

# INVITATION

## AGENDA

# ONLINE FIELD VISIT – CITY OF VARBERG

28TH SEPTEMBER 2021

### Moring session 9.30 – 12.30

Host: Municipality of Varberg

Participants: Open to all partners and local stakeholders

Language: English – translation will be provided

Platform:

[https://us06web.zoom.us/webinar/register/WN\\_x-TOqMsoR7aUsLSaUQcH2g](https://us06web.zoom.us/webinar/register/WN_x-TOqMsoR7aUsLSaUQcH2g)

### 9.20 – Participants log-in

### 9.30 – Welcome to Varberg

– Christofer Bergenblock, vice mayor of Varberg

### 9.40 – Varberg challenges and strategy in the PROSPERA project

– Ulrika Rylin, rural development strategist and Frida Eriksson, urban planning strategist

### 9.55– Good practice 3: GRASSLANDS

– Ramus Kaspersson, ecologist

– 10 min Q&A (ILVO)

### 10.25 – Good practice 2: LASSABACKA LANDFILL

– Lina Gyllensvärd, project manager

– 10 min Q&A (ILVO)

### 10.55 Break

### 11.10 – Good practice 4: RURAL VILLAGE DEVELOPMENT STRATEGY

– Ulrika Rylin, Rural development strategist and Frida Eriksson, Urban planning strategist

– 10 min Q&A (ILVO)

### 11.40 – Good practice 1: ARENA och EMC

– Louise Wallmander, development strategist municipality of Varberg and Michaela Flenger, advisor sustainable development EMC

– 10 min Q&A (ILVO)

12.10

Conclusions

12.20

Lunch

### Local discussion (13.30 – 15.30)

Host : Local partners

Time: To be defined by local partner

Platform: Provided by local partner

### Plenary closing session 15:30–16:15

Host: ILVO and the municipality of Varberg

Participants : Open to all project partners and stakeholders

Platform: <https://us06web.zoom.us/j/85997200625>



## GOOD PRACTICE – VARBERG

### Good practice 1: GRASSLANDS

To preserve and develop green areas close to the city becomes increasingly important as the city of Varberg grows and becomes denser. “Grasslands” is a project to increase knowledge about natural values in peri-urban meadows and how these can be preserved and developed for increased biodiversity. The inventory areas have also been put in a larger landscape perspective and an analysis has been made of their significance for the green infrastructure at a more comprehensive level. For more information [Item | Interreg Europe](#)



X	Natural heritage	X	Climate change		Tourism	Mobility	Food production
X	Cultural heritage		Population	X	Environment	Economy	Built environment

### Good practice 2: LASSABACKA LANDFILL

Lassabacka landfill is a project to cover a former landfill area in the peri-urban area of Varberg, and at the same time develop the site into an attractive destination, with high nature and recreational values. The design process has been carried out in collaboration between several different stakeholders, such as school children, officials in the municipality of Varberg, tourist operators and members of different interest groups, in order to develop a multifunctional area. The GP is a good example of how you can combine an environmental project and add values for tourism and recreation. For more information [Item | Interreg Europe](#)



X	Natural heritage		Climate change	X	Tourism	Mobility	Food production
	Cultural heritage		Population	X	Environment	X Economy	X Built environment

### Good practice 3: RURAL VILLAGE DEVELOPMENT STRATEGY

Varberg has the ambition to promote a vibrant countryside and a sustainable rural development. But the challenges in rural areas differs a lot from urban areas, which is why there has been a need of finding new working methods in these areas. “Rural village development strategies” is a new way of working with sustainable development in small rural villages. It is a collaboration between the municipality and local stakeholders, where the actors together identify challenges and possibilities and finally propose strategies for development. The project is ongoing, and the process evolves and changes as time goes on. For more information: [Item | Interreg Europe](#)



X	Natural heritage		Climate change		Tourism	X Mobility		Food production
X	Cultural heritage	X	Population	X	Environment	X Economy	X	Built environment

## GOOD PRACTICE – VARBERG



### Good practice 4: ARENA och EMC

EMC (Energy and Environmental Centre) is a public-private partnership (ppp) that support environmental sustainability of the local business community. EMC is financed by membership fees and offer different services to its members' such as education, events, consultancy in sustainability and project management. ARENA is a project that has been made possible through the collaboration within EMC. The ARENA-project put the focus on how to support and promote the transition towards a circular and bio-based economy. EMC is a good example of a ppp that can promote a sustainable development in important issues for Peri-urban areas. For mor information: [Item 1 Interreg Europe](#)

Natural heritage	X	Climate change		Tourism	X	Mobility		Food production
Cultural heritage		Population	X	Environment	X	Economy	X	Built environment



If you want to enjoy your digital study visit with a taste of Varberg (Sweden), we suggest a "fika". A fika is cup of coffee och tea with something sweet, maybe a cinnamon bun or a waffle with cream. Enjoy!



VISITVARBERG

## THE MUNICIPALITY OF VARBERG

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We would like to welcome you to Varberg. We had hoped to show you our beautiful city. To get a feel for Varberg, we give you some video suggestions.

Be inspired by Varberg

[VisitVarberg - Sommar i Varberg 2020 | Facebook](#)

<https://www.facebook.com/watch/?v=10154304896148974>

The rural country side

<https://www.youtube.com/watch?v=L3NkJDOOoDI>

Our webb for visitors

<https://www.visitvarberg.se/>

Go bikeing in Varberg

[VisitVarberg - Cykla i Varberg | Facebook](#)

We hade a test with an self driving bus this summer

[https://www.facebook.com/VisitVarberg/videos/cykla-i-varberg/792506257976074/?so=permalink&rv=related\\_videos](https://www.facebook.com/VisitVarberg/videos/cykla-i-varberg/792506257976074/?so=permalink&rv=related_videos)

A taste of Tvååker (an peri-urban area outside Varbergs with lots of entrepreneurs)

[Smaka på Tvååker \(facebook.com\)](#)

Varberg in vinter time

[Vinterfilm Varberg \(facebook.com\)](#)

And remeber, you are always welcome to Varberg, when the time is right!