

# Vision

*2019–2023*



# Introduction

The MalmöLund Region is the growth engine of southern Sweden, as well as a dynamo of the Sound area and continental Europe. We possess many strengths to build on. Among them are unique innovation, research and entrepreneurial settings. We are also close to the Continent and can look back on a long tradition of international collaboration. Our population is young and our workforce highly educated. Last but not least, our solid infrastructure enables 100,000 people to commute among our municipalities on a daily basis.

Nevertheless, we also face a number of challenges. We must be able to supply businesses with the kinds of skills they are looking for. Our schools need more teachers. Retraining programmes to take advantage of the digital age are vital. Regional climate change targets have to be met. Growing competition for land is a pressing issue. Meanwhile, our public transportation system must be more punctual and accessible.

The municipalities are integral to dealing with these challenges and continuing to modernise the MalmöLund Region. Only by collaborating closely with public authorities and the private sector will they succeed.

This Vision represents our platform to boost cooperation among the municipalities. The goal is to support regional growth by focusing on six priority areas: digitisation, business, infrastructure/physical planning, skills development, environment and climate change. *Strukturplan för MalmöLundregionen* (2016) is an important supplement to the Vision.

In addition to these strategic matters, the MalmöLund Region collaborates on pragmatic and urgent issues.

Acquiring greater understanding of each other's perspectives while working on joint goals and interventions, the region can be an even greater asset to its citizens and businesses.



# Collaboration in the MalmöLund Region

## Overall goals

By 2035, the MalmöLund Region will be a sustainable, closely knit metropolitan area, the most attractive place for people to live and do business.

Strong links to the rest of the world will enable us to grow and cultivate fertile soil for research, tourism, economic development and the private sector. We will become even more prominent as a sustainable hub of transportation and logistics. Trains, buses, pedestrian walkways and bicycle paths will ensure sustainable access to schools, employers and recreational activities. The housing and labour markets will be in a state of equilibrium. Our citizens and visitors will have access to vibrant urban, intimate small town and laidback rural settings.

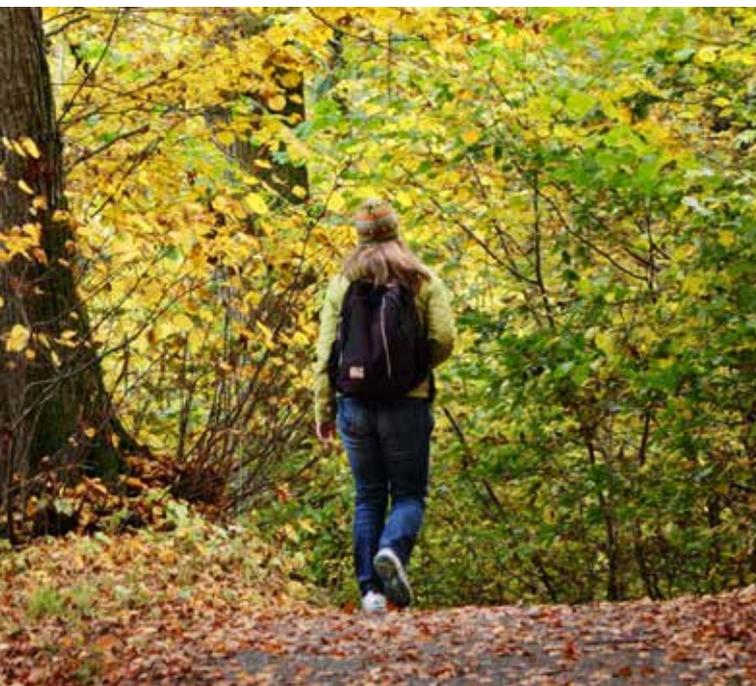
## Purpose

The purpose of this collaborative effort is to assemble our strengths and ideas so that we can carry out projects that make our region grow in a holistic manner.

We will have an external impact and build internal structures to make the region more attractive in a way that benefits both our population and our businesses. The MalmöLund Region sets priorities and strives proactively to promote strategic, overall goals essential to the welfare of all our municipalities.

