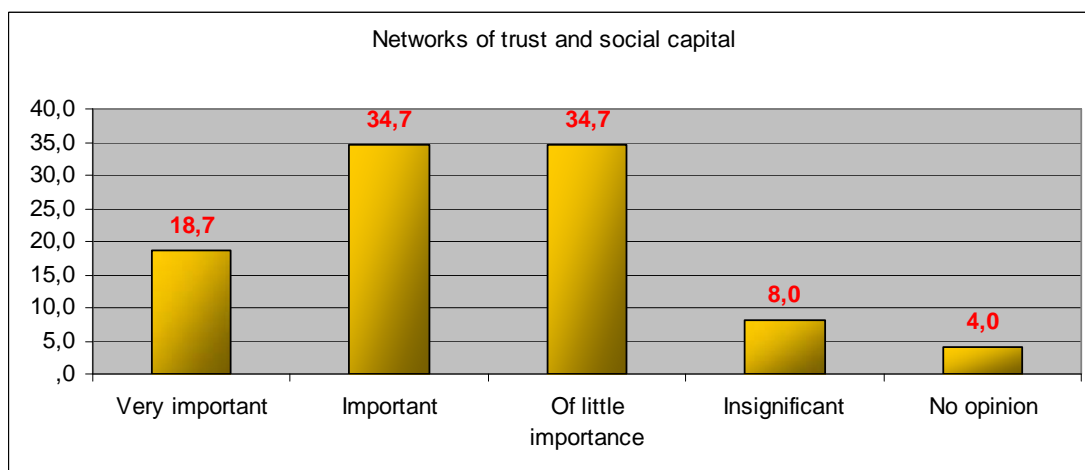
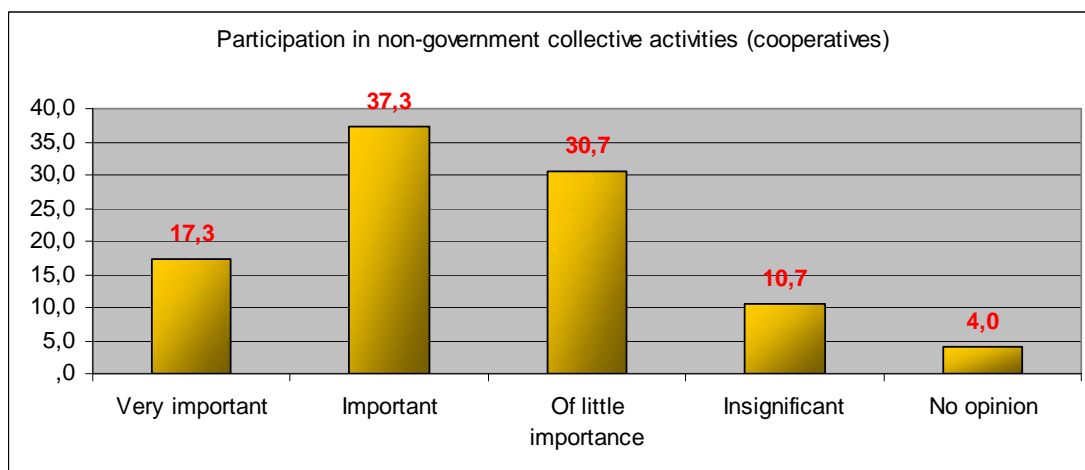
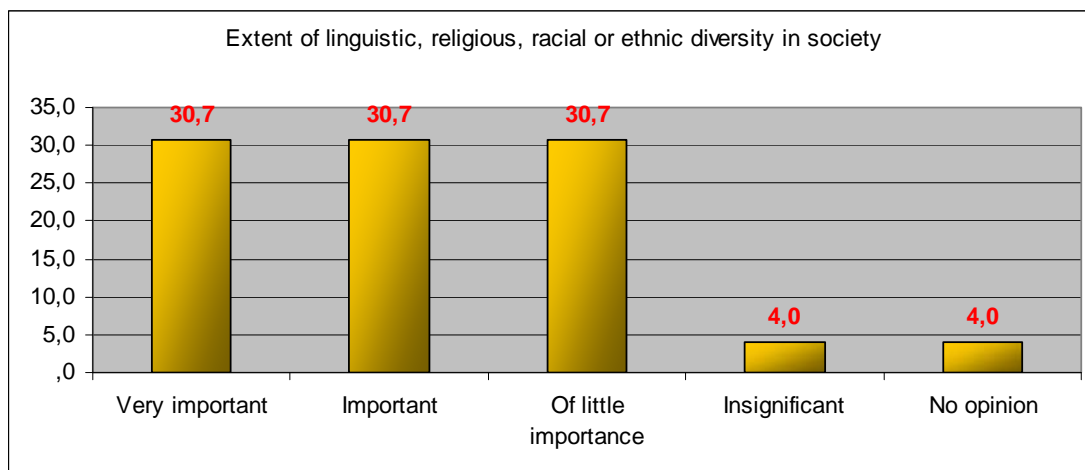


