

# Bright Green Forssa **Sustainable vitality**

City strategy 2030



# VISION

*"A brief and apt verbal and/or visual demonstration of the desired future. A dream! Inspires operators to be creative."*

## ***Bright Green Forssa - Sustainable vitality***

We want a good future for the people of Forssa – us – and we believe this can be achieved by working towards **sustainable vitality**.



# VALUES

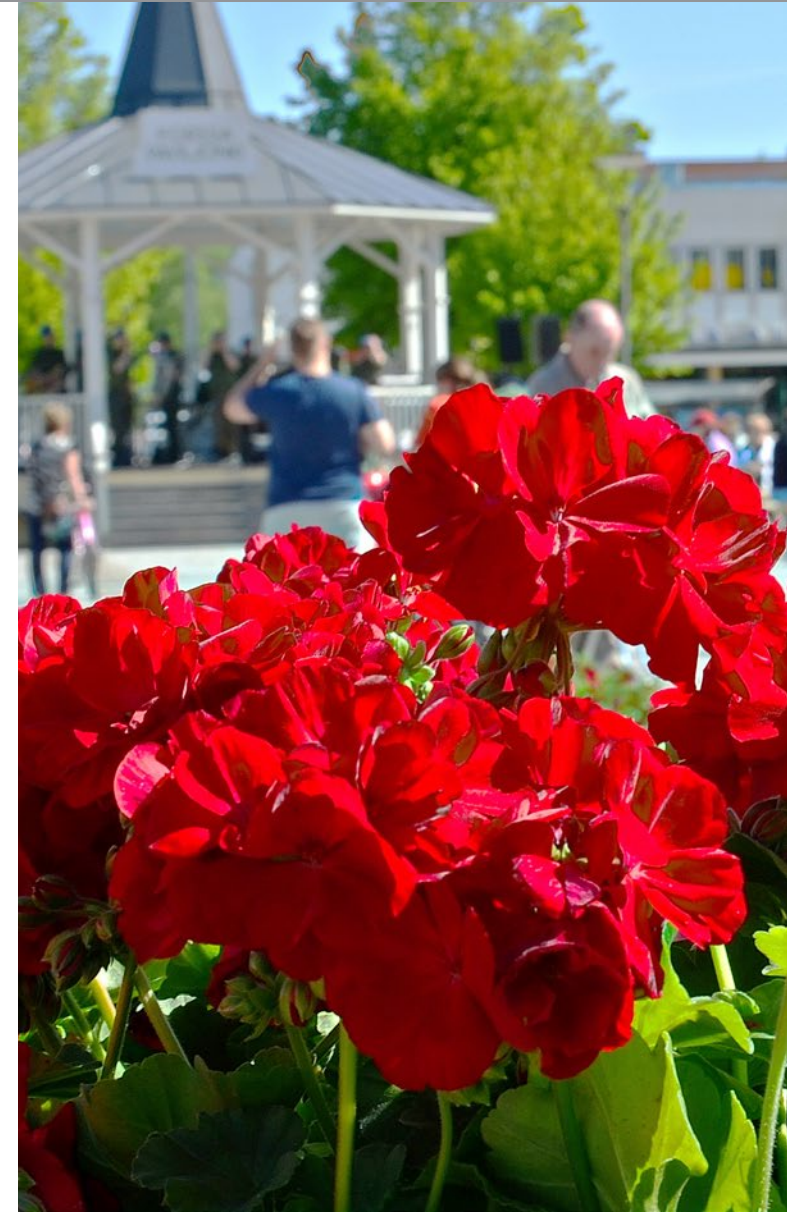
"Agreed concepts of desirable being and doing that guide the activities of the people."

Mutually agreed values that guide the activities are used as the tools for implementing the vision:

***Openness***

***Courage***

***Responsibility***



# VIEWPOINTS

*"Approaches to the desired future that enable the comprehensive realisation and implementation of said future in strategy work."*

## ***Viewpoints of sustainable vitality***

All the operations of the City of Forssa observe three viewpoints of sustainable vitality:

### **Ecological** SUSTAINABILITY

The operations are realised within the limits of the ecological carrying capacity.

### **Economical** SUSTAINABILITY

The operations are based on a financial balance.

