



# Jönköping County

Regional development strategy  
2020-2035

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# An uplifting vision

*Jönköping County – Sweden's most sustainable, most attractive and most accessible region.*

Our vision for 2035 is not merely an ambition, it is also a promise. This means that Jönköping County has decided how it is to be perceived in the long term – both internally and externally.

This vision shall lead to the development of a sustainable county that has great opportunities for attractive housing, work, enterprise, education and development, good communications, and a rich provision of leisure and cultural activities, which all contribute to providing the best conditions for everyone to enjoy good health and living standards. The vision and strategy will help to attract people to our county, and make them want to stay.

The work performed in conjunction with Agenda 2030 will change our world by increasing the focus on the importance of sustainability. The UN's global goals for sustainable development aim to eradicate poverty and hunger, ensure universal human rights, ensure equality and empowerment for all women and girls, and guarantee long-term protection for the planet and its natural resources. The county and its development will therefore be characterised by the three dimensions of sustainable development: financial, social and environmental.

All residents of Jönköping County will feel that they have the same conditions for a good standard of life, regardless of their gender, background or individual circumstances. Access to work, healthcare, childcare, culture and outdoor leisure activities shall also be equal throughout the county. Good opportunities for life and work in all the local municipalities make the county attractive to people.

This attractiveness is also closely connected to ecological considerations – ensuring that the

county has continued access to clean air and water, well-functioning systems for recycling and minimising consumption, biodiversity to guarantee the production of foodstuffs, and environments for leisure experiences, as well as ecosystems that are given protection and scope for development, and that contribute to new business enterprises and circular economic systems. Changes are required if the climate goals are to be achieved. We need to adapt to changes in the climate, to risk-prevention and risk-management work, and to environmental protection and the more efficient use of resources as part of the transition to a low-carbon dioxide economy in order to achieve the goal of being a 'surplus-energy county'<sup>1)</sup> by 2050.

The possibility of developing a future sustainable welfare society is closely linked with strong and competitive industry, which generates sustainable growth without compromising the environment or public health. The smart and sustainability-focused development of business and industry shall therefore help our county's traditional sectors to continue to grow and develop in the future, while new sectors can also be established and contribute with new businesses and innovations.

The strength of research and the university in subjects that are important to our area will also contribute to innovations and increased competition throughout the county.

The regional development strategy will result in Jönköping County being Sweden's most sustainable, most attractive and most accessible county by 2035, where all residents are happy, healthy and free to develop.

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<sup>1)</sup> A 'surplus-energy county' generates more energy than it consumes.



# A SUSTAINABLE REGION

**Goal:** *Jönköping County will be a sustainable region by 2035*

*Long-term sustainable initiatives to ensure regional growth and development require that all aspects are permeated by social, economic and environmental sustainability, and that, by means of collective action, the county becomes a role model for the implementation of the goals.*

*The conscientious taking of responsibility (both individually and collectively) and a desire to change are of fundamental importance if the county is to achieve the long-term sustainability goals.*

*Investment in the county's rich cultural heritage and diversity contributes to its appeal – both now and in the future.*

Global goals that are relevant to this objective.



**By 2035, Jönköping County** will be a role model for sustainable development. The objectives of Agenda 2030 have been achieved. Environmental developments within all areas of society mean that Jönköping County is on course to becoming a surplus-energy county, and the county is making an active contribution towards achieving the 1.5° target. Resource consumption is decreasing, and the county now has sustainable consumption and production. The quality standards of the county's nature and environment are increasing all the time, and the generation and environmental quality goals are being met. The county's rich biodiversity, well-developed ecosystem services and silent milieus are being safeguarded.

In 2035, the entirety of Jönköping County will enjoy equality, gender equality and cultural diversity, which all help to ensure an appealing living environment. Living environment and healthpromoting measures are implemented on an ongoing basis in order to ensure a county that is both attractive and accessible.

Democracy in the county has been strengthened by a high level of acceptance for diversity and the safeguarding of equal rights and opportunities. The engagement and involvement of children and young adults is integral to long-term sustainable development.

In 2035, the county will enjoy sustainability-focused business development, with circular economies, green growth and increased self-sufficiency in foodstuffs. The use of fossil-based natural resources has been phased out by (for example) electrification and the increased use of hydrogen, and by the use of biological resources in new products. Vibrant rural communities and the development of green businesses contribute to a long-term sustainable society.

In 2035, we will have ensured a robust and environmentally secure water supply, together with the high quality of the county's major water sources, through sustainable water consumption, anti-contamination protection and advanced water treatment.

