

Borås, Region Västra Götaland, Sweden



Social Sustainable

Borås



Keyword(s):

Empowerment

Labour Market and VET

Introduction

The three areas in this early stage of the project “Social Sustainable Borås” are “Good start of life”, “Housing” and “Education, Training and Work”. The keyword is equal living conditions through co-creation and co-design with the target group.

Main challenge

It was a political decision about a vision that all inhabitants about 2045 have an upper secondary degree, all inhabitants, even those with fewer opportunities 15- 64 years old are employed and the recruitment is broad-based and targeted.

The initiative had just started but one challenge might be to break down silos.

Timing

The initiative was taken 2021 because of the vulnerable population in some districts of Borås.



Objective

The aim of the project is to increase the cooperation mainly between Adult Education Borås and the Department for Working Life. Moreover, co-creation with focus groups is a goal.

Target group

The working age population.

Geographical range

Borås municipality in Region Västra Götaland, Sweden.

Stakeholders and partners

Adult Education Borås and the Department for Working Life will work closely together with other departments dealing with the target group. Stakeholders are i.e. the Swedish Public Employment Service in Borås, the Swedish Social Insurance Agency in Borås, the companies and Region Västra Götaland.

Strategy / materials

The project was established in the framework of the Regional Development Strategy for Västra Götaland 2021–2030 and the Welfare Report 2021 for Borås Municipality

The strategy is inclusive and gender sensitive as well because the target group consists of both genders and inhabitants with fewer opportunities are involved. There will be focus groups with inhabitants for co-creation.

Resources

The project is mainly funded by Borås municipality and until now by the Swedish Agency for Economic and Regional Growth.

Compliance with Sustainable Development Goals (SDG)

The project is in line with 1,3,4,5,10,11.

Innovation(s)

The initiative is not new but there is much more focus on it since 2021. A main element is co-creation, which can be considered „innovative“.

Evaluation

The initiative will be evaluated on institutional, economic, social, environmental and on a personal level (the participants).

Webinars with all stakeholders will take place in order to find out how to reach the goal of the initiative.

Success parameters

- Inhabitants having an upper secondary degree
- All inhabitants, even those with fewer opportunities 15- 64 years old are employed
- Recruitment is broad-based and targeted

Impact

Not yet.

Impediments

Challenges are to find out how to work together in the best way and how to involve all stakeholders. Meetings with all partners and stakeholders take place on a regular basis.

Replicability

The project can be up scaled in other European Regions because the problem is not unique for Borås Municipality. One main condition that should be met by any other organisation to adapt/replicate such a strategy is cooperation with partners and stakeholders.

Concluding remarks

The initiative is important for a sustainable municipality.

Website/Social Media profile(s) of the initiative

<https://www.boras.se/kampanjerochannat/socialthallbartboras/omarbetetmedsocialthallbartboras.4.71249f401798a0fc637c1a12.html> only in Swedish

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