

# **A Broad Perspective on Digitalization and Urban-Rural Development**

**Markus Bylund och Mimmi Skarelius Lille**

**May 18 2017**

# Uppsala municipality

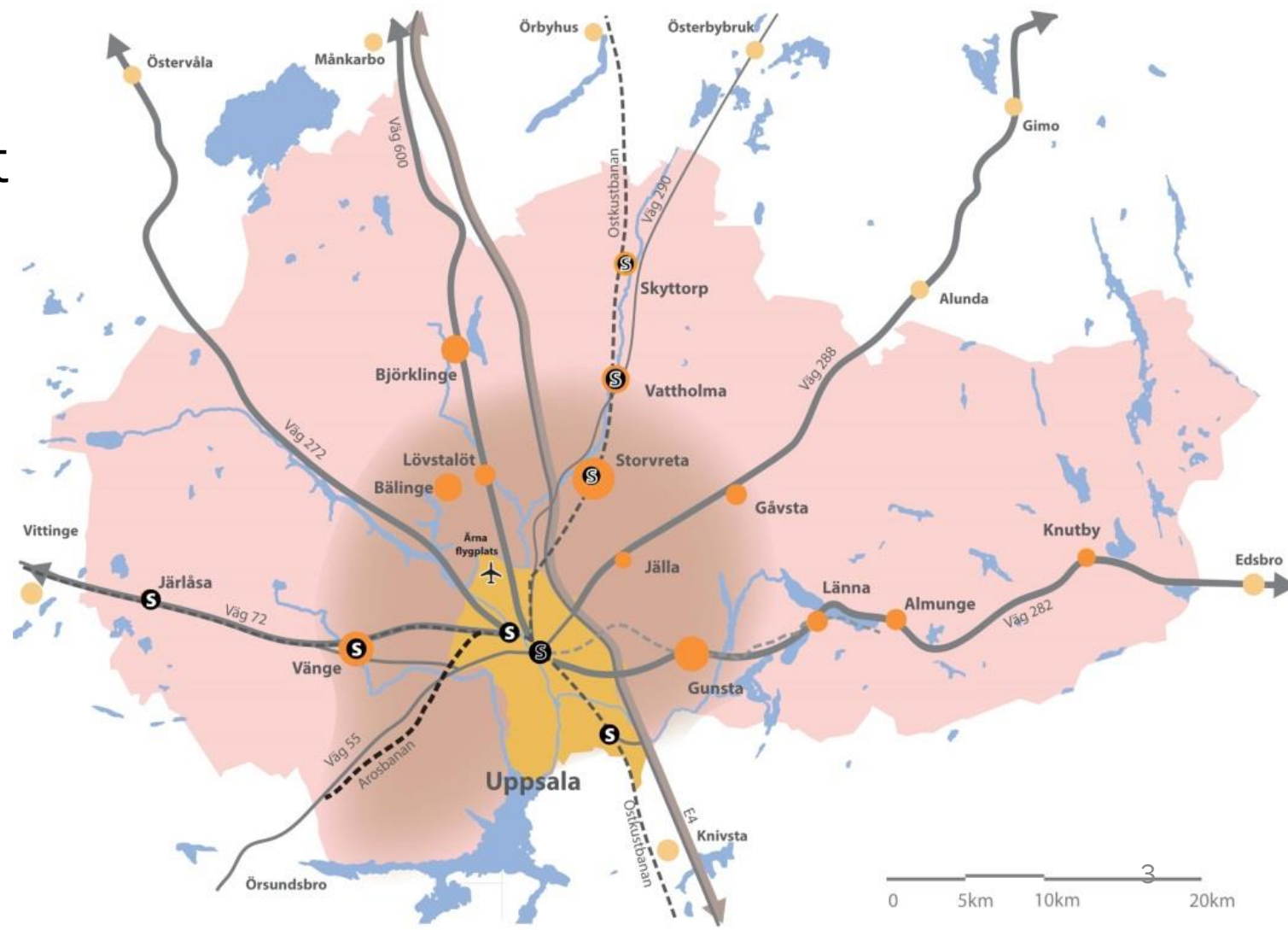
- 3 million close neighbors
- One of the most expansive growth regions in Europe
- Aggressive growth
  - 140 000 more people and
  - 70 000 jobs by 2015
- Sweden's fourth largest municipality
- And...



