



PROSPERA
Interreg Europe



Introduction of Partners

MUNICIPALITY OF VARBERG

Ulrika Rylin, project manager

Johanna Östheden Andersson, financial manager

Frida Eriksson, thematic expert

10th and 11th September, 2019 □ Kick-off Meeting Reggio Emilia, Italy

Varberg

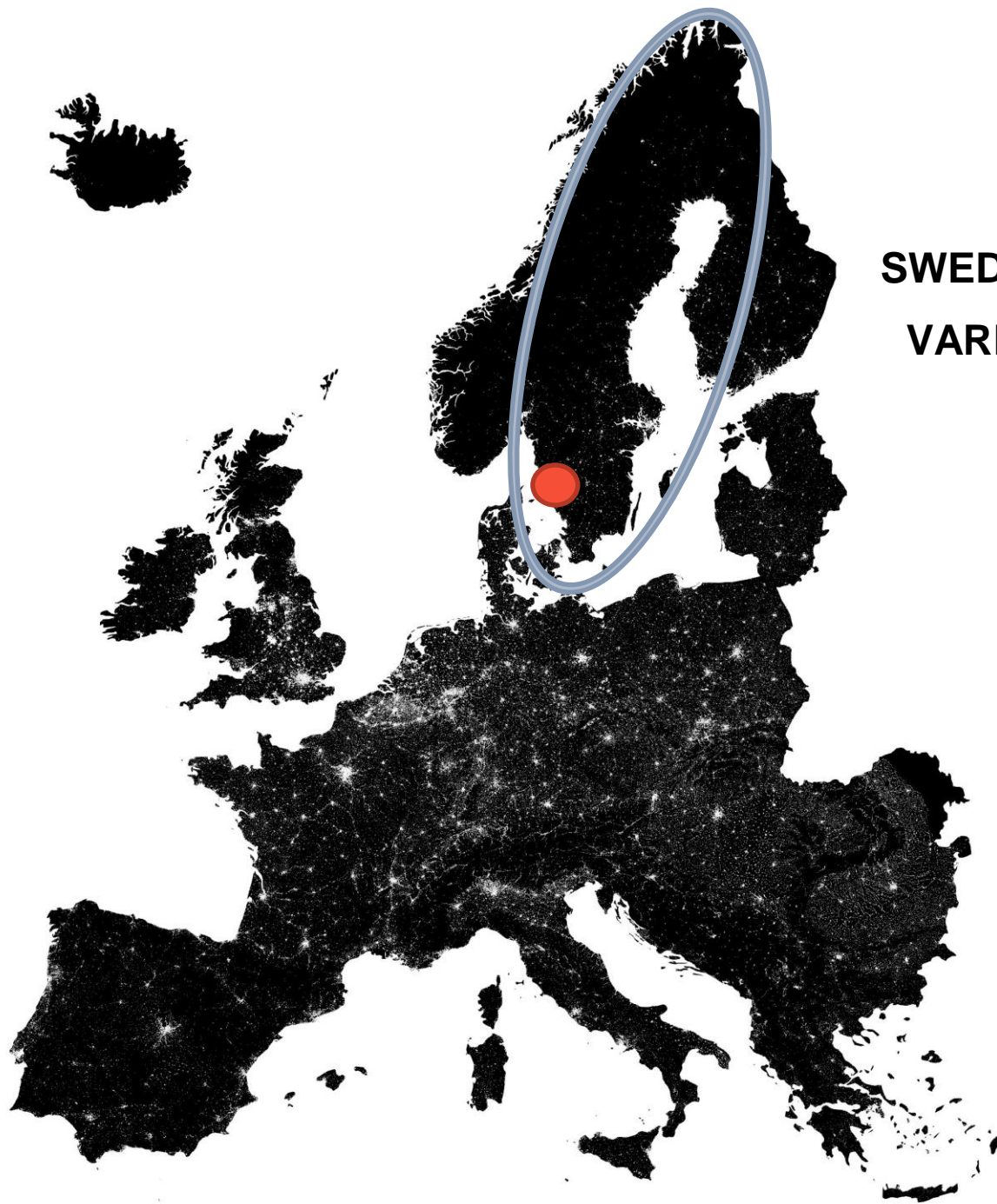
CREATIV HUB ON THE WEST COAST





Context – drivers - Impact

PERI-URBAN CONTEXT



SWEDEN

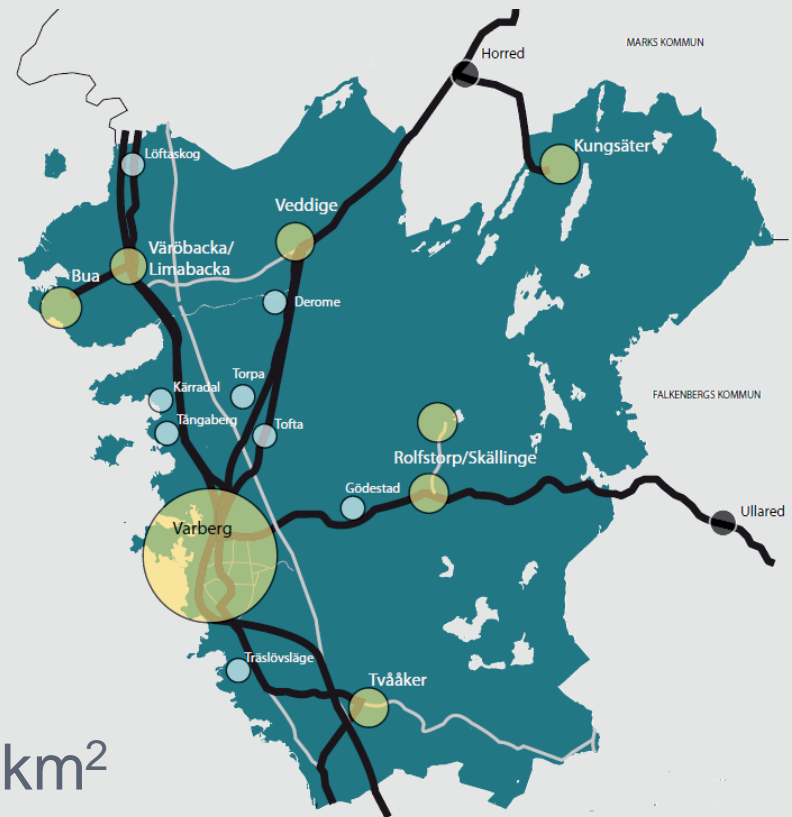
VARBERG



