



Jönköping

The Bright
City



Jönköping

The Bright City

Jönköping became known worldwide for the invention and manufacture of safety matches. Since then, it has developed its position as the "Bright City" in several respects. Nowadays for its innovative entrepreneurs and rapidly expanding business sector; and for its major investments in environmentally-profiled logistics and higher education. These are just a few of the present-day Profile Areas by which Jönköping aims to maintain its reputation as the Bright City.

This is our Vision Statement for projected municipal development until 2010, encompassing co-ordinated and intensified joint initiatives in four Profile Areas, within which Jönköping aims to assume a leading position. Furthermore, we aim to become recognised in all areas of activity for municipal diversity. We aim to be seen as an attractive community and major regional centre, offering all the advantages, but none of the disadvantages, of a big city.

These four Profile Areas constitute the basis upon which Jönköping will maintain and develop its identity as the Bright City.

The Vision Statement was approved by Jönköping Municipal Council on June 29, 2000 (§145). Some parts of the Vision have already been implemented.

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What is our present position?

The first stage of work on our vision involved background research and co-ordination of plans, programmes and policy documents of strategic importance for municipal development. Most of these have been subject to political discussion and consideration.

These documents, together with two other reports concerning Jönköping's future prospects in relation to changes in the outside world, give an almost complete picture of present-day Jönköping and those changes that are taking place in the world around us. This constitutes an answer to the question "What is our present position?"

What do we want?

These descriptions of the outside world and the present-day situation constitute a platform and background to the contents of our Vision Statement (see the following pages), thereby providing an answer to the question: "What do we want?"

During this work, discussions centred on the probability and extent of changes in the outside world, which could have an impact on the municipality of Jönköping. The perceived strengths and weaknesses of Jönköping as a community have also been taken into consideration, primarily in relation to Swedish municipalities of comparable size.

As a result, several areas have been defined as vital to a positive municipal development, as well as those areas in which Jönköping is likely to be able to retain or gain a leading position. Other

areas were also identified, where a leading position is perhaps not seen as absolutely vital, but where Jönköping municipality is presently lagging behind and must take action to catch up with its competitors.

The following is a description of the proposed future Profile Areas. Within these four areas, a number of joint initiatives will be intensified and co-ordinated in order to establish these as true areas of development in which Jönköping can take a leading position.

We aim to catch up with competing municipalities in those areas where we are presently lagging behind. We aim to create municipal diversity and to make Jönköping an attractive community in every respect of the word – offering all the advantages of a big city, but none of its disadvantages.

The four Profile Areas, together with the concept of municipal diversity, will provide the prerequisites for Jönköping to maintain its position as the engine of one of Sweden's most dynamic growth regions.

How should we proceed?

To achieve the desired targets, initiatives and actions may be required which are outside the responsibility of the municipal authorities. Their main role would then be to encourage the implementation of such initiatives. Actions taken by the municipal authorities are always subject to municipal proceedings and political discussion, and based on financial planning. This means that available financial resources must govern the pace of project implementation.

JÖNKÖPING – THE BRIGHT CITY

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Municipal Profile Areas

- **Jönköping – the centre of the region**
- **A meeting point for communications, business and people**
- **Competence, development and entrepreneurship**
- **Cultural and leisure experiences**

Jönköping – offering
municipal diversity



Jönköping – the centre of the region

In 2010, Jönköping will be known as the Bright City – an attractive city and natural regional centre, ahead in regional development.

A CITY CENTRE FOR ALL

The heart of the city, as well as the areas surrounding Lakes Munksjön and Rocksjön, will be developed and revitalised. A new park will be established on the shores of Lake Rocksjön, together with a nature reserve incorporating the valuable lakeside wetlands. In ten years, Lake Munksjön will have been transformed into an inner-city lake, surrounded by a lakeside walk and attractive new developments, responding to traditional demands for urban diversity and density. In 2010, the city centre will have become a public “living room” and a natural meeting place, where people can feel safe at any time of day or night. As a result of careful and focused local planning and development of street environments, parks and open places, coinciding with the development of adjacent buildings, new interesting meeting places and pedestrianised areas will be created.