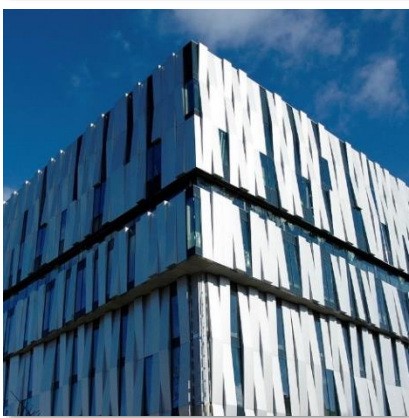
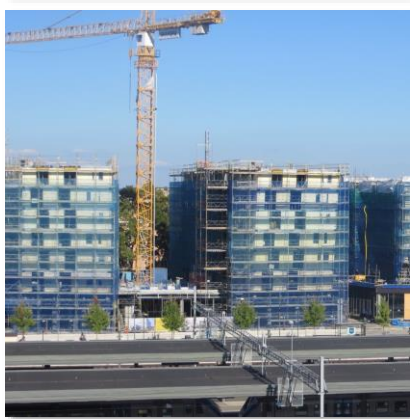
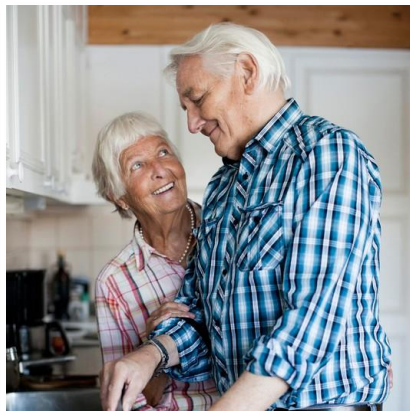
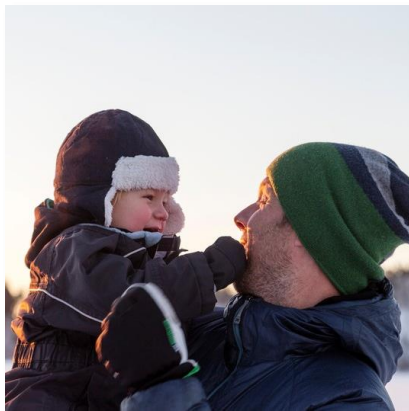


# Sweden's largest rural population

- Urban cores and links
- Efficient public transport
- Polycentric city – five urban cores
- Living rural areas with small urban centers
- Growing rural population