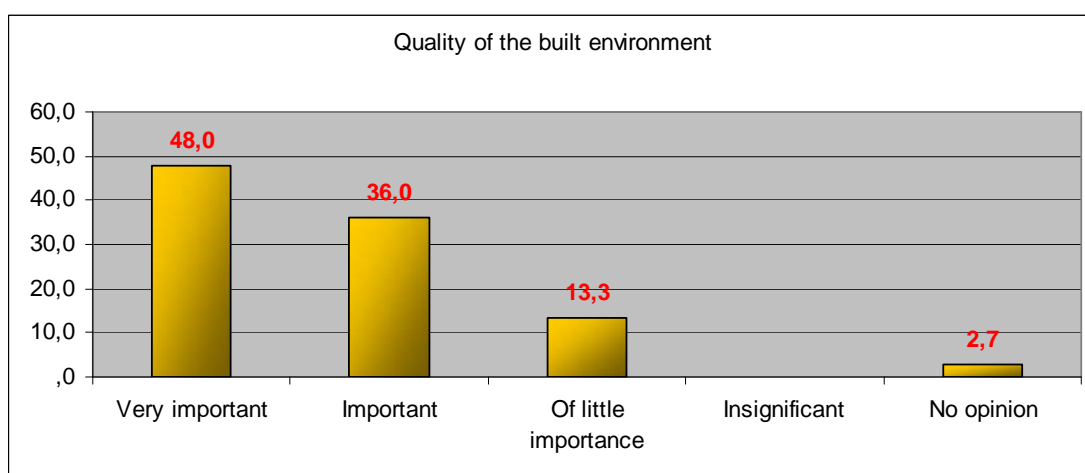
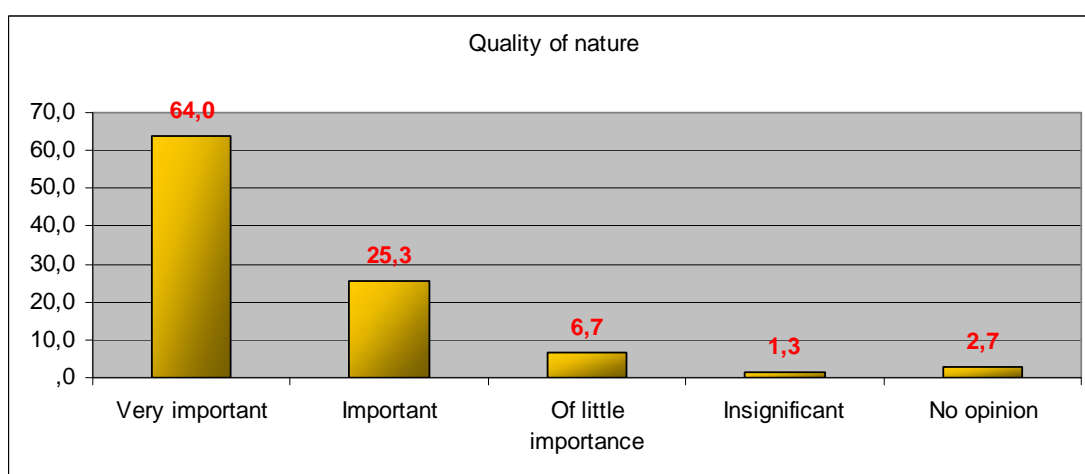
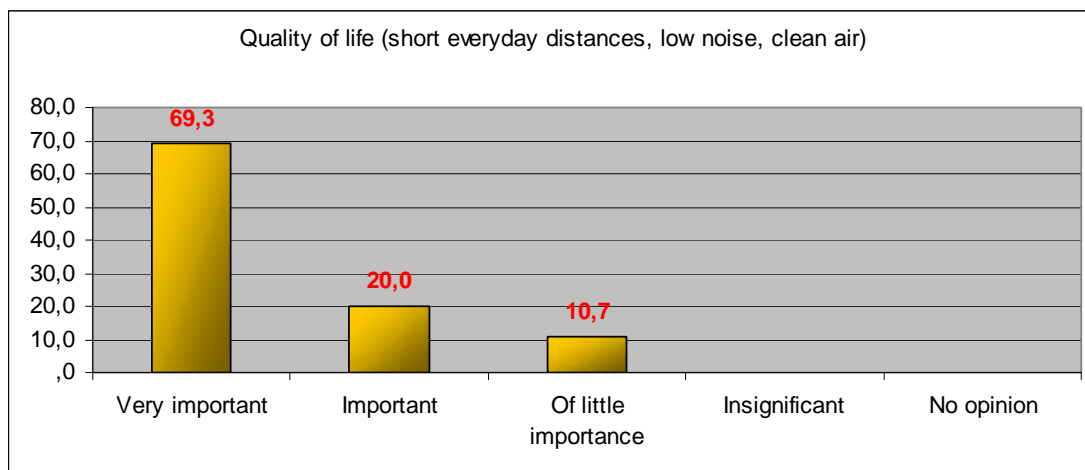


