

CENTRAL DENMARK REGION

Development Strategy 2019-2030



Central Denmark Region – an attractive and sustainable region. For everybody.



REGIONAL DEVELOPMENT TASKS:

- Ensure access to education for all young people
- Create a well-functioning infrastructure and mobility
- Provide citizens with relevant competencies
- Ensure attractive culture, nature and health promotion offers
- Find solutions to climate changes
- Ensure clean drinking water and help citizens affected by soil contamination
- Pave the way for innovation at hospitals, social institutions and other regional areas
- Make an effort to put green transition on the agenda and ensure raw materials for future constructions
- Ensure sustainability in regional activities and commit to green solutions in society

“Good partnerships are
fundamental to regional
and global success”



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Central Denmark Region strives to ensure a good life for all citizens. Our ambition is to be an attractive and sustainable region contributing to and promoting solutions to major challenges both nationally and globally.

Central Denmark Region is a part of something bigger and our strategy is based on the 17 UN Sustainable Development Goals.

To fulfil our ambitions, we know the importance of strong partnerships with knowledge institutions, private and public companies as well as organisations both regionally, nationally and internationally, and we wish to engage in more partnerships to find new solutions to emerging challenges.

The present regional development strategy sets the visions of and combines all Central Denmark Region development activities.

Anders Kühnau
*Chairman of Regional Council
Central Denmark Region*





About Central Denmark Region

Central Denmark Region is **one of five Danish regions**. The region covers an area of 13,000 square kilometres, includes 19 municipalities and has 1.3 million citizens, equivalent to approximately 23% of the total Danish population.

The region has a **broad business life** with many small and medium-sized production companies, strong creative businesses and a flourishing tourism industry. Central Denmark Region is the home of many global market leaders such as Grundfos, Vestas, Siemens Wind Power and Arla Foods giving the region strong positions within green energy, water technology and food production.

The five Danish regions are each **led by a regional council** with 41 politicians elected every fourth year. The **primary regional tasks** are within administrative management of healthcare – hospitals, prehospital emergency services, psychiatry and the social area. In addition, the region manages important tasks within the environmental area and collaborates within regional development.

Among other things, Central Denmark Region **heads regional partnerships** with municipalities, companies, educational institutions, hospitals and other stakeholders within the fields of education, competence and skills development, climate adaptation, circular economy and health innovation.

VISION

Central Denmark Region
– an attractive and sustainable
region. For everybody.

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THE STRATEGY

Giving citizens
the possibility to
live a good life
across the region

PRIMARY UN SUSTAINABLE GOALS

9



INDUSTRY,
INNOVATION &
INFRASTRUCTURE

10



REDUCED
INEQUALITIES

11



SUSTAINABLE
CITIES &
COMMUNITIES

17



PARTNERSHIPS
FOR THE GOALS

.....

THE STRATEGY

Paving the way for a more
sustainable and efficient
citizen-centred healthcare
system of high quality

PRIMARY UN SUSTAINABLE GOALS

3



GOOD HEALTH
& WELL-BEING

9



INDUSTRY,
INNOVATION &
INFRASTRUCTURE

17



PARTNERSHIPS
FOR THE GOALS

2

.....

THE STRATEGY

Ensuring future-proof
educations & competence
development for
everybody

PRIMARY UN SUSTAINABLE GOALS



3

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THE STRATEGY

Taking care of climate,
environment and
resources to ensure a
sustainable development

PRIMARY UN SUSTAINABLE GOALS



Central Denmark Region – an attractive and sustainable region. For everybody.