### **Social and cultural** SUSTAINABILITY

The operations stem from respecting human dignity, equality, compassion and fairness. A key goal is to guarantee the transfer of the prerequisites for well-being from one generation to the next.

# SUCCESS FACTOR

*"Concentrating on a target, area or topic in goal-oriented operations achieves the desired future. Cf. critical success factors; where success is mandatory."*

## ***Success factors of sustainable vitality for 2030***

### **1. Transport and urban structure**

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### **2. Consumption and materials**

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### **3. Nature, opportunities of the countryside and man-made environment**

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### **4. Business and innovation**



# *Success factors of sustainable vitality for 2030*

**5. Well-being**

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**6. Culture and internationality**

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**7. Responsible leadership**

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**8. Competence, education and training**



# OBJECTIVES

*"States realised in a different temporal perspective, the reaching of which enables the vision or the realisation of the desired future."*

## ***Objectives of the success factors of sustainable vitality***

### **1. Transport and urban structure**

- 1.1 Functional public transport connections increasing accessibility
- 1.2 Diverse and safe traffic routes
- 1.3 Compact urban structure and shared development platform: land use planning, traffic, services

### **2. Consumption and materials**

- 2.1 Residents and businesses are part of circular economy (materials and nutrients circulating in the system in as original a form as possible without wasting energy)
- 2.2 Value chain built in cooperation where food and commodities are produced, valued and consumed according to the principles of sustainable development
- 2.3 Ecologically sustainable procurement
- 2.4 Energy self-sufficiency based on renewable energy from a number of producers
- 2.5 Forssa is a net exporter of bioenergy and biofuel
- 2.6 Considerable improvement of energy efficiency
- 2.7 Carbon offset system
- 2.8 Avoiding excess consumption



# *Objectives of the success factors of sustainable vitality*

## **3. Nature, opportunities of the countryside and man-made environment**

- 3.1. Increasing carbon sinks
- 3.2. Securing water supply – clean water comprehensively to everyone
- 3.3. Easily accessible, diverse natural areas and green environments for municipal residents
- 3.4. Storm waters managed in a controlled and decentralised manner to enliven the urban environment
- 3.5. Increasing tourism based on sustainable development

## **4. Business and innovation**

- 4.1. Expanding and diverse corporate structure (target value or %)
- 4.2. Businesses representing responsibility and bright green philosophy (target value of %)
- 4.3. Networks expanding beyond the region and Tavastia Proper
- 4.4. Business cooperation, global cooperation and export
- 4.5. Active business project activities for sustainable development
- 4.6. Increasing labour-related immigration
- 4.7. Commitment to regional brand
- 4.8. The Forssa region is an internationally recognised economic hub for green logistics

## **5. Well-being**

- 5.1. High-quality well-being services
- 5.2. Promoting equality
- 5.3. Promoting inclusion
- 5.4. Promoting work and occupational well-being
- 5.5. High-quality housing
- 5.6. Empowering free time
- 5.7. Maintaining and developing LastenForssa ('Children's Forssa')
- 5.8. Volunteer work and the third sector as a resource

## **6. Culture and internationality**

- 6.1. International networks and cooperation projects across sectors
- 6.2. Empowering integration activities
- 6.3. Building a cultural identity
- 6.4. Activities using the individuality and history of Forssa



# *Objectives of the success factors of sustainable vitality*

## **7. Responsible leadership**

- 7.1 Balanced municipal economy
- 7.2 Successful ownership steering
- 7.3 Open-minded development of new operating methods
- 7.4 Regional cooperation in service production
- 7.5 Leadership based on up-to-date, valid knowledge
- 7.6 Specified service architecture and service processes
- 7.7 Cross-sectoral leadership bringing competence areas together
- 7.8 Municipal communications as a success factor and part of each operator's overall work

