Let us open up
Skåne together

What you have in your hand is a summary of Skåne's regional development strategy. The strategy is the result of extensive dialogues with citizens, civil society, business, and the public sector. We are now gathering around a joint strategic objective to achieve an open Skåne by 2030. An open Skåne that welcomes pluralism, more people and new ideas. A Skåne that is characterised by high tolerance and widespread participation in common social issues. The open Skåne encompasses an open landscape as well as urbanisation. The open Skåne breaks national boundaries and is a natural part of the Öresund Region. The open Skåne offers everyone the chance of a good life.

Together we have also selected five prioritised areas that we need to work with in order to achieve a completely open Skåne: Skåne shall offer optimism and quality of life, be a strong, sustainable growth engine, benefit from its polycentric urban structure, develop the welfare services of tomorrow and be globally attractive.

Region Skåne has a mandate to gather many different actors and with our combined size we can exert a great deal of influence. This is, however, a mandate that we approach humbly – as even a large actor cannot achieve this alone. We hope and believe that a broad majority can work for an open Skåne. This regional development strategy is the concern and responsibility of all of Skåne.
The regional development strategy shall formulate and create a broad joint approach to a common strategic objective for Skåne looking to the year 2030. A strategic objective that strengthens cooperation between different actors and that contributes to the creation of a context, a story, for those who live in Skåne.

Skåne's regional development strategy is part of both a national and a European context, such as via the national strategy for regional growth and attractiveness, the Baltic Sea Strategy, the WHO Health 2020 strategy, Europe 2020, the EU’s energy and climate goals for 2030 and the EU’s cohesion policy. It also interacts with many other processes and strategies at regional and local level, such as the international innovation strategy for Skåne, strategies for The Polycentric Skåne, the transport services programme, regional mobilisation around ESS and MAX IV, ÖRUS, Kompetenssamverkan Skåne, Region Skåne’s business development platform for recruitment needs and training, the equal opportunities strategy for Skåne, public health campaigns, the strategic environmental programme, environmental objective work, the climate and energy strategy for Skåne, the rural programme, transport infrastructure planning, idea-based sector collaboration, the culture plan and municipal comprehensive land-use plans.
Together we know where Skåne stands here and now. We have identified and accepted the challenges we face – but we have also embraced Skåne's favourable circumstances. We have gathered around a joint strategic objective for "The Open Skåne". We have selected five prioritised standpoints to realise the strategic objective. Each standpoint is associated with a number of sub-strategies and a few goals. By 2030, Skåne shall have been strengthened in a number of areas.

The five prioritised standpoints are:

- Skåne shall offer optimism and quality of life
- Skåne shall be a strong, sustainable growth engine
- Skåne shall benefit from its polycentric urban structure
- Skåne shall develop the welfare services of tomorrow
- Skåne shall be globally attractive
The Open Skåne – strategic objective

In 2030, Skåne is open. Open to ideas, open to all people, and an open landscape. We welcome new people and new influences with open arms. We are the doorway to Sweden and the rest of the world.

In the open Skåne, people can freely cross different boundaries. Between city districts. Between cities. Between town and countryside. Between urban and rural. Between municipalities. Between regions. Between countries. But also between different groups, between different cultures, between different industries, between work and education. The open Skåne understands the value of cooperation and offers meetings and opportunities. Here you can find almost everything you could want: people, experiences, work, culture, sport, contexts, capital, new ideas, innovation and entrepreneurship, education, nature, clean air, scents and flavours are available in a multitude of varieties. Diversity is our strongest card. Here you can find quality of life and vitality.

In the open Skåne, equality between people and the opportunity to influence are cornerstones of development. A welcoming approach is part of the appeal of the open Skåne.

In the open Skåne, more visitors and more new residents are welcomed in all parts of the region. The entire world is represented here and everyone is considered an asset regardless of their origins. The labour market and society are places of equality and are accessible to all. The open Skåne offers job opportunities.

In the open Skåne, cities are neighbours with small country villages. Our polycentric nature and our well-developed transport networks create dynamism and many ways to live life. The open Skåne exercises balanced and sustainable land use and is well united. Here we appreciate the value of cooperation and have refined methods for regional planning.
In the open Skåne, everyone has the same opportunities to realise their goals in life, to be fit and healthy. Here we offer equal health-care on equal grounds and high-quality welfare services with easy accessibility. The open Skåne is a safe place to live.

In the open Skåne, both the locals and the county are thriving. And this is because the open Skåne is sustainable. The cornerstones of this are ecological, economic and social sustainability. These three sustainability perspectives are fully integrated with our actions: when we make decisions about how we plan, how we build, how we travel, how we develop health services, how we consume, how we cultivate, how we utilise the forest and how we transport goods. The open Skåne is in balance.

