

ABRIDGED VERSION

Our Gotland 2040

– Regional development strategy for Gotland



A creative island with room for a full life

Our Gotland 2040 is the regional development strategy (RDS) for long-term sustainable regional development in Gotland.

Gotland has fantastic conditions. Vibrant rural areas and a lively city, a unique cultural heritage and natural values, a strong business community, a renowned university, and people who are steadfastly committed to their region and to the development of society. Living and working on an island has always demanded curiosity, cooperation, courage and ingenuity. There is a strong sense of trust and sense of community among inhabitants. As an island region, throughout history we have been open to influences from the outside world, and this continues to hold true, particularly with regard to international cooperation.

We will build on these strengths as part of our combined efforts to achieve our goals for 2040 – and we will tackle the challenges along the way together.



Our challenges

There are societal challenges that we need to face, challenges that also present opportunities. By working through these challenges, we can make a difference and ensure our desired future.

Climate, energy and the environment

Climate change, energy transition, environmental impact and water supply

- Emissions adversely affecting the climate must be reduced
- Energy supply needs to transition to a sustainable and robust renewable energy system
- Climate adaptation is needed in several areas of society
- Gotland has a unique cultural heritage and natural environment, good biodiversity and vital ecosystem services that must be safeguarded
- Water supply is crucial for the development of society as a whole

Social cohesion

Health, living conditions and participation

- There are differences in the health of the population, between genders and between socio-economic groups
- There are differences in terms of confidence, participation and perceived safety
- There is gender disparity in the Gotland labour market and incomes are lower compared to other regions
- Education levels on Gotland are lower compared to other regions (compared to other municipalities, however, they are relatively good)
- Gotland's unemployment levels have been among the lowest in Sweden, but the trend moving forward is uncertain



Demographic development

An ageing and declining working age population

- A growing rural region, but the proportion of people of working age is expected to decrease a
- An ageing population; by 2030, one of the regions with the highest proportion of inhabitants older than 80
- Parts of rural Gotland have an increasing proportion of older people, a declining proportion of permanent residents and an increasing proportion of part-time residents

Globalisation

Competitiveness in relation to the rest of Sweden and the world

- Gotland has a low gross domestic product (GDP) compared to other regions in Sweden
- Many industries are characterised by significant seasonal variations and more companies need to be able to reach a larger market
- Sustainable transport to and from Gotland is crucial for attractiveness and competitiveness, economic development and welfare
- The pandemic has emphasised the vulnerability in being highly dependent on the tourism industry as well as the value of a high degree of self-sufficiency through, for example, green industries

Digitalisation

Digital infrastructure and opportunities afforded by digitalisation

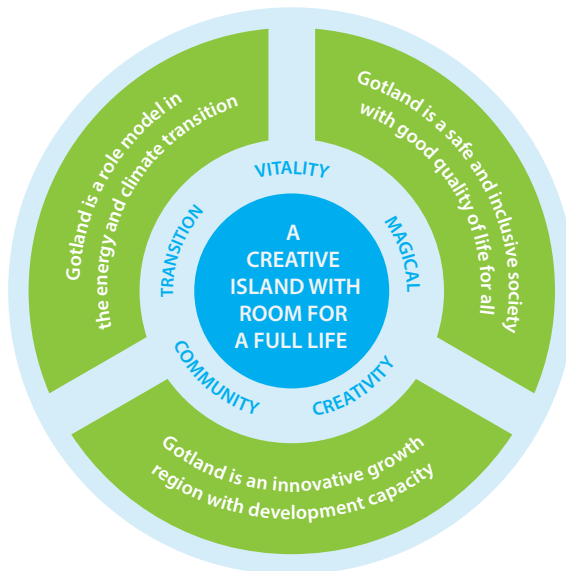
- Broad digitalisation necessitates access to expertise, robust digital infrastructure, and a stable electricity supply
- Opportunities afforded by digitalisation can be utilised to a greater extent in Gotland companies and the public sector
- A connected Gotland seeks to attract more location-independent businesses
- Digital exclusion needs to be prevented; everyone must be able to participate in the digital society

Vision and goals for Gotland 2040

Vision: Gotland – a creative island with room for a full life.

Gotland is brimming with vitality and creativity. People and businesses can develop here and contribute to a better world. There is a sense of community with room for all parts of life and all ages.

The vision serves as a consistent guiding principle in everything we do, it is based on Gotland's strengths, and shows what we want Gotland to be in the future. The goals are based on Gotland's challenges and show what we want to achieve in the long term.

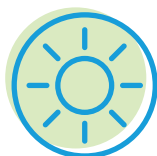


The goals should be viewed as a whole that together bring about sustainable regional development and guide us towards the vision. The core values of the Gotland brand – Community, Vitality, Magical, Creativity and Transition – indicate how we want to be perceived.



Gotland is a safe and inclusive society with good quality of life for all

Gotland is a safe and open society for residents and visitors, an equal society where we live a good life and enjoy good health. Gotland is characterised by diversity. We have trust and confidence in society and in each other and we participate in the development of society. Gotland has safe and attractive living environments, rich recreational opportunities, a dynamic cultural life, well-functioning welfare and services, and good opportunities for lifelong learning and self-sufficiency. Gotland society is resilient, adaptable and embraces change.