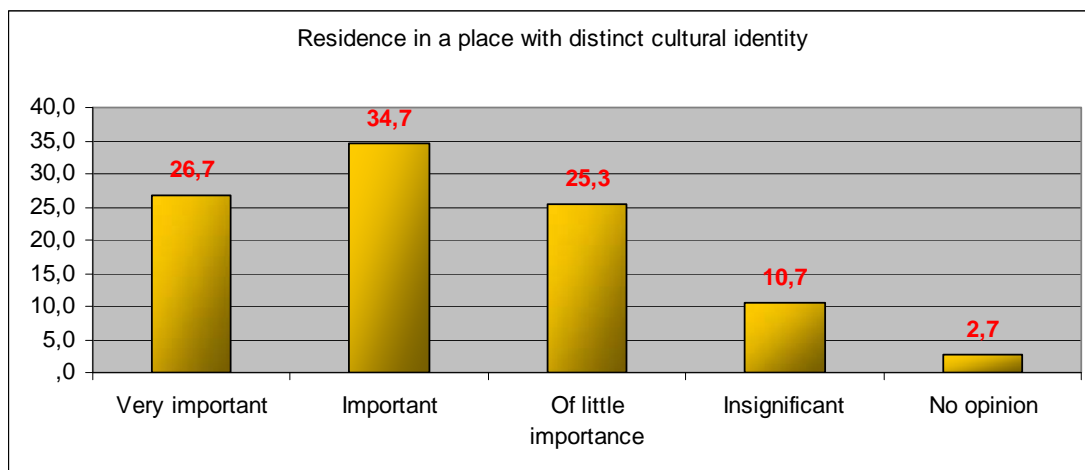












Analysis of Delphi Results

The previous three questionnaires determined the factors of attractiveness for residence location, enterprises installation and the best policies implied in these islands according to local authorities and commercial chambers experience. The participants not only evaluated the different parameters that can define islands' attractiveness but also raised other parameters of their every day life, as areas of intervention. An easy conclusion was that every island has its own characteristics. The policy measures that need to be developed as well as their effectiveness depend mainly on the island's peculiar characteristics (economic, social, and environmental). The answers indicated some common factors of attractiveness; however there is high dispersion. The questionnaires reveal the specific problems and the conditions that every island faces. In total only specific aspects can be generalized in a european level.

In order to overcome this problem but at the same time to incorporate the input knowledge from the questionnaires of the first stage, Delphi method was consider as the most appropriate for this combination.

The Delphi procedure

Totally 15 islands' representatives participated to the Delphi workshop. Each participant was asked to evaluate all the factors included in both questionnaires concerning the determination of islands attractiveness for residence and business installation. Similarly, the experts should rate each factor in a 7-point scale, where 1 = an insignificant factor and 7= the most important factor. This was the first round of Delphi procedure.

The results of the 1st round were processed and at the same time the factors which were judged as "insignificant"-those with the lowest evaluation- were eliminated. In the meanwhile the research team set a bound-criterion so as to determine the number of factors with the highest evaluation rate. The outputs of this stage were used for the formulation of a second questionnaire, containing the dominant factors of attractiveness, both for business location and residence installation. This questionnaire was used for the second round of Delphi.

For the 2nd round of Delphi, the participants were separated into groups, with random criteria. From the research team two executives were selected to organize and co-ordinate the procedure.

The basic characteristic of this part of the Delphi is that before the completion of the second questionnaire, participants discussed the results of the first questionnaire. Participants actually, commented on the results and justified their answers incorporating their knowledge and experience. After the conversation part, participants were asked to re-evaluate the seven most important factors of attractiveness. Finally, both groups were united and a summary of the expressed opinions was presented, ensuring a level of consent among the participants.

