

JÄMTLAND/HÄRJEDALEN 2030

INNOVATIVE AND ATTRACTIVE

REGIONAL DEVELOPMENT STRATEGY



Regionförbundet
Jämtlands län

Regional Council of Jämtland

IT'S ABOUT ALL OF US

The region of Jämtland Härjedalen is home to the same number of people as it was a century ago, when there were barely six million people in the whole of Sweden. We want more people to live in this region – all types of people, as this brings us diversity and tax revenue, which are at the heart of regional development.

Municipal management and county authorities, businesses, organisations and inhabitants have agreed on seven areas that are particularly important for achieving our aims. These areas have been selected according to an analysis of the current situation in the region, our challenges and strengths, but also on the basis of changes in the world around us. Our target is set on 2030. Yes, it will take time and it will take long term dedication.

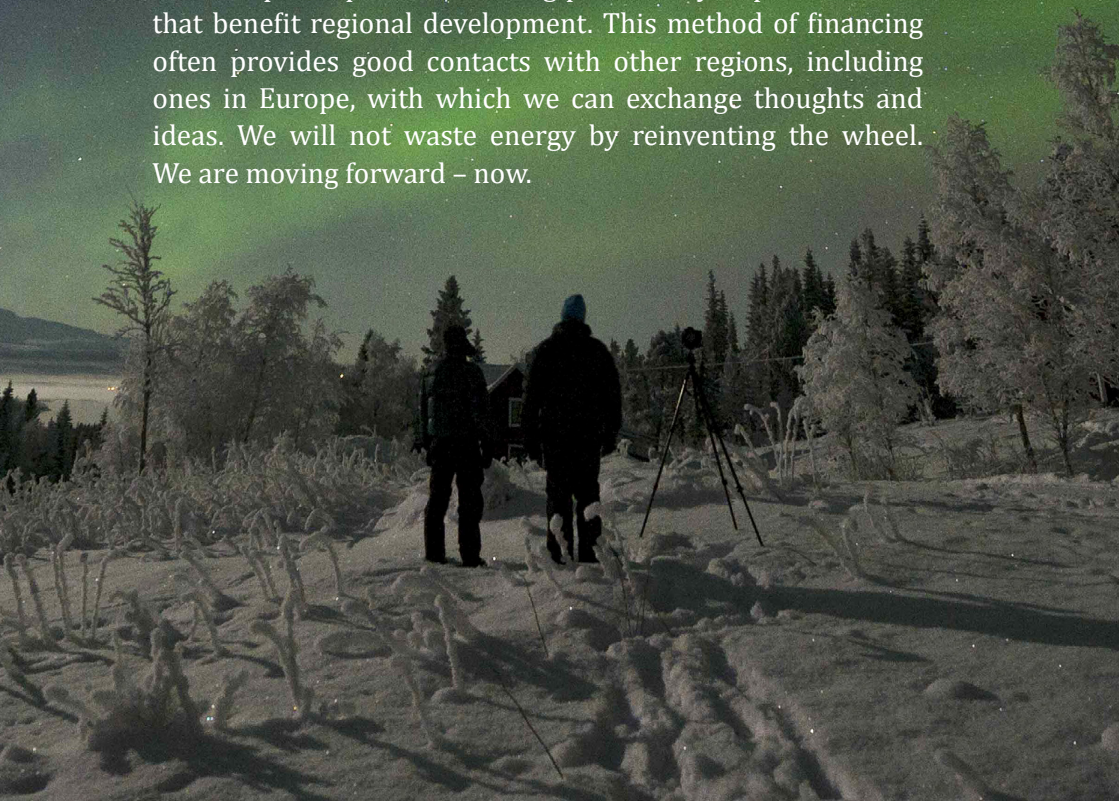
A region to long for and to grow in, that is our vision. Jämtland Härjedalen 2030 – innovative & attractive, that is our strategy, i.e. what we need to do to achieve our vision.

Download the entire strategy if you want to know more. We're going to make it happen – together.



OUR PLAN

What we are going to do is best done through many people cooperating. This regional development strategy contains the entire county's priorities, rather than a focus for bureaucratic work! Tax revenue is the basic financing, along with trade and industry's own development funding, which benefits the county. In some cases, areas that require extra financing can be supported via EU funding or specific regional development funding and business grants. Public authorities can also participate in financing particularly important areas that benefit regional development. This method of financing often provides good contacts with other regions, including ones in Europe, with which we can exchange thoughts and ideas. We will not waste energy by reinventing the wheel. We are moving forward – now.



THESE ARE OUR PRIORITIES

BUSINESS, INNOVATION, RESEARCH AND DEVELOPMENT

In 2030 our modern basic industry, tourism, will have further expanded and made us renowned for year-round tourism. We continue to be leading in the production of renewable energy and high levels of added value have been created. We use a broader range of raw forestry products. We have a versatile manufacturing industry with strong exports.

Trade and IT are strong areas. The spread of new technology, particularly the application of distance technology, has meant that many people choose to live and start businesses in the county. The clear environmental profile of rural businesses provides competitive advantages.

TARGETS: More jobs and more entrepreneurs, supported by good access to venture capital. Adding value to our raw products within the region and boosting conditions in rural areas. The university maintains its leading position in the county's profile areas.

