



Vision
Skövde 2025



Achieving a **vision** through joint efforts

We want the Skövde Region to prosper, so that everyone – residents, visitors and companies alike – can reap the benefits. But to create the right conditions for the growth we require and the quality of life we want to enjoy, we need to lay down a clear direction and agree on a shared picture of the future. To that end, in June 2010 the municipal council in Skövde unanimously approved the vision that is described in this folder.

However, Skövde Municipality cannot realise this vision single-handedly. The only way to achieve the results we are seeking is through joint efforts, and this is why we welcome the participation of all stakeholders to whatever extent they are able.

Responsibility and undertakings of Skövde Municipality

The vision forms the basis for all the overarching strategic planning work within the municipality's sphere of responsibility. It is our local politicians who, during their terms of office, are responsible for **determining the municipality's objectives** – objectives that move us closer towards our vision.

Skövde Municipality is responsible for **developing forms of cooperation** and collaboration in many forms: with its municipal neighbours in the region, with other publicly funded operations

and, not least, with trade and industry and the non-profit sector.

It is important that Skövde consolidates its role as a **regional centre** of gravity in order to attract more businesses and individuals. As a complement to the vision, a **brand-building strategy** will identify the assets and unique advantages of Skövde and highlight the factors that will make Skövde's name known further afield. Skövde Municipality acknowledges its responsibility to work together with other stakeholders in developing and promoting this branding strategy to ensure that its impact on society will not go unnoticed.

Skövde Municipality is responsible for **following up and evaluating** the work of realising the vision and undertakes to do this, for instance by arranging annual meetings to bring together local municipalities in the Skövde region with representatives for other stakeholders in society. **The dialogue** with all Skövde residents will be expanded to stimulate increased participation in the development of our local society.

Growth – a sign of good health!

Growth is about creating a richer life – in all respects – for everyone in the Skövde region. This is essential to safeguard welfare in the form of medical care, schools, social care and other public services. To succeed in this, we need to attract more young people to the area. We also need to reinforce the appeal and the competitiveness of the Skövde region. That will create the right conditions for a high quality of life, with more choice in terms of educational opportunities, jobs and housing – and more opportunities for all kinds of positive experiences. Quite simply, greater freedom in how we live our lives.





Our vision

” The Skövde region is known nationwide as an expansive region that offers a warm welcome, where people meet, work, thrive and prosper.

We get all the pieces in the puzzle of life to fall into place! We successfully combine the opportunities and varied attractions of the city with the simpler pleasures of being close to nature, leaving time for the experiences that truly enrich our lives. In the Skövde region, life is fun however young or old you are. It is a place where we are proud of what we have achieved!

Prioritised areas for development

Achieving our vision means working hard on many levels. Below we describe the priorities that will steer developments in the region over the years to come. To make our vision more concrete, we also specify five indicators against which our success can be measured.

The region

We will reinforce our role as an attractive regional centre and become a driving force for the Skövde region as a whole. We will work to create a larger, regional labour market and develop regional infrastructure to facilitate travel both within the region and to and from other important centres. We will take a clear and active role in the further development of Region Västra Götaland.

Attractive housing

We will create attractive housing alternatives adapted to the different needs and interests of our residents. We will facilitate the construction of new homes and encourage inward investment in Skövde.

Developing knowledge and work opportunities

We will support the development of the kind of cutting-edge competence that attracts companies to establish a presence in the Skövde region. Our schools will become among the best in the nation. We will work to provide educational opportunities that meet the needs of knowledge-intensive companies and organisations so that we can create diversity and promote prosperity in local trade and industry.

Nature and environment

We will safeguard Skövde's beautiful natural surroundings. Nearness to nature is an enriching experience and offers opportunities for recreation and a healthier life. By increasing environmental awareness, we will encourage both individuals and organisations to show concern for coming generations through reductions in their use of resources and the adoption of more sustainable lifestyles.

Together

Together we are stronger! We will develop forms for meeting and working together at all levels so that all residents – regardless of age, sex or origin – feel that they are participating. Diversity, tolerance and a healthy curiosity will be the hallmarks of the Skövde region. A rich and varied cultural offering will increase the quality of life.

Our brand

We will make the Skövde brand strong and clear. Marketing and other forms of communication will be intensified and based on a consistent and carefully considered brand strategy. We are all proud ambassadors for our city and for the Skövde region as a whole.



We have created the right conditions for
the good life
if, by 2025...

- our residents are satisfied with their lives and with the public services we offer
- almost all the energy we use comes from renewable sources
- the proportion of university graduates in the region has increased by more than the average for Sweden as a whole
- we have a brand that is well-known throughout Sweden
- there are 60,000 residents in Skövde



The Skövde vision logotype with its intertwined S's symbolises diversity and stands for S as in Skövde, Skaraborg, Solidarity, Shared perspectives, Synergies – and last but not least, our local **Sense of Pride!**

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