

About the Regional Council in Kalmar County.

The Regional Council in Kalmar County is a politically controlled organisation which deals with growth and development issues in Kalmar County. The organisation is state financed and owned by the 12 municipalities in the county in conjunction with the County Council. The organisation's target groups are public actors, trade and industry, non-profit organisations and residents of the county. We offer networks, coordination and financial support in order to achieve concrete goals that are beneficial to regional development. Through flexible and effective work methods, we develop new methods for cooperation between different actors, on a regional, national and international level. The Regional Council in Kalmar County is a collective force promoting regional development.

This document is a brief synopsis of the development programme for the county. The entire programme is available for download or can be ordered at: www.kalmar.regionforbund.se





Together we can make the most of Kalmar County.

It is important for all the residents in Kalmar County that the region is developed in a positive way. Regional Development means utilising the resources in the county to the fullest possible extent. Together we can create improved conditions for sustainable growth and a safe and better future for Kalmar County, both for people living in the county today and for those who choose to live here in the future.

Rupen IV is a mutual development programme for the entire county. It is also the political steering document for the Regional Council. In this document one can find information about the goals for sustainable growth and development in the county, and about how we intend to achieve them. The programme has been formulated by the municipalities and the County Council, authorities, representatives from all neighbouring counties, organisations, associations, entrepreneurs and individual residents.

Kalmar County Today.

Kalmar County is a county with great potential that we can develop together. The development in the Baltic region puts us at the centre of one of the largest growth-regions in Europe. This opens up huge development opportunities for the county. However, the benefit of these development opportunities ultimately depends on our ability to actively use and contribute to them. This means, for example, creating natural channels for goods, services and knowledge.

Kalmar County is a rural county with almost half of its population residing in the countryside. With a long history in traditional industry and world renowned companies in the timber, glass and grocery sectors, Kalmar County has a strong industrial base. Other areas where Kalmar County is at the forefront of development are biotechnology, IT and energy.

Kalmar County also has the largest proportion of youths that continue to further and higher education in the entire country. The university's research and cooperation with industry strengthens the competitive edge of the local companies, which is important for the future.

Another area where Kalmar is at the forefront of development is the Tourism and Event industry. Some three million tourists choose to visit Kalmar County each year. This presents potential for new settlers of both people and companies in the county.

In general, growth is triggered by the fact that people like the area and that they have a desire to live in it. The county is unique when it comes to facilities such as living and recreational environments, culture and public services.



Our goal is to develop Kalmar County in a sustainable manner. This not only requires a mutual effort from everyone in the region, but also that the right issues are prioritised.



Kalmar County and the future.

Positive development of Kalmar County is dependent on the following five conditions:

- That we utilise our central position in the Baltic Region to the full
- That our residents have the opportunity and access to life long learning
- That we provide a stimulating environment for new and expanding companies
- That we develop the entire county and make it attractive to live anywhere
- That we create a modern and well functioning public sector

We will achieve a sustainable development in Kalmar County that satisfies our needs today without jeopardising future generation's opportunities to do the same. Sustainable development consists of three parts; environmental sustainability, social and cultural sustainability and financial sustainability.

To achieve sustainable development of Kalmar County a mutual effort is required from people who live and work in the region. We have to discuss the effects our decisions and actions cause in our society, both in the short and long term. In order to increase growth in the county we have to cooperate with neighbouring regions. By doing this we will become a larger area where people can work and study.

A round and borderless region

When the bus departs the peace follows.

It is six thirty on a bitter Monday morning at the bus station in Mönsterås when Eva enters one of KLT's buses to take her to Kalmar Central Station. She exchanges a few words with the bus driver before sitting down on her usual seat, to the right of the exit at the back of the bus. When the bus leaves the station she relaxes, rests her head against the cold window and watches the grey autumn landscape passing by. For a few minutes she reflects on the hectic morning routines with breakfast, bags to be packed and children to be taken to school and day care. After a quick glance at her watch she can safely say that it is a while yet before she will arrive in Kalmar where she works as a nurse. After a while, when they pass Ålem, Eva closes her eyes for a few minutes of rest.

Eva is one of the county's 14 000 residents that commute a fairly long distance on a daily basis with public transport. Cooperation between counties with regards to public transport is of vital importance for the development of the region. It will become easier for us to commute between counties and reach more locations for work or university. Efforts to promote this will contribute to sustainable development on an environmental, social and financial level. Through increased mobility the county will become less vulnerable while at the same time enticing people to relocate here, creating new employment opportunities, enriching the cultural range and providing more educational opportunities.

