



## Environmental Focus Västernorrland

**Where environment is the driving force**

# In Västernorrland our minds are made up

**We are the first Environmental County\* in Sweden!** This means that we have decided that the environment will be our driving force for a sustainable society with a balanced nature, stable economy and a sound living environment for all people who work and live here. Everybody should take their own responsibility for the environment in a long-term perspective. And this means employers, school children, politicians, organizations, pensioners, authorities, motorists – everybody!

We are convinced that increased environment awareness, both in the population and the business world, will lead to an increased competitiveness and development. The Environmental County also supports sustainable growth built on our assets, with the objective of securing a sound living environment for generations to come.

#### **Based on this, we have decided:**

- to promote environmentally driven growth
- to work actively for increased company establishment
- that the number of inhabitants living, enjoying their lives, and working in the county will increase

#### **Collective powers**

Environmental Focus Västernorrland is a project which will safeguard and develop the multitude of resources and initiatives within the environ-

mental area that exists in Västernorrland.

The project will be a collective force to stimulate, coordinate, share experiences and bring out good examples. All in order to promote environmentally driven business growth, connected to environment, living environment and public health issues.

#### **Engages several actors**

Environmental Focus Västernorrland is currently involving companies, authorities, municipalities, schools and organizations, but also individuals. The purpose is to create higher awareness and increased consideration for a long-term sustainability.

#### **Environmental Focus Västernorrland**

Using the environment as a driving force for business development, sustainable growth and a sound living environment.

**Do you want to know more? Visit us at [www.miljolanet.se](http://www.miljolanet.se)**

\* This is the first time that a county has managed to collect all its municipalities in the Swedish association of Eco Municipalities (Sekom) with the exception of Gotland's county, which comprises only one municipality. The association currently has 69 member municipalities, whereof 7 are now the municipalities in Västernorrland's county.

## Natural assets and environmental know-how are strong competitive edges

The combination of our unique natural resources and the county's collective environment competence are a key success factor.

### Västernorrland offers:

- one of Europe's best groundwater's, which is currently used to a less extent
- an area of which 70 per cent consists of large forests, rich in species
- deep and fertile river valleys
- the High Coast, on UNESCO's World Heritage List

Our rich and often unique natural resources hold fantastic development opportunities.

Västernorrland has the highest concentration of environmental technology companies in Sweden, after the metropolis areas. Among these companies you will find unique competence within pellet technology, remediation of contaminated areas, and within the energy technology area with, for example, ethanol and synthetic diesel.

By making the environment in to a driving force, we are developing the county into an ecologically, economically and socially sustainable society for the present and the future.

## We will be at the forefront in Europe

Västernorrland has high ambitions. Our environmental objectives will position the county in the European front line for a sustainable development. Environmental objectives are a prime mover in Västernorrland's growth programme.



## Remediation – An investment in the future

The remediation of contaminated areas in, for example, Köpmanholmen, Svartvik, Kramfors and Forsmo are proof of the knowledge and willpower to attend to old environmental problems. Remediation makes it possible for beach and industry areas to be re-used for company establishment, housing and outdoor life. This is a necessary investment in a future belief and in future generations.

For the years ahead, major investments will be required from the County Administrative Board, municipalities and companies in order to reach environmental objectives regarding contaminated areas. Awareness and willpower will, in combination with economic prerequisites, safeguard that Västernorrland in the future maintains its position as a forerunner within environmentally driven growth in Sweden. The investments are large, but there is even more to be gained. Both in a short and long-term perspective.

### A non-toxic environment

The work with contaminated areas are part of the environmental objective; "A Non-Toxic Environment" and is one of the county's profile issues. Except for the obvious purpose of protecting people and environment, this has also to do with being able to re-use contaminated areas. There are many valuable beach and industry

areas which once again will bear importance on establishing companies, housing and outdoor life.

The work with remedying contaminated areas, offers development potential for many regional companies in the environmental technology industry.

Individual consultants and contractors can gain experience and specialist know-how that lead to new challenges. There is already a great demand for this specialist competence, both domestically and internationally. This is an industry for the future, and Västernorrland is at the forefront of the development.

### Major long-term profits

There is also a significant long-term benefit at a purely human and environmental level. Remedying contaminated area is a necessary investment in a future belief and in future generations.



# Together we create The Environmental County of Västernorrland

**The Environmental Focus Västernorrland Project will promote environmentally driven growth and profitability in the business world in connection with regional environmental objectives, living environment and public health issues.**

**Our work objectives are:**

- that the business world and population of the county gain a higher degree of environmental awareness and consideration, which brings an increased competitiveness and business development
- that environmental technology companies in the county are successful, and that the Mid Sweden University performs research supporting this objective
- that environmentally adapted products contributes to business development
- that our natural resources are utilized and available in a sustainable manner
- that the image of Västernorrland holds a strong environmental profile



## Activities within Environmental Focus Västernorrland

- seminars
- courses
- written material production
- exhibitions
- spreading good examples
- coordinating various efforts
- encouraging new efforts and assignments

**Would you like to know more about our activities? Please visit [www.miljolanet.se](http://www.miljolanet.se)**



## Join us in developing the Environmental County of Västernorrland!

Contact us for further information.

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

Would you like to be an ambassador for the project, feel free to use our presentation material which you will find on our website.

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VÄSTERNORRLAND