INCREASED ACCESSIBILITY

Changes will be made to the traffic system north of Lake Munksjön to allow increased access to the lakeside, which will also give a natural and continuing expansion towards the south. Access to the city centre will be facilitated by improvements in public transport, including a travel centre on the shore of Lake Vättern. There will be new cross-city bus routes, increased local and regional dual-track rail communications, and a network of safe

pedestrian and cycle paths throughout the city's central areas. Pedestrian access to Lake Vättern will be improved by the construction of railway footbridges and underpasses. This means that the harbour and canal areas will become a natural centre for city centre activities.

THE UNIVERSITY AS A MAJOR GROWTH ENGINE

Jönköping University will continue in its role as a major growth engine for the entire region, expanding towards the city centre, and becoming even more integrated in the life of the city.

NEW CENTRAL HOUSING

Many new apartment blocks are planned for the central areas of Jönköping. Järnväggsgatan will be extended to link the “Tändsticksområdet” Cultural Centre (located on the former match factory site) with the west parts of the city centre. “Tändsticksområdet” will become even more of an incubator for youth culture and creativity.

THE BRIGHT CITY

Central Jönköping will become known as the Bright City also in the literal sense of the word. Increased use of lighting and illumination will create both new visual experiences and increasing public security.



– A meeting point for communications, business and people

In 2010, Jönköping will have become a national and regional hub – a centre for environmentally-profiled communications and logistics



Jönköping aims to become a natural centre, connecting most of the major regions in Sweden, as well as continuing its development as Sweden's most important centre for communications and logistics. As part of this vision, distribution and warehousing facilities, transport and logistics companies located on the industrial estates south of Jönköping will continue to grow.

- Continuing development and extension of broadband communications and networks will guarantee access to all households, companies and organisations.
- Extending public transport, already highly reliable and functional, on a continuing basis, for example by the addition of a third cross-city bus route. These routes are the arteries in the network of city transport, the overall aim being to use biofuels in all public transport amenities.
- Continuing improvements in traffic safety.
- Increasing co-ordination of local goods transportation to become more energy-saving and efficient.
- Improving regional rail services, both passenger and goods transport.
- Extending railway links. The municipal authorities will actively support the extension of the "Europa" and "Götaland" railway links. The European highway E4 and trunk road 40 will be widened and upgraded to motorway standard, the conversion of trunk road (31) completed, and the standard of the Inland trunk road (26) improved.
- Working actively towards promoting demands for freight and passenger traffic at Jönköping Airport.



A REGIONAL AND LOCAL BUSINESS CENTRE

The most attractive public meeting places will continue to be the city centres of Jönköping and Huskvarna, the A6 Centre shopping mall, other main shopping and business areas, the Elmia Conference and Exhibition Centre, and weekly market days. Gränna town centre, Tenhult, Taberg, Norrahammar and Bankeryd will continue to offer a wide range of shopping and business facilities. These regional and local shopping and business centres will be developed jointly by public and private interests.

A REGIONAL AND LOCAL MEETING POINT

Among Swedish municipalities, Jönköping boasts the largest number of local organisations, clubs and societies, and has many commercial, cultural, sports and tourist events. Elmia, the internationally renowned and ever expanding conference and exhibition centre, also contributes in the realisation of the vision of Jönköping as a major and natural meeting place. The city centres of Jönköping and Huskvarna, the A6 Centre shopping mall, Jönköping Town Park, the historic town of Gränna, and the island of Visingsö are the most attractive local meeting places.

Because of its strategic location, the area surrounding the southern shores of of Lake Vättern will continue to develop into a natural meeting place for both national and international travellers. A wide range of hotels and excellent camping facilities make Jönköping the ideal base for excursions to other parts of the region.