To be able to meet and cooperate, people need to travel in a flexible manner both in the physical sense and the virtual sense. Modern infrastructure is therefore one of the most important conditions for the continuous growth of the region.



Examples of goals

- Increased participation in the EU's trans-national programme
The county will become the fourth largest university region in the country, and through cooperation with other regions in the south east of Sweden create a mutual university region.
- The number of labour market regions that affect the county will be reduced to two.

Strategy – how to achieve the goals

- Further strengthen our position in the cooperation with the Baltic Region and the rest of the world.
Engage neighbouring counties in a mutual expansion of functional regions in south eastern Sweden.
Functional regions possibilities and requirements will be a central reference point for analysis, goals and measures.
- Work in parallel with expanding geographical regions and improve cooperation in existing regions.
- Through cooperation with traffic coordinators, establish priorities for the necessary communication improvements to allow for the expansion of the functional regions.

Culture and experiences as a creative force

The play about a poor boy turned into a rich experience.

Elin, Sara, Johan and other children on summer vacation are excited as they sit down to watch a play about Rasmus, Paradis-Oskar, Martina and the tramp-orchestra at Astrid Lindgren's World. During the following hour they will experience Rasmus's escape from the orphanage and his adventures with the tramp Oskar along the pebbled roads warm from the Småland sun. Johan shivers when the sun hides behind a cloud at the same time as Rasmus meets the warmth of his new home. "It was a bit scary at first before you realised that the tramp was a good guy", says Johan, who had been crossing his fingers for Rasmus so hard they were almost white.

Elin, Sara and Johan are some of the 350 000 children and adults that visit Astrid Lindgren's World each year. Culture from Kalmar County is world renowned. Our county is the most popular tourist attraction apart from the largest cities in the country during the summer, and receives more than three million visitors each year. Our strong cultural brand names make our county popular and attractive to people who visit or settle down and also to companies that choose to establish their presence here. The sustainability of our brand names is mainly due to their long cultural heritage, cultural landscape and cultural and historical environments.

An active and rich cultural life promotes a creative climate which is positive for the development of industry and financial growth. An active and rich cultural life also contributes to the creation of places where everyone can have their say and in this way contribute to society. Culture and experiences are ever changing perishables. Since culture is a creative force and a foundation on which to base our future, activities have to be created mainly for our children and youths. The broader and deeper the foundation is, which is composed of culture schools, different educations, new meeting places etc – the better the conditions for growth.



Examples of goals

- Kalmar, and the entire county, will become the Cultural Capital of Europe in 2014.
- Companies and the public sector will possess high competence in design.
Stronger entrepreneurship and improved conditions for innovations will lead to the establishment of new companies and new tourist destinations in the region.
- Kalmar County will become one of the strongest regions in Northern Europe in the Tourist industry sector.

Strategy – how to achieve the goals

- Make the culture visible and available in the entire county for children, youths and adults.
- Develop the cooperation between design educations and industry.
- Strengthen the entrepreneurship in the region through a new innovation model for the experience industry.
- Form a plan for the development of the tourist industry in the region.
- Strengthen marketing of the region.

Competitive industry for sustainable growth

The idea was perceived at the dinner table.

Big party at Stefan and Anna's in Kalmar! The dinner table was set and all their friends thoroughly enjoyed the tapas. After several weeks of intense studies and the exam period, spirits were high. Stefan's spontaneous and original interpretations of songs were so many and varied that he had to take a long break from the food. After a while even Anna had to take a break. An idea that had been consuming her thoughts for quite some time was taking shape. At once she realised how she could use her new knowledge in music technology in a completely new way; a way that might lead to her own company that she had dreamt of for so long. Anna excused herself from the table and went to her room. 10 minutes later the idea had been written down and Anna returned to the party.

We need to strengthen our regional entrepreneurship to ensure that the county's industry can compete and be sustainable internationally. We must improve at utilising ideas that create companies and develop existing companies in the region. Changes in regional industry are fast. Through activities that can increase exports and by recruiting companies from other parts of the world, we can strengthen the region for the future. Our traditional industries are experiencing the pressure to reduce costs, but they are good at utilising new technology and adapting to the new economy. The closeness to the University of Kalmar provides new knowledge and competence that creates new opportunities.



