



REGION
KRONOBERG





Facts:

- 9,500 km²
- more than 350 lakes
- 78% of the area is forest
- > 200,000 inhabitants
- Växjö is the county town (93,000 inhabitants)



Development and growth



Healthcare



Public transport

Development and growth

Good growth creates good living conditions for people in Kronoberg. Region Kronoberg is responsible for regional development in the county.

Regional development includes:

- Developing, establishing and implementing measures in line with the Region's Development Strategy
- Distributing state and regional funds for investments and projects
- Collaborating with the county's municipalities, the County Administrative Board, authorities, organisations and business in the county

Business areas

- Skills and education/training
- Infrastructure
- Social planning
- Environment and climate
- Innovation
- Business development
- Internationalisation
- Public health
- Culture

“Tools” for regional development

- Official mandates and missions from the Government
- Regional companies – ownership and/or operating financing
- Collaboration with municipalities, the County Administrative Board, authorities, organisations and business in the county
- Networking – permanent and temporary networks
- Projects (duration of maximum 3 years)

Regional development strategy

Strategic areas



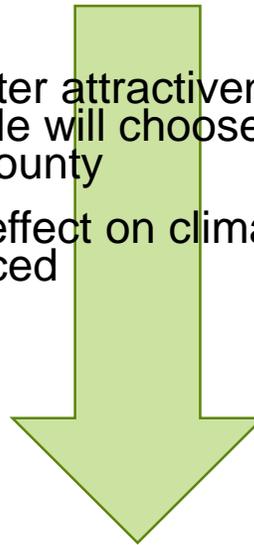
WE GROW IN OPEN AND
SUSTAINABLE LIFE
ENVIRONMENTS



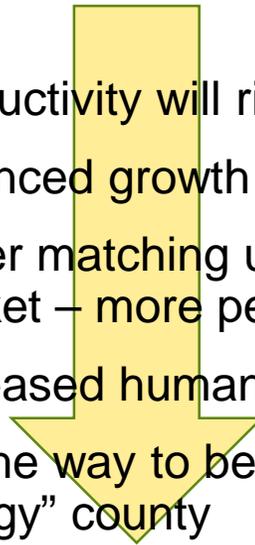
WE GROW FROM A CIRCULAR
ECONOMY WITH THE
CAPACITY FOR RENEWAL

Goals

- Greater attractiveness – more people will choose to live in the county
- Our effect on climate must be reduced



- Productivity will rise
- Balanced growth – more jobs
- Better matching up on the labour market – more people in work
- Increased human capital
- On the way to becoming a “plus-energy” county





1. Develop attractive living environments and good accessibility

Is about how we create good conditions for growth and day-to-day living that work for everyone living in the county. How do we plan our community by taking a comprehensive view and how do we make use of each other's qualities? It is about sustainable communication, infrastructure and community planning solutions.



Areas of investment:

- Sustainable travel and transport
- Sustainable community planning

2. A place to live and reside in

Is about making the county more attractive by developing forms of greater participation and active leisure for all. What makes the people living here thrive? It is also about attracting skills, visitors and new arrivals.

Areas of investment:

- Create a more vibrant public space as an arena for culture, activities and events
- Create the right conditions for greater participation and social cohesion



3. Develop an innovative region and a broad business community

Is about broadening the business community in order to lessen sensitivity to the state of the market and developing the county's capacity for innovation.

Renewal, both in the form of innovation within existing companies and of new companies, is one of the foremost tools for strengthening the county's growth, sustainability and employment rate.



Areas of investment:

- Promoting entrepreneurship and the desire for growth
- Strengthening the level of innovation in the business community and public sector

4. Develop the skills supply and good and equal health

Is about viewing people as the region's principal resources. Making use of human capital by greater matching up on the labour market and working to ensure better and equal health. By making use of the region's human capital we create the right conditions for sustainable growth and innovation.



Areas of investment:

- Create better conditions for good and equal health
- Create better conditions for matching up on the labour market