Competence, development and entrepreneurship

In 2010, Jönköping will be recognised, not only for its leading and expanding university, but also as a national centre for innovation, entrepreneurship and cutting edge competence.

Industry and commerce will continue to grow based on numerous small and medium-sized companies representing a wide range of business activities. Growth will mainly be within the private service sector. Both existing and new manufacturing companies will maintain a strong position. In its role as a major regional centre, Jönköping will strengthen its position as a leading regional labour market attracting many commuters. Development and growth will be facilitated by national and international networks for knowledge dissemination, offering platforms for interaction between different interest groups.



ENGINEERING STUDENTS MEETING WITH THEIR
HOST COMPANY.

THE BASIS FOR DEVELOPMENT

Education and continuous competence improvement will be the basis for innovation and technological development, which will continue to be a distinctive feature of the local business culture and community spirit. This will also provide the necessary preconditions for the start up and development of companies within new lines of business.

INTERACTING WITH TRADE AND INDUSTRY

Among the various faculties of Jönköping University, it is mainly Jönköping International Business School (JIBS), and the School of Engineering ("ING"), which will maintain their close links with regional trade and industry. ING will upgrade its academic status to become Jönköping University of Technology ("JTH"), offering postgraduate education and research within a number of disciplines. Thereby, the prerequisites will be created for a continuous development and expansion of trade and industry as well as the service sector in the Jönköping region. Within its profile areas of education and research, JIBS is already internationally renowned as one of the leading universities in northern Europe.





CUTTING EDGE COMPETENCE

The School of Health Sciences (“HHJ”) and the School of Education and Communication (“HLK”) offer higher education within health and social sciences, teacher training and media and communication studies. Both Schools will continue their development, specialising in fields and niches within which they will be among the world’s leading academic institutions. All courses and programmes will offer opportunities for diversification, as well as for advanced studies, for example upper secondary teacher training at HLK.

Entrepreneurship, Lighting Technology, Special Needs Education, and Gerontology are some examples of leading disciplines presently offered by Jönköping University. Contributing to this development is, for example, advanced international co-operation, excellent communications and the easy availability of quality student housing.

EDUCATIONAL FLEXIBILITY

In 2010, the student population will be over 10,000. Courses and programmes offered will have an emphasised quality profile, and, among other things, focus on removing competence bottlenecks in trade and industry. Competent advisory functions will be available for those wishing to commercialise their ideas and inventions. New ideas and companies will be able to develop as business incubators. Within the framework of Jönköping Science Park, new companies will be able to expand, and already established companies localise their R&D departments.

ENTREPRENEURIAL SPIRIT

Higher education will be characterised by students’ preparedness, benefiting from their acquired knowledge, to initiate, participate in and lead processes of change. Students will develop the attitudes and knowledge required to enable them to establish their own businesses.



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Cultural and leisure experiences

By 2010, Jönköping will be recognised as the Bright City offering opportunities and experiences within all areas of activity.

By 2010, Jönköping will have a community offering a wide scope of cultural events and be identified through a number of cultural symbols. The concept of Jönköping as the Bright City will, for example, be influenced by the activities of the unique School of Lighting as well as the lighting industry which has a major presence within the region.

Some examples of new cultural symbols are the Cultural Centre located on the former match factory site, the development of the Andrée Museum into a Nordic polar science centre, and public art displays and installations in the urban and traffic environment. These will contribute to making Jönköping known and remembered by visitors. Lighting installations and the overall impression of illumination will capture the imagination of an increasing number of visitors. When arriving, leaving or staying in the central areas, visitors will have a lasting impression of Jönköping as the Bright City.

The wide scope of cultural events will be supported by:

- quality public works of art
- flower arrangements
- good architecture
- the representation of historical events in the city
- preserving and strengthening local history, traditions and identity by exhibitions and activities in the city museum
- an increasing selection and number of musical and theatrical performances
- the expansion of higher education to include graduate and postgraduate education within the fine arts.