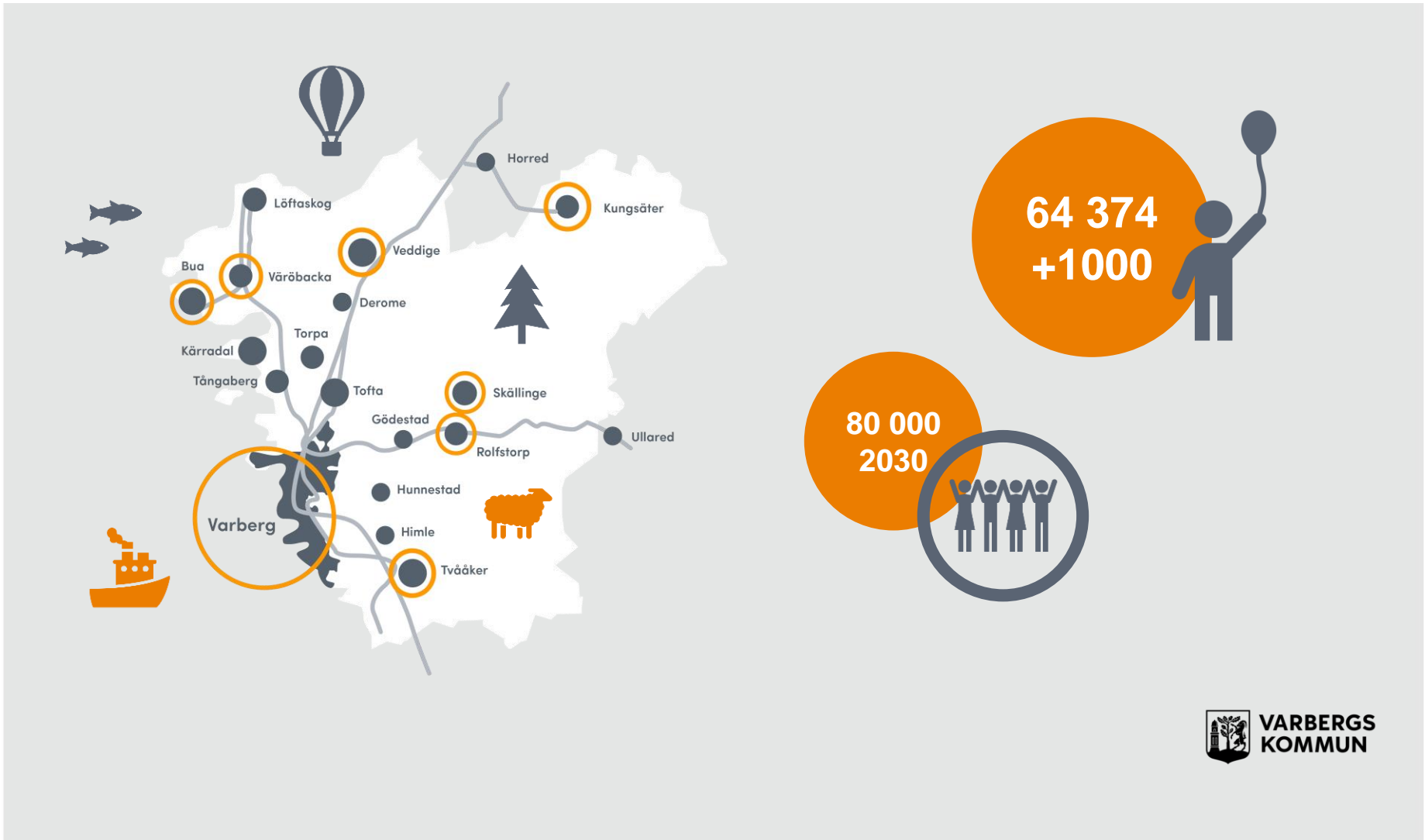
GEOGRAPHY OF VARBERG

- Western coast of Sweden
- 60 km of shoreline
- 900 km² land area
- Halland County

73,7 inhabitants per km²
Sweden 25,1 inhabitants per km²



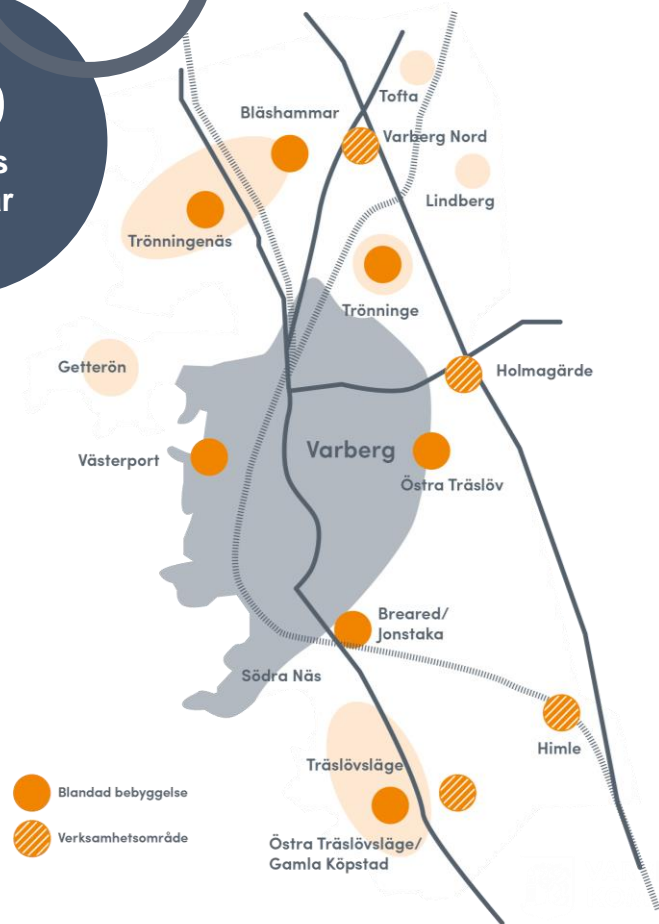
VARBERG IS GROWING



VARBERG IS BUILDING

PLANNED NEW HOUSING

500
houses
per year





A NEW PART OF THE CITY





MOVING OUR HARBOR



A NEW CENTRAL STATION



ENVIRONMENTALLY FRIENDLY

- Swedish Eco-municipality since 1995
- Renewable energy – wind power and district heating
- Extensive bike trail network – more than 300 km
- Place 18 out of 290 in the 2017 ranking of Sweden's most environmentally-friendly municipalities (Current Sustainability Magazine)



VIVID RURAL AREAS

- 19 urban areas
- Wide range of transportation
- Fibre optics network
- Small businesses
- "Best Place to Live", winner of the rural category five years in a row (2014–2018).