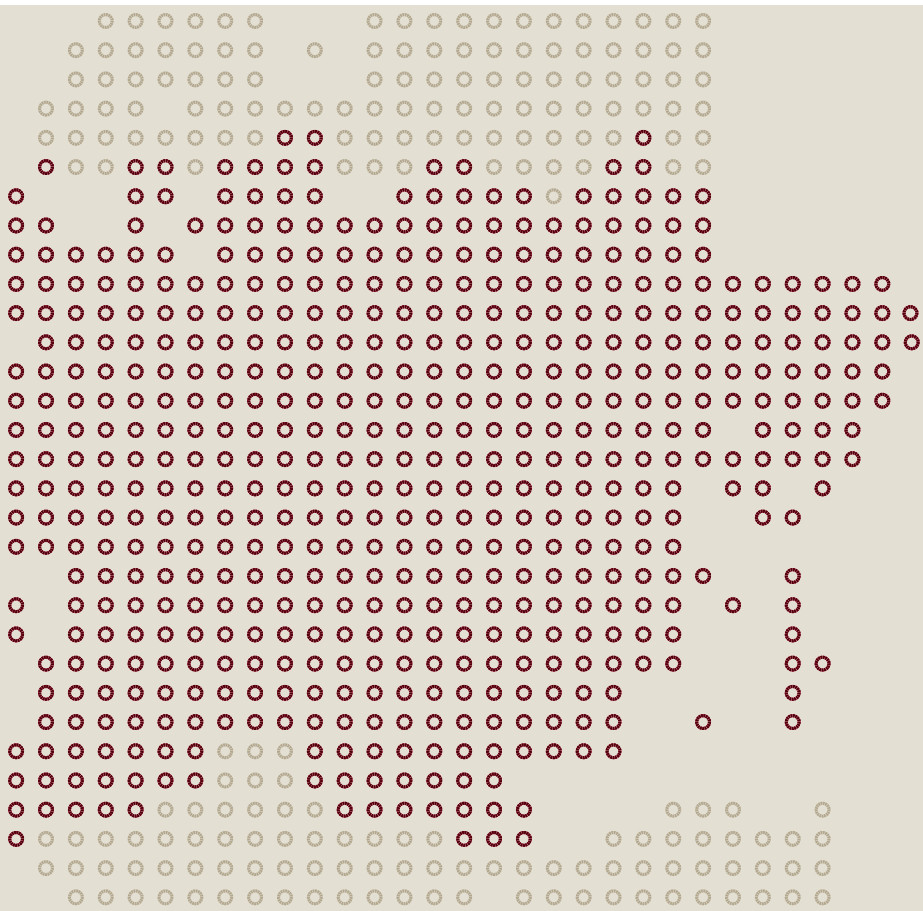
This is our clear vision and goal.



Stepping stones

The Regional Council has decided that the UN Sustainable Development Goals (SDGs) will be the strategic frame for development in Central Denmark Region from 2019 and onwards.

The UN SDGs are thus the stepping stones of this strategy. The goals constitute the starting point for ensuring that our development activities locally, regionally and internationally are also relevant in a global perspective.





Obligation of the UN Sustainable Development Goals

World leaders agreed on the 17 UN SDGs at a summit meeting in 2015. The SDGs consist of 17 main goals and 169 subsidiary goals setting the agenda towards 2030 for a globally more sustainable future. The UN SDGs commit all UN members to act. The national challenges we face today have both local, regional and global consequences. The challenges must be met together – in local, regional, national and international partnerships.

Many like Central Denmark Region have adopted the 17 SDGs. However, it takes a long-term effort to include the goals in all regional development activities supporting the vision of a sustainable region.

MINI GUIDE

At the back you find an overview of the 17 UN Sustainable Development Goals (SDGs). This helps you to maintain an overview while reading this strategy.

DIRECT AND INDIRECT SUSTAINABLE DEVELOPMENT GOALS

The 17 UN SDGs are linked and interact. This strategy is based on all of the UN goals, but some goals are directly relevant to the core development responsibilities of Central Denmark Region. The indirect goals are positively affected when working with a direct goal.

FACTS:

- Denmark is organised at three political and administrative levels: the national (government), the regional (5 regions) and the municipal level (98 municipalities). Central Denmark Region covers 19 municipalities.
- Central Denmark Region has a gross budget of 28.9 billion DKK and approximately 30,000 employees.
- The primary responsibility of Central Denmark Region is healthcare. This includes being responsible for somatic and psychiatric hospital services, pre-hospital emergency services, general practitioners and practising specialist doctors.
- The region also operates a number of specialised social care institutions in agreement with local municipalities.
- Central Denmark Region is also responsible for regional development within the areas of public transport/mobility, education, culture and environment (soil contamination, groundwater protection and raw materials planning).





STRATEGY TRACK 01

Giving citizens the
possibility to live
a good life across
the region

The park behind
Herning Museum of
Contemporary Art



How does the Central Denmark Region strategy track 01 contribute to the UN Sustainable Development Goals?

Our ambition is to develop local communities which positively interact with the UN goals to ensure that cities, local communities and settlements are inclusive, safe, robust and sustainable. Culture is an important tool to achieve this. The already flourishing culture across the region can

spread more seeds. We can contribute to establish attractive communities and at the same time meet the development goal on fighting inequality. Culture can facilitate dialogue and break down prejudices in society.