Increasing user influence and participation will lead to an extended cultural interest among the public.

Events and experiences within many different areas are of vital importance to both members of the local community and visitors. The municipal authorities, local organisations, clubs and societies already work closely together to offer a wide selection of facilities, events and activities. This will promote Jönköping as a centre for national and international sports meetings, cultural events, and nature and recreational experiences.

Travelling for pleasure is increasing and more short trips are taken during a greater part of the year. Jönköping has all the possibilities to satisfy every particular interest in exploring nature, as well as recreational and cultural experiences.

The countryside offers a rich variety of farmland, deep forests, bogs and wetlands, lakes and waterways.

The beauty of the landscape surrounding Jönköping, together with its cultural diversity and an ever increasing choice of activities, will make Jönköping a priority and a "must" for visitors from abroad. Lake Vättern, the island of Visingsö, the historic town of Gränna, and Mount Taberg are some of the most well-known tourist attractions in and around Jönköping. The choice of activities and attractions will be increased and expanded to promote and strengthen the image of Jönköping as a community rich in events and activities.



Jönköping – offering municipal diversity



Jönköping already is, and will continue to be in 2010, an attractive city – offering all the advantages, but none of the disadvantages of a big city.

The well-being and quality of life of its citizens will continue to be of a very high standard. Based on social, ecological and economic sustainability, Jönköping will be an expanding community offering security and a wide range of employment and career opportunities.

All members of the community – irrespective of cultural background, age or sex – will feel that they can participate in, and contribute to, the development of a positive and sustainable society. In 2010, Jönköping will, in every aspect, have positioned itself in the top half of the list of leading comparable municipalities in Sweden.



Social sustainability

Jönköping will offer a range of **housing** reflecting all tastes and requirements. People will have the choice of living: in the surrounding countryside, in small communities with good access to basic services, in central areas with a wide range of easily accessible services, within easy reach of nature and recreational areas, with a lake view, good public transport facilities etc.

There will be housing opportunities for all. No-one will be without adequate and suitable housing. Housing costs are already proportionately low. Demands for new housing for the increasing numbers of senior citizens, as well as young adults, will call for new development projects in the central areas of Jönköping and Huskvarna. These will be based on flexible designs and planning to be easily adaptable to varying and changing needs and demands.

The wide range of **commercial service facilities** already satisfies most demands, both private and business needs. The major shopping malls and markets offer a vast range of products and services, catering for consumers throughout the region.

Education is very well developed and based on life-long learning. It will continue to maintain the highest standard of quality. Pre-school teaching will be offered to all children. After leaving compulsory school, most students will continue in upper secondary education. The option of individual choice of pre-schools and schools will be based on various educational and teaching profiles and locations, and will only be limited by the availability of places.

Cultural life is to be enhanced in areas that need strengthening in comparison to other municipalities. Jönköping will become distinguished as having a community, which involves a large

proportion of its citizens in its cultural activities. This aim will be fulfilled by an increase in user influence and participation, with the goal of involving groups not usually engaged in cultural events and activities. By offering cultural events and experiences, which attract visitors from outside the region, Jönköping's position as the main regional centre will be further confirmed. (See also page 21).

Jönköping already offers many quality recreational facilities, and a wide selection of easily affordable **leisure and recreation** activities within easy reach. The undulating topography of Jönköping offers a network of hiking trails and walks. The proximity to nature, together with a vast range of sports, leisure and recreation opportunities, give the optimum conditions for pursuing a healthy life style, increased social integration, and the best possible conditions for the coming generation. Children and young people are always given the highest attention and priority. The priorities of different groups within society are given special focus to create equality of opportunity.