Some examples of important areas for the future

- Biotechnology is a future cluster area with new companies and the possible production of vaccines.
- Healthcare is an area with many new opportunities for growth.
Through new knowledge and research about energy, our region can grow as a producer and supplier of energy in e.g. renewable energy.
- A new cluster in marine activities contributes to the development of Västervik as a seaside town, a unique property in the tourism industry.
The annual turn around of the tourism industry in the region is 2.9 billion SEK. The industry is further strengthened by new companies and new tourist attractions and ideas that are under constant development.
Shopping tourism is a new concept founded on experiences and consumption. Trade is of growing importance for the tourism industry.

Examples of Goals

- Promote active companies with positive financial development and that give consideration to social issues and the environment.
Increase entrepreneurship by 20%, especially female and immigrant entrepreneurship.
- Improve the business climate for companies.

Strategy – how to achieve the goals

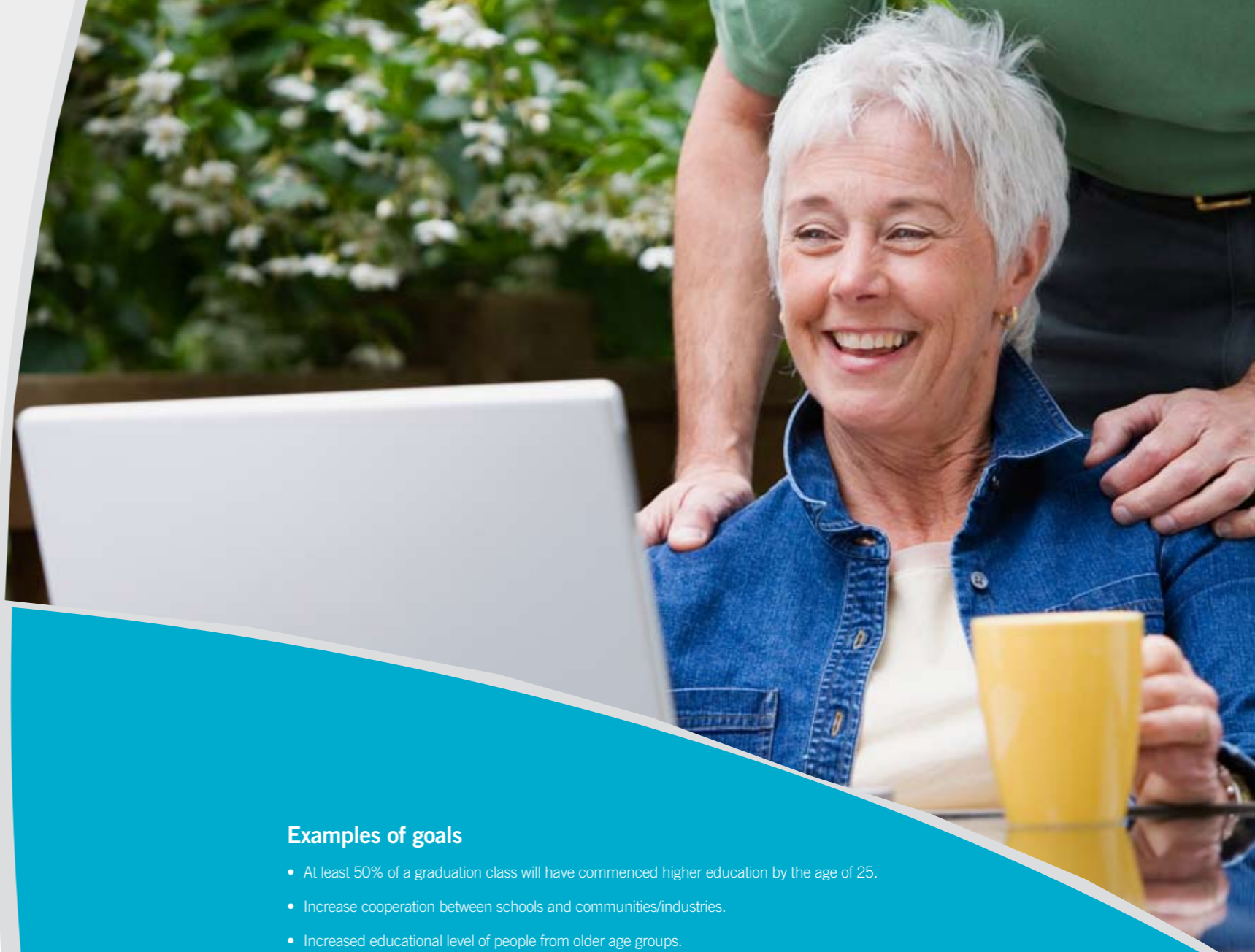
- Stimulate cooperation between companies.
- Strengthen and develop the innovation system in Kalmar County.
- Create improved conditions for entrepreneurship, resulting in growth and new companies.
- Utilise the knowledge about Europe in the region to gain access to EU-programmes and projects.