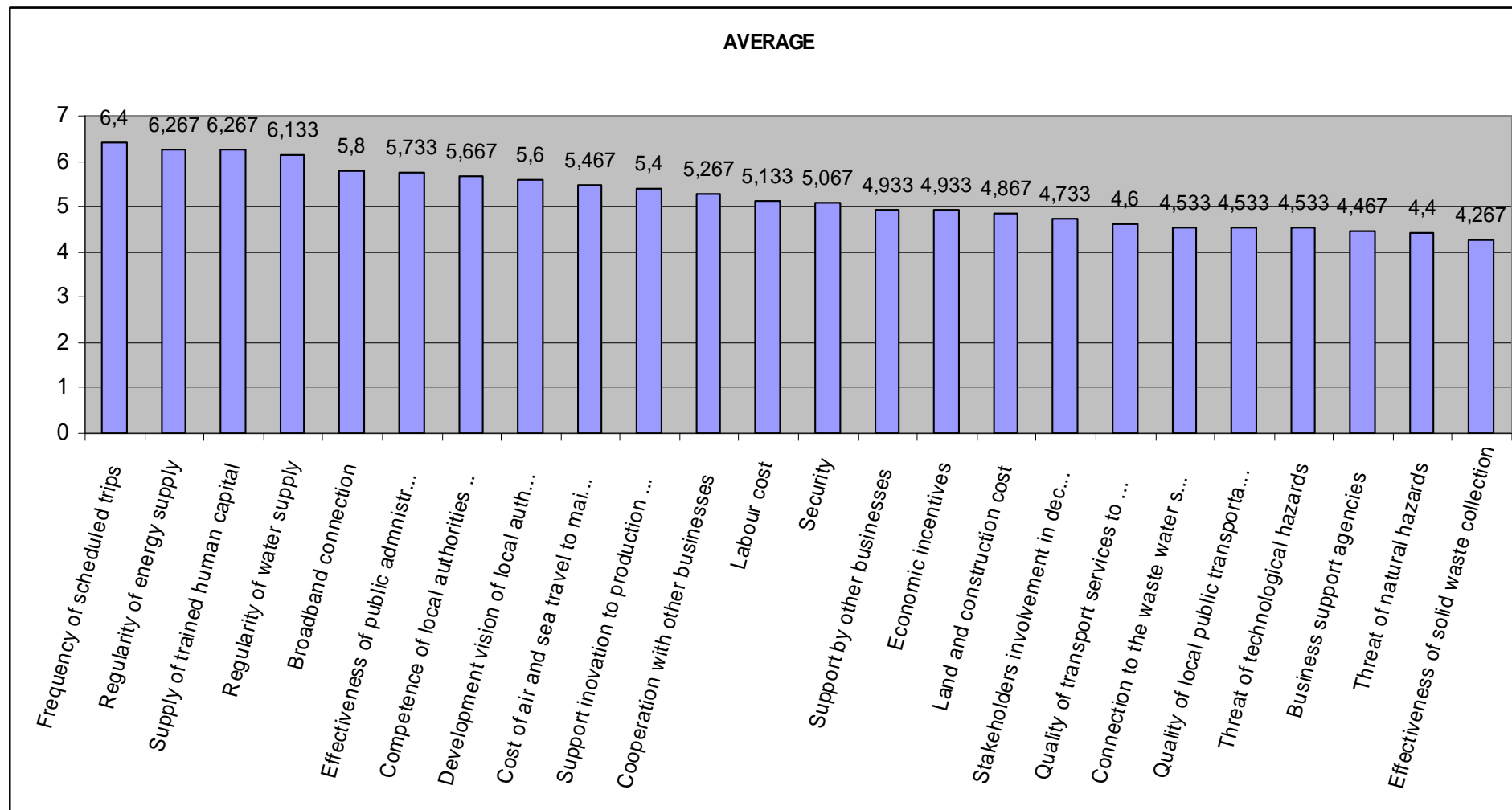
The results of Delphi workshop

a) Factors of attractiveness for residence

According to the results of the first round the participants classified the attractiveness factors- in terms of average rating- as following:

The most important factors of attractiveness that can effect residence selection criteria, according to experts view are : "Job opportunities" was classified as the first most important factor of attractiveness, with average rate 6.6, followed by quality of health (6.33), the quality of life (6.33), Career opportunities (6.2), Quality of life (6.2), Regularity of water supply (6.067) and Frequency of scheduled trips (5.933), Regularity of energy supply (5.867), Quality of education services (5.867), Training opportunities (5.667). These are the top ten factors of attractiveness. The rest factors received average rating less than 5.8, while the factor "Linguistics and Religious diversity" received average rating 3.333 and it is consider as the factor with the less influence in people's decision, concerning the place of installation. More specific the three factors that received the lowest evaluation were: "Opportunities to attend cultural events" (4.067), "Opportunities to attend sports events" (3.6) and "Linguistic and Religious diversity" (3.333). The following table presents the rating of participants for all the factors of attractiveness for residence.