In the open Skåne, global cross-border collaboration and development are a given. Skåne’s unique position and openness to new influences has shaped our identity. The open Skåne is a hub and a meeting place.

The open Skåne has an atmosphere, an open mind and a capacity for change which create preparedness for the unexpected and willingness to continually develop. The open Skåne is an international, dynamic and attractive place, with a high quality of life.
Joint action for development

Realising a joint strategy requires time, humility and trust. Creating the open Skåne requires cooperation, in which several actors and individual people act on a certain challenge at the right time. Acting alone is not conducive to the transition to a sustainable society.

The journey towards the open Skåne is not one process with one given leader. Quite the opposite. Different actors, from state to local level and across all sectors, will wear the yellow jersey from time-to-time. The work is based on feedback and continual dialogue, into which new knowledge and new perspectives are continually infused. It also requires that different actors shoulder responsibility for their areas of expertise, and the involvement of the citizenry.

Strong joint actions do not negate the fact that there are 33 municipalities continuing to work and develop individually. The power to act for Skåne's development emerges from a dialogue between the local and regional levels, with a basis in their different circumstances. This also applies to companies, associations and other types of organisation. Joint action entails not so much compromising but rather complementing and strengthening one another. The work with the development strategy entails creating a common foundation, as well as joint commitment to and shared responsibility for Skåne's development.
Ongoing processes and initiatives – continual movement

Challenges and opportunities – new and old conditions

Standpoints and sub-strategies – shared perspective on priorities

Strategic objective – what we want to achieve together

Reciprocal joint action:
In the various ongoing processes operating in parallel, one or more actors identify an opportunity, take a joint stance and formulate a joint strategic objective – this is what we want to achieve. Based on the jointly-processed strategic objective, priorities and standpoints are made that fulfil the different opportunities and challenges, which result in different processes and actors being activated, which in turn results in initiatives and actions. Skåne’s development entails actors and processes moving around in this mutual interaction continually. These movements create new conditions and opportunities, new ideas and collaborations – new movement.
Skåne's population is thriving and living increasingly longer, but many people’s lives are limited by ill health, unemployment and alienation. The aim is for all people to enjoy the basic conditions necessary to shape their lives and to participate in and contribute to society to the best of their ability. We shall shape an open Skåne in which people’s wishes, initiative, entrepreneurial spirit and needs govern development. People shall feel that they are a part of society, that we care about each other and that getting involved in efforts to improve our common future is a worthwhile endeavour. In Skåne, all children shall be fit and healthy and have the opportunity to develop their full potential. More people shall want to move to Skåne to live and work here. More people shall also want and feel confident enough to raise a family.

We shall:

1. Strengthen individual spirit and freedom
2. Create the conditions for everyone to have the means to shape their own life
3. Enhance the opportunities for lifelong learning
4. Strengthen entrepreneurship and individual innovation
5. Use culture to support development
6. Work for improved and more equal health
7. Create sustainable and attractive living environments
8. Ensure that Skåne thrives

Ida is 20 years old and lives in Hässleholm. She is currently seeking employment.
Skåne shall be a strong, sustainable growth engine

Skåne has favourable conditions for becoming a sustainable growth engine with a good international reputation. We enjoy an advantageous geographic location in the Öresund Region and northern Europe, with Copenhagen as our nearest neighbour. Skåne is a creative meeting place for people with different backgrounds and skills, a cultural melting pot for new ideas and solutions. We have a young and growing population. And soon two internationally unique research facilities will be found here: ESS and MAX IV. We shall make the most of this so that Skåne can contribute more to Sweden's growth. More people in employment is a decisive future issue. Everyone must have the opportunity to improve their competence and enter the labour market. We shall work to lift our existing companies and stimulate their innovation ability, exports and development opportunities. Our growth work needs to utilise Skåne's potential and different conditions.

We shall:

1. Increase Skåne’s innovation ability
2. Improve matching in the labour market
3. Build a strong education region
4. Act for more investments and financing opportunities in the region
5. Leverage the effects of ESS and MAX IV on society
6. Enhance the opportunities for starting and running a business

Yassin is 42 years old and lives in Lund. He is currently working as a psychologist and lecturer throughout Sweden.
Skåne, with its 1.3 million inhabitants, is one of Sweden’s three conurbations. With its 250 urban areas, Skåne has a greater urban area density than anywhere else in Sweden. The polycentric urban structure is one of Skåne’s strengths. The variety of villages, localities, cities, forests, fields, parks, beaches and shorelines within a relatively small land area with close proximity and high accessibility is unique to Skåne and makes us attractive. Skåne has several clear regional hubs and growth engines that provide a multitude of living environments in which people can meet, live and work together without travelling long distances. We shall create opportunities for people to be able to live and work throughout all of Skåne. We shall invest in developing communications, primarily public transport, which contribute to all residents being able to travel to and from work, studies or cultural and leisure activities in a climate-neutral and energy-efficient manner – regardless of where they live.

