

A young girl with blonde hair and bangs is lying on her stomach on a colorful play mat. She is wearing a dark blue patterned shirt and purple leggings. She is looking down at an open, colorful children's book that she is holding with both hands. The book has various illustrations and text. The background is a bright, indoor setting with a white wall and a dark blue bench.

Together we  
create an  
attractive  
municipality

# The Hagfors Strategy

2017-2027 | The short version

*Do you want to read the full version of  
the Hagfors Strategy?  
Go to [hagforsstrategin.se](http://hagforsstrategin.se) or [hagfors.se](http://hagfors.se)*

*"I have a nice life here. I am close to the things that are important to me: nature and people with whom I have something in common. Good food, high-quality produce. There is room for me here."*

*"Everyone who lives here harbours an incredible power. If you could shift from a negative to a positive way of thinking. Have a positive outlook on the future and believe that you can make a difference and see a future in Hagfors."*

**– Quotes from interviews during the development of the Hagfors Strategy.**



# Hagfors Municipality 2027 - attractive

This is the Hagfors Strategy – a common strategy for all of us who live and work in the municipality. The strategy has been developed by civil servants at Hagfors Municipality, together with people who live and work here, through a comprehensive dialogue process.

The strategy gives us the common vision for the future which has been missing, and formulates and sets the framework for the work which now needs to be done in our municipality.

By striving towards the common vision, we have a direction in which to aim. Every decision and every investment made and every event held should contribute to achieving the vision;  
*Hagfors Municipality 2027 - attractive*

# Our Strengths

The Hagfors Strategy includes 7 strengths. Seen separately, they are not unique. But together they become powerful and make up the distinctive character of Hagfors. Some of them are already closely associated with the municipality. Others are not as well-known in or outside of the municipality, but they have great importance to the development of Hagfors.

When we utilise our strengths and join forces around them, both in our development and marketing, we can strengthen our position.

The strengths are our common platform for our communication and marketing.

By becoming good ambassadors for our municipality and speaking positively about our strengths, we can boost both our self-esteem and our pride as well as strengthening the image which others have of us, and thus make Hagfors more attractive.

- i** Do you want to learn more about each strength?  
Go to page 12 in the full version of the Hagfors strategy*

An aerial photograph of a vast, dense forest of evergreen trees. A thick layer of mist or low clouds hangs over the forest, partially obscuring the upper parts of the trees and creating a sense of depth and atmosphere. The lighting is soft, suggesting an early morning or late afternoon setting.

## The power of nature

The nature, the landscape and the cultural environment are important to the identity and appeal of Hagfors and they are in many ways a source of energy for people: the energy we receive from the biofuel which heats our houses, from the water power which produces the electricity we need, or the mental recharge that we receive when we spend time in the outdoors.



## Courageous people

The biggest and most important asset of Hagfors is the people. The charming dialect and genuine humour make us a down to earth community which is full of life. Together, we create a vibrant countryside and form the foundation for strong, fruitful and active collaboration between businesses, associations and the municipal council.

We have a lot of people with true enthusiasm, and in a time when people are leaving the countryside we need to show our courage and passion.



## The airport strengthens Hagfors

With access to Hagfors Airport in Råda, the world is never far away. The airport offers two daily flight connections to Arlanda in Stockholm, with a travelling time of roughly 50 minutes. We who live here are close to Stockholm and the world as well as visitors are close to us.

The airport is important to our local businesses as it allows for both day trips to Stockholm as well as facilitating travel for business associates travelling to Hagfors.

The airport also enables a life in the countryside and a career elsewhere in the country or the world.



## The cultural legacy

Hagfors Municipality is characterized by strong traditions and a cultural legacy which has been passed down from generation to generation. Handicrafts, steel production, music, local heritage centres and associations are a few examples of the legacy which has laid the strong foundation on which our municipality rests today.

