VISION 2030
A GUIDE TO THE FUTURE
Through Vision 2030, the City of Stockholm has clarified its long-term ambitions and aspirations. Our vision is a world-class Stockholm. It’s a challenging vision that inspires commitment. I hope that it will also inspire the City’s employees and the business community and other public players, both in the city and regionally, to participate in the development of the future of the capital city and the Stockholm-Mälare region.

When the City Council adopted Vision 2030 in June 2007, it was not the conclusion of a project that had continued for a few years and involved most of the City’s administrations and companies and many of its partners. On the contrary, it was the beginning of an exciting journey, and today we do not really know exactly where it will end. The journey is Stockholm’s development, what Stockholm will be and wants to be in the future, and how it will be and wants to be understood and experienced by residents, businesspeople and visitors.

Stockholm is growing. In 2008, we exceeded our former population record from 1960 by 808,600 residents. The forecast is that we will reach one million residents by about 2030. That’s 200,000 more residents than we have today. With the vision as our foundation, we must begin planning already now to ensure that Stockholm has enough housing, workplaces, pre-schools, schools and public services for a million Stockholmers.

At the same time, we must plan how the infrastructure will work. Public transport must be expanded in parallel with the new housing areas. In 2030, clean vehicles and public transport – will take many years to realise. When taking decisions, a long-term approach is essential to ensure that Stockholm can stand up to the growing international competition. Nothing is a given forever. We cannot rest on our laurels. Standing still is not an option. We must work in a goal-oriented manner by accepting the challenges and opportunities of a growing major city to secure our future. We can only do it together!

STEN NORDIN

Starting in spring of 2006 and finishing in spring 2007, in a project entitled “Vision Stockholm 2030,” the City of Stockholm outlined an overall, long-term vision for a sustainable growth and development of Stockholm. The project was managed by the Executive Office, and the vision has come forth through dialogue with spokesmen for the City itself, with representatives of trade and industry, with schools and universities, as well as other public authorities. The final vision, named “A World-Class Stockholm,” presents three coherent themes for Stockholm’s future development, and describes some of the characteristics of Stockholm as a city in which to live, work, or visit in 2030. The vision is illustrated by examples of the initiatives and projects that will lead the City on the right path towards making the vision real. Many of these are shown in the map at the end of this presentation. The vision also outlines several overall strategies that will be central to the implementation of the vision. “Vision Stockholm 2030” was formally adopted by the Stockholm City Council on 11 June, 2007.
Are you dreaming of a particular educational programme or an exciting job? Are you attracted by culture and entertainment from the whole world? Then this is where you should live. In 2030, Stockholm will be a versatile city full of experiences, with more to offer than anywhere else in Sweden. But Stockholm is more than that. Nature and water are always just around the corner, a combination that attracts visitors from throughout the world.

DAVID, WHO WILL BE 29 IN 2030

What's the best thing about Stockholm?
That there aren't just skyscrapers everywhere, they're more like summer cottages.

What's the worst thing about Stockholm?
There's too much bad lemonade.

What do you do in your spare time?
Play on my PlayStation 100. I sometimes drive a train or fly an aeroplane.

Why do tourists want to come here?
To visit grandma. And go to the bat museum.
**Extensive opportunities for work and education**
The Stockholm-Mälar region needs labour. Here you can find an occupation that matches your interests, education, background and experience. Stockholm has a broad range of educational programmes that prepare students for both work and academic studies, and that make it easy to move between work, education and enterprise. The natural gaps between these activities are spanned by trainee and work experience programmes, apprenticeships and mentorship.

**A world-class business climate**
In the Stockholm-Mälar region, international high-technology companies work side by side with small spin-offs in the service sector. The creative sector is developing successfully, and culture, sports and entertainment are creating a further stimulant, as is the efficient network of roads, railways, enlarged airports and harbours. Stockholm’s low municipal tax is a versatile city capital city.