## Principles of collaboration

- The target groups for both our short and long-term initiatives are our population and the private sector.
- The MalmöLund Region will pursue joint issues and efforts that accelerate the evolution of economically, ecologically and socially sustainable communities.
- Each municipality has its own responsibilities and sense of commitment. While not every municipality needs to participate in each project, they must always have the opportunity to benefit from the results.
- The keys to success are endurance, trust in each other and a holistic point of view.
- The collaboration agreement governs this relationship and its structure. The agreement is updated prior to each municipal election.



# Priority areas

Active collaboration in five priority areas is strengthening the MalmöLund Region day by day. Economic, social and ecological sustainability is at the heart of each area.

## Digitisation

The MalmöLund Region will encourage the development of joint digital solutions at the municipal level so that both citizens and businesses can flourish. The region will promote greater use of digital opportunities in the provision of municipal services.

## Private sector

The MalmöLund Region will work to make businesses more competitive and set the stage for additional jobs. The private sector must experience that there are no administrative boundaries and that they can operate and grow in a secure environment. We will step up our effort to attract new businesses both to the region and to southern Sweden in general.

## Infrastructure/physical planning

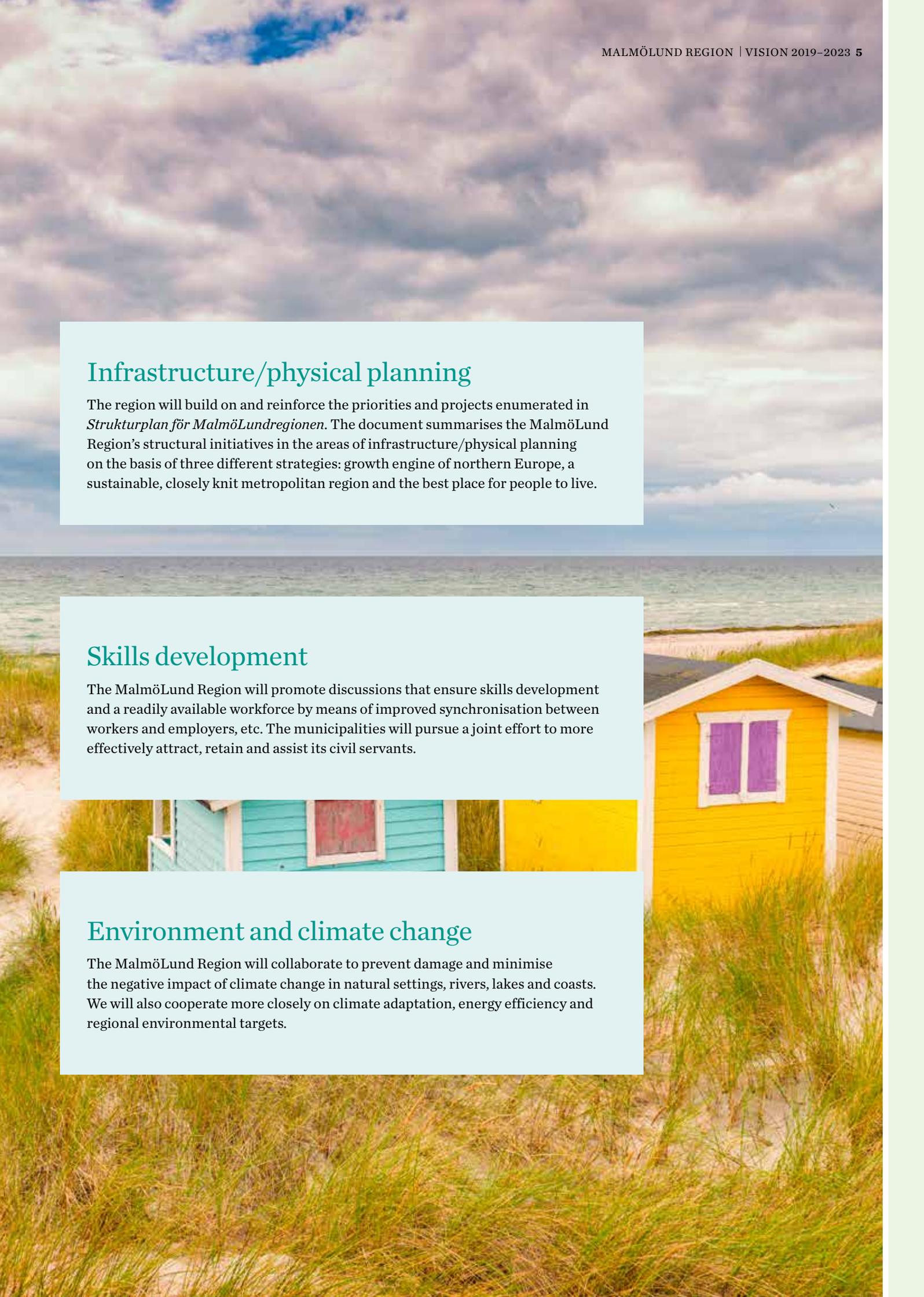
The region will build on and reinforce the priorities and projects enumerated in *Strukturplan för MalmöLundregionen*. The document summarises the MalmöLund Region's structural initiatives in the areas of infrastructure/physical planning on the basis of three different strategies: growth engine of northern Europe, a sustainable, closely knit metropolitan region and the best place for people to live.