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DIRECT UN SUSTAINABLE DEVELOPMENT GOALS

9



INDUSTRY,
INNOVATION &
INFRASTRUCTURE

10



REDUCED
INEQUALITIES

11



SUSTAINABLE CITIES
AND COMMUNITIES

17



PARTNERSHIPS
FOR THE GOALS

INDIRECT UN SUSTAINABLE DEVELOPMENT GOALS

3



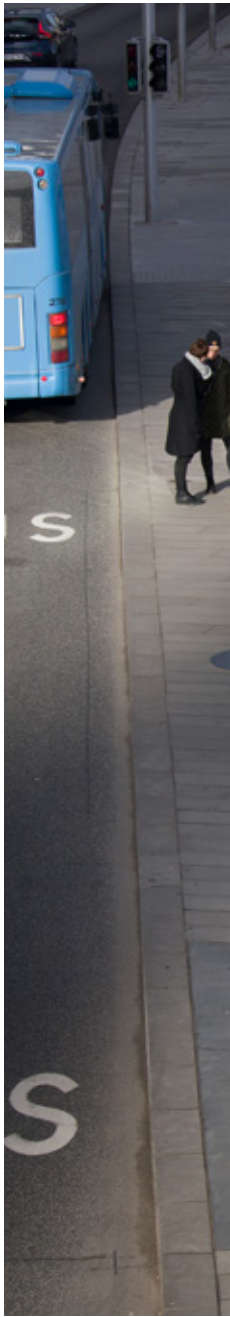
GOOD HEALTH
& WELL-BEING

16



PEACE, JUSTICE
& STRONG
INSTITUTIONS

Aarhus Light Rail started its first line in December 2017 from the Central Station to Aarhus University Hospital. More lines have opened to service a larger part of the region.



Giving citizens the possibility to live a good life across the region

“The European Capital of Culture in 2017 has raised the bar and created momentum for Central Denmark Region as a cultural pioneer”

9

Flexible and sustainable infrastructure

Citizens wish to be flexible in relation to working life, education and leisure activities. We wish to have access to the internet everywhere and transportation must be flexible and adaptable to fit our everyday needs.

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New transport solutions should be adapted to the individual citizen and contribute to reduce strain on the environment and the global climate changes; maybe new solutions can even promote public health.

3

A new mobility plan in Central Denmark Region will give more value for money and reduce the

environmental impact of public transport. We are open to new ideas and international experiences and we will involve municipalities, citizens, educational institutions, transport service companies and other stakeholders. Together we must dare to experiment and find new ways to meet the challenges concerning mobility in our region.

We also need to focus on connections in and out of the region. A good digital infrastructure with fast internet connections and adequate cell phone coverage will be important to break down geographical barriers and create flexibility for all citizens in the region.



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Attractive cultural life across the entire region

Culture contributes to unite the region. A strong and ambitious cultural life makes the region attractive, interesting and robust. The appointment of Aarhus and Central Denmark Region as European Capital of Culture in 2017 also put culture on the agenda in the rural districts of the region as all 19 municipalities took part in hosting the one-year event.

The European Capital of Culture in 2017 has raised the bar and created momentum for Central Denmark Region to be a cultural pioneer. The collaboration across the municipali-

ties on culture is continued within the framework of European Region of Culture.

Culture can also contribute to reduce social inequality and activate local communities. Being a strong culture region is a branding of Central Denmark Region, which makes it easier to attract international attention and pave the way for regional culture stakeholders to take part in European partnerships and network.

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Regional buses
connecting the larger
cities of the region.



“Good infrastructure also
includes fast internet
connections and adequate
cell phone coverage”

11



Sustainable and attractive local communities

Central Denmark Region is the European Region of Gastronomy. Like culture, also food and gastronomy are catalysts for creating strong communities and local identities as well as an encouragement for developing local food products and tastes.

We wish to take advantage of our position as an internationally acknowledged food region to engage local communities, culture and educational institutions to raise the gastronomical level in the region. We will do this by further taking advantage of local ingredients to make more and better food experiences for citizens and visitors. This will create activity within the field of food experiences, culture, nature and gastronomy – and it will develop both urban and rural districts of the region.





The village Sall in Favrskov Municipality was awarded Village of the Year 2018. This annual village award can in future have a more sustainable aim based on the UN Sustainable Development Goals.



The gastronomical experiment "Nightshades" challenges our psychological approach to food. This and other experiences put Central Denmark Region on the gastronomy and culture map.

We wish to lead the way for local communities and make them exploit their potential and obtain a special role to meet the UN goals of sustainable development.

