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## Arena Environmental Focus Västernorrland

is a project designed to shed light on environmental and energy-related issues and is set to run from 2008 to 2010. We are working within five different areas in order to spread information, generate debate and get businesses and the general public involved. The central theme of our efforts is environmentally-driven development. This means we aim to achieve sustainable development for our community and within business development. Choose the form of participation that best suits you and become a part of Arena Environmental Focus Västernorrland!

**ARENA**  
**ENVIRONMENTAL FOCUS**  
VÄSTERNORRLAND

The Environmental Focus Västernorrland project is in progress in 2008-2010. The project has been initiated by The County Administrative Board in Västernorrland. The project is also financed by Landstinget Västernorrland, all municipalities in the county and Mål 2 European Regional Development Fund.  
[www.miljolanet.se](http://www.miljolanet.se)



COUNTY ADMINISTRATIVE BOARD  
OF VÄSTERNORRLAND



EUROPEAN UNION  
European Regional  
Development Fund

## Five ways for you to get involved in Arena Environmental Focus Västernorrland

### 1. Meeting place

The project will arrange meetings, seminars and workshops at which politicians, decision-makers and the general public will receive both information and inspiration and will be given the opportunity to discuss important questions related to the environment and energy. Arena Environmental Focus Västernorrland will serve as the framework for meetings in both smaller and larger contexts.

### 2. Demonstration facilities

Arena Environmental Focus Västernorrland will initiate the spreading of information about, and contribute to the creation of new demonstration facilities. We know that many successful environmental and energy projects being run within the county have already gained the attention of the outside world. We also want to showcase a range of other unique products, services and systems currently being developed and produced within the county.

### 3. Public networks

Individual efforts are important, but even greater success can be achieved by working together. Continuing to develop networks focused on the environment and energy will make it easier to implement changes which really gain popular support. All of Västernorrland County's municipalities are members of a nation-wide association of eco-municipalities and also work collaboratively at the county level. A number of other networks working to foster environmentally-driven development are also being developed and supported by Arena Environmental Focus Västernorrland.

### 4. Business networks

Arena Environmental Focus Västernorrland aims both to build new networks and to support existing business networks within the region, including assisting them to connect with national and international networks. Sundsvall's Business Network for Environmentally-driven Growth is one example of a group formed with the aim of building lasting networks between businesses in the county, sharing experiences and learning from one another when it comes to working in support of the environment. Business support with environmental coaching, advice on sustainable purchasing, climate and energy-efficient building practices and profitable solutions are examples of activities undertaken as part of the initiative.

### 5. Competence development

A constant stream of new information and ideas is needed in order for our community to remain sustainable and for it to develop innovative ideas within the environment and energy fields. Arena Environmental Focus Västernorrland will identify needed skills to be acquired through advanced training initiatives, work to promote needs-driven research and create settings for cross-fertilisation between academia, society at large and the business community. To achieve this, the project works with different associations, the county's upper secondary schools and the region's universities and research institutes.

## Arena Environmental Focus Västernorrland

Businesses, public organisations and private individuals within Västernorrland are to have better opportunities to influence, cooperate and participate in environmental and energy developments. This is the main motivation behind the establishment of the Arena Environmental Focus Västernorrland project.

Global problems such as the greenhouse effect and environmental damage are often direct results of the wasteful use of energy and raw materials. Each one of us plays an important role in overcoming such threats now facing the world. There is a tradition of active involvement in working to solve such issues in Västernorrland. We are proud to be Sweden's first eco-county, for example. In light of our background, it is only natural that we implement sweeping initiatives aimed at finding ways to achieve an even more sustainable development.

*Arena Environmental Focus Västernorrland aims to...*

...increase the level of awareness and understanding of environmental and energy issues

...create commitment and unite different players in order to increase environmentally-driven development

...further raise the profile of the region as Sweden's first sustainable region.

In Västernorrland, this means that products, services and processes are to contribute to development and increased competitiveness through a reduction in their environmental impact. Businesses will quite simply gain a competitive edge by making careful use of resources and by having their products environmentally certified. Västernorrland has established regional environmental objectives and a regional growth programme which provide guidelines on how environmentally-driven development is to be carried out. Through its activities and initiatives, Arena Environmental Focus Västernorrland is a uniting force for making environmentally-driven development a matter of course for an even greater number of people.

Further information about Arena Environmental Focus Västernorrland can be found at

[www.miljolanet.se](http://www.miljolanet.se)