

BORÅS 2025

Vision och strategy



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Produktion: Stadskansliet Kommunikation, 2012
Tryck: Responstryck, november 2012



Vision

Borås is developing its future based on its textiles and trading heritage. In Borås, meetings between people are the focal point. Meetings where trust and respect are watchwords, and where we make use of each individual's unique energy, knowledge, skills and ideas. Borås is characterised by creativity and the courage to think and act in new ways. In Borås, people live together in harmony with each other and with nature and their surroundings. The River Viskan was formerly the lifeblood on which industry built its future. Now it provides inspiration for recreation and experiences. We are working for sustainable development in which the ecological, social and economic dimensions all interact. There is a great awareness of how our habitat is affected by our choices, and we are motivated to choose what is best for sustainable development.

Borås takes advantage of and builds on its traditions. We are taking our long history as the beating heart of the textile industry and developing it into a leading, attractive position within fashion, design and smart textiles. The ideas and views of the outside world that creates fashion help to develop more businesses and new industries.

Our even longer history within trade makes Borås a trading centre that offers something more than other fashion cities. We are creating clusters where textile innovation and design come face to face with entrepreneurship and trade. We encourage innovation and entrepreneurs who break new ground.

Borås sees and takes advantage of the energy, knowledge, skills, abilities and ideas of individuals.

Curiosity, openness and creativity characterises learning in the school system – from preschool to university – as well as at work and during leisure time. We learn from each other across generational divides and from impulses from other cultures. Learning is lifelong, often through reappraisal and innovation. Education is at the heart of matters in Borås. Borås is home to excellence in environmental engineering and textile innovation,



logistics and e-commerce. We operate on the international stage and spread our knowledge throughout the world, contributing globally to a more sustainable society. An intensive international exchange within trade and research creates global meetings. Collaboration between industry, universities, research centres and the public sector is a hallmark and the City of Borås proactively seeks out new forms of collaboration and innovation.

Both residents and visitors socialise and are happy in Borås. People are drawn to one another and the city and rural areas are characterised by encounters between people. These encounters create new relationships and knowledge, and we have meeting places and activities to suit everyone.

We are proud to host major national and international events and conferences. We host such events in a spirit of generosity and vitality, which makes Borås a place to which visitors would happily return.

Attractive and environmentally-friendly transportation makes it easy to move around the city, to other parts of the municipality and the region, and further out into the world.

Those of us who live in Borås understand our impact on the environment. People are the focus of urban planning and residents play an active role in the development of both urban and rural areas. There are plenty of parks and natural areas. The area around the River Viskan features a wide range of experiences and attractive accommodation. The city's cultural life is renowned for both its range and quality, as well as significant participation from local residents. We live an active life in both the city and rural areas. It's easy to socialise and spend time together in Borås.

Borås is a beautiful and clean city, a safe city where care, consideration and good health are key in all stages of life, from birth to the end of life. A sense of community among the people who live and work here creates a certain strength.

Strategic target areas

The general vision is developed further in seven strategic target areas. The vision can become reality by continuously working on all seven target areas. The City of Borås is the driving force behind the work, which involves residents, industry and other organisations.

Each target area includes a number of strategies that embody how we can work to achieve the desired ideal state. Over time, more strategies may be added, while others may cease to be relevant and need to be removed.



1. People meet in Borås

People want to meet people, whatever the occasion, big or small. We develop and gain new understanding when we meet others. Well-organised meetings and events contribute to a positive image of the city and enhance self-esteem.

2. We take joint responsibility for children and young people

If more people take responsibility for bringing up and educating children and young people, we create good conditions for children and young people to become engaged, independent and responsible adults.

3. Entrepreneurship grows through collaboration

The City of Borås requires entrepreneurship to grow. Creative collaboration between industry, academia, local government and other parts of society contributes to the kind of development that creates jobs.

4. Vibrant city centre

An attractive city with a city centre that is vibrant virtually round the clock, with a mix of housing, business and experiences.