Solutions to global challenges often start locally. The ambition is that a regional effort in the rural areas will contribute with new ideas and be a part of the other tasks of the region within climate, energy solutions, environment, health, mobility, culture and access to education. The Village of the Year award is an example of this.

Culture and gastronomy make significant contributions to ensure the good life across the whole region.







STRATEGY TRACK 02

Ensuring future-
proof educations
and development
of skills and
competencies for
everybody



Central Denmark Region intends to offer a wide variety of high-quality education programmes for young people across the entire region.



How does the Central Denmark Region strategy track 02 contribute to the UN Sustainable Development Goals?

UN goal 4 is central in education. This goal is about equal access to quality educations and possibilities for lifelong learning. The aim of this goal is to ensure that more young people and adults have the relevant skills, including technical and vocational competencies. We must ensure citizens are prepared for the labour market and that good jobs are available. We must focus on offering good educations and develop relevant skills and competen-

cies. These two important factors are also included in the UN SDGs. To do this we need a good and flexible infrastructure ensuring mobility. We also need to care for the well-being of our young people, as it requires good mental health to complete an education. This is a good starting point for getting a job and having a good life as a citizen in Central Denmark Region.



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DIRECT UN SUSTAINABLE DEVELOPMENT GOALS

3



GOOD HEALTH
& WELL-BEING

4



QUALITY
EDUCATION

17



PARTNERSHIPS
FOR THE GOALS

INDIRECT UN SUSTAINABLE DEVELOPMENT GOALS

8



DECENT WORK
& ECONOMIC
GROWTH

9



INDUSTRY,
INNOVATION &
INFRASTRUCTURE

Ensuring future-proof educations and competence development for everybody

“Together we can ensure that the young people become mentally strong and confident adults with good educations leading to a good job”

Central Denmark Region wishes to have a variety of high-quality education offers all over the region.



An attractive region for students

Central Denmark Region wishes to be attractive for students. We thus need a focused and dedicated effort to offer a wide variety of high-quality education programmes for young people across the entire region.



Equal access to quality education is a part of the UN Sustainable Development Goals. We experience that more and more young people move to the larger cities. This makes it challenging to offer high-quality programmes in the smaller cities of the region.



In collaboration with educational institutions, municipalities and companies, we will contin-

uously rethink the creation of quality education programmes and international study environments, which also take advantage of the strengths of the local communities.

We need citizens with good and high-quality educations in our region where industries and businesses working with environment, climate, food and energy technology develop rapidly. We need qualified employees and talents to constantly develop sustainable solutions. New solutions are also an important tool to lower strain on the environment and reduce climate changes.



3



Focus on well-being and mental health among young people

An attractive region for students also means a region able to retain the young people and where drop-out rates from education programmes are low. This is a challenge we will solve together with municipalities, educational institutions and educational counsellors.

To do this, we need to know more about the challenges young people face. We can use data on sickness absenteeism, attendance rates, distance to educational institutions, type of accommodation and use of student counselling to get familiar with these challenges. The data will map out reasons for

drop-outs and it will be possible for the educational institutions to predict and prevent students from dropping out.

If young people do not thrive, the risk of not completing their education is higher. We wish to put this challenge on the agenda. As a region, we have a good starting point for initiating collaborations with the educational institutions, social psychiatry and municipalities to help the young people believe in themselves and to support them in their completion of an education.





In the future, there will be a demand for people with technical and digital competencies and skills. Central Denmark Region will find solutions to this in collaboration with a number of partners in the Technology Pact.

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Ready for the future labour market

In the future, there will be a shortage of skilled workers and other people with so-called STEM competencies (science, technology, engineering and mathematics). In the past decade, there has been an increased demand for these skills and expertises.

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In 2017, Central Denmark Region initiated a regional technology pact inspired by the national and regional technology pacts in Holland. The pact is an agreement between the region, educational and knowledge institutions, municipalities, companies and

organisations. Specific initiatives to ensure that more people will obtain knowledge and competencies within natural science, digitisation and technology are part of the pact which Central Denmark Region has allocated 55 million DKK to support.

Furthermore, there is a demand for people with creative competencies; these competencies are in demand by many different businesses. The region will continue to collaborate with educational institutions, creative environments and others to integrate creative skills and competencies in education programmes.