## Skills development

The MalmöLund Region will promote discussions that ensure skills development and a readily available workforce by means of improved synchronisation between workers and employers, etc. The municipalities will pursue a joint effort to more effectively attract, retain and assist its civil servants.

## Environment and climate change

The MalmöLund Region will collaborate to prevent damage and minimise the negative impact of climate change in natural settings, rivers, lakes and coasts. We will also cooperate more closely on climate adaptation, energy efficiency and regional environmental targets.



# Working methods MalmöLund Region

The purpose of the MalmöLund Region is to put our heads together to meet common challenges, preferably across municipal boundaries. New ideas, sharing experience and joint expertise pave the way to the launch of common projects.

- **Organisational development and practical collaboration**

Coordination to streamline and improve municipal processes, procedures and working methods. Practical cooperation by means of teams that address both long-term strategic matters and specific, day-to-day issues.

- **Lobbying and position papers**

The MalmöLund Region will make its voice heard in conversation with external parties to ensure that our priority areas receive the attention they deserve. For instance, we may issue common position papers that emphasise the importance of preparation and follow-up.

- **Joint analyses**

Compile joint overviews and analyses to improve the quality and perspective of municipal documents and procedures when it comes to transportation, mobility, etc.

- **Joint projects and external funding**

Design joint projects as needed for the purpose of highlighting a particular priority of the MalmöLund Region or encouraging internal cooperation. Initiatives are required in order to attract external funding from the EU and other sources.