Table: Mean value affecting island attractiveness for residence- Delphi 1st round.



At this point is very useful to compare the answers of experts with those of chambers and local communities. The next table presents the top ten factors for each group of respondents. The first column contains the answers of experts. Respectively the second column presents the answers of local governments and communities.

Table: Comparison of factors' importance

Factor of attractiveness (experts evaluation)	Factor of attractiveness (local governments and communities evaluation)
1. Job Opportunities	1. Quality of health care and services
2. Quality of health care and services	2. Frequency of scheduled trips
3. Quality of life	3. Regularity of water supply
4. Career Opportunities	4. Job opportunities
5. Quality of nature	5. Quality of life
6. Regularity of water supply	6. Quality of education services
7. Frequency of scheduled trips	7. Regularity of energy supply
8. Regularity of energy supply	8. Cost of travel
9. Quality of education services	9. Cost of living
10. Training opportunities	10. Quality of nature

According to the presented data, eight out of the ten first factors of attractiveness are common for both local authorities and experts. The factors, that differentiate are: cost of travel and cost of living and from the side of experts the career opportunities and the training opportunities.

After the first round of Delphi questionnaire where participants evaluated all the factors, the outcome was the identification of the major factors of attractiveness. The criterion for the selection of these factors was the average value that every factor received to be greater than 5.9. According to this constrain the factors with evaluation >5.9 are the seven below.

- Job opportunities: 6.667
- Quality of health care and services: 6.333
- Quality of life: 6.333
- Career opportunities: 6.2
- Quality of nature: 6.2
- Regularity of water supply: 6.067
- Frequency of scheduled trips: 5.933

After the determination of these factors, the next step according to the Delphi method was to present the results to the participants and

to create a new catalogue which contained only the first seven factors, for reevaluation. Before the reevaluation the two groups of the participants have a discussion justifying their judgments.

Participants' reevaluation is presented in the following table

Table x: Delphi 2nd round

Factor of attractiveness	Average	Variance	STD Deviation	Skewness	Kurtosis
Job Opportunities	6.00	1.250	1.118	-0598	-1.160
Quality of life	5.824	2.029	1.425	-1.200	1.200
Frequency of scheduled trips	5.412	2.757	1.661	-1.463	1.922
Quality of nature	5.353	1.618	1.272	-1.288	1.242
Quality of health care and services	4.882	1.735	1.317	-0.489	1.201
Regularity of water supply	4.824	3.154	1.776	-1.110	0.770
Career opportunities	4.353	2.993	1.730	-0.306	-0.649

The second stage of evaluation reveals that participants express a different evaluation pattern. Still "Job Opportunities" received the highest evaluation, with average value 6. Participants expressed the opinion that the existence of jobs alternatives is a major factor of attractiveness since it is connected with the ability of a person to ensure a minimum level of quality of life and certainly an incentive for relocation decisions. Experts supported that islands face the seasonality problem, since many islands' economy is based on tourism activities. Islands priority should be the creation of conditions for permanent jobs since it is observed a serious lack of active people.

The second most important factor is the "Quality of life", which was rated with 5.824. Participants expressed the opinion that the quality of life is the main reason for which people select to move to insular areas and for this reason is rated high. On the other hand respondents that rated this factor lower supported that the quality of life is identical to the definition of islands. They considered as a granted factor. Also, there was expressed the view that while the quality is given, during summer time the overcrowded islands face the danger of losing this quality cause of disturbances.

The third in row factor of importance raised by expert's evaluation is "Frequency of scheduled trips". The average value of the specific factor is 5.512. Respondents

Believe that islanders have the right of mobility and for this reason regular itineraries are necessary. On the other hand exists the opinion that residents can adjust their scheduled and fit it to the prevailing circumstances. It must be noted that in the process did not participate representatives of very small islands.

The next factor is "Quality of nature", which was rated with 5.353. Respondents again connected the quality of nature, as part of the total island perception and considered it as granted. On the other hand participants who rated it lower supported their evaluation referring that the overall quality of life is the most determinant factor of attractiveness and that somebody will not decide to live in an island just for the quality of its nature.