Participation and democracy. Jönköping has more organisations, clubs and societies than any other area in Sweden. The many social networks are very well developed. The possibilities for different community groups to participate in and influence decisions taken, are supported in different ways. In particular, the influence and participation of children and young people have been and will continue to be expanded. The influence and commitment of children and young people in cultural and recreation activities will continue to increase, as will the number of young representatives. The participation and influence of students will be extended. Each school has a system of direct democracy in the form of local school committees, in which parents, students and

teachers are represented. The school committees at upper secondary schools have a student majority. Most municipal sports facilities, centres, halls, sports pitches etc. are already run by local organisations. Every major facility must have regular meetings, where users can influence future activities. Participation in general elections will continue to exceed the national average, and the aim is to increase voter participation in those parts of the municipality where electoral engagement is presently at a low level.

Integration. International contacts are not only increasing within trade and industry. The public sector, cultural life, higher education, the growing immigrant population, international travel and Internet communications all contribute to this. Major initiatives have been taken, and yet more can be done to encourage and develop a many-faceted society, in order to benefit from the variety of different cultures, and to bridge and minimise existing cultural and social gaps.

Nursing, care and service needs for the elderly are to be resolved in close co-operation with those involved, primarily through home help services. For those needing specialist nursing and care, sheltered accommodation in the form of modern flats is available. The social services aim to provide both early and preventative help and care. Community organisations and the authorities work closely together, using preventative and attitude-influencing initiatives, particularly regarding children and young people.

Ryhov County Hospital is one of Sweden's leading and most modern hospitals, having a range of specialist departments and clinics. Within neuro-orthopaedics, Ryhov is considered one of the world's leading hospitals. **Health care** and treatments meet the highest medical standards, and are easily accessible and available to outpatients. Particular emphasis is placed on diagnostics, treatment, rehabilitation and care. All procedures within nursing and care are centred on each patient's individual needs.

Jönköping offers **safety and security** to those living and working here. Crime rates and accidents will be kept at a low level. The many activities of the numerous organisations, clubs and societies, the high rate of employment, the initiatives taken to create attractive meeting places, creating feelings of commitment and participation among community members are some factors which contribute to the overall atmosphere of safety and security.

All of the above factors, conditions and aims have led to, and will continue to guarantee our inhabitants' good **health**, low illness figures and higher than average life expectancy.

Ecological sustainability

Every citizen in Jönköping will be aware of the impact their consumption habits and life styles have on the environment. Eco-friendly and eco-labelled products are, and will be increasingly available in different areas, such as locally produced organic foods and foodstuffs.

Air pollution must never occur so that it has any negative impact on people's health, nor damage flora, fauna or sites of cultural heritage.

Because of its location on Lake Vättern, Jönköping has a more than adequate access to and supply of high quality **drinking water**. Effluents, which can pollute lakes and waterways, will be minimised. Surface water is to be treated locally wherever possible.

Major remedial initiatives must be undertaken to ensure the **ground** is as free from pollutants as possible. Nutrient levels are, and will continue to be, of such a standard as to guarantee long-term growth and production.



Jönköping has many parks and green areas offering numerous possibilities for play, **recreation** and enjoying nature in and around the built-up areas. The surrounding countryside offers scenic beauty as well as a diversity of flora and fauna.

Unique **nature and cultural environments** and sites are to be preserved and maintained as nature reserves and other protected areas, in particular valuable wetlands and different forest biotopes. It is of great importance to encourage and sustain a living and varied countryside.

Heating will be increasingly resource-saving and efficient; in major population centres provided as district heating networks fuelled by renewable energy sources.

Waste deposits are to be minimised as many materials will be recycled and reused. Households will increasingly sort at source. Burnable waste materials will be used for heating. Biogas fuels will be produced from biologically degradable wastes, and residual products used for soil improvement.

Agriculture and forestry management will maintain and preserve long-term productivity and biological diversity. An increasing proportion of farmland will be cultivated according to ecological principles. The use of fertilisers and pesticides will be minimised. Treated sludges from sewage works are to contain so few pollutants that they can be spread on farmland and used for the improvement of soil structures. All productive forest areas are to be certified according to environmental quality standards.

