

MALMÖ

Where it starts



City of Malmö

50 %
under
35

186
nationalities

360
000
citizens

9
Company
starts/day

500 km
bike lanes

Fastest
growing
city in Sweden



Driving force

- **Political ambition**
- **Young, diