JÄRVA 2030
A FUTURE VISION BECOMES REALITY

Good housing and a more varied urban environment
Improved education and language teaching
More jobs and enterprise
Everyday safety and security
Järva is a unique area in Stockholm and the world. It is home to over 60,000 people from every part of the world. One of the largest ICT clusters in Europe is also here, along with leading global companies and a growing assortment of shops, services, cultural and sporting activities. Proximity to Järvafältet and excellent transport links with the rest of the city and the Stockholm region mean that an increasing number of people and companies are opting to move here.

At the same time, Järva is an area that presents many challenges. Far too many people have no job to go to. Children and young people need more education opportunities. Furthermore, the homes that were built during the 1960s and 70s are in need of renovation. Vision Järva 2030 presents ideas on how to develop the neighbourhoods around Järvafältet. Vision Järva 2030 has emerged from intensive discussions involving all the local stakeholders: politicians, government administrations, entrepreneurs, clubs and associations, as well as countless Järva residents.

Much has been achieved since the city council adopted the vision for Järva in spring 2009. Work has begun on renovating residential housing blocks; work on developing infrastructure and public transport is in its infancy and a new strategy to improve school results has been adopted. Looking ahead we anticipate an increase in the number of walkways, neighbourhoods merging and improvements in safety. But there is still a great deal of work to do before the vision becomes a reality. In this brochure you can read about the areas that we will be focusing on over the next few years. You will also find examples of what can happen when groups of people come together and decide to make a change. I’m convinced that we’ll be seeing many more such examples in Järva in the future.

Towards a world-class Järva

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This is where “Järva-lyftet” is happening.

Situated ten kilometres north of Stockholm City, Järva is a large area made up of the neighbourhoods Akalla, Husby, Kista, Hjulsta, Tensta and Rinkeby. An extensive project has been underway since 2007 to create positive social and economic development in the area.
Voices on Järva

Järva is a multifaceted area. Confidence in the future knows no limits among the high-rise blocks in Kista Science City, while other neighbourhoods struggle with unemployment and social exclusion. At the same time, you cannot fail to notice the widespread sense of pride among residents.

The neighbourhoods around Järva-fältet have a young population. The demographic profile for these neighbourhoods differs from the rest of Stockholm in terms of the large numbers of youth. This is both a challenge and an asset for Järva. David Lillo, promoter of the Husby-Marathon, a social project for young people, and Kistaloppet, Sweden’s largest running event in a suburban area, is positive about the future.

“The young people here are very proud of this area. They’ve keen to take the initiative instead of waiting for something to happen. Of course there’s crime here and trouble just like anywhere else in the city, but my impression is that people generally feel very safe. The biggest problem among young people is quite clearly unemployment – it’s a huge waste of talent!”

Atusa Rezai is 22 and has lived half her life in Akalla and half in Kista. She is reading social studies and in the future she wants to work as a psychotherapist. Her dream is to open her own clinic and work with young people. “I love the people here; there’s an incredible sense of community and you never feel alone. In terms of the situation facing young people in the area, we need to see more resources being put into schools and we need to offer young people help with their studies in the form of homework clubs, for example. We also need better guidance and positive role models to demonstrate the opportunities that are available on the labour market,” says Atusa Rezai.

Right by Kistamässan exhibition and events centre, the new hotel Scandic Victoria Tower soars upwards right in the heart of Kista Science City. It is ranked one of the world’s five most important ICT clusters with leading global companies such as Microsoft, IBM and Ericsson. “The creative environment offered by Kista Science City, with access to talented staff and proximity to an international market via Arlanda Airport, makes the region a natural place to locate Ericsson’s head offices and a major part of our research and development operations,” says Göran Henriksson, Head of HR at Ericsson in Sweden.

If Kista is experiencing rapid changes, then developments have been somewhat slower in other neighbourhoods. A central idea in Vision Järva is to enable the various neighbourhoods to develop by breathing new life into the local commercial centres and creating greater opportunities for companies to find local premises. But also by merging the neighbourhoods. “The big challenges lie in gradually and purposefully developing run down commercial centres by opening new stores, services, cultural and club venues for the residents of today and tomorrow,” says Sven Lorentzi, who took part in Stockholm’s enlargement of Kista, Husby and Akalla in the 1970s and was also actively involved in the initiative “Järvalyftet” (Järva Boost) on behalf of Sweden’s largest municipal housing company, Svenska Bostäder.

Sven Lorentzi also points out that needs have changed since the construction of the area was planned 40 years ago – large families from many different cultures means that there is a considerable need for more spacious flats. New forms of cultural and leisure activities have emerged, club activities have changed, as has demand for shops, and premises for small companies. Renovated housing blocks and new buildings with exciting architecture styles change the image and have a positive impact on developments.