5. The initiative of local residents brings the countryside alive

The commitment and initiative of people creates strong, attractive urban areas and a vibrant countryside.

6. Good travel habits and attractive transport links

Good travel habits with alternative and attractive transport links for both short and long trips reduce the burden on the environment.

7. Ecological sustainability locally and globally

Responsible development based on efficient use of resources ensures that current and future generations can enjoy a good, healthy environment.



People meet in Borås

Borås is the city where social, ethnic and cultural diversity promotes development. In spontaneous and planned meetings we share and utilise the knowledge, experience and insights of other people.

Borås is the city where the different generations come together. Borås offers a wide range of venues, both physical and virtual, where young meets old, where the past meets the future.

These venues are also a forum for communication and dialogue between the City of Borås and its residents. When people meet, they lay the foundations for participation in and influence over the development of Borås.

Through meetings and networks involving different professions and businesses, the City of Borås creates new forms of collaboration that contribute to reappraisal and innovation.

Borås is known for its sense of service and its great hospitality. The people of Borås feel a sense of pride at being able to offer visitors a positive experience of the city.

Our investments in sporting and cultural events evoke emotions, provide encouragement and make Borås an attractive place to visit and stay. It strengthens the soul of the city.

It is easy for businesses and organisations to collaborate on meetings and events. We use our networks and contact with the surrounding world to attract more conferences and events to Borås.



Entrepreneurship grows through collaboration

All entrepreneurs in Borås belong to a network covering different sectors or are active in places where entrepreneurship and innovation take centre stage. Borås is home to clusters where industry and the university come together to develop excellence in new business areas – excellence that can lead to the development of new sectors.

In Borås, we take advantage of everyone's skills, regardless of the individual's circumstances. A sense of social responsibility permeates the employer landscape in all sectors and the City of Borås can be viewed as a role model.

Setting up a business in Borås is easy. There are attractive areas for start-ups along the major highways, with good public transport links to the city centre. Public and private activities in Borås collaborate closely with Gothenburg and other municipalities in the Borås region on company start-ups and a common labour market.

The textile heritage lives on. We take global responsibility and develop redesigns and recycling of textile materials.



Vibrant city centre

Borås is good at being a city. Borås breathes attraction and desire. We have a city centre with a variety of venues for recreation and experiences where people can socialise in safety. The city centre is neat and clean. It can accommodate everyone, including those who require specific support. It is easy to move around in. The city centre features a positive mix of accommodation, work and entertainment that creates a vibrant scene around the clock. The River Viskan and the City Park give the city a steady pulse, with the sculptures providing pause for thought or a moment of meditative contemplation.

We live in areas characterised by social, ethnic and cultural diversity. Socially sustainable living creates plenty of space for both formal and informal networks focusing on the individual. The city centre has a mix of different types of accommodation in the same blocks and buildings.



The initiative of local residents brings the countryside alive

City and countryside develop hand in hand. Many residents seek the opportunities offered by smaller communities and the countryside, close to the land and nature. The sense of community created by local associations and village communities strengthens the countryside, creating meeting places for people of all ages.

Well-developed data communications make it possible to live and establish businesses in smaller communities. Organic production and investment in ecotourism help rural areas to flourish. The River Viskan is a source of experiences and recreation.

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Good travel habits and attractive transport links

Moving between the different parts of Borås is easy on foot or by bicycle. The city's residents are increasingly using public transport with its environmentally-friendly transport systems.

There are several easily-accessible hubs for commuter and long-distance traffic. Borås, Gothenburg and the rest of Western Sweden cooperate to make transport quicker, reliable and more sustainable.



Ecological sustainability locally and globally

Land, water and the physical environment are used to promote long-term sustainable management based on an ecological, social and economic dimension. Reuse and recycling, as well as other management of materials, raw products and energy, are promoted to minimise the depletion of natural resources.

Borås is a city based on renewable energy. The residents, businesses and organisations in Borås work together to further the city's environmental efforts with commitment and motivation.

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