The clean lakes and waterways are inviting for swimmers and boaters. Along Stadsgården and Skeppsbron, people enjoy the atmosphere. Care for a swim? Then a journey to Söder or Norr Malarstrand is well worth it. The city’s proximity to water has also created attractive housing, such as near Ulvsundasjön where new waterfront settlements have sprung up. The waterways are also used for rapid, convenient transportation, popular with both Stockholmers and tourists.

The new cruise-ship terminal in Frihamnen has made the city an obvious base for Baltic Sea tourism, and an increasing number of shipping companies are choosing to start and end their cruises in Stockholm. The city’s position as a leading port city has been strengthened by the expanded container port at Norvik.

**A unique city on water**
The clean lakes and waterways are inviting for swimmers and boaters. Along Stadsgården and Skeppsbron, people enjoy the atmosphere. Care for a swim? Then a journey to Söder or Norr Malarstrand is well worth it. The city’s proximity to water has also created attractive housing, such as near Ulvsundasjön where new waterfront settlements have sprung up. The waterways are also used for rapid, convenient transportation, popular with both Stockholmers and tourists.

The new cruise-ship terminal in Frihamnen has made the city an obvious base for Baltic Sea tourism, and an increasing number of shipping companies are choosing to start and end their cruises in Stockholm. The city’s position as a leading port city has been strengthened by the expanded container port at Norvik.

**World-famous city of experiences**
Stockholm is an international metropolis with a rich assortment of museums, concerts, theatres, movie theatres, nightlife, sports, galleries and amusement parks. Here, events of international distinction are held – everything from the tour premieres of world-famous artists to the Champions League final.

**The Stockholm pulse is renowned, and the creative atmosphere attracts people of all ages from all over the world.**

"Stockholm is a city with many centres. The historical divisions between the city centre and suburbs, neighbourhoods made up of houses and of multi-family dwellings, bedroom communities and workplace areas have been broken up."

"A world-class business climate"

"The Stockholm pulse is renowned, and the creative atmosphere attracts people of all ages from all over the world."

"Extensive opportunities for work and education"

"A versatile city"
In 2030, Stockholm is an obvious centre in the expanding Stockholm–Mälar region. The region’s international competitiveness is strong and it is seen as Europe’s top growth region. It features a dynamic, innovative business community that successfully competes in the global market and is characterised by knowledge-based activities, innovative power and cooperation with education and research institutes.

LINNEA, WHO WILL BE 34 IN 2030

What do you do for a living? I’m a psychologist and environmental doctor.

What sort of education have you had? University degrees in the Natural Sciences, Medicine and Psychology.

Are you employed or self-employed? Employed. At an enormous hospital, the New Karolinska in Solna.

Who do you help? My patients, the environment and the people who make compliment robots.
The centre of a strong, growing region

Efficient transportation makes Stockholm the hub that links the entire Mälar region together. All the prerequisites for the business community are here. Many companies, particularly international ones, choose to locate their headquarters and research and development operations here. This applies especially to companies in the IT, life science, environmental technology, financial and other knowledge-intensive industries.

Investments in education, from the first years of school to research at a high academic level, have provided the region with a skilled labour force that few others can match. This is one of the reasons that so many businesses choose to establish operations here. The market for business-related services is also expanding significantly. Demand is high for lawyers, accountants, economists, restaurants, hotels, cafes and shops.

Overall, the region offers favourable conditions for the development and commercialisation of innovations. It features high-quality education and research systems, a dynamic business community and venture capital. Here, ideas evolve into new products and services. New companies spring up from the highly innovative environment, and existing ones strengthen their competitiveness.

A world-leading knowledge region

At the region’s universities and other institutes of higher education, the labour force of the future is educated. In conjunction with companies, knowledge is produced here that will drive social development forward. Both basic and research education maintain high international quality.

A focus on knowledge, learning and stimulating study environments for all students characterises the city’s compulsory and upper secondary schools, which have extensive freedom to find their own ways to achieve results. School leaders and teachers design the activities themselves, without bureaucracy or detailed regulation by politicians. Cultural and linguistic competence are utilised and boost Stockholm into a world-leading knowledge region.

