

# The Dala Strategy

## With common efforts towards 2016

The document you are now holding in your hand is a strategic document that sets the course for the future development of Dalarna.

As an end result, Region Dalarna would like to see a broad consensus – a common undertaking which benefits the future prosperity of Dalarna.

*Region Dalarna*



## Challenges

The inhabitants of Dalarna like their everyday lives. The quality of life that the county offers is an attractive one, and nature makes people venture here, whether as tourists or to realize their dreams of living, working and entrepreneurship. Cultural life is rich with experiences in music, artistic crafts and cultural heritage. The county is large with plenty of space, yet almost everyone have short distances to their work-places. Many things are functioning well, and make Dalarna an attractive region in which to live and work.

Like any other region in Sweden, there are however challenges that need to be addressed.

### Supplying skilled labour

One of the first challenges lies in the fact that the demographical development of Dalarna will place new demands on society. The population of the entire country is getting older through the baby boom of the 1940s. Those born then are now starting to retire and exit the work force, earlier in Dalarna than in other regions.

Furthermore, the younger generations are not as numerous. The lack of skilled labour that already now is becoming visible in Dalarna is growing. Therefore, we need to have more people employed in meaningful work. The unemployed needs work, the sick and disabled need rehabilitation and people from other countries need to establish themselves in Dalarna. The skills of the work force must be adapted to the needs of the business and public sectors, and the jobs on offer must be made more attractive.

### Environmental changeover

The challenge in meeting labour needs will go hand in hand with challenge number two – reaching the environmental objectives and deliver unto coming generations a society in which the greatest environmental problems are held in check. Energy usage and transports must be made more efficient for large industries and

private households. Poison-free and resource effective circulation chains must be developed. All productive assets such as forest, land and water must be better utilized while at the same time safe-guarding natural and cultural environments as well as the people's social well-being. An environmentally motivated growth and welfare, along with a sustainable construction of society, can contribute in solving one or several of these challenges.

### Globalization

A third great challenge lies in wisely and creatively handling the fact that our everyday life in an ever increasing degree takes place on a global arena. Social and cultural ideas spread across the Internet, through increased mobility in the near and far abroad and through media. Political and economic decisions in other parts of the world impact everyday life in Dalarna. Large corporations make decisions that leave companies in Dalarna without customers and people out of work. In order to handle this it will take an increased adaptive capacity in private, public and economic life. But there are not only difficulties here – through an increased interaction with the world at large Dalarna can also be made dynamic, competitive and known.

### Unique Dalarna

One way in which the good life becomes apparent here in Dalarna is that it has one of the strongest regional brands in the country. The county is well-known and many people have a personal relationship with Dalarna. The supply of skilled labour and growth of the overall work force, the environmental changeover and globalization are large challenges for us all. If we face them with common aspirations and efforts Dalarna and its brand will only become stronger with time.

It is towards these great challenges that we write our vision, sketch our objectives and decide what paths to take for a sustainable regional development.

# Visions and Objectives

## Our Vision

**The future of Dalarna is in our own hands.**

**In Dalarna tradition and innovation meet, and everyone may grow here.**

**Dalarna is driven by passion, will and creativity.**

**Dalarna grows and develops in an active exchange with the world around it.**

## The objectives

- Dalarna in 2016 is a region marked by social wellbeing – especially for children – and where peoples will and knowledge is a recognized driving force for development and growth
- Dalarna in 2016 is a region where equality and diversity are also seen as forces for development and growth
- Dalarna in 2016 is a learning region that meets the needs of people, business and society in competence and knowledge
- Dalarna in 2016 is a welcoming and dynamic region which causes many to seek out Dalarna to live here but also to establish and run different kinds of enterprises and activities.
- Dalarna in 2016 is a strong region with a business sector that does well in both national and international competition
- Dalarna in 2016 is well known and respected for its environmental work as well as its way of using the energy and environmental changeover to foster development and growth
- Dalarna in 2016 is a region which uses the attraction value and potential of all its component parts, and which sees its natural and cultural environments as a unique asset for both local and regional development
- Dalarna in 2016 is a region where Falun and Borlänge functions as a contiguous urban area with two central points, creating growth and new opportunities for all of Dalarna
- Dalarna in 2016 exists in an active, everyday exchange with the world at large – an exchange that is facilitated by constantly improving communications
- Dalarna in 2016 is recognized for a clear regional leadership along with an ability to focus all power's within the region to insure it's positive development

# Principles

## 1. The cooperative Dalarna

Stresses the importance of leadership for the development of Dalarna

- Exercise a clear regional leadership
- Strengthen opportunities for participation and influence and thereby fostering regional cohesion

## 2. A Dalarna without borders

Stresses the importance of living and working in an everyday exchange with ever expanding surroundings

- Strengthen relations with the world at large by various means such as strategic partnerships
- Improve and optimize transport systems and infrastructure for communication and information exchange

## 3. An attractive Dalarna

Stresses the good life and unique nature of Dalarna

- Use the opportunities of all of Dalarna to offer attractive locales in which to live and work
- Further good health and good conditions for growing up
- Use culture and diversity as a force for development
- Safeguard and further the unique natural and cultural environments of Dalarna
- Strengthen local development
- Work for a good and well-functioning societal service in the entire region
- Stimulate building and trend-setting architecture