## **8. Competence, education and training**

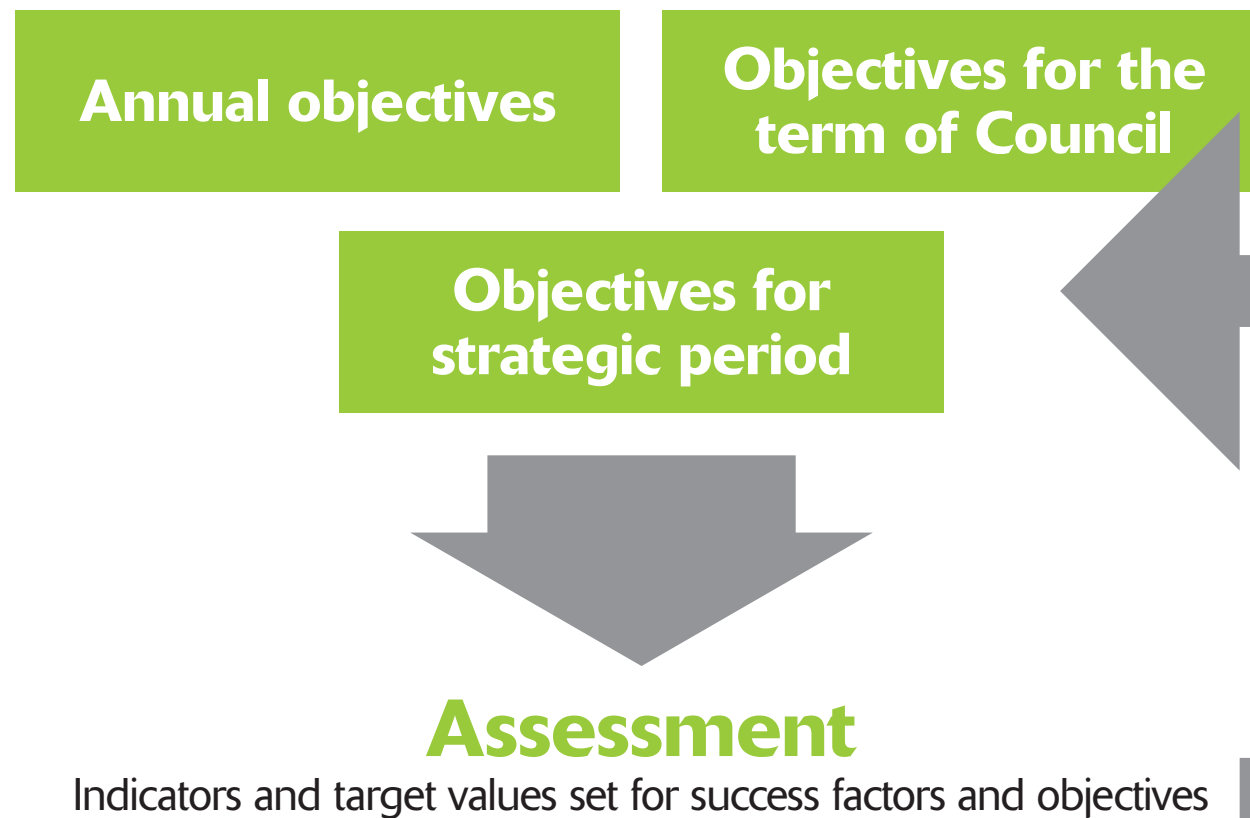
- 8.1 Developing and investing in education for sustainable development
- 8.2 Systematic increase of intellectual capital in the city organisation
- 8.3 High-quality educational path concept
- 8.4 Increasing the population's standard of education

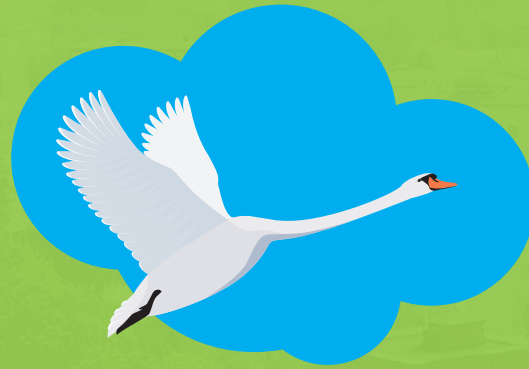


# INDICATORS AND TARGET VALUES

*“The objectives and their realisation will be monitored with indicators and target values. These monitoring tools will be used to observe annual objectives and the objectives for the term of Council and strategic period that are changed after their designated periods.”*

## **Objectives of the success factors of sustainable vitality**





**BrightGreen**  
FORSSA

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**Sustainable vitality**

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