Careful monitoring and follow-up mean that no student leaves compulsory school without good basic knowledge. Children and parents have major influence. There is an extensive selection of schools with various focuses, and they meet the needs of children with learning difficulties as well as those with special talents.

Upper-secondary school provides a favourable foundation both for working life and continued academic studies. Vocational programmes match the requirements of the labour market. Entrepreneurship is a natural part of education.

Knowledge-focused investments in compulsory and upper-secondary school entail that universities and other institutes of higher education can compete with prominent international educational institutions. The region has moved its positions forward within a series of research areas, and new research cooperation is developing with the help of grants from the EU and other sponsors.

At the IT University in Kista Science City, the Royal Institute of Technology (KTH) and Stockholm University have strengthened each other’s competencies. In the same way, Karolinska Institute’s position in life science has been reinforced with competence from the Royal Institute of Technology (KTH), Stockholm University, the Stockholm School of Economics and Uppsala University. The Karolinska–Norra Station district is now one of the world’s foremost areas for life science.

Cooperation among different players has also created new educational programmes. One example is the financial and insurance programme at the Värtan financial centre, which is a collaboration among KTH, the Stockholm School of Economics and Stockholm University.

An international meeting place

In 2030, the Stockholm–Mälar region is an international meeting place. The actions that have been taken have reduced energy consumption significantly among both companies and residents. Almost exclusively, Stockholmers drive clean vehicles. Smart traffic solutions and information technology have increased accessibility and further reduced emissions. Many Stockholmers use public transport, when they do not choose to cycle instead.

Environmentally sound methods and materials are used for all new buildings. Together with the City, Stockholm’s companies have broadened the range of environmentally efficient housing. Innovations have resolved many environmental problems, and the city is well on the way to achieving its goal of being fossil-fuel-free by 2050. The actions that have been taken have reduced energy consumption significantly among both companies and residents. Almost exclusively, Stockholmers drive clean vehicles. Smart traffic solutions and information technology have increased accessibility and further reduced emissions. Many Stockholmers use public transport, when they do not choose to cycle instead.

Environmental sound methods and materials are used for all new buildings. Together with the City, Stockholm’s companies have broadened the range of environmentally efficient housing. Innovations have resolved many environmental problems, and the city is well on the way to achieving its goal of being fossil-fuel-free by 2050. The actions that have been taken have reduced energy consumption significantly among both companies and residents. Almost exclusively, Stockholmers drive clean vehicles. Smart traffic solutions and information technology have increased accessibility and further reduced emissions. Many Stockholmers use public transport, when they do not choose to cycle instead.

An internationally accessible city

Efficient transportation makes Stockholm the hub that links the entire Mälar region together. All the prerequisites for the business community are here. Many companies, particularly international ones, choose to locate their headquarters and research and development operations here. This applies especially to companies in the IT, life science, environmental technology, financial and other knowledge-intensive industries.

Investments in education, from the first years of school to research at a high academic level, have provided the region with a skilled labour force that few others can match. This is one of the reasons that so many businesses choose to establish operations here. The market for business-related services is also expanding significantly. Demand is high for lawyers, accountants, economists, restaurants, hotels, cafes and shops.

Overall, the region offers favourable conditions for the development and commercialisation of innovations. It features high-quality education and research systems, a dynamic business community and venture capital. Here, ideas evolve into new products and services. New companies spring up from the highly innovative environment, and existing ones strengthen their competitiveness.

A world-leading knowledge region

At the region’s universities and other institutes of higher education, the labour force of the future is educated. In conjunction with companies, knowledge is produced here that will drive social development forward. Both basic and research education maintain high international quality.

A focus on knowledge, learning and stimulating study environments for all students characterises the city’s compulsory and upper secondary schools, which have extensive freedom to find their own ways to achieve results. School leaders and teachers design the activities themselves, without bureaucracy or detailed regulation by politicians. Cultural and linguistic competence are utilised and boost Stockholm into a world-leading knowledge region.