We shall:

1. Enhance accessibility and bind Skåne together
2. Invest in Skåne’s growth engines and regional hubs
3. Develop the opportunities to live and work in all of Skåne
4. Strengthen city and rural areas based on their respective needs and develop the interaction between them
5. Develop Skåne sustainably with efficient resource use
6. Strengthen regional cooperation

Hans is 72 years old and lives in Ynglingarum. He is now enjoying life as a retired farmer.
Skåne is facing a paradigm shift as regards people’s increased demands and expectations on the welfare system. High quality, direct access, freedom of choice, fast service, tailored services, flexible solutions and a broad and varied offering are the demands and expectations on tomorrow’s Skåne which must be fulfilled. Welfare services of high quality, regardless of whether they concern nursery, school, health services or care services, are a competitive advantage and are important for Skåne’s appeal and growth. Skåne shall proactively and as a forerunner invest in and develop the welfare services of tomorrow with a focus on people's needs and wishes.

We shall:

1. Facilitate people’s opportunities to influence the welfare offering
2. Secure person-centric care services
3. Develop the health and care services of the future
4. Invest in change leadership and joint development
5. Ensure that all children have access to good schooling

Jenni is 34 years old and works as a nurse in Helsingborg. She is currently on maternity leave with her second child.
GLOBALLY
ATTRACTIVE
Skåne's development is strongly linked to our interaction with our surroundings. Skåne's strategic location gives us unique advantages; we are a hub in Scandinavia and the southern Baltic Sea region with a direct link to Copenhagen. Together, Greater Copenhagen and Skåne have unique opportunities to develop the Öresund Region as an international growth engine. When the Fehmarn Belt Fixed Link opens in 2021, Skåne will gain closer ties to northern Germany, Europe and central areas of Europe with increased opportunities to broaden our labour and education markets and to increase exchanges in our research and enterprise sectors. The open Skåne shall be developed as an internationally attractive place to visit, live and work – for people and companies alike. Skåne shall be one of the most dynamic regions in the world. We shall put Skåne on the international map.

We shall:

1. Increase international awareness of Skåne
2. Utilise Skåne’s international population and profile
3. Make Skåne an international role model
4. Enhance international accessibility
5. Further develop the cross-border labour market
6. Act strategically in national and international arenas

Monica is 54 years old. She is currently working as a ceramicist in Lund.
Implementation – how do we move

The decisions made today will shape the Skåne of tomorrow. Skåne’s regional development strategy aims to provide direction for the ongoing development work in Skåne. Taking a stand on where Skåne is to be in the future makes it easier to make the right decisions and find the right forms of collaboration. However, words, willingness and ambition must be backed up by actions. And all development actors in Skåne must contribute.

Budgets and operational plans, strategies and action plans, projects and investments, comprehensive land-use plans and initiatives – all of these are in one way or another part of Skåne's development. The development strategy becomes common to all and applicable when all development actors in Skåne use it as a basis when strategies and operational plans are decided, when action plans are launched and when collaborative projects are initiated. It is when all development actors in Skåne move in the same direction that Skåne's growth potential can be fully utilised.

Region Skåne is responsible for producing a regional development strategy for all of Skåne and for monitoring its implementation. Skåne’s regional development strategy has been focused on what needs to be done to strengthen Skåne's development. How this is to be done is left to all development actors to reason out and develop. In the continued work and implementation, existing cooperation interfaces and collaborations in the shape of arenas and ongoing processes have a central role.

The next step will most certainly include the need to clarify who is responsible, which arenas are lacking, if any, and to develop and strengthen existing arenas and platforms to achieve the ambitions of the development strategy. Central to this implementation is
continued dialogue. An adopted strategy is not sufficient; now is when the work begins to create the open Skåne. Joint involvement and joint actions are necessary. The continued work entails different actors taking the helm in their areas of responsibility, working actively with new initiatives and creating joint actions for Skåne’s development. Municipalities, state agencies, universities and colleges, business and trade organisations and idea-based organisations share responsibility.

Region Skåne will assume responsibility for the implementation of the development strategy within its areas of responsibility, such as in future decisions on budgets and operational plans, but also in communication work. Region Skåne will also offer special arenas for all actors involved in the work with the development strategy to meet, such as Meeting Place Skåne and Skåne’s Appeal. Moreover, the website www.skane2030.se will act as a digital platform for everyone working to realise the strategic objective. Developing Skåne is a continual process conducted by many different actors and as such the available tools must also be dynamic and changeable.
How can you contribute to Skåne's development?
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www.skane2030.se