

Guide to

HELSINGBORG

2035

In 2035, Helsingborg will be the creative, united, global and balanced city – pulsing with life – for both people and businesses. Helsingborg is the city for living your dreams.



HELSINGBORG

One city. 9,000 coworkers. One vision.

We are all unique. Each of us has a different story, a different life we're living. We have different needs and different dreams. We want different things. Yet we are also alike. We share the same here and now. We live in the same city with the same 24 hours each day. Now, we share the same future. Helsingborg has a long-term vision for our city, for all of us – Helsingborg 2035. A course for the future. We know what we want, what we're aiming for: an exciting, attractive and lasting community. A magnet for creativity and competence.

Helsingborg is the city for living your dreams.

THE *creative* CITY

Here we have ideas, talents and role models. We have the best school for each child and the best climate for entrepreneurs. Here are possibilities for those who want to build, change, experience and move forward.

In Helsingborg exists synergy between research, business, culture and education. Here is a creative embryo with the university as its life force. Here exchanges and collaboration make exciting things happen.

Here we all contribute to the evolution of our city, and here we decide the course of our lives. Helsingborg is our city for living our dreams.

THE *vibrant* CITY

Here we have dreams and action, playfulness and seriousness. Here interactions happen, big and small, where people grow together. Here exist safe urban spaces, beautiful parks and entertaining events. Here every corner of the city pulses with life.

In Helsingborg are activities and experiences for every age. Here are vibrant cosmopolitan living, active sports and club scenes, and internationally renowned culture. Here thrive both the free-spirited arts and the grounded institutions.

Here unity and diversity coexist. Helsingborg is the natural choice for creativity, business and tourism

THE *united* CITY

Here we have fellowship, equality and tolerance. Here all people have equal opportunities. Here exist care and support for all.

In Helsingborg, we all influence the city's evolution and take a shared responsibility for our city. Here exist sustainable growth and lasting construction. We have lively residential areas and celebrated architecture. Here is a home for every taste and need.

With us reside pride, security and togetherness. Here it's easy to thrive. In Helsingborg lives the good life.

THE *global* CITY

With us reside curiosity, openness and optimism. We are the hub of northern Öresund – online and connected to the world. Here what happens around the world is close and relevant.

In Helsingborg exists smart infrastructure. Distances are short and our public transportation is pioneering. We have a high-speed train line as well as close connection with Denmark via a fixed link to Helsingør. Here are sustainable transport systems, advanced freight logistics and a strongly competitive port.

With us reside modern life and global perspective. Helsingborg is a role model for other cities.

THE *balanced* CITY

With us resides insight into the codependency between humankind and nature. We take responsibility for how we use our energy sources and natural resources. Here we are well on our way toward a sustainable ecological footprint. We don't live beyond our natural means.

Helsingborg exists in a unique and beautiful setting. Here city, ocean and countryside meet. Here are stillness and rhythm, tradition and innovation, past and future. Here we have local, small-scale production, smart climate innovations, and sustainable environmental and energy initiatives. Here the water is clean and the air easy to breathe.

Everything in Helsingborg is done with social, environmental and ecological sustainability in focus. Here it's easy to make smart choices.

Why an employee and leadership policy?

9,000 coworkers. One city. One vision.

We are all different. We have different tasks. We have different skills. We work in different places. But we are also alike. We share the same mission. We will cultivate Helsingborg. And we will offer service and services of the highest quality. Now we're heading in the same direction: Helsingborg has a shared, long-term vision. We know what we want for our organization, what we're aiming for: an exciting, attractive and lasting workplace. A magnet for creativity and competence.

Helsingborg City is our organization for living our dreams.

Our teamwork

Helsingborg City will be one of the country's most attractive employers. That requires coworkers who are motivated, engaged in and proud of their mission. It requires that each of us have a sincere desire to develop and improve. Employment in Helsingborg City is about how I do my job, how I interact with and treat different people and groups I serve, as well as how I work together with managers and colleagues.

Employees at Helsingborg City demand an inspiring, energetic and brave leadership – a leadership that sets the course for how to achieve the city's vision and political goals.

Employment also demands that everyone take responsibility for their tasks, create value for the different people and groups we serve, and work together to reach our common goals.

Progress for employees and leadership go hand in hand.

Our leadership

Helsingborg City will be one of the country's most attractive employers. That craves an inspiring leadership that kindles employees' motivation, commitment and desire to develop and improve.

As a manager, I shoulder the responsibility of leader and representative for my employer. I am accountable for employees, finances and the fulfillment of our organization's duties with the results and quality that residents and elected officials should be able to expect.

As a leader, I have my coworkers trust to lead them in our shared mission. Our elected officials set the course. My task is to clarify and communicate goals and directions, which I inspire my colleagues to follow. I create a culture in which enthusiasm, job satisfaction and talents grow, and in which differences are incorporated in a valuable way. I lead and coach my colleagues to meet challenges and achieve shared goals together as a team.

Employees and leaders in harmony

EMPLOYEES

I WANT TO SUCCEED

I have an active, engaging approach to both understanding and accomplishing my assignment.

I CREATE VALUE

I create value by, in each unique situation, putting the needs of different people and businesses in focus.

I COLLABORATE

I share freely of my knowledge and competence so that we, together, deliver services of the highest quality – every time.

I LEAD MYSELF

I know the values that guide our mission and my part in it, as well as how I can use my strengths to strengthen our team.

LEADERSHIP

I WANT TO SUCCEED

I have confidence in my colleagues' skills and give them the opportunities to take responsibility for how to accomplish the assignment.

I CREATE VALUE

I develop an effective organization that focuses on value for Helsingborg's citizens.

I COOPERATE/COLLABORATE

I take responsibility for understanding and communicating the reasons for our assignment as well as the expectations put on me and on the results we will deliver together.

I LEAD MYSELF

I know myself, how I'm perceived, and how I affect others. I constantly work on strengthening my leadership skills.



HELSINGBORG