Gotland is a role model in the energy and climate transition

Gotland is climate neutral, is at the forefront of energy and climate transition, and has reached national climate goals based on the UN Paris Agreement ahead of time. This development is a prerequisite to a competitive business community and a healthy environment. We make the best use of the assets we have, through an economy built on cycles and renewable resources. Gotland has good access to drinking water and adequate groundwater levels. Gotland has helped to ensure that the Baltic Sea is a living and healthy sea. Nature is used in ways that preserve ecosystem services and safeguard the island's biodiversity.



Gotland is an innovative growth region with development capacity

Gotland's resources are used in a balanced way that promotes growth. The business community is strong, trade and industry and academia are thriving. Gotland serves as a meeting space and there are good opportunities to test and realise new ideas. Collaboration, innovation and reformation afford companies new opportunities and smart welfare services are being continuously developed. The whole of Gotland enjoys positive development and the population is growing. We have favourable conditions for entrepreneurship, along with good transport services and living environments. Attractiveness, education and occupational matching ensure the supply of skills.



Priorities for achieving the goals

This is how we establish the long-term direction for achieving the overall goals.



Promote health, participation and safety and security

- Reduce health disparities
- Promote health and preventive initiatives
- Ensure a safe upbringing free from violence
- Strengthen individuals' capacity for self-sufficiency
- Create opportunities for participation and inclusion
- Increase resilience and safety in society



Develop culture and make use of cultural environments

- Promote children's reading and enhance access to culture and creativity for youths and young adults
- Use culture as a force for social development
- Preserve, use and further develop our cultural heritage and cultural environments



Invest in skills

- Give all young people the opportunity to complete upper secondary education with passing grades
- Get more young people to opt for tertiary education
- Match labour market needs, both in trade and industry and the public sector
- Create an equal, inclusive labour market and a sustainable working life



Improve accessibility

- Develop sustainable and fossil fuel-free transport systems
- Strengthen Gotland's connections with the outside world
- Increase accessibility and safety on Gotland's roads
- Ensure Gotland's access to digital infrastructure



Be at the forefront of the climate and energy transition

- Reduce climate impact throughout society
- Transition to a sustainable and robust energy system based on renewable energy
- Increase energy efficiency and reduce energy consumption
- Encourage knowledge-sharing and participation in the climate and energy transition
- Adapting society to a changing climate



Conserve water and the environment

- Conserve and improve access to surface- and groundwater
- Transition to sustainable consumption and production based on a circular economy
- Ensure the sustainable use of forests, land and water and preserve biodiversity



Promote innovation and renewal

- Enhance innovation capacity in Gotland society
- Strengthen competitiveness through smart specialisation (areas of strength: hospitality, food industry, energy transition in trade and industry)



Strengthen and further develop the business community

- Improve conditions for starting, running and developing companies
- Increase opportunities for companies to reach a larger market
- Promote and facilitate the transition to sustainable, fossil fuel-free services and goods production
- Use international collaboration as a catalyst
- Seize the opportunities afforded by digitalisation



Enhance attractiveness

- Strengthen factors that promote Gotland's attractiveness
- Strengthen knowledge and communication about Gotland's attractiveness
- Encourage more students to come to Gotland and remain on Gotland after their studies



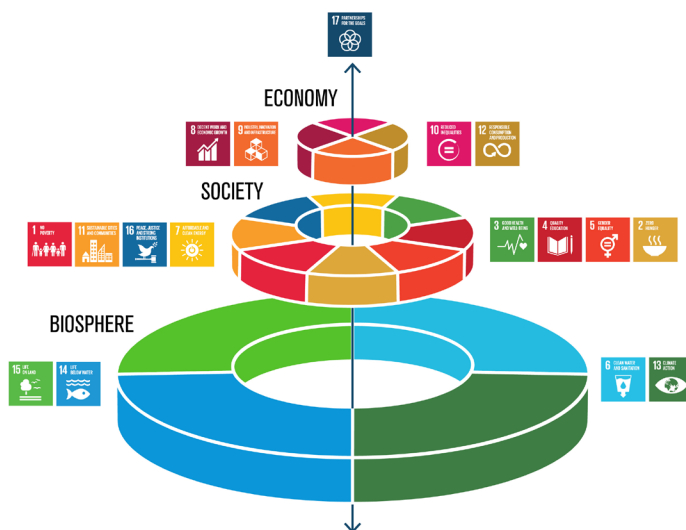
Create favourable conditions for construction and housing

- Create conditions for a diverse range of homes for everyone
- Develop attractive and well-designed homes and living environments
- Promote construction of resource-efficient buildings



Comprehensive sustainability efforts

Development must be sustainable – and no one should be left out. We want to achieve long-term economic, social and environmental sustainability for Gotland and, to do so, sustainability needs to be a natural part of all development, all initiatives, all projects and all business decisions. Conflicts in terms of goals must be addressed and trade-offs must be made. This will ensure that Gotland contributes to the UN's Global Sustainable Development Goals and 2030 Agenda.



Graphics by Stefan Lohmeyer

Credit: Azote Images for Stockholm Resilience center



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Find out more at www.gotland.se/gotland2040