Building and construction will be resource-efficient, using environmentally friendly materials having no negative impact on people's health. Building sites and developments are to be given critical consideration regarding their climate impact and other natural conditions.

Communications and transport. Cycle and pedestrian paths will be extended and interconnected. Public transport will also be developed and extended within Jönköping as well as on a regional/national basis, and trains and buses will be run on biofuels. Local goods transport will be increasingly co-ordinated, efficient and energy-saving. Other goods transport will largely be by rail. Health-risks caused by dangerously high **noise-levels** will be minimised.

Trade and industry will increasingly focus on resource and energy-saving products and services having a low environmental impact. The number of environmentally certified companies will successively increase. Eco tourism will be further developed.

Economic sustainability

Jönköping offers good **career and employment** opportunities within most professions and lines of business. Small and medium-sized companies are predominant.

There will be a continuing growth in trade and industry, in particular within the service sector. There is now, and will continue to be, a high number of gainfully employed people, at the same time as unemployment will be kept at a low level, the overall goal being full employment.

There will be an increasing number of companies offering cutting edge competence within technology and product research and development.

Companies listed on the stock exchange and other major companies having their **company headquarters** in Jönköping will increase during the 00s.

Education. First choices for courses and study programmes in upper secondary education will be granted as far as possible, based on the availability of a complete range of courses and study programmes offered by local schools. Adult education will be further developed, giving priority to those having the lowest level of education. There will be an increased co-operation between schools, and trade and industry regarding the courses and programmes offered. Work experience and practice will be offered to school staff. Joint upper secondary educational projects such as specialised industrial and IT programmes are to become well-known and recognised. Alternative individual options will be available within the national study programmes, for example "traditional" theoretical and vocational studies, apprentice programmes and four-year programmes. Possibilities for individual planning of studies and courses will increase. The number of students going on to university and advanced vocational education will increase.

For higher education, see page 15.

The **population** will increase to approx. 125,000, mainly as a result of the influx of young adults moving here from other parts of the country.

Jönköping will continue its development as a leading centre for **communications** and **logistics**. (See page 9).

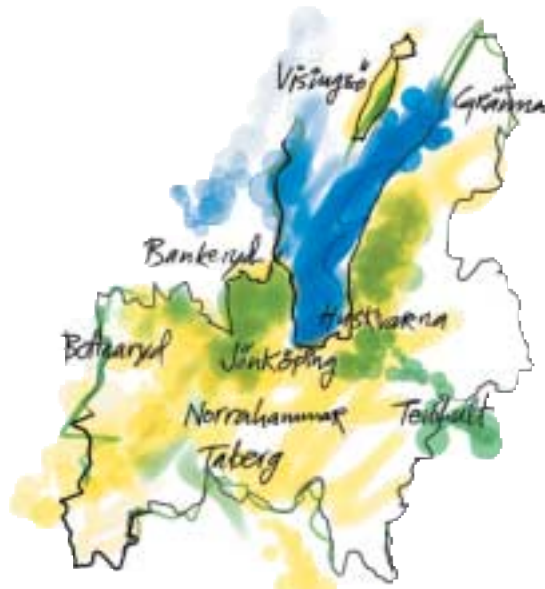
Internationalisation. Globalisation and the growth of international contacts among companies, cultural life, schools and private individuals, together with increased immigration, will lead to a noticeable increase in the presence of different cultures in society. This, in turn, will lead to an expansion of trade and industry with the development of new ranges of products and services.

The Jönköping region has during a long period of time enjoyed a fairly low consumer price index, but has also experienced comparatively low pay rates. Raising competence levels as a result of increasing accessibility to upper secondary and higher education will result in a successive rise in **income levels**. Jobs requiring a high level of competence and skills will increase, as will the number of knowledge-intensive companies in the region.

The **tax capacity** will increase because of increased income and employment levels to a point at which it will exceed the average Swedish tax capacity.

RÅDHUS





Jönköping
The Bright
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