"Quality of health care and services" is the fifth most important factor of attractiveness with average rating 4.882. The quality of health system received contradictory comments. Some participants supported that this factor is of high importance and should be even higher in ranking. Others connected the level and the quality of health services with the average age of the residences. While the average age is augmented the needs for a integrated health system is more crucial. At the same time others correlate this factor with the frequency of scheduled trips. If an island is well connected with mainland and other bigger islands, the necessity of integrated health system is minimized. Also, participants considered it as an important factor of attractiveness but not the most important that can determine someone's decision for living in an island.

The next factor that experts give high evaluation is the "Regularity of water supply" with average rate 4.824. Participants justified their evaluation by the fact that without regular water supply it is impossible to live and have the minimum required level of quality. Coincidentally, others expressed the opinion that this is a matter of local administration and that the specific problem need better management on regularity.

The last factor of importance, is this of "Career opportunities" (4.353). Participants rated this factor high enough while in local authorities' evaluation for the specific factor is in the 12th place. This can be concluded by the fact that each group evaluate with different criterion. Respondents' beliefs on this factor are that a person will search for career opportunities and since the local community of an island can not offer such alternatives people will ask for them to the mainland. This can be a potential reason of the depopulation of younger residence and also it is connected with the fact that young persons after their completions of their studies do not return to their island for this reason. On the other hand, participants who

give a low rate to this factor supported that job opportunities is much more crucial than career opportunities.

b) Factors of attractiveness for economic development

The same procedure was followed for the investigation of the factors that the group of experts considers as the most important for the development of economic activities in insulars areas. Similarly, the participants were asked to evaluate all the twenty-four factors that can define the islands' attractiveness for business installation. Table X presents the average values of each factor.

Table x : Attractiveness of islands as areas for developing economic activities- Delphi 1st round