Careful monitoring and follow-up mean that no student leaves compulsory school without good basic knowledge. Children and parents have major influence. There is an extensive selection of schools with various focuses, and they meet the needs of children with learning difficulties as well as those with special talents.

Upper-secondary school provides a favourable foundation both for working life and continued academic studies. Vocational programmes match the requirements of the labour market. Entrepreneurship is a natural part of education.

Knowledge-focused investments in compulsory and upper-secondary school entail that universities and other institutes of higher education can compete with prominent international educational institutions. The region has moved its positions forward within a series of research areas, and new research cooperation is developing with the help of grants from the EU and other sponsors.

At the IT University in Kista Science City, the Royal Institute of Technology (KTH) and Stockholm University have strengthened each other’s competencies. In the same way, Karolinska Institute’s position in life science has been reinforced with competence from the Royal Institute of Technology (KTH), Stockholm University, the Stockholm School of Economics and Uppsala University. The Karolinska–Norra Station district is now one of the world’s foremost areas for life science.

Cooperation among different players has also created new educational programmes. One example is the financial and insurance programme at the Värtan financial centre, which is a collaboration among KTH, the Stockholm School of Economics and Stockholm University.

An international meeting place

In 2030, the Stockholm–Mälar region is an international meeting place. The actions that have been taken have reduced energy consumption significantly among both companies and residents. Almost exclusively, Stockholmers drive clean vehicles. Smart traffic solutions and information technology have increased accessibility and further reduced emissions. Many Stockholmers use public transport, when they do not choose to cycle instead.

An internationally accessible city

Efficient transportation makes Stockholm the hub that links the entire Mälar region together. All the prerequisites for the business community are here. Many companies, particularly international ones, choose to locate their headquarters and research and development operations here. This applies especially to companies in the IT, life science, environmental technology, financial and other knowledge-intensive industries.

Investments in education, from the first years of school to research at a high academic level, have provided the region with a skilled labour force that few others can match.
In 2030, Stockholm is the hub of an accessible, safe region without social or physical barriers. People travel, live and meet here. The city also features much-appreciated social services that supply Stockholmers with extensive opportunities to choose between various providers of health and care services and schools.
Democratic and safe
Stockholm works continuously to improve local democracy and equality among citizens. Participation in elections is high, and no one faces discrimination because of gender, origin, age or social status. Social services, healthcare, police, schools and civil society work together to ensure everyone’s needs are met.

Stockholm offers a safe, inspiring environment in which to grow up. From pre-school to upper-secondary school, the curiosity of children and youth is looked after. Because of the rich assortment of leisure activities, children and young people feel good physically, psychologically and socially. The City, business community and organisations are involved to create meeting places that cross generational boundaries.

Social services based on freedom of choice
Social services are publicly financed, but their operation is characterised by diversity. Residents and businesses are in focus, both for the City’s governance and the services provided. Efficient, rapid service is as natural as friendly personal contact. With the help of various online solutions, Stockholmers can communicate about public services around the clock and choose health and care services and schools operated by various players. This provides security, self-determination and quality of life.

Initiatives to guarantee quality have attracted extensive international interest. The City’s role as a procurer and evaluator of welfare services guarantees high-quality social services for citizens. The City takes substantial responsibility for its citizens’ working environments and has the lowest sickness absence of Sweden’s municipalities.

Active and healthy old age
Stockholmers have the world’s longest average life expectancy and many continue to work after retirement. Similarly, people are becoming increasingly healthy. Senior citizens have a positive view of the future. They are pleased to share their experiences in non-profit organisations, but also in working life. Age discrimination is successfully combated, and there is a rich assortment of cultural and leisure activities for fellowship, connection and closeness.

Stockholm is a safe city in which to grow old. Care of the elderly is characterised by personal influence, security and respect for the needs of individuals, with a guarantee that provides clear information on what the individual can demand from the care system. Employees who care for the elderly have the required competence. Issues related to dignity and friendly treatment are important parts of education and competence development. The right of the elderly to choose their housing is guaranteed through a system based on freedom of choice.