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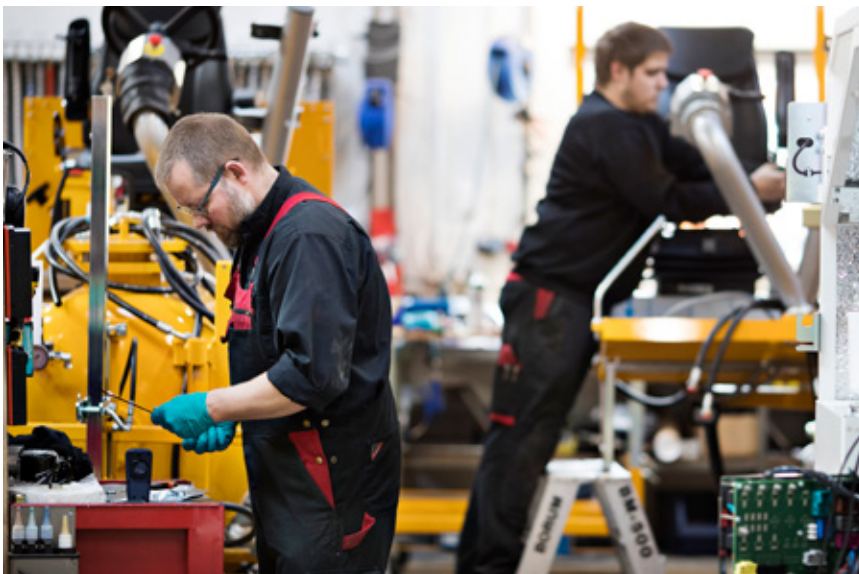
Lifelong learning

We live longer and have more active years on the labour market. At the same time, the technological development is faster than ever. We need to obtain and develop new competencies and skills – not only when we are young but throughout life.

Denmark is in the top compared to others when it comes to application of technologies – especially basic technologies. The labour market will undergo dramatic changes in the years to come. There will constantly be new demands – also to the active labour force with both short and higher educations. Both young and older people must have access to flexible and high-quality education and training programmes. These programmes must be adapted to grown-ups who have been on the labour market for many years. Targeted further education and training is a way to ensure the workforce meets the demands.

We also need to work together and be better at taking advantage of digital solutions. In this way, companies and educational institutions can integrate the new technology in connection with further education and training programmes.

Many technical and practical competencies are needed when the company Borum A/S produces equipment for road marking.





03



STRATEGY TRACK 03

Taking care of the
climate, environment
and resources to
ensure a sustainable
development

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How does the Central Denmark Region strategy track 03 contribute to the UN Sustainable Development Goals?

We wish to take care of the climate, environment and resources to ensure a sustainable development; this speaks to the core of the UN SDGs. In many ways, the region contributes to the global agenda, such as ensuring our water supply and avoiding soil contamination. Moreover, we comply with the UN goals to make cities and local communities inclusive, safe, resilient and sustainable.

Initiatives and a strong effort in relation to climate changes and environmental strain will contribute to the global agenda in connection with two UN SDGs in particular: Goal 12 on promoting sustainable consumption and production e.g. through procurement agreements for the hospitals and institutions in the region. Goal 13 about fast interventions to fight climate changes and their consequences. The region must lead the way with innovative solutions and act on the challenges through strong collaborations and partnerships.



Stepping stones in a park in the city of Viborg. This is both a recreational area and a climate project collecting surface water from the city.

DIRECT UN SUSTAINABLE DEVELOPMENT GOALS

6

Clean Water & Sanitation

7

Affordable & Clean Energy

11

Sustainable Cities & Communities

12

Responsible Production & Consumption

13

Climate Action

15

Life on Land

17

Partnerships for the Goals

INDIRECT UN SUSTAINABLE DEVELOPMENT GOALS

3

Good Health & Well-being

9

Industry, Innovation & Infrastructure

14

Life below Water

Taking care of the climate, environment and resources to ensure a sustainable development

“Challenges across both local and national borders demand solutions where we pull together”

*A hospital generates large amounts of plastic waste. Aarhus University Hospital works with new ways of ensuring that a large amount of the plastic can be recycled. **Photo:** Michael Harder*

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World-class sustainable hospitals and institutions

The region is responsible for hospitals and certain social institutions. They can serve as “innovation labs” to try out green transition models. At hospitals we know what is coming in through purchases and we know what is going out as waste.

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At a hospital we can work with areas such as waste, energy, food, buildings, transport, water, chemicals, goods and services. Moreover, we can work with integrated solutions across the hospital. This “mini-society” reflects the challenges in our surrounding society. This makes it possible for us to develop solutions that are beneficial to the region and to our both private and public collaborators. Our ambition is to create some of the world’s most sustainable hospitals.