Pontus Herrn is a journalist for business magazine Veckans Affärs. For two years he and his family lived in Tensta, an experience that he wrote about in “I Djursholm och Tensta kindpassar vi varandra” (In Djursholm and Tensta we kiss on the cheek), a book that attracted much attention. He has fond memories of the people here, but he also sees many challenges that are common to the million programme areas.

“People move away from areas like Tensta and Rinkeby. Those who move out are the ones who’ve got jobs and a lot of the people who move in have just arrived in Sweden, which means that the economic and social segregation is constantly being reinforced. Breaking that pattern is Järva-fältet’s greatest challenge,” says Pontus Herrn.

Vision Järva is based on cooperation between many different stakeholders – politicians, civil servants, property owners and government administrations working together in project teams towards common goals. But the most important force for change comes from the residents themselves. The Järva dialogue is Svenska Bostäder’s information centre for “Järvalyftet”. You can submit your views here, meet those responsible for implementing the vision and get involved in the development of Järva. Since the project started some 30,000 viewpoints have been received from 15,000 residents.

“A constructive dialogue with the residents is an essential prerequisite for the development of Järva. When we launched “Järvalyftet” in 2007 there was widespread dissatisfaction among our tenants, not just in terms of management of the properties, but mainly because we didn’t listen to the residents when we were planning rebuilding work and renovations. The situation now is completely different. There is broad commitment in the area, and satisfaction among the residents is constantly increasing,” says Amra Barlov, area manager for Svenska Bostäder.

“We should be learning more about companies in school, like how to earn money and tastier food as well.”

RITA, 50

“I’m much happier here than where I used to live in the city. It’s quieter and you can hear birds sing.”

ALI, 14

“We want more football pitches and better playgrounds here in Husby.”

ARMAN, S & KHALED, 9
Sweden is a different country today than what it was 40 years ago. We’ve gone from a relatively homogenous society, to a society of many cultures and lifestyles. Our housing needs have also changed. There is a greater demand for large flats, while there is also a shortage of small flats for young people, for example. When we build new flats we must also make much tougher demands when it comes to energy use and the environment. Most of the flats in Järva were built before the days of the energy crisis at the start of the 1970s, when no one needed to worry about high energy costs. And a lot of people today also want to be able to own their own homes. Others want to be able to have a say in relation to their housing in other ways and have the opportunity to choose the standard and fittings according to their needs and wishes.

When the neighbourhoods in Järva were built, the idea was to keep social services separate. People would live in one place and work in another. Services, shops and restaurants were gathered in separate commercial centres. This led to many people today perceiving the housing areas as dormitory towns. Järva will now become more varied in terms of form and content, and better links will be forged between the neighbourhoods. More exciting architecture is also welcomed.

The neighbourhoods around Järvaöllet were built as part of the One Million Dwellings Programme during the 1960s and 70s. The idea was to quickly produce modern housing to meet the needs of a growing population. Today, most of the blocks of flats are in considerable need of renovation, while residents’ requirements now differ from those of previous generations.
Schools are one of the city’s most important areas of responsibility, particularly around Järva. The area has a younger population than the city as a whole and there are more pupils here. Many have a foreign background and a particular need to learn Swedish. The latter also applies to many adults. Speaking the language is the key to entering the Swedish labour market—as well as integrating into Swedish society. Vision Järva tasks the Education Administration with implementing a schools strategy for the suburbs at each school. Rinkebysskolan is one success story, where head teacher Börje Ehrstrand has been awarded the Knowledge Prize for his leadership.

“Schools are highly significant for promoting a sense of security in a community. If the children are happy and achieving, the parents stay. Then the school becomes a stabilising factor that helps reduce unrest, drug abuse and crime,” says Börje Ehrstrand, summing up the importance of schools in the Järva area.

KTH School of ICT opened in Kista

The schools in Järva should prepare young people for both jobs and further studies. Several partnerships have been initiated between compulsory schools and upper secondary schools in Järva and universities and university colleges.

For example, at Ross Tensta gymnasium the Royal Institute of Technology, KTH, has opened Tensta School of Architecture, in Husby Stockholm University and several art colleges have launched Centrum för Gestaltning, which works with the local school. In Husby, the education programme “Järvalärling” has been launched in partnership with Hantverksföreningen to provide professional training with a view to getting a job. The Mentor programme Rinkeby Academy and the business group “Järva-Andan” are other examples that are all about forging links between schools and the labour market. The same applies to the engineering programme specialising in entrepreneurial skills that is planned in Kista. The latter will be located at Kista’s newly opened

Digital Art Center, DAC. DAC is a collaboration between the city, the business community and university around an arena that aims to use experience pedagogy to encourage interest in ICT in a broad sense—particularly as a choice of career.
Creating more jobs and companies is a prerequisite for healthy social and economic development in Järva. Today, unemployment is worryingly high in some places. In Järva, the proportion of gainfully employed is just over 50 percent, compared with 75 percent for the city as a whole.