As a complement to operations based on social-security benefit decisions, many non-profit and voluntary initiatives are available. The elderly can also choose additional services for which they pay themselves, in addition to the services to which they are entitled because of social-security benefit assessments. Continuing to live in one’s own home is seen as an option, not an obligation.

Wide variety of housing
The Stockholm–Mälarm region offers a substantial range of housing – everything from small and large apartments to houses and row houses with various forms of tenure. Owner-occupied flats are common. New construction has become possible through simplified planning and construction permit processes and efficient coordination among the City’s administrations and regulatory frameworks. Specific investments have been made to build housing with simpler standards and lower housing costs, in part to ensure that young people gain access to the housing market. The broad variety of housing has made it possible to choose between different forms of housing throughout the city.

A close-knit city
Stockholm is a city without physical or social barriers. Through a series of new projects and cross-sector routes, the city’s districts have been linked with each other and neighbouring municipalities. Where major traffic routes prevent people from moving between different areas, tunnels are built or overdecking projects are constructed.

All of the city’s districts feature a mix of housing, companies, culture and services. This applies particularly to the downtown area, where additional housing has been added, and in the Jarva and Soderort districts, which have been enriched with exciting workplaces, new row houses, single-family dwellings and tenant-owned apartments. Attractive green areas and the city’s water are always nearby.

Active and healthy old age
Stockholmers have the world’s longest average life expectancy and many continue to work after retirement. Similarly, people are becoming increasingly healthy. Senior citizens have a positive view of the future. They are pleased to share their experiences in non-profit organisations, but also in working life. Age discrimination is successfully combated, and there is a rich assortment of cultural and leisure activities for fellowship, connection and closeness.

Stockholm is a safe city in which to grow old. Care of the elderly is characterised by personal influence, security and respect for the needs of individuals, with a guarantee that provides clear information on what the individual can demand from the care system. Employees who care for the elderly have the required competence. Issues related to dignity and friendly treatment are important parts of education and competence development. The right of the elderly to choose their housing is guaranteed through a system based on freedom of choice.

As a complement to operations based on social-security benefit decisions, many non-profit and voluntary initiatives are available. The elderly can also choose additional services for which they pay themselves, in addition to the services to which they are entitled because of social-security benefit assessments. Continuing to live in one’s own home is seen as an option, not an obligation.

Wide variety of housing
The Stockholm–Mälarm region offers a substantial range of housing – everything from small and large apartments to houses and row houses with various forms of tenure. Owner-occupied flats are common. New construction has become possible through simplified planning and construction permit processes and efficient coordination among the City’s administrations and regulatory frameworks. Specific investments have been made to build housing with simpler standards and lower housing costs, in part to ensure that young people gain access to the housing market. The broad variety of housing has made it possible to choose between different forms of housing throughout the city.

A close-knit city
Stockholm is a city without physical or social barriers. Through a series of new projects and cross-sector routes, the city’s districts have been linked with each other and neighbouring municipalities. Where major traffic routes prevent people from moving between different areas, tunnels are built or overdecking projects are constructed.

All of the city’s districts feature a mix of housing, companies, culture and services. This applies particularly to the downtown area, where additional housing has been added, and in the Jarva and Soderort districts, which have been enriched with exciting workplaces, new row houses, single-family dwellings and tenant-owned apartments. Attractive green areas and the city’s water are always nearby.

“Major efforts have been made to increase the number of tramways and to expand public transport fuelled by electricity and biogas, including marine transport.”
A strategic undertaking
Today, the vision of a future Stockholm is a strategic undertaking from the City of Stockholm. The City’s entire organisation has been charged with the task of working toward the vision. Accordingly, the vision will guide priorities and characterise development work within the city. Monitoring developments and evaluating assessments will be important tasks for the achievement of the planned goals.

Cooperation with the business community
To make the vision a reality, it is essential to have shared goals and a partnership among the City, other public-sector players and the business community. This applies particularly to the development of the area near Karolinska–Norra Station and in Kista Science City.