Central Denmark Region has positive experiences with collaborations within renewable energy and circular economy. Broad networks and partnerships provide more knowledge and better solutions; and the results cause a ripple effect.





Flooding can be one of the consequences of climate changes.

The spreading of results is also a part of our obligation towards the global plan of action – Agenda 21. Each government and local authorities are responsible for taking sustainable initiatives in areas where human beings impact on the environment.

We face climate changes together

Major transitions of production methods and consumer patterns at the global level take time. Meanwhile, there have been and still are some environmental consequences. Climate changes will lead to more and heavier rain, ocean levels and temperatures will rise. These challenges go beyond the borders of municipalities, regions and countries. The challenges must be solved by different kinds of climate adjustments.

We must be on the forefront and find new solutions and ways to adjust to the climate changes. We must strive to take care of the climate changes and translate challenges into sustainable improvements of society. An example could be the use of rainwater reservoirs or other climate adjustments to

develop recreational areas, increase variation – biodiversity – in nature and bring nature closer to the cities. The challenges crossing both local and national borders require solutions where we pull together. Currently, the region has strong partnerships such as the six-year-long climate adjustment project *Coast to Coast Climate Challenge*, which has received DKK 50 million from the EU LIFE programme.

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A so-called climate road in Central Denmark Region, which can absorb increasing amounts of rain. This is part of the EU project Coast to Coast Climate Challenge
Photo: Morten Telling

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Clean drinking water – a scarce resource?

In Denmark, the drinking water supply is based entirely on groundwater undergoing only a minor filtration process before distributed to consumers.

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Our drinking water is threatened by contamination; part of the contamination happened decades ago, but it also happens today. It can have consequences for the supply of non-contaminated tap water and it is a major task to ensure clean drinking water for the future generations.

The regional authorities play an important role in taking care of the ground water together with the municipalities, the national government and water supply companies.

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Experts in soil contamination

Central Denmark Region is in the frontline concerning competencies in and knowledge of soil contamination. The region's main task is to identify, investigate and remediate any soil contamination that poses a risk for human health, the groundwater or the environment.

3



At Harboøre Tange on the west coast of the region, Central Denmark Region is managing one of the most contaminated areas in Denmark. The contamination derives from a former company producing pesticides for the agricultural industry.

One of the contaminated sites at Harboøre Tange is located on the beach (Groyne 42). This contamination originates from a

dump-site with chemical waste from the production of pesticides and mercury products.

Currently, the region collaborates with clean-tech companies with the aim of developing new remediation technologies. These new methods can lead to cheaper and more sustainable ways to clean up the chemical dump-site at Groyne 42. Such solutions may be beneficial at Harbøre Tange but also in other parts of the world with similar types of soil contamination.

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Necessary focus on raw materials and recycling

Raw materials are scarce all over the world. However, in Central Denmark Region we have large gravel pits supplying the active building industry with tons of sand, gravel and stones. The sites where we can find raw materials in our region are getting fewer. A

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new ice age would be the only way to get new raw materials, so we have to intensify our focus on recycling together with other relevant partners.

The region will be more involved in promoting alternative, sustainable solutions so we use fewer raw materials and avoid transportation of materials. We also have to avoid import of raw materials from abroad.

Within the environment and climate area, the region will be focused on bringing our knowledge and expertise into play by establishing broad collaborations. Together we can make better efforts and create more results.



Harbøre Tange is one of the most contaminated area in Central Denmark Region. Polluted sand and soil from a chemical waste depot will be used in tests to find new sustainable methods to manage contaminated soil.



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STRATEGY TRACK 04

Paving the way
for a more
sustainable
and efficient
citizen-centred
healthcare system
of high quality

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How does the Central Denmark Region strategy track 04 contribute to the UN Sustainable Development Goals?

We wish to be a region with healthy citizens. The aim of the UN SDG number 3 is to ensure a healthy life for all and promote well-being in all age groups. The strategy of Central Denmark Region supports this. We strengthen efforts to find innovative solutions in our healthcare system to ensure a continued high level of quality in our services.

The healthcare system will be open to new partnerships and new ways to collaborate to find alternative solutions and innovative ways to deliver healthcare services. A new way in healthcare innovation is culture. Culture can play an active role in treatment and care as a tool to fight inequality in society and health in line with UN goal number 10.

A telemedicine solution makes it possible for some patients to have a consultation from their own home with a nurse at the hospital.