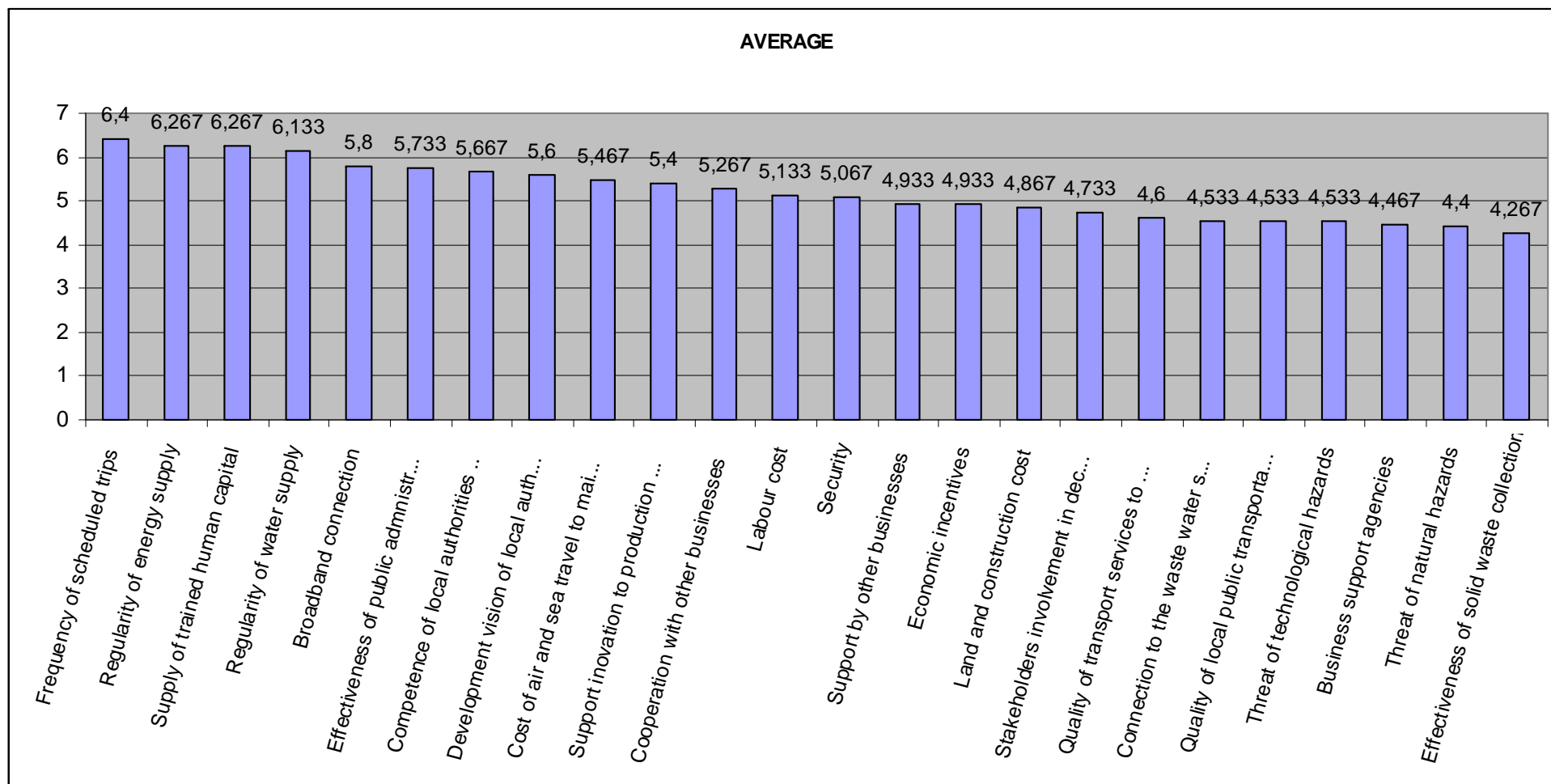


Table X depicts the first ten factors that concentrated the highest rating of experts. Also, the second column presents the corresponding ten factors of chambers hierarchy.

Table x: Comparison of factors' importance

Factor of attractiveness (experts evaluation)	Factor of attractiveness (local chambers)
1. Frequency of scheduled trips	1. Frequency of scheduled trips
2. Regularity of energy supply	2. Economic incentives
3. Supply of trained human capital	3. Regularity of water supply
4. Regularity of water supply	4. Development vision of local authorities
5. Broadband connection	5. Regularity of energy supply
6. Effectiveness of public administration	6. Cost of air and sea travel to mainland
7. Competence of local authorities	7. Effectiveness of public administration
8. Development vision of local authorities	8. Labor cost
9. Cost of air and sea travel to mainland	9. Land and construction cost
10. Support innovation to production	10. Quality of transport services

Six out of the first ten factor of attractiveness for business activities are the same for both evaluation groups. The factors that further were included from experts were 1) the supply of trained human capital, 2) Broadband connection, 3) Competence of local authorities, 4) Support innovation to production. From the side of local chambers the additive factors were 1) Economic incentives, 2) Labor of cost, 3) Land and construction cost, 4) Quality of transport services.

Of high importance is the fact that in both cases the "Frequency of scheduled trips" is considered as the factor with the highest impact on people's choices to move to insular areas for business activities.

Again the participants reevaluated the seven most important factors according to their mark. The criterion for the selection of these factors was the average value that every factor received to be greater than 5.6. According to this constrain the factors with evaluation >5.6 are the seven below:

1. Frequency of scheduled trips (6.4)
2. Regularity of energy supply (6.267)
3. Supply of trained human capital (6.267)
4. Regularity of water supply (6.133)
5. Broadband connection (5.8)

6. Effectiveness of public administration (5.733)
7. Competence of local authorities (5.667)

Again following the procedure of Delphi, a second questionnaire was given out to the participants, for the second round of evaluation. The next table presents the new results

Table x: Delphi 2nd round

Factor of attractiveness	Average	Variance	STD Deviation	Skewness	Kurtosis
Regularity of energy supply	5.765	2.191	1.480	-1.114	0.900
Frequency of scheduled trips	5.706	2.221	1.490	-2.124	5.831
Supply of trained human capital	5.294	2.221	1.490	-0.959	0.094
Effectiveness of public administration	5.176	3.154	1.776	-1.136	0.708
Broadband connection	5.176	1.779	1.334	-0.542	0.499
Competence of local authorities to solve problems	5.176	2.654	1.629	-1.009	1.235
Regularity of water supply	4.824	2.154	1.468	-0.597	0.065

A brief comparison of the results of 1st and 2nd round of Delphi is that the reevaluation process altered the placement of the factors of attractiveness. While in the first round the factor "Frequency of scheduled trips" received the highest rated value after the second round this was the second most important thus the first most important factor of attractiveness is the "Regularity of energy supply".

The factors which remain in the same place- meaning that the average evaluation did not alter- is the factors "Broadband connection" (5th) and "Supply of trained human capital" (3rd). Concerning the other parameters the new evaluation varies the importance hierarchy.