Urban policies for sustainable growth
The Stockholm–Mälarm region is of great importance for the whole of Sweden’s economic growth. This requires that national policies have an urban perspective and consider the region’s specific circumstances, with high costs for housing, premises and salaries, long travel times, complex decision-making processes and the risk of segregation.

The municipal equalisation scheme must be modified, and the allocation of state funds for infrastructure must increase.

It is also essential for state sector governance to become more flexible and harmonised, particularly for the application of planning and construction legislation and the Environmental Code.

Regional cooperation
Reinforcement of the ongoing regionalisation in the area is vital for Vision 2030 to become a reality. A strong consensus and decisive power are required from the various public-sector players throughout the region, particularly in transportation.

International cooperation
In a globalised world, international cooperation is increasingly important. The Stockholm–Mälarm region has favourable prerequisites to develop into the obvious hub of the Baltic Sea region. Accordingly, it is important for Stockholm to actively participate in the international arena and place a priority on cooperation with other regions and major cities.

Stockholm – The Capital of Scandinavia
Competition among cities and regions is increasing, which makes marketing and profiling increasingly important. International recognition of Stockholm is currently relatively low. The City is sometimes linked with views and values that do not correspond with reality. This makes it even more important to consistently market Stockholm on a long-term basis as The Capital of Scandinavia.

Symbols and conceptual projects
It is important for the City to develop spectacular, momentous projects in conjunction with other players. These projects will make the vision clear and become symbols of the Stockholm of the future. They may include the development of the city, but also other development work that can comprise matching job-seekers with the needs of companies, integration projects or the City’s quality initiatives.

“Today, the vision of a future Stockholm is a strategic undertaking from the City of Stockholm. The City’s entire organisation has been charged with the task of working toward the vision.”
Take a glimpse into tomorrow

The year is 2030. Come with us on a tour of the projects that are being implemented as part of the City of Stockholm’s Vision 2030 – A World-Class City. Larger city expansion areas and other significant housing projects are marked in red. For further information, see www.stockholm.se.

1. Kista Science City
Kista Science City is an integrated area featuring world-leading IT and telecom companies. Housing, areas for walking, shops, cafés and restaurants make the area inviting.

2. Vällingby centrum
One of Sweden’s largest shopping-centre renewal projects was inaugurated as early as March 2008. Retail area has increased by 70 percent, and the new buildings blend in well with the area’s urban core with its famous 1950s environment.

3. Älvsjö centrum
A modern and clearly regional hub. The expansion of the Stockholm Public Library and the area surrounding Ödenplan is a lively place, with such attractions as the City Line’s new station and a new shopping mall.

4. Stockholm Public Library
The expanded Stockholm Public Library and the area surrounding Ödenplan is a lively place, with such attractions as the City Line’s new station and a new shopping mall.

5. Förbifart Stockholm
Förbifart Stockholm, a new 21-kilometre-long road circuit, is planned to link regional centres in the north and south and streamline the traffic flows across Lake Mälaren.

6. Kungens Kurva – Skärholmen
For many Stockholmers, the largest retail area in the Nordic countries is an easily accessible alternative to the city centre. Through a partnership with the municipality of Hudinge, the area has become a closely connected regional centre near the E4/E20 motorway.

7. Telefonplan
An area focusing on form and design has grown up around the classic industrial environment near Telefonplan. The Konstfack university college of art and design and Designens Hus design centre are the hub of an area that features creative activities and new housing.

8. Trams and underground
Travel simply! New tramways and underground lines in Stockholm and the surrounding municipalities simplify transportation for a great many Stockholmers. The thin dashed lines show some of the new routes.

9. Liljeholmen – Årstad
Now the city centre has definitely taken a leap across Arsta bay. Here the city centre’s density and range of offerings are combined with proximity to natural areas and recreation.

10. Slussen
After 70 years of service, Slussen has been renovated and rebuilt. The new links to Stadsgården and Skeppsholmen make the area even more important as a meeting place.

11. Hammarby Sjöstad
Here the city centre has been linked with the districts surrounding Hammarby Lake and with Nacka. About 30,000 people live and work in the country’s largest development project, with a focus on water and the environment.