**DIRECT UN
SUSTAINABLE
DEVELOPMENT
GOALS**

3



GOOD HEALTH
& WELL-BEING

9



INDUSTRY,
INNOVATION &
INFRASTRUCTURE

17



PARTNERSHIPS
FOR THE GOALS

**INDIRECT UN
SUSTAINABLE
DEVELOPMENT
GOALS**

10



REDUCED
INEQUALITIES

Paving the way for a more sustainable and efficient citizen-centred healthcare system of high quality

“Improved digitisation is an effective way for citizens to feel closer to the healthcare system with user-friendly IT solutions”

An app used by all acute facilities in Central Denmark Region. Staff across hospitals have direct access to and can type key information into the electronic health record.

Photo: Agata Lenczewska-Madsen



Health innovation – the driver of an efficient healthcare system

Central Denmark Region wishes to strengthen our efforts in creating and using new technology and digital solutions. Improved digitisation is an effective way for citizens to feel closer to the healthcare system with user-friendly IT solutions. At the same time, the new solutions will make the healthcare system more efficient and sustainable.

To make a strategic direction for health innovation is the first step towards new initiatives and solutions for the future. This will benefit both citizens and companies producing lasting products for the global market. A strategic forum for innovation including research and educational institutions, general practitioners, the region and companies will suggest specific efforts to help realise the health innovation potential in our region.





A digital overview of patient flow at relevant hospital departments is a useful tool for healthcare staff.
Photo: Agata Lenczewska-Madsen

Nutrition – an example of health innovation

Development of new food products, functional foods, which can contribute positively to our health is one of many examples of health innovation. In product development, the region is experienced in connecting relevant health professional stakeholders with the business community.

For more than a decade, Central Denmark Region has invested in growth and innovation within the food business. Today, we have a well-functioning research and development environment within food innovation. This must continue in the future and we now focus our contribution on e.g. solutions to nutritional challenges together with other regions, municipalities, hospitals, research and educational institutions, companies and citizens. Together we will develop

and create new solutions benefitting our health and socio-economics.

IT solutions – an example of health innovation

All over the world, we look for solutions providing more health and safety for the money.

The electronic health record is a good example of an innovative solution based on citizens' health data. The record contributes to establish coherent and optimal patient pathways across sectors, between hospital and primary care in the municipality.

Technology and digitisation in the healthcare sector attract considerable attention and have high priority in Europe. Some of the solutions may thus be developed through EU programmes and international collaborations.





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New possibilities with life science

The region wishes to strengthen the position of life science, which is characterized by public and private partnerships. Researchers, hospitals and private companies collaborate to find e.g. new types of drugs and medical equipment.

Life science contributes to create innovation and new services at hospitals and in the primary care health services.

Central Denmark Region has solid research and development environments, which can

contribute to develop new products to benefit the health of citizens, if we build on this and facilitate a closer collaboration between clinicians and researchers on one side and private companies and investors on the other.

At the same time, the Central Denmark Region Technology Pact is focused on promoting educations in health science and technology, which is necessary for the life science business. This is done in collaboration with educational and knowledge institutions.



European Region of Culture is the cultural collaboration between the region and its 19 municipalities. The project Rethink Ageing has been supported by the region. It consists of amateur dancers above the age of 60 years. Health is a positive "side effect" for the dancers.

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Culture to benefit health

For the citizens, health and new solutions can be other things than just a visit to the general practitioner or the municipal rehabilitation facility. Participation in cultural activities can play an important role for our physical and mental health.

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Combining culture and health attracts considerable attention in the western world, where more and more people are affected by stress, anxiety and depression.

In Central Denmark Region, we will be on the forefront developing and combining culture

and health based on the latest research. We have e.g. a choir for patients with lung diseases and book clubs where people with stress or depression read together at the region's public libraries.

The healthcare system should be open to the new services. Experiences are positive using alternatives to the traditional technological and medical offers.



1



NO POVERTY

Global poverty rates have been more than halved since 1990, but too many still fight to fulfil basic human needs such as access to adequate amounts of food, clean drinking water and sanitation. Elimination of poverty will take a targeted effort in vulnerable groups, increased access to basic resources and services as well as support to societies affected by conflicts and climate-related disasters.

2

ZERO
HUNGER

Rapid economic growth and increased agricultural production have nearly reduced the number of malnourished people by 50%. Unfortunately, hunger is still a huge barrier to development in many countries. Elimination of hunger requires international collaboration to ensure investments in infrastructure and technology, which may improve agricultural productivity.