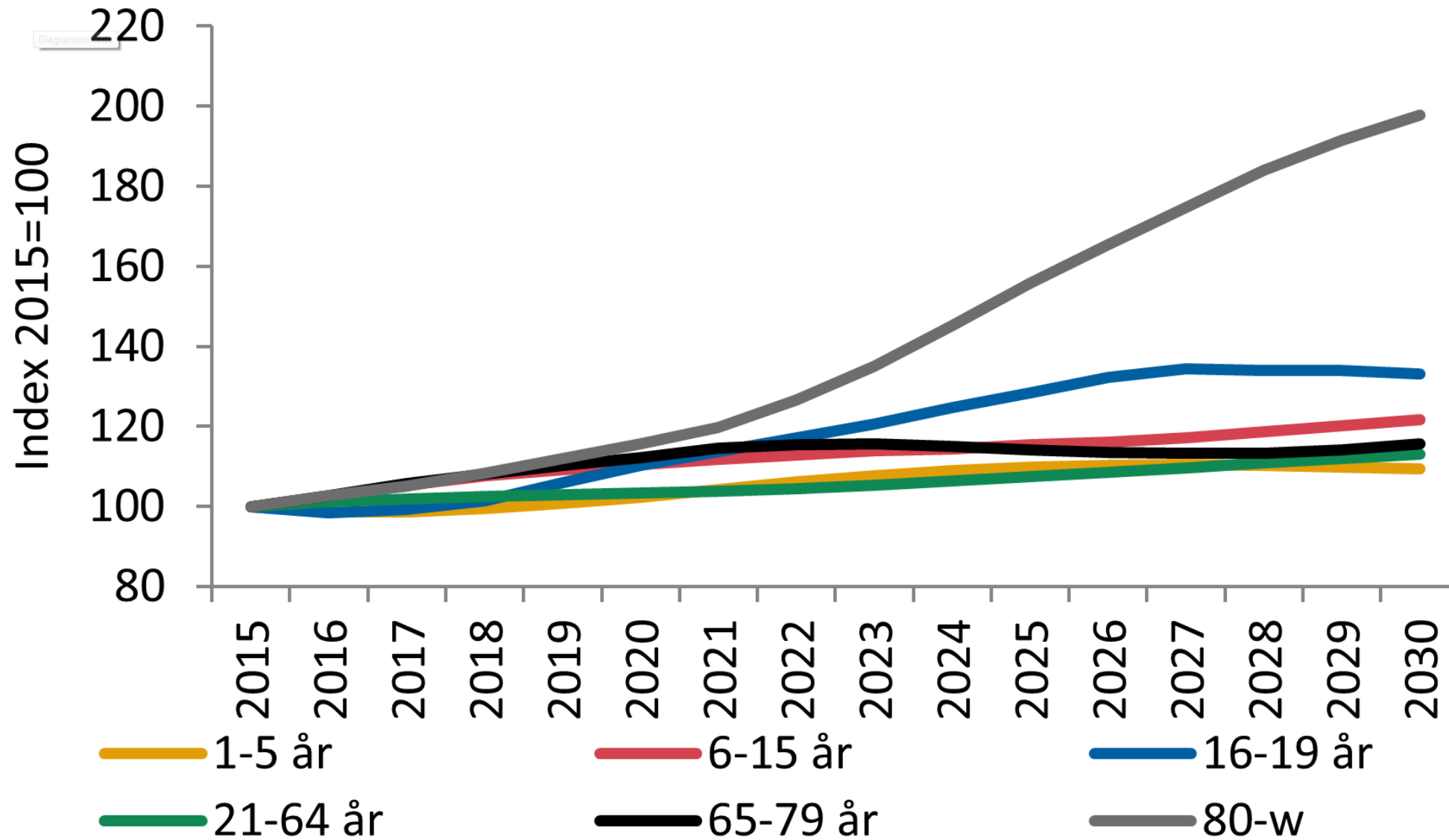













A close-up, low-angle shot of a man with dark hair and a slight stubble, looking upwards and to the right with a thoughtful or skeptical expression. The lighting is warm and dramatic, casting shadows on his face.

**The IT industry:  
"we have an app  
for that!"**



**”IT and digital development are key drivers in the development of Uppsala municipality”.**

*Policy for IT development and digitalization*



# DIGITALT LEADERSHIP



***An efficient and adequate leadership to fully make use of the possibilities with digitalization while also facing its challenges.***

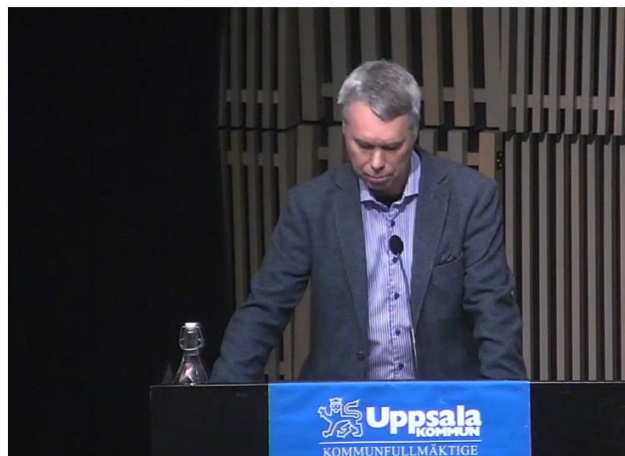


# Cheap and borderless communication

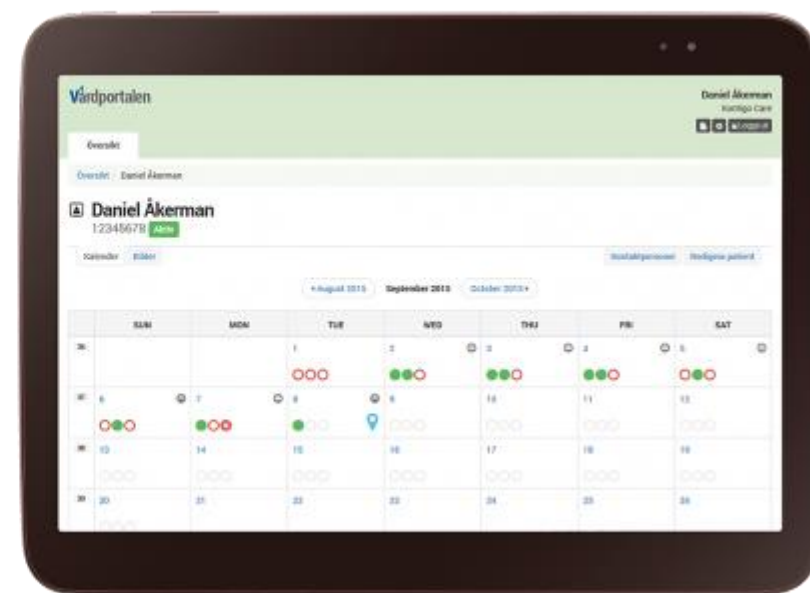
## Webb-tv från kommunfullm

Kommunfullmäktige sammanträder en gång i månaden och sänds direkt från konsert & kongress. Här kan du se sändningen i sin helhet eller de ärenden mötet du är intresserad av.

[Alla sändningar från kommunfullmäktige](#)



Trond Svendsen (MP)





# Situation awareness





# Supply and demand

- Deployment of five service points for matching supply and demand
  - Resources (e.g. premises and equipment)
  - Goods for sale (e.g. locally produced food)
  - Services (e.g. health care and transportation)







**TACK!**