## Sub-strategies

- 1 Ensure environmental sustainability for the county that reduces the burden on the environment, climate and consumption of natural resources.
- 2 Ensure that the county is well-equipped and able to cope with future climate change and more extreme weather events.
- 3 Generate sustainable social development for individuals and companies.
- 4 Generate sustainable economic growth in the business sector and in society.
- 5 Ensure equality in regional growth and in social opportunities.
- 6 Create the conditions that enable the individual and collective taking of responsibility and for learning about sustainable consumption.
- 7 Ensure an increase in the sustainable production of foodstuffs and good water quality throughout the county.
- 8 Create the conditions for good public health and a high quality of life throughout the county.
- 9 Ensure residents' access to good healthcare throughout the county, where healthcare facilities represent an important factor for growth and the three emergency hospitals are crucial to the county's attractiveness and labour market.
- 10 Ensure good collaboration that provides the conditions to attain the goal: Jönköping County will be a sustainable county by 2035.



# AN ATTRACTIVE REGION

**Goal:** *By 2035, Jönköping County will be the best place to visit, the best place in which to grow up, live, work and grow old, and the best place to relocate to*

*The ability to attract, retain and develop skills, businesses and capital is of crucial importance for the development of an appealing and competitive region – a region that sees the opportunities provided by change and that values collaboration.*

*It is people who contribute with their skills, who run businesses, who invest capital, and who develop society. They are attracted by an open, inclusive, equal, multicultural and child-friendly living environment that provides opportunities for combining good housing with access to a rich cultural life, good education, work, services, health, care and leisure activities.*

*A living environment that attracts people to it will appeal to even more people.*

Global goals that are relevant to this objective.



**By 2035, the county's** sustainable development – together with initiatives to promote smart and dynamic urban centres and rural communities, and good living environments for children and adults alike – will have increased the attractiveness of all parts of the county.

The rich provision of cultural and health-promoting leisure activities, access to lifelong learning, appealing and nurturing work opportunities, and attractive and well-proportioned housing, as well as access to good preschools, education and care and medical care, has resulted in the development of the entire county, making it an attractive place in which to live and work, and an attractive destination for both visitors and people looking to relocate permanently.

## Sub-strategies

- 1 Attract, retain and develop people, businesses and capital.
- 2 Strengthen safety and confidence within society.
- 3 Create meaningful and inclusive meeting opportunities for the promotion of health, creativity and integration in conjunction with civil society.
- 4 See the opportunities provided by change, and stimulate organisations' power to change.
- 5 Create an open, inclusive, equal and child-friendly living environment.
- 6 Develop an attractive provision of cultural and leisure activities that embrace diversity.
- 7 Develop attractive destinations for visitors, both in urban and rural environments.
- 8 Promote sustainable digital development.
- 9 Create and maintain a model for collaboration with civil society.



# AN ACCESSIBLE REGION

**Goal:** *By 2035, Jönköping County's accessibility will generate continued development*

*Throughout history, the county's geographically strategic position has provided the conditions for meetings and trade that created excellent opportunities to benefit from the possibilities of the future.*

*Providing a living environment that is sustainable in the long-term requires good housing for people at all stages of life, attractive opportunities throughout the county for living and working, and fast and sustainable communications.*

*Good accessibility is of crucial importance if all residents are to be able to fulfil their potential.*

*The physical and digital infrastructure enables the county to provide long-term conditions for becoming a sustainable and innovative region of growth.*



Global goals that are relevant to this objective.



**By 2035, the supply of housing** will match the needs of the residents, and social planning, in conjunction with neighbouring counties, helps to support sustainable development. The county's strong infrastructure forms the spine of sustainable transport throughout the whole of southern Sweden, which creates the conditions for the business sector's expansion, communications and opportunities to reach both national and international markets.

The development of the rail network and the new high-speed main line have revolutionised travel. The infrastructure, together with transportation and public transport, supports fossil-fuel independent, multimodal<sup>2)</sup> travel, which extends the functional labour market regions and supports the county's residents' travel to and from work, studies, leisure activities and cultural events.

Infrastructure on a smaller scale, such as cycle paths, walking trails and bridleways, is of benefit to the county's residents as well as to the rapidly growing tourist industry.

The county has stable, well-developed access to electricity and water, and a digital infrastructure that provides everybody with 100% mobile signal coverage.