The first most important factor that can attract business installation is "Regularity of energy supply" (5.765). Concerning the specific factor the participants supported that without energy sources is impossible a company to operate properly. A total of disfunctions

are created from the non regular supply. First of all the damage of equipment, the non proper storage of perishable goods, two crucial parameters that can affect the productivity of companies a fact that can result to no viable business. Complementary this can become a disincentive for installation.

The factor "Frequency of scheduled trips" received average evaluation 5.706, slight under the regularity of water supply. Since the evaluations are too close we can consider these tow factors of equal gravity for decisions making, relevant to installation areas. The majority of evaluations are above the average rating. The factor of accessibility is connected to the cost of business. Respondents supported that entrepreneurs need to have the ability to travel at any time since this is crucial for the competitiveness of their business. Also this is connected to the easy access to other markets but also to the shipment of goods and products. On the other hand some participants supported that businessman can adjust their program to the scheduled trips. For the supporters of this view is of highest importance the quality of the provided products and services.

The third in the row factor is the "Supply of trained human capital" (5.294). The particular factor is in the same place in the hierarchy after the reevaluation process. Respondents expressed the opinion that the existence of trained labor in islands' productivity system will raise the level of quality, while at the same time this can be a parameter for the sustainable development of islands. Even if the qualified personnel is an important factor for islands, participants supported that the "import" of such persons is not the solution. Instead they believe that the development of training centers will be much more appropriate, so as the local society to produce from inside the needed qualified person. On the other hand, other believes that this is not necessary since the majority of islands confronts unemployment problems and is oriented to the solution of this problem and not to train labor. Also, they believe that the frequency of scheduled trips can be combined and solve the specific problem since the needed experts can visit each island according to its needs.

The next important factor of attractiveness is the "Effectiveness of public administration" (5.176). Participants considered that this is a very important factor for the development of islands, since bureaucracy can cause problems to the function of companies. Effectiveness is more important for business than for individuals. Effectiveness is connected to the appropriate planning of central authority and depends on the degree of decentralization. In addition, citizens on islands do not see the way that center government works, a strong local authority is much more important than public administration. Respondents expressed the view that in

regional level conditions can change more easily and for this reason the empowerment of local authorities is a necessity.

"Broadband connection" is the fifth more important factor of attractiveness according to expert's opinions. Participants supported that in the era of information, the lack of broadband connections is a handicap. Via broadband connections businessmen have access to markets and information and they can make their company more competitive or even to expand them. An integrated broadband system along with other economic incentives can attract new companies with multiple advantages for the local economy and community. But according to experts, the problem is not solely the provision of broadband connection but whether people can make use and take advantage of its use. Participants' suggestion is the development of broadband systems with the simultaneous training of people for the creation of skilled and qualified labor.

The "Competence of local authorities to solve problems" is an equally (5.176) factor of attractiveness. Participants combine the particular factor with the effectiveness of public administration. The ability of local authorities to solve existent problems, to predict potential disfunctions as well to adapt to new circumstances, creates a climate of trust that can attract new business.

The last factor that satisfy the minimum rating criterion (>5.6) is the "Regularity of water supply". At this round the average value of this factor is 4.824. Respondents believe that the regularity of water supply is a crucial parameter that can affect business choices for installation. Some of them express the opinion that without water cannot operate properly and combine this factor with the energy supply. Indicatively, they were referred to the tourism activity, which can not be developed unless a minimum level of qualitative services is provided. On the other hand they raised specific examples of economic activities such as tourism that encumber the regular supply and create negative circumstances for residence and business. Again experts believe that the proper planning, the management of water supplies as well the adjustment to the demand can improve regular supply.

The use of the Delphi method aimed at taking the advantage of the expertise and the knowledge of the representatives of the different European islands, so as to conclude to the factors affecting someone's decision to move in an island. The scope of the research separates the factors of attractiveness for residence installation from the ones that can affect business location. Partial analysis for every category of factors reveals that its hierarchy has similarities for both experts group and local authorities. This makes easy to select the areas of intervention and the wider framework of policy that must be applied in each case. Having in mind that every island has its own unique characteristics, each policy would have the elasticity of adjustments to the particular conditions of every island.

Even more the orientation of the European Insular Policy should not be based on the term “common” since all participants to the research admitted that islands have structural and other differences. The policy of the European Union concerning the islands and insular areas should be based on a “clustering” approach. The effectiveness of the European measures and of the funding mechanisms would be greater if the islands could be classified according to some common parameters such as economic and social criteria. Then insular policies could be applied resulting in a higher rate of effectiveness.