## 4. The capable Dalarna

Stresses the importance of adaptation and competitiveness within the business sector

- Stimulate growing companies, entrepreneurship and business start-ups
- Strengthen the social economy
- Develop smart energy solutions
- Develop and strengthen innovative environments for sustainable growth
- Invest in research and development
- Further a supply of skilled labour to meet business and societal needs

## 5. The Welcoming Dalarna

Stresses the importance of there becoming more of us, along with the importance of a good reception of people, skill and capital

- Welcome those who move here
- Use the strong brand that is Dalarna

## Execution and evaluation

The Dala Strategy shall be controlling or guiding for many different parties that in one way or another work with the development of Dalarna. Thus, the efforts are distributed on several different parties.

The Dala Strategy works and is applied through the more important action plans of Dalarna. Instead of creating an entirely new structure for executing it, the Dala Strategy builds upon efforts within the frame of developmental plans and programs of greater regional importance. Among these are the regional program for growth, the environmental objectives of Dalarna (for example EnergiIntelligent Dalarna), the county transport plan, the mass transit plan, the rural program for Dalarna, the gender equality strategy for Dalarna and the integration strategy for Dalarna. Additionally, municipal building codes, subregional development agendas and other regional action programmes or projects play an important role as building blocks for the Dala Strategy.

The power to effect changes is created in co-operation among the parties that are responsible for the different plans. Municipalities, subregions, county agencies, organisations, companies, educational institutions and civil society are such parties.

### **The commitment of Region Dalarna**

Region Dalarna has, through its regional programmes, a great responsibility in carrying out the Dala Strategy. Moreover, Region Dalarna will inspire, oversee and coordinate the general workings of the Dala Strategy. Therefore,

Region Dalarna will undertake – through dialogues with interested parties, coordination and disseminating information – to keep the work with and conversation about the Dala Strategy alive.

The work includes discussing how the Dala Strategy corresponds to the different action plans and also, to assess the need for new programmes in order to execute out the Dala Strategy.

The fulfilment of the Dala Strategy rests on various concrete measures being taken to meet the future challenges high-lighted by the Strategy. Region Dalarna will annually decide on organisational priorities and activities that will contribute to the realization of the Strategy. A part of the execution will consist in strengthening the work with communicating the main issues of the Dala Strategy. Adapting the message for different recipients is essential in order to evoke interest and gain for the Dala Strategy among institutions, businesses, political forums and private citizens.

The responsibility for following up and evaluating the direct efforts lies with the party who has assumed or been assigned responsibility for a certain undertaking.

At the same time, it is important to continuously follow up on regional development over time in order to assess if the intentions expressed in the Dala Strategy are realized. This is also a task and responsibility borne by Region Dalarna. The follow-up will be done with a view towards sustainability totality of perspective.

**"Our biggest challenge in the new century is to take the idea that seems abstract -sustainable development – and turn it into a daily reality for all the world's people."**

**KOFFI ANNAN**

## Development in Dalarna – it's everyone's concern

The Dala Strategy is one link in this process, which can be seen as a continual conversation on how we will relate to the future together.

The future prosperity of Dalarna rests upon the total development in our entire region. The developmental policy that Region Dalarna wishes to convey through the Dala Strategy places the main responsibility for the future of Dalarna on ourselves. The state should provide the long-term stable conditions for regional development, but we ourselves must find those paths and points of success that, right here in Dalarna, leads to attractiveness and growth. We must also find our own paths for a development in Dalarna that means that the three factors for sustainable development - man, environment and economy – works better with one another.

The document you are now holding in your hand is the basis for discussions concerning the future development of Dalarna. It concerns how all of us together can contribute to this development.

The challenges facing Dalarna are many. We have the consequences of globalization in the respect that we increasingly share our everyday lives with the rest of the world. Supplying skilled labour and environmental changeover of our society are other examples. An important starting point to consider is the particular nature/situation of Dalarna – position and geography, what people in Dalarna themselves consider important and what the outside picture

of Dalarna looks like. The challenges do not just represent problems but also great possibilities when Dalarna chooses which way it will go. In this manner the challenges present opportunities to realize the truly sustainable Dalarna.

Through the Dala Strategy we want to create processes where we on the local and regional levels assume responsibility for our own problems, and build upon our strengths and opportunities. We want the Dala Strategy to become a common tool for the local and regional stake-holders – to stand united on where we want to go and on how best to act jointly.

Region Dalarna has conducted a broad dialogue. This has identified areas in which employers and trade unions, regional authorities and last but not least the municipalities of Dalarna see as especially important to gather around. It is the result of this dialogue that constitutes the Dala Strategy.

Region Dalarna wishes - from these starting points – to open for discussions on which the goals for regional development should be and who will contribute with what in achieving them. The end result of the proposal for a Dala Strategy we would like to see in the shape of a broad agreement – a common undertaking for the development of Dalarna.

*Region Dalarna*

### Further reading on The Dala Strategy

The Dala Strategy is a concise and focused strategic document that sets the course for the development of Dalarna. In support of it, there is a publication with further material for discussion concerning the development of Dalarna.



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