The county's fundamental infrastructure is robust, well-equipped and adapted for the challenges that may arise due to climate change or other crises.

## Sub-strategies

- 1 Create attractive and sustainable housing and living environments for people at all stages of life throughout the county by means of collaboration to ensure sustainability, safety and equality in social planning across administrative boundaries.
- 2 Create sustainable, attractive and innovative social and rural development by means of strong collaboration in regional planning.
- 3 Lead and actively participate in the work for new main lines for high-speed trains.
- 4 Strengthen and modernise existing rail connections between all the county's municipalities, and with neighbouring counties and strategic ports.
- 5 Ensure that public transport contributes to sustainable development, the expansion of the labour market, and residents' travel to and from work, studies, leisure activities and cultural events.
- 6 Develop the county's infrastructure to facilitate sustainable, safe and accessible travel, transportation, logistics and tourism.
- 7 Ensure the accessibility of all aspects of society to provide equal opportunities to benefit from, and contribute to, development.
- 8 Create sustainable digital development throughout the county by means of access to high-speed connections.
- 9 Develop joint structural plans for the county's future infrastructural systems.

<sup>2)</sup> Traditionally, travel has involved one mode of transport per journey. In order to increase efficiency and facilitate more sustainable travel, it must be possible for each journey to combine two or more modes of transport. For example, you could cycle to the railway station and take the train to the centre, from where you then travel to your workplace by taking a bus or making use of a pool of bicycles or electric cars. To meet the sustainability objectives, our ways of travelling must change from being static to being multimodal, with the opportunity to combine different modes of transport, and to buy one joint ticket for the entire journey. This applies to both personal travel and the transportation of goods.



# A SMART REGION

**Goal:** *By 2035, Jönköping County will be an innovative region of growth with long-term sustainability*

*Enterprise and collaboration have long been hallmarks of the county.*

*Thanks to our ability to innovate and embrace change, the county's business sector has continued to develop and has been well-placed to withstand various crises and structural transformations.*

*Courage, decisiveness, pride and inventiveness are some of the characteristics of our companies, their leaders and their employees.*

*Successful, modest small businesses help the entire county to thrive, and we have a high level of employment.*

Global goals that are relevant to this objective.



**By 2035, the county** will be regarded as an influential role model within new business and enterprise, equality, gender equality and the development of work environments. Situational analysis and international collaboration have enabled the county's business sector to become an integral part of global value chains<sup>3)</sup>. Our business sector actively contributes to sustainability-focused development.

The university is a catalyst, where collaboration drives public and private sector development towards more innovative intelligence and technology-intensive products and services. Jönköping University's international networks and high standards of education and research attract students and researchers from all around the world to the county's dynamic labour market.

By 2035, the county will have developed a creative culture of innovation, where collaboration between academia, industry and the public sector has resulted in the formation of clusters and environments for innovation that contribute to the county's sustainable development.

There is an increase in entrepreneurship among women, young adults and first-generation immigrants. The alternation of generations, new circular business models, and smart specialisation contribute to a growing and more diversified private sector.

Thanks to its entrepreneurial heritage, the county has developed into a smart and international centre of innovation for the development of prototypes and production. With innovation and the refinement of raw products, forestry and

its associated processing industry contribute to sustainable development.

The county is a net contributor to the nation's self-sufficiency in the production of foodstuffs. Its strategic location has established the county's position as a centre for logistics and ecommerce in Scandinavia. The strong, modern industrial profile has been complemented by a knowledge-based service industry. Digitalisation has created the conditions for the world-class provision of public and private services and a tourist industry with international appeal.

## Sub-strategies

- 1 Strengthen industry and the public sector's capacity for innovation and change.
- 2 Develop a sustainable, diversified and knowledge-intensive business sector throughout the entire county by means of specialisation.
- 3 Contribute to the success of small and medium-sized enterprises with a high level of content of knowledge and technology in products and production.
- 4 Inspire world-class working environments.
- 5 Ensure high levels of employment.
- 6 Work actively to ensure the development of the business sector driven by the principle of sustainability.
- 7 Ensure equality and gender equality in industry, enterprise and working life throughout the county.
- 8 Contribute to increased digital maturity for sustainable digitalisation and development.
- 9 Collaborate to ensure the development of the business sector and the supply of skills.

<sup>3)</sup> Companies' production processes are becoming increasingly fragmented and globally dispersed. This results in the creation of global value chains. The increase in specialisation - by different countries and regions focusing on different aspects of the production process (e.g. research and development, production of components, marketing, etc.) - has contributed to more efficient production and greater processing value. This fragmentation and specialisation is necessary for companies to be able to compete on the international stage.