EXPERTISE AND KNOWLEDGE DEVELOPMENT

The biggest challenge during the strategy's target period has been the generational change. We have coped with this thanks to non-European inward migration, returnees, skills development and matching education and the labour



market. This is in spite of more than one in three people leaving the labour market during this period. In an increasingly globalised economy, knowledge and expertise are incredibly important for competition. Our region has therefore invested in young people's transition into adult life, multicultural integration and a strong, flexible educational system for all ages. We are now reaching higher levels of education to a greater extent than previously.

TARGETS: *More pupils complete upper-secondary education and progress to higher education. Good access to continuing education adapted to the needs of the labour market.*

... AND THESE

EFFICIENT AND EFFECTIVE RESOURCES

Thanks to the major expansion in wind power, the region is making a strong contribution to long-term, sustainable growth. By 2030 we will have achieved the target of being a fossil-fuel free county, and new companies in the fields of renewable power and energy efficiency will employ large numbers of people.

In converting to a low carbon economy, we will have succeeded in halving emissions per capita and created personal insight into the importance of individual action.

***TARGETS:** Increased production of renewable energy and a sustainable power supply for the region's businesses and households. High energy efficiency in all sectors and no reliance on fossil fuels. Extensive efforts in all areas of society to deal with climate change. No uranium mining.*

TOURISM AND AND ATTRACTIVENESS

We are a leading European destination in nature-based experiences that fulfil the criteria for sustainability, which has created many jobs. Arts, culture and creative businesses have also become important in expanding tourism and are driving forces in individual and social development.

Many people have been enticed to move to the region. Apart from the pristine, beautiful scenery, attractive housing, the closeness of the mountains and appealing sporting and cultural activities, it has good infrastructure, good public



and commercial services and a lively and successful non-profit sector, which are all important components in the region's attractiveness. Our region is perceived as open, a place where people of all ages can live and develop, and somewhere to which they gladly return.

TARGETS: Continued growth in the tourism industry, fulfilling the criteria for sustainability. An active and creative cultural scene, particularly for children and young adults. More companies in the cultural and creative sectors; links to the region's attractiveness.

INFRASTRUCTURE AND PUBLIC SERVICES

Modern infrastructure and good transport/communication bridge the long distances within the region and to the major markets. This has also created good opportunities for commuting. The region is easily accessible and we have good transport that fulfils the needs of business.

The high level of use of modern IT infrastructure makes it easier to live and run businesses in the region's periphery. Transport and communications have been designed to provide the best results in terms of the environment, accessibility, equality and security.

TARGETS: Improved transport/communication to bridge long distances. High capacity broadband and good service can be offered to all inhabitants.

... AND THESE

SOCIAL INCLUSION AND A HEALTHY LIFE

In our region the entire population has the same opportunities for health and wellbeing, and our levels of illness are lower than the national average. Agreements with university hospitals mean that everyone can access the same standard of expert care. The security offered to the region's inhabitants is also a reason for people to move here. Great potential for active leisure time, along with the promotion of good habits among young people, mean that living in our region is associated with a healthy life.

TARGETS: *Good health and the same chances and conditions, whatever a person's level of ability, for the entire population. A safe and secure region and properly functioning social welfare with equal access for all. Healthcare services that offer the inhabitants high class, expert care.*

DEMOGRAPHIC POTENTIAL

We have plenty of space and lots of potential. These factors have attracted people to the region, also bringing youth and multiculturalism. It is easy to move here, because your welcome is professionally organised and successful work on matching skills and jobs has resulted in an open and transparent labour market. The ageing population is respected and appreciated for its experience and expertise.

TARGETS: *The region is among the most attractive in Sweden for young women. A good, well designed welcome for all new inhabitants. Ageing in our region brings opportunities for the individual and for society. The proportion of people born outside the Nordic area is the same as the national average.*



JÄMTLAND/HÄRJEDALEN

– A REGION ON THE GLOBAL STAGE

The region's priorities are based upon our strategic needs, on the foundation of our strategic strengths. However, in order to optimise this potential – using overarching trends such as globalisation, urbanisation, individualisation and digitalisation – the region finds support in the EU's most important portal document, Europe 2020, and opportunities for development financing.

For centuries, the region has switched between belonging either to Norway or to Sweden. Globalisation, urbanisation, individualisation and digitalisation are now taking place at high speed and we welcome them. The one thing that we know for certain about the next five to ten years is that they won't be what we are expecting.

Our region is home to a quarter-thousandth of the EU's population; in other words, very few people indeed. To take a place on the global stage, our knowledge of the outside world must be excellent. This is why the Regional Council of Jämtland has many international cooperations and contacts, and participate in many projects in which we bring home – and share – knowledge. We are not strong alone.

Our businesses and our thriving tourism industry are continually striving for a broader international market. The university offers attractive and international courses and programmes with great breadth. We are a frequent and regular host for world championship and world cup competitions in ski sports. We offer extraordinary nature-based experiences and are proud of our pristine countryside.



Our ambition is to be a multicultural region with equal opportunities for all – regardless of origin, ability or preference – a place where everyone feels welcome and at home. This is something on which we will never compromise.



THE REGIONAL COUNCIL OF JÄMTLAND – ENABLING DEVELOPMENT AND CREATING ATTRACTIVENESS.

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