Understanding our history is a way to create an understanding of our identity. By knowing where we come from, and the traditions and cultural values which have built our society, we can better understand who we are and where we are going.



## International **business** sector

Hagfors Municipality has the privilege of housing several world-leading companies, among which Uddeholms AB is at the forefront. Parts of the local business sector operate in a global market with connections all over the world and our export trade is high above the national average.

Through the business sector we can attract more competence and new inhabitants, which is important for the future of the municipality in terms of both diversity and growth.



## River Klarälven – the life source

Hagfors Municipality has a lot of lakes and streams and one of them flows straight through our municipality – River Klarälven. It is the longest river in Sweden, the heart of Värmland and the backbone of Hagfors, and unites our municipality and connects us with other communities.

Even to this day, we benefit from River Klarälven in different ways and for us locals it is also a place for recreation. For many people, the river is still a source of income and it is a great asset to, for example, the tourism industry.



## High-quality local produce

With food producers dating back to the late 19th century and younger companies delivering products all over Sweden, we can now put Hagfors on the map when it comes to high-quality food. Having access to good local produce contributes to a better quality of life and is an important factor in becoming a greener municipality.

## Priority areas

We have identified 5 priority areas, each with a set of measures and 35 quantifiable goals in total. This is the result of the material which has been gathered through dialogues and meetings with citizens, the current situation analysis conducted at the start of the year 2016, based on the Värmland Strategy, and the fundamental perspectives of sustainable development: social, economic and environmental. The priority areas also consider how we are affected by the world around us.

We are all responsible for the work relating to these areas. If we can work together, we can move in a positive direction. If we reach our goals, we can also achieve our vision of becoming a more attractive municipality.

- i Do you want to learn more about each area?  
Go to page 16 in the full version of the Hagfors strategy*





## **A good quality of life for everyone**

means that our citizens should feel happy, at home and that our municipality is a good place to live and work. It could be anything from health aspects to having a meaningful spare time with a wide choice of activities.

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## **A stronger business sector**

means that local companies should keep their competitive position, have the chance to develop and receive the best possible prerequisites for growth. The business sector creates conditions for positive economic development in the municipality, which enables investments in terms of both education and infrastructure.

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## **Enhanced skills on all levels**

is about raising the general level of knowledge in our society. Based on our strengths, we will create opportunities for both education and skills development. Having an understanding of how we are affected by the world around us also means that we will be better equipped to face future challenges. We will encourage lifelong learning. Everyone should be offered quality education based on their own abilities. A competitive school is important to both keep and attract new inhabitants.



## **Better communications**

is about having good physical and digital means of communication to, from and within our municipality. Mobility and communication within the municipality and across the municipal borders are becoming more and more important as socially important functions are often more efficient and concentrated around the municipal centres.

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## **A greener municipality**

means that Hagfors Municipality will be an attractive, nice, safe and non-toxic place to live. By developing, utilising and protecting our natural resources, high-quality produce and cultural legacy, we will have access to things which others might have to pay a lot of money for. By collectively focusing on the environment, climate and green sectors we will get the competitive edge required when we cannot compete with the wide choice available in the big cities.

## From words to action

The Hagfors Strategy belongs to everyone and we should all feel that we can influence the future of our municipality. In addition, we all have different abilities and interests.

As a company owner you might be more interested in carrying out projects with the school to improve professional growth in the municipality. As an association or a volunteer for an organisation you might be interested in creating an event which will contribute to more cultural activities or perhaps a project to promote integration and diversity.

There are many different ways to make our municipality a better place and we can all make a difference.

**i** *Do you want to learn more about how to go from words to action? Go to [hagforsstrategin.se](http://hagforsstrategin.se)*



*"I practise what I preach. I point to both strengths and weaknesses. I try to change the things that can be improved. I encourage diversity. We can only create something good if we do it together. Things will be fine if we work together."*

**– Quotes from interviews during the development of the Hagfors Strategy.**