BUSINESSES

- Shoes
- Bikes
- IT
- Forest industry
- Tourism
- Agriculture



DEVELOPMENT PRIORITYS



Housing



Infrastructure



Competence
provision



Business climate



VARBERG CHALLENGES LAND TO URBAN



SUSTAINABLE
DEVELOPMENT



BUILDING ON
FARMLAND

ANIMALS NEAR HOUSING



SUSTAINABLE
COSTAL TOURISM



AGING POPULATION

INCREASED COST
PRESSURE

Territory – Goals – Focus – Policy Context

POLICYINSTRUMENT

LAND USE PLANS

COMPREHENSIVE PLAN

DETAILED
COMPREHENSIVE PLAN

DETAILED
COMPREHENSIVE PLAN

HOUSING DEVELOPMENT STRATEGY

DENSIFICATION STRATEGY

LAND ALLOCATION AGREEMENT PLAN (MUNICIPALITY LAND)

DETAILED DEVELOPMENT PLAN

BUILDING PERMIT



REGIONAL OPERATIONAL PROGRAMME FOR WEST SWEDEN 2014-2020

ACTION, FIELD AND SCALE

Region Västra Götaland and Region Halland are the regions included in the PI and one of 8 regions in Sweden.

Tillväxtverket is the managing authority.
The Swedish Agency for Economic and Regional Growth is a government agency under the Ministry of Enterprise and Innovation.



REGIONAL OPERATIONAL PROGRAMME FOR WEST SWEDEN 2014-2020

CONTENT, GOALS AND FOKUS

Overall objectives is to promote sustainable urban development, strengthen competitiveness of SMEs and contribute to a more low-carbon economy

Natural heritage is one of the horizontal aspect of the program.



REGIONAL OPERATIONAL PROGRAMME FOR WEST SWEDEN 2014-2020

POTENTIAL TO IMPROVE

Better integration between natural protection needs and urban expansion concerns in the program

Looking deeper at land use policies, integrating that into the program.

There is a need for looking at sustainable development of coastal tourism and framework for use of agricultural land in vicinity of urban areas.



Role – Position

PARTNER

THE PUBLIC SECTOR IN SWEDEN

State foreign policy, public order, higher education and research, labour market, social insurance and transfer payments

Regions healthcare, support to cultural activities, public transport, regional infrastructure,
regional development

Municipalities social services, schools, spatial planning and building, health and environmental protection, refuse collection and waste disposal, rescue services, water and sewerage, order and security on voluntary basis
recreational activities, culture, housing, energy, industrial facilities, employment

MUNICIPALITY RESPONSIBILITY

In connection with Prospera

- Strategic planning of land use
 - Coordinate strategic environmental and nature conservation and sustainable development
 - Strategic infrastructure development
 - Strategic coordination of housing
 - Contact for business and tourism development
 - Rural development coordination
-
- PARTNER IN THE REGIONAL DEVELOPMENT PLANNING



LOCAL PROJECT ORGANISATION



Project manager: Ulrika Rylin

Financial manager: Johanna Östheden Andersson

Communication manager: Christian Skröder

Represent the department for business and destination

Thematic expert: Frida Eriksson

Represent the department of community development

STAKEHOLDERS

STAKEHOLDERS

POLICY INSTRUMENT AND ACTION FIELD

- Tillväxtverket
- Region Halland, Regional department of business and jobs
- Destination Halland, the regional tourism organisation
- County administrative board
- Politicians responsible for natural heritage protection

- University of Halmstad
- Local led community development office, a nonprofit organization.
- Enterprise associations, (Farmers and Business).
- Land owners
- Local action groups
- Inhabitants in peri-urban areas.





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European Union
European Regional
Development Fund

Thank you!

Questions welcome



Project smedia