- **Evaluation of impact and results**

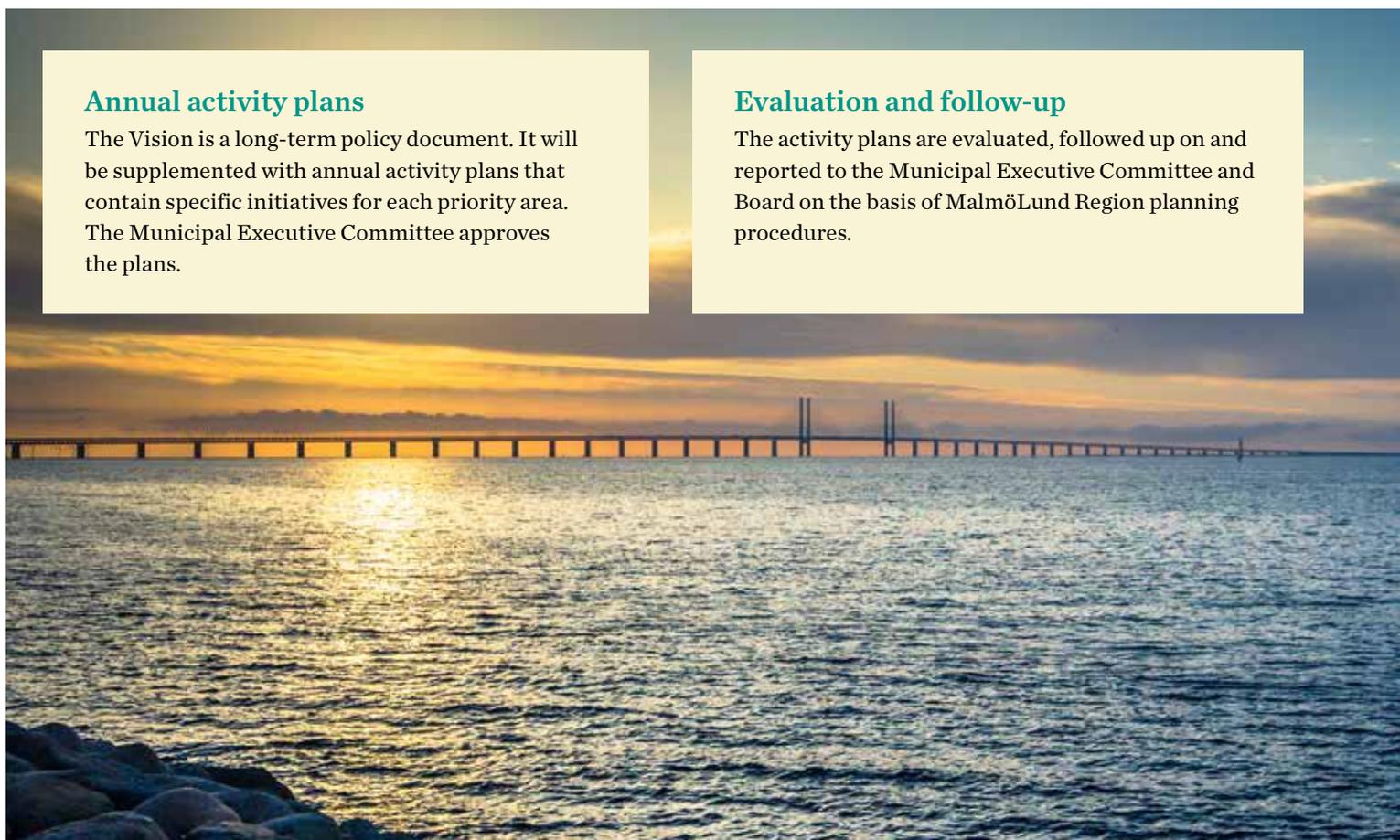
The MalmöLund Region adopts a number of initiatives each year on the basis of its activity plans. To spur collaboration and take the next step, we will evaluate not only implementation of the initiatives but their impact and results for the benefit of learning.

## Annual activity plans

The Vision is a long-term policy document. It will be supplemented with annual activity plans that contain specific initiatives for each priority area. The Municipal Executive Committee approves the plans.

## Evaluation and follow-up

The activity plans are evaluated, followed up on and reported to the Municipal Executive Committee and Board on the basis of MalmöLund Region planning procedures.



## Organisation

### **Board**

The MalmöLund Region is directed by a Board consisting of the board chairman and opposition representatives from each participating municipality.

The City of Malmö and Lund Municipality have three seats each. The Municipal Executive Committee, which also serves as the drafting team for the items to be considered by the Board, attends the meetings.

The chairmanship rotates between Malmö and Lund on an annual basis.

All decisions are made by consensus. Each municipality exerts equal influence. Participation is voluntary.

### **Municipal Executive Committee**

The Municipal Executive Committee is in charge of drafting and coordinating the items to be considered at Board meetings. It is also the steering committee for top-priority projects. The Committee assigns tasks and receives reports from the various MalmöLund Region teams.

### **Secretariat/office manager**

The office manager serves as the secretary for board initiatives and drafting, along with other coordination responsibilities. The manager cooperates closely with day-to-day municipal services.

### **Teams**

Various teams are formed in response to the demands of priority areas or tasks.





**The MalmöLund Region** is a strategic collaborative effort among the municipalities of Burlöv, Eslöv, Höör, Kävlinge, Lomma, Lund, Malmö, Skurup, Staffanstorp, Svedala, Trelleborg and Vellinge. The region puts together overall strategies, highlights its strengths/skills and cooperates on practical matters.

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**MalmöLund Region**