

VISION VÄSTRA GÖTALAND – THE GOOD LIFE

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- A united approach to strengthen Västra Götaland as an attractive region
- Has been produced together with the associations of local authorities and in partnership with organisations, universities/colleges and public bodies
- The vision is the framework – targets, strategies and initiatives will be produced by responsible players as the next step
- Will be followed up on by independent assessors in a learning process

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- Sustainable development – in three dimensions
 - economic, social, environmental
- Four general perspectives
 - The cohesive region
 - Equality
 - Integration
 - Internationalisation
- Five focus areas
 - Vigorous and sustainable trade and industry
 - A leading position in competence and knowledge development
 - Infrastructure and communications of a high standard
 - A leading cultural region
 - Good health

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Points of particular importance in "the good life"

- Good health and quality of life
- Work and education
- Safety, community and participation in community life
- A good environment where the renewable systems are protected
- Meeting the needs of children and young people
- Sustainable growth and a rich cultural life

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Five focus areas

- Vigorous and sustainable trade and industry
- A leading position in competence and knowledge development
- Infrastructure and communications of a high standard
- A leading cultural region
- Good health

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Focus area – A leading position in knowledge and competence development

- High-quality basic school, high school and adult education
- Stimulating teaching environments where knowledge is developed without geographical, social or cultural restrictions
- Attractive university education of a high international level
- Every second adult having some form of higher education
- Interaction between independent universities/colleges – "the western Sweden university"
- The differences in level of education having been evened out
- Lifelong learning is available to everyone
- An end to gender-traditional education and career choices

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Focus area – Infrastructure and communications of a high standard

- Västra Götaland being an international transport hub
- The Göteborg area being the logistics centre of northern europe
- The transport system being sustainable, e.g. reducing dependence on oil
- Having a sustainable and competitive infrastructure
- The foreign connections being first rate
- Public transport being competitive
- Infrastructure for broadband with maximum speed and capacity for all companies and households

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Focus area – A leading cultural region

- Västra Götaland is a region with a distinct cultural image
- All citizens having culture as a source of energy and stimulation
- Culture offering quality and breadth flourishing throughout the region
- Culture being an open door to the world
- Culture being an asset for development
- The cultural-historical values being preserved and developed
- Gender and diversity perspectives having a wide impact within culture

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Focus area – Good health

- Västra Götaland has an international pole position within public health
- Work-related illness no longer being a social problem
- Housing and living environments being high quality and people participating in social life
- Health gaps related to gender and ethnic background
- Children being able to develop their physical, mental and social abilities without limitations
- Having health and medical care with a high level of availability and quality

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Four general perspectives – will permeate the development work

- A cohesive region
- Equality
- Integration
- Internationalisation

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General perspective – A cohesive region

- Distances to work, education, etc. being shorter and availability greater
- The regional segments interact and strengthen each other for improved growth, wellbeing
- The population trend being positive in the for parts of the regions – Göteborgsregionen, Sjuhärad, Skaraborg and Fyrbodal
- The resources of every individual being utilised regardless of gender, origin, disability, etc

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General perspective - Integration

- Diversity is a general asset that contributes to the region's development
- Every woman and man with a foreign background being in employment or education, and making use of foreign/international education and professional competence
- Differences in degree of employment between inhabitants with Swedish and foreign backgrounds having been evened out
- Voting turnout being high and more citizens with a foreign background being present in decision-making assemblies
- The region having a high level of intercultural and international competence

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General perspective – Internationalisation

- Västra Götaland's international position and competitiveness being strong
- We have developed alliances and partnerships to gain a hearing for our interests in the European collaboration and also participate in teamwork in the global arena
- Västra Götaland being attractive to companies, capital, skilled labour, researchers, students and visitors
- The citizens having a high level of competence to function internationally

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Concept instrument

- Vision
- Targets
- Strategy
- Initiatives