



HELSINGBORG



Quality of Life

Everyone living in Helsingborg should experience a high quality of life, and it should become easier for them to live sustainably.

That's what the city's Quality of Life program says. The program describes how Helsingborg is supposed to work with matters related to the environment and public health.

What do we mean by quality of life?

Quality of life is a subjective experience. It's affected by how we as individuals feel, how we view the world around us, and our ability to change it.

There are a few necessary conditions for a high quality of life, such as good health, having an occupation, feeling like an active member of society, economic stability and having a sense of comfort and security. As a city, we need to create a strong foundation for these conditions to become as equal as possible for our citizens.

What does the program contain?

The Quality of Life program consists of five **directions**. These describe which changes the city needs to make to

ensure **everyone in Helsingborg has access to a high quality of life**. Under these directions are fifteen **focus areas that define what the city wants to do**. Each focus area also has a number of priorities.

The focus areas are built on Helsingborg's biggest challenges and are connected to the 2030 Agenda for Sustainable Development, as well as Sweden's national health and sustainability goals. This summary shows which goals in Agenda 2030 are connected to the focus areas.

How should you use the program?

The Quality of Life program is primarily directed at employees and politicians working in the City of Helsingborg's departments, committees and companies. The desire to promote a good quality of life should saturate every aspect of the work done within the municipality. It should also engage and inspire local businesses, associations and citizens. Municipal departments and companies should implement the program in their planning through their mission and assignments. The individual choices made by people living, working or visiting in Helsingborg also make it possible to improve quality of life.

This is a summary of the City of Helsingborg's Quality of Life program

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A full version (only in Swedish) can be found at www.styrning.helsingborg.se

Developed by: Livskvalitetsteamet, City of Helsingborg

The five directions

We want:

A warm welcome – equal rights and opportunities lay the foundation for happy and stable communities.

Participation for all – dialogue, co-creation and feedback foster a democratic society.

Lifelong activity – being active contributes to our physical and mental well-being throughout life.

Knowledge of valuable connections – understanding cause and effect improves Helsingborg's capacity for sustainable development.

Long-term accountability – creates opportunities for future generations.

The 15 focus areas – this is what we're doing



**Agenda 2030
Global goal**



1 We value and promote diversity

In Helsingborg everyone should be treated equally, free from discrimination and persecution. Helsingborg should be accessible and welcoming to all.

That's why we prioritize:

- Creating equal opportunities for all and including those affected by our actions in what we do.
- Promoting human meetings and freedom of movement.
- Taking advantage of the international competence in the city.
- Developing our city districts so they better fulfil existing needs and desires.

**Agenda 2030
Global goal**



2 We create homes for all

Helsingborg should attract people, and those who live here already should want to stay and have the option of doing so. We should offer homes to those who need them. People who come to Helsingborg to escape from conflict or disaster should be well-received and feel welcome. The city should have a variety of homes in different price ranges, sizes and locations.

That's why we prioritize:

- Meeting the needs of residents and people looking for homes.
- Encouraging property owners to offer and build climate conscious homes.
- Making it possible for those who lack a home to get one.
- Guaranteeing that we welcome new citizens respectfully and provide living quarters of a high quality.

**Agenda 2030
Global goal**



3 We offer gainful employment

In Helsingborg, everyone should have access to gainful employment. More people should have work and good working conditions. In Helsingborg it should be easy to get involved in one's interests. Helsingborg should be a hub for innovations that lead the way towards sustainable development.

That's why we prioritize:

- Contributing to a sustainable work life that takes into account the individual's needs and desires.
- Making it possible to participate to the best of one's abilities.
- Encouraging more people to dare to actualize their ideas for sustainable innovations.
- Developing local culture and community organizations, so that more people will want and be able to actively participate in society.



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4 We listen and share knowledge

Helsingborg should be a pioneer of democracy. The city needs to be clear and transparent in order to increase insight and create opportunities to affect Helsingborg's continued development. We should improve the confidence people have in the city's organization. Trust between the municipality and its residents should increase.

That's why we prioritize:

- Sharing knowledge and improving transparency and opportunities for co-creation.
- Working to improve confidence in Helsingborg, for the sake of our democracy and the trust between people in our city.
- Testing new solutions and collaborations and making use of the opportunities provided by digitalization.

**Agenda 2030
Global goal**



5 We create equality in society

In Helsingborg people should be treated equally, given the same opportunities to stay healthy and feel that they are integrated in society regardless of their gender. We should remove obstacles to equality. We should dare to challenge the status quo and demand equality.

That's why we prioritize:

- Creating more equal education programmes, workplaces and leisure activities by examining structures in our organization.
- Reducing socioeconomic differences between men and women.
- Preventing and reducing psychological illness in young people, especially girls.
- Working to get more at-risk women to participate in society.
- Counteracting threats and violence towards women.

**Agenda 2030
Global goal**



6 We look to the perspectives of children and young people

Children should be heard, seen and listened to, and have their rights and needs respected. Growing up in Helsingborg should be safe. All children should have the opportunity to develop, and get the help and support they need to participate in society.

