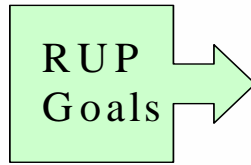




Regional development program RUP



"Where we want to go"



Strategy document for development work and the coordination of different policies



Communication, internal / external

Operational programs

- Physical Master plan
- Growth program
- Countryside dev. prog.
- Housing program
- Health program
- Culture program
- Infrastructural plan
- Energy plan
- Environment prog.

Sustainable dev. perspectives

Gotland, the Baltic Sea region's most creative and magical place, characterized by nearness, sustainable growth and love of life.





Vision Gotland
2025



Overall Goals

- **At least 65 000 inhabitants live permanently in Gotland**
- **People in Gotland enjoy a prosperity that is among the best in the country**
- **Gotland is the natural place for meetings in the Baltic region**
- **People in Gotland have good health and feel well – best in the country**
- **Gotland is a world leading island-region in environmental and climate issues.**



Core Values

Magic

Nearness

Creativity

Vitality

Love of life



Economic Growth Program

- **Tourism**
- **Development of agricultural sector, Energy, "Creative Industry"**
- **Basic conditions (climate, transports, competence etc.)**



Other Activities

"Gotland Growth"
"Straight line ahead"