3

GOOD HEALTH
& WELL-BEING

Despite incredible progress, more than six million children die before the age of five. Hundreds of women die in connection with childbirth and AIDS is the most common cause of death among young people in Sub-Saharan Africa. These deaths could be avoided through improvements in prevention and treatment, education, immunization campaigns as well as sexual and reproductive health.

7

AFFORDABLE
& CLEAN
ENERGY

Every fifth person still has no access to electricity. Because of the increasing demand, there is a need for an increase in the production of renewable energy globally. Universal access to electricity at an affordable price before 2030 requires investments in clean energy sources such as sun, wind and thermic energy.

8

DECENT
WORK & ECONOMIC
GROWTH

The goal is to promote constant economic growth by creating higher productivity and technological breakthroughs. Focus on politics beneficial for an entrepreneurial culture and creation of jobs will be the key to this. At the same time, it is important to eradicate forced labour, slavery and human trafficking.

9

INDUSTRY,
INNOVATION &
INFRASTRUCTURE

Constant investment in infrastructure and innovation is decisive for economic growth and development. As more than half of the world's population live in cities, transportation and renewable energy will be increasingly important similar to growth of new industries and information and communication technologies.

13

CLIMATE
ACTION

All countries in the world experience the dramatic consequences of the climate changes. Moreover, global warming causes long-term changes to our climate system. If the political will is there and combined with a broad range of technical measures, it is possible to curb the climate changes. This requires an immediate collective effort.

14

LIFE BELOW
WATER

The world's oceans - their temperature, chemistry, current and life - drive global systems that make the earth habitable for human kind. Management of this vital resource is decisive for humans but also for alleviating the consequences of climate changes. Overfishing and ocean pollution are among the challenges.

15

LIFE ON
LAND

Our life depends on the earth concerning nutrition and livelihood. As an example, plants supply 80% of our diet and farming is an important economic resource and means for development. In addition, the goal is important to alleviate the consequences of climate changes.

4



QUALITY EDUCATION

Education is one of the most powerful and tested methods to obtain sustainable development. The goal is to ensure that all children will complete a primary and secondary education, free of charge, before 2030. Moreover, gender-related and economic inequality will be abolished to obtain universal access to high-quality further education.

5



GENDER EQUALITY

More equality and a strengthening of female rights and possibilities are necessary to promote a sustainable development. Elimination of all types of discrimination against women and girls is not only a fundamental human right, but it also has a multiplier effect across all other development areas.

6



CLEAN WATER & SANITATION

Shortage of water affects more than 40% of the global population. This is alarming and is expected to increase with increasing global temperatures caused by climate changes. Universal access to safe and cheap drinking water for all before 2030 demands i.e. that we protect and restore water-related ecosystems and invest in infrastructure.

10



REDUCED INEQUALITIES

The growing inequality requires action and adoption of sensible politics strengthening the lowest income groups and promoting more economic involvement from all groups in society regardless of gender, race or ethnicity. Inequality is a global problem requiring global solutions. This means e.g. improvements in the regulation and monitoring of financial markets and institutions.

11



SUSTAINABLE CITIES & COMMUNITIES

More than half of the world's population now live in cities. Sustainable development can only be obtained if we change the way we build and control our cities. Making cities safer and more sustainable means to guarantee access to safe and cheap accommodation as well as improvements of housing in slum areas. This also requires investments in infrastructure and green public places.

12



RESPONSIBLE PRODUCTION & CONSUMPTION

Economic growth and sustainable development mean that we must reduce our environmental footprint and change the way we produce and consume our goods and resources. If we should meet the goal, we must efficiently control our natural resources, the way we dispose of toxic waste and polluted substances. That is why it is important to encourage companies and consumers to recycle and reduce the amount of waste.

16



PEACE, JUSTICE & STRONG INSTITUTIONS

The goal is to ensure that all types of violence are reduced and that long-lasting solutions to conflicts and insecurities are found in collaboration with governments and local communities. Strengthening of constitutional rights and promotion of human rights are central to this process.

17



PARTNERSHIPS FOR THE GOALS

Effective partnerships are needed to meet the sustainable development goals. This applies to all kinds of partnerships – public, public-private and partnerships with the civil society. The world is more closely connected than ever and there is a need for global engagement and collaboration to realise the goals.

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Cover photo taken in 2018 on the new motorway near Tvis and Holstebro in Western Jutland. The motorway opened shortly after.

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