But there is no lack of jobs; in Kista alone there are over 30,000 places of work. The major challenge is for more Järva residents to be able to find jobs there and in other parts of Järva.

Scandic Victoria Tower soars upwards like a symbol of investment and confidence in the future in Kista. Norwegian hotel magnate Arthur Buchardt is behind the investment and top architect Gert Wingårdh designed the building.

"With 30,000 workplaces, the newly built Kistamässan exhibition and events centre and a vast shopping centre next door, it was an obvious location for us to establish ourselves when we were approached," says Martin Creydt, Business Development Manager at Scandic Hotels.

Over the past ten years the adjacent Kista Galleria has grown into one of Sweden’s largest shopping centres, with over 17 million visitors every year. Its success is based on constant development with new concepts and new visitor experiences. The vision is to create a “Kista City” within five years that houses all the area’s functions such as culture, entertainment, sport, healthcare and fitness. This would generate more jobs and opportunities for the residents of Järva to enter the labour market. It would also strengthen Kista’s role as Järva’s centre.

"Jobbtorgen" is the STF’s name for its pilot project to target job seekers on income support to get out onto the labour market. Several different services are offered, such as advice, job training, placements, short vocational courses and matching to current vacancies within both the public and private sectors. To fulfil its mission in the best way, “Jobbtorgen” works with recruitment companies, organisations, foundations, associations and the employment office and social insurance office. To encourage enterprise, Stockholm Business Region has drawn up a special business strategy for Järva. The strategy identifies a number of measures as being strategically important for the continued development of Järva’s business climate. These include creating ambassador networks for Järva, with representatives from business, cultural life, sport and the City of Stockholm. An important part of the strategy is to strengthen new and small companies, in particular via more premises around Järva, which can also breathe new life into deserted thoroughfares and streets.

Karima Tice, CEO of home care company Aman Care in Kista, was voted Entrepreneur of the Year in Stockholm 2011 by the Stockholm Federation of Business Owners. The award was presented by Minister for Enterprise Maud Olofsson.
Security is one of the most important issues in Järva. This emerged in particular from the Järva dialogue, in which residents got to have their say about their neighbourhoods. Svenska Bostäder has investigated the views of tenants in Järva regarding security issues. Using police statistics and responses to over 3,000 questionnaires to residents, the project has identified the types of crime that are most common, and which places are perceived by residents as being the least safe. The surveys have formed the basis of systematic security efforts, in which the environment has been improved in garages, stairwells, basements, laundry rooms and shopping centres. A follow-up survey revealed that exposure to crime dropped by 50% following completion of the project. The project has now become part of Svenska Bostäder’s standard operations.

Under the motto “top class management”, the ambition is to improve at all the daily property management tasks that contribute to the overall security aspect of housing, beautification of public spaces and a good exterior lighting within and between neighbourhoods.

Everyday safety and security

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18% THE INCREASE IN PERCEIVED SECURITY AMONG 3B’S TENANTS IN JÄRVA 2008-2011

Andan”, a network that was launched on the initiative of the district administrations and is open to all the positive forces in Järva public institutions, companies and associations. After just a couple of years “Järva-Andan” had attracted over 400 members, who work together on everything from night patrols, to centre development. All with the aim of making Järva safer.
Vision Järva 2030

Vision Järva 2030 is based on the City of Stockholm’s vision “A world-class Stockholm”.

Vision Järva 2030 was approved by the City Council in 2009 and provides specific details of the targets for the initiative “Järvalyftet”, which was agreed on by all political parties at Stockholm City Hall in 2007. The content of Vision Järva 2030 has been developed during an extensive dialogue process between politicians, civil servants, property owners, entrepreneurs, associations and residents in Järva. Vision Järva 2030 includes four main areas:

- Good housing and a more varied urban environment
- Improved education and language teaching
- More jobs and enterprise
- Everyday safety and security

The objective is to create a positive social and economic development through cooperation, transforming Järva into an area that people want to move to and stay in, and an engine for growth for the entire Stockholm region.

For further information about Vision Järva 2030, contact:
Magnus Andersson and Lotta Vidén, Project Managers
Stadsledningskontoret, Stadshuset
105 35 Stockholm
Telephone: +46 (0)8-508 29 000
www.stockholm.se/jarvalyftet