Education at all levels

I chose virtual education.

After her three children had moved out, and after working for 12 years in the fruit department of the local store in Torsås, Kerstin wanted to try something new. Her interest in communication encouraged her to begin the media and communication programme at the University of Kalmar a year ago on a long distance basis. Kerstin's living room and well kept garden is her study environment for 12 months a year. "Here I can read and write in my own time. I can study communication theory while the washing machine is on, and if I want to take a break, I can potter about in the garden for a while."

Like many of the residents in the region each year, Kerstin chose to develop her competence. Regional development is impossible without knowledge and competence! To keep up with the swift changes in today's society, interests and ideas must be utilised at an early stage. Children and youths must be inspired and provided with tools. New technology has improved the opportunities for education. Broadband access makes information available for everybody in the county regardless of time or place. Our libraries in the municipalities offer learning centres, study areas, literature and databases as learning tools.



Examples of goals

- At least 50% of a graduation class will have commenced higher education by the age of 25.
- Increase cooperation between schools and communities/industries.
- Increased educational level of people from older age groups.
- Increased number of students on vocational high school programmes, where there is a demand on the local labour market.

Strategy – how to achieve the goals

- Develop methods and educations that attract participants to higher education.
- Stimulate cooperation between schools, communities and industries.
 - Stimulate development of flexible methods for learning that meet the requirements of the students, in particular older students.
- Stimulate activities that inform and market the vocational educations where there is a demand on the local labour market.

An Environment in total balance

Many things burst into bloom when the summer arrives.

It was a perfect day for a picnic. A blue sky and a warm sun combined with a slight sea breeze. The Hansson's had packed the muffins, a thermos with coffee, the kids and dog into the car and gone to the beach close to Degerhamn on Öland. When they arrived they unpacked the blanket and toys and ate the freshly baked muffins, the family played some beach tennis until the sun started to feel a bit too hot and they began to feel tired. "It would be nice now with a cooling swim in the sea", Thomas, the dad commented as he wiped a few beads of sweat off his forehead. He changed into his swimming trunks and was just about to dive in when he noticed that the water was covered with a blue green slime.

Several acute environmental threats to Kalmar County exist which we must deal with before it's too late. The Baltic Sea Region and its costal environment are suffering from the eutrophication, the increasing boat traffic in the Baltic Sea also increases the risk of accidents, and the amount of waste in the region is also increasing which further contributes to the environmental damage. The amount of greenhouse gases increases the global temperature which has negative effects such as social and environmental consequences for people and industries all over the world. These are just a few examples of some of the factors that threaten the environment and that must be dealt with today.

One of the county's prime long term environmental goals is to be a region free of fossil fuels by 2030. A clean environment and a balanced ecosystem is a key issue for our region, our environment and our health. If we don't solve the environmental problems in the county the regional development will most likely be delayed – especially in the important industries of forestry, agriculture and tourism. We owe it to future generations to leave behind an environment in balance and harmony.



Examples of goals

- Secure the high quality of the ground water, lakes, streams and seas, with emphasis on reducing the discharge of phosphor and nitrogen.
Kalmar County will be an exemplary region with regards to work aimed at reducing pollution while concurrently achieving sustainable growth.
Reduced pollution in line with sustainable growth.
Reduced pollution of oil and chemicals from ships.
Limit the increase of generated waste and reduce the amount of deposited waste.
- Sustain and improve the valuable biotopes and environments in the county.