12. Norvik
The expanded port at Norvik in Myneshamn provides increased capacity for freight and passenger traffic in the region. This has led to the establishment of housing and workplaces in Stockholm’s former port areas.

13. Arlanda
Stockholm Arlanda Airport is strategically important for the entire Stockholm-Mälaren region. High-speed trains from central Stockholm allow passengers to reach the airport in 20 minutes.

14. Karolinska – Norra Station
A brand new city district that combines housing and workplaces has been built in cooperation with the Stockholm County Council and the City of Solna. The district provides the ideal base for world-class research programmes and businesses specialised in life sciences.

15. Citybanan
Citybanan, a six-kilometre-long railway tunnel with two new stations, has doubled rail capacity through Stockholm. In conjunction with Malarbanan, it is essential for railway traffic from a local, regional and national perspective.

16. Stockholm Royal Seaport
From Husarviken to Ljudviken, new housing and workplaces have been developed. The Värtan financial centre and the modernised port operations with a new travel centre are strong profiles in the area.

17. Nordvästra Kungsholmen
Here the compact central city has seen the addition of 15,000 workplaces, 8,000 residents, and shops, cafés and restaurants. Strandparken and Lindhagensgatan are examples of new zones in the area.

18. Stockholm Arlanda Airport
Near Stockholm Central Station, new housing and a hotel and conference facility of international standing have grown forth as part of this new western city district. To the north, the railway yards have been decked over and Klarabergsgatan rebuilt.
Toward a world-class Stockholm

Now that our elected representatives in the City Council have taken the decision for a long-term vision of a world-class Stockholm, all committees and City employees will work to realise the vision of the future that has been presented. We will achieve this by transforming the comprehensive goals into our reality and familiarising ourselves with what the vision means for our operations and for each one of us.

Vision 2030 entails obligations. We will not be satisfied with mere approval – we will achieve world-class standing. The vision includes an ambition to constantly strive for development and improvement, and by knowing what is happening in the operating environment, we can ensure that we are at the leading edge. It is important to understand that, regardless of what we do in the city, our contributions to the work are important for ensuring that Stockholm will remain a fantastic city tomorrow. Everyone must be involved! That’s because it is not really the international marketing initiatives of the business service director and Stockholm Business Region that determine whether we obtain new large-scale establishments of workplaces. It is not their work that determines whether companies want to stay in Stockholm or move overseas. Instead, this is determined by how we, in all of our different roles, treat residents and businessespeople, by whether it is simple or complicated to contact the City as it exercises public authority, whether we have high-quality preschools and schools so that people are confident that their children are receiving a good education, and whether quality housing can be obtained and commuting times are reasonable. The existence of exciting big-city life with restaurants, events, sporting activities and culture is also important.

Our challenge now is to transform the vision into reality. We must plan for tomorrow’s Stockholmers today. Who do we think they are? What are their expectations of us in Stockholm? Will their wishes for municipal service be the same as today or will tomorrow’s residents demand something else? The focus of our efforts should be our citizens and their right to efficient, high-quality service that is characterised by freedom of choice for the taxes they pay every month.

We are working hard to sketch new housing areas and infrastructure that includes the construction of a ring road around the city and new public transport. We are concerning ourselves with how universities and other institutes of higher education can cooperate more effectively with each other, the business community and those of us in the public sector to create an international force of attraction and coming generations of Swedish Nobel prizewinners, but also to ensure that the new corporations of the future spring forth from research in our region.

Stockholm is not just the capital of Sweden. We believe it is also the capital of Scandinavia. We want to be the hub of an expanding Baltic Sea region. A clear vision that indicates the way forward for the whole of our organisation and lets all our partners know where we hope to go prepares the way for our success.

IRENE SVENONIUS

CITY OF STOCKHOLM EXECUTIVE OFFICE
City Hall, SE 105 35 Stockholm, Sweden.
Telephone +46 08-508 29 000
www.stockholm.se