That's why we prioritize:

- Creating and developing a variety of safe, inspiring and healthy environments for children and adults to be in.
- Investing in early initiatives so ensure that all children can have a good upbringing, a solid understanding of the world around them, and a good life as adults. We should also ensure that children and young people in need of a new home feel safe and well cared for.
- Softening the effects of economic and social differences in children's upbringing.
- Amplifying children's voices by being better listeners and adapting our communication.

**Agenda 2030
Global goal**



7 We offer experiences for all the senses

We should create public spaces where more people can and want to spend the greater part of their day and year. We should use our proximity to the ocean as a resource to boost health and wellbeing. Local residents should have the opportunity to be co-creators in the city's experiences.

That's why we prioritize:

- Creating an abundance of accessible paths lined with greenery and water, inspiring movement and physical activity.
- Developing the city environs so that they better promote our health.
- Creating calm and tranquil environments for recovery.
- Improving the possibilities for locals to influence and create their own experiences in and around Helsingborg.

**Agenda 2030
Global goal**



8 We inspire an active and healthy life

Helsingborg should encourage and support healthy behaviours, for both the wellbeing of the individual and the environment. More people, especially children and young people, should become active. We should create a meaningful and joyful leisure time for more people. We should promote good health by improving equality and access to activities.

That's why we prioritize:

- Giving more people the opportunity to participate in physical, social and cultural activities.
- Giving space for more physical activity in connection to preschool, school and work.
- Working towards long-term improvements in health and an environment that is free from pollution and disruption.

**Agenda 2030
Global goal**



9 We create safe and secure environments

Everyone should be able to move safely and securely in Helsingborg. The city's shape should contribute to our safety and security. We should plan our society so that it can manage and prevent noise, poisons, pollution of the air and water, and future climate change.

That's why we prioritize:

- Creating safety through a human presence so that people want to spend time in our public spaces.
- Promoting the ecosystems that provide us with all-important functions like clean air, food, clean water, physical activities and much more.
- Building a robust city and adapting it to handle both the present and future climate.
- Prevent and manage pollution that can affect people's health and the environment negatively.

Agenda 2030
Global goal



10 We adapt to the needs of the individual

In Helsingborg, those in need of help and support should receive aid that is tailored to their situation in life. We should think and work over boundaries, to create the right conditions for everyone to live a good life.

That's why we prioritize:

- Focusing on early social initiatives that reduce the risk of ending up in economic or social alienation.
- Meeting the need for participation that our inhabitants have in the best way possible.
- Seeing the individual's whole background and personal situation when we prioritize and choose types of aid.

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Global goal



11 We are reducing our ecological footprint

In Helsingborg we will make everyday life easier for our residents and help them make both conscious and unconscious decisions that minimize our mutual impact on the climate. We should encourage and influence others and act ourselves towards long-term sustainable development. We will consume in a more sustainable manner and reduce our consumption of resources, while increasing knowledge of the resource cycles that we depend on.

That's why we prioritize:

- Creating a sustainable and durable energy system, with effective solutions and renewable energy throughout Helsingborg.
- Creating less wasteful, sustainable and closed resource cycles for agriculture, energy, water and sewerage.
- Phase out fossil fuels from our organization and continuously reduce our energy consumption and impact on the planet.

Agenda 2030
Global goal



12 We choose sustainable travel and transport

In Helsingborg everyone should be able to travel safely, securely and efficiently. We aim to have a traffic system that prioritizes those who use sustainable means of travel, like walking, biking and using public transport. Our traveling and transportation should have the smallest possible effect on the environment. We should reduce disruption in traffic and the city environment. We're working on helping or residents use their car more sustainably.

That's why we prioritize:

- Giving pedestrians a considerable and increased space in the city.
- Promoting the benefits of cycling and cyclists to reduce the dependence on cars.
- Initiating sustainable solutions for private drivers and car shares.
- Stimulate travel via public transport and encourage sustainable travel.
- Work towards more sustainable logistics within the city.

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13 We enable human meetings

In Helsingborg we care about each other, and everyone should be able to access functioning social networks. Participating in social occasions makes us healthier and happier. Human meetings are important.

That's why we prioritize:

- Promoting teachable moments between different groups in society.
- Providing time and space for human meetings at work.
- Including and strengthening the power in each individual to lift and develop themselves.
- Presenting positive role models and examples that inspire long-term sustainable development.

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14 We let the economy create additional value

In Helsingborg we should handle our resources responsibly. We should make our assets create value by adopting a long-term perspective. We should demand sustainability and hire conscious and proactive suppliers so that we can get help in the switch towards more sustainable development.

That's why we prioritize:

- Buying products and services based on clear demands for sustainable development and systematically following up these demands.
- Calculating the socioeconomic value when prioritizing our investments and using a long-term perspective in our economic planning.
- Promoting and contributing to solutions for shared ownership and use of products and services.

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15 We develop landscapes that promote biological diversity

In Helsingborg, plant and animal life should be able to live and thrive in their natural environments. We should protect and preserve the diversity in our waters and our marine environments. The landscape in Helsingborg should reflect more of its origins.

That's why we prioritize:

- Protecting and developing our watercourses, parks, forests, fields and meadows, as well as the value these provide for people and the environment.
- Restoring more natural environments in and around Helsingborg.
- Protecting and preserving the areas of land and in the water that have or can contribute to a high biological diversity.
- Using tools like the balancing principle in all urban development.