Strategy – how to achieve the goals

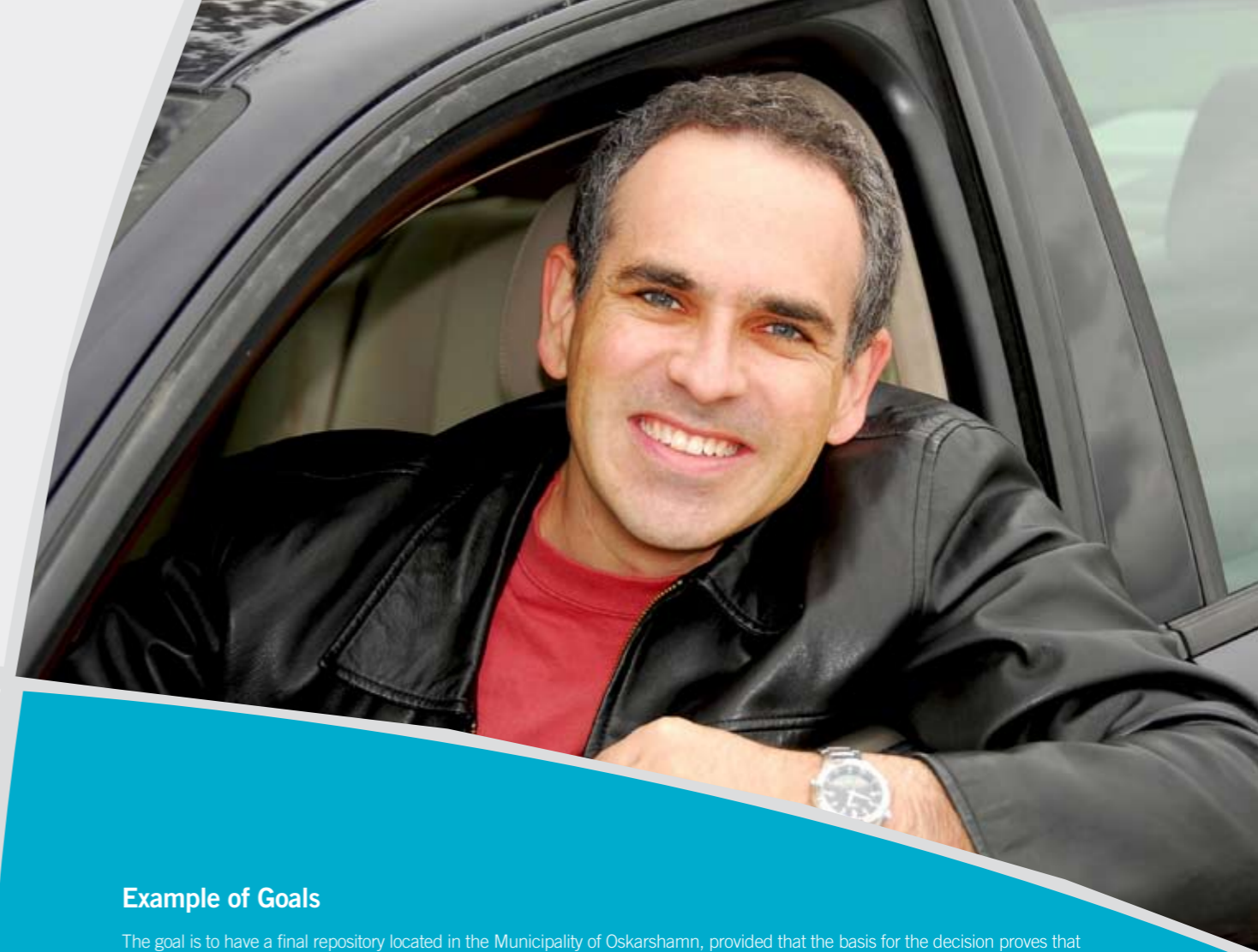
- Kalmar County becomes a pilot region for new methods which reduce the eutrophication in the Baltic Sea Region.
- Implement the EU directives for water.
International cooperation in environmental issues.
- Create a sustainable transport sector through cooperation with industry, authorities and organisations.
Stimulate environmentally driven growth of the industry in the region e.g. production and utilisation of renewable energy.
- Market the region as the wind power centre of Northern Europe.
Stimulate business development in the environmental area.
- Stimulate energy efficiency and energy saving.
Act in favour of laws and increased surveillance to minimise pollution and discharges of oil and other chemicals from ships to such an extent that they are no longer a contributing factor by 2010.