# A WELL-SKILLED REGION

**Goal:** *By 2035, lifelong learning will have ensured the level of matching in the labour market in Jönköping County*

*The ability to attract, retain and develop skills is of crucial importance to securing the demand for employees in both the public and private sectors, and to addressing the challenges within welfare.*

*The thresholds and conditions vary between the different municipalities within the county. By means of a well-functioning collaboration between Jönköping County, the municipalities, academia and educational institutions, the employment agency and representatives of the labour market, the long-term skills supply and fulfilment of the requirements of the labour market will be secured for the entire county.*

Global goals that are relevant to this objective.



**By 2035, the potential** of all residents will be utilised on the labour market. The level of matching of the needs of the private and public sectors with the skills of the labour force is high. The county offers Sweden's most exciting job opportunities and educational and research environments, thereby attracting international expertise.

By taking advantage of their existing skills, people from outside Sweden will be quickly integrated into the labour market.

By 2035, there will be proactive collaboration within the county aimed at increasing collective action and communication between educational institutions, and in their relations with the business sector.

The structures for education and skills development support the development of the public and private sectors, as well as of society as a whole, ensuring that the skills and potential of all residents can be utilised. Employment levels are high, and the principle of lifelong learning helps to ensure matching on the labour market.

The university's range of education and its working methods not only support lifelong learning but also help to ensure the supply of skills for the business sector. Thanks to its research and research environments, the university promotes development in collaboration with the public and private sectors.

Municipal centres of education constitute the hub and driving force for traditional and digital education at all levels, ensuring good levels of

matching in a rapidly changing and dynamic labour market.

By 2035, civic education will contribute to the democratic development of society, increased diversity, and people's opportunities to make their own life decisions. Civic education actively contributes to raising the level of knowledge and education within society.

## Sub-strategies

- 1 Strengthen the county's ability to attract, retain and develop skills.
- 2 Strengthen the long-term supply of skills and matching for greater integration and sustainable growth.
- 3 Increase the level of formal education within the county.
- 4 Further develop the importance of the university to the county's development by means of more environments for research, innovation and development.
- 5 Ensure an integrated labour market and an inclusive working life.
- 6 Establish equal opportunities for education and lifelong learning throughout the county.
- 7 Improve the opportunities for residents to develop their skills and benefit from further training during their employment.
- 8 Establish a well-functioning collaboration between the region, the municipalities, educational institutions and representatives of the labour market.



# A GLOBAL REGION

**Goal:** *By 2035, Jönköping County will be an internationally competitive county*

*Jönköping County's strategic location, its internationally renowned university and increasing globalisation create the conditions for the county to become a sustainable and innovative region of growth.*

*The export market is of key importance to many of the county's businesses. One condition for long-term sustainable development is that the county's businesses can gain a foothold and participate in the global value chains. There is therefore a need for continued initiatives in order to support the internationalisation and export ambitions of local industry.*

*Globalisation also provides opportunities for exerting influence with knowledge and skills, and increases opportunities for international companies to make direct investments and establish new businesses in the county.*

Global goals that are relevant to this objective.



**By 2035, the county's** internationalisation and global outlook will contribute to national development. The county's active work with a well-developed situational analysis ensures that industry, academia and the public sector are well-prepared to take advantage of opportunities. The collaboration with twinned towns reinforces this situational awareness, teaching and the county's international position. The growing tourism industry contributes to the development of towns and of rural communities.

The healthy climate for direct investment and founding of new enterprises contributes to the county's status as a growth market. The local business sector is an integral link in global value chains, and the county forms part of a regional labour market that extends across northern Europe, playing an active role in the trans-Baltic and Nordic collaboration areas.

The county is a driving force in the development of the EU, the rest of Europe and the world at large, and contributes to the strengthening of democracy, human rights and social inclusion. The county also supports other countries in their development with the aim of achieving an increasingly sustainable world.

## Sub-strategies

- 1 Place the county on the international map.
- 2 Support companies' internationalisation and export ambitions.
- 3 Develop the county's ability to attract direct investments and new businesses.
- 4 Contribute to developing the EU and the rest of the world in a more sustainable direction.
- 5 Expand and develop the skills and labour market region.
- 6 Develop the capacity to take advantage of resources provided by the EU.
- 7 Work proactively with situational analysis.
- 8 Collaborate for collective action with regard to internationalisation.



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