National responsibility

A question of that weight is nothing to be taken lightly.

The pale spring sun makes a brave attempt at warming the cold air when Kjell from Oskarshamn arrives to Forum, an evening for discussion about the final storage of nuclear waste. He has not read up on the issue and that is one of the reasons he came. "We have spoken about it during coffee breaks at work sometimes, and they talk about it on the news as well. I have rather a lot to do so I don't really have the time to get engaged in this issue", Kjell says. But at the same time he thinks it is an issue of significance. "It doesn't just concern me and my wife, but also our children and their children. How will Oskarshamn look in the future? Will you be able to swim in the sea at Dragskär and will people dare to come here in the future?" Kjell asks himself before he hurries into the brightly lit room.

Sweden requires a safe final nuclear waste repository. We also need a facility where the fuel is encapsulated and a factory for the production of copper capsules. Two Swedish municipalities have been judged suitable for this – Oskarshamn and Östhammar. Several factors will determine the choice of the location; the properties of the bedrock, available land, communication, an environment which will be affected to a minimum by the interference and the attitude of the inhabitants of the municipality. Should the government decide to locate the final repository in our region, it will be a regional issue of responsibility and development.



Example of Goals

The goal is to have a final repository located in the Municipality of Oskarshamn, provided that the basis for the decision proves that Oskarshamn is the most suitable location, that it will favour and develop the municipality and the region and that the issues concerning security are fulfilled.

Strategy – how to achieve the goals

To cooperate with the Municipality of Oskarshamn, and engage the public, industry, educational and research institutions in identifying all the consequences of a final repository. We will also utilise all development opportunities in Oskarshamn and the region.

- Study the effects on the regional transport infrastructure.
- Study the consequences in relation to the regional environmental goals.
- Review the tourism in the region and how this will be affected by a repository with highly radioactive nuclear waste.
- Maintain a dialogue with industry to ensure that they are prepared to be part of the investments that can be made in our region.
- Broaden the public dialogue in order to highlight the issue on the daily agenda in our county from a citizen's perspective.
- Review health perspectives in the decision making process.



Kalmar County 2015 – The Swedish Front-page!

2015 is the year that follows the European Culture Capital year. An increasing number of visitors and settlers are attracted to the culture and experience magnet – the County of Kalmar – the most popular tourist attraction in Scandinavia! Kalmar Sound is the centre of wind power in northern Europe, Pukeberg is the design centre of the country and Västervik is at the forefront of music and Hultsfred for rock music.

The efforts of establishing a final repository for nuclear waste have resulted in a positive high for the region. The innovation power and dynamics of the industrial sector has resulted in the establishment of several new companies. Entrepreneurship is flourishing and with it many new service providing companies. The art of handcraft has also been experiencing a renaissance. The growth is powered by environmental and social factors and is sustainable in a long term perspective.

Improved communications has enabled the county to grow. It takes only 45 minutes by train from Västervik to Linköping, Kalmar to Karlskrona and Kalmar to Växjö. This has made it more attractive for people to take up education at university level. A project regarding a common “Baltic Sea Highway”

is ongoing. This will tie the labour markets in the county together. During this time the county will have developed a good educational system for youths as well as adults. This means that we have managed the structural changes competently and have avoided high unemployment figures that would have been a result otherwise. The compulsory school and high school maintain a very high quality, which means that our children and youths are well prepared when continuing into either higher education or their working life.

Cooperation between universities in the south-eastern part of Sweden has led to increased resources for research in the county. Design, energy and biotechnology/environment are some of the stable profile areas. The energy profile includes our path towards a region less dependent on fossil fuels. Competence in healthcare and medicine is an important condition for the development of the biotechnology profile area. The area of vaccines is such an example.

A modern air transport system adjusted to the region enables us to engage and affect the EU and develop international business contacts. New attractive residential areas are emerging throughout the region to meet the demand from everyone who wanting to move to Kalmar County – Sweden’s front page!

We always have a choice.

We can be passive spectators or active participants. We can sit at home and do nothing or we can take an active interest and ensure that things really happen! If we work together we can create something big. We will contribute to improved conditions for sustainable growth and a safe future in Kalmar County, for ourselves and for generations to come. If all actors in the region help with the regional development, we are convinced that we have the right conditions to reach our vision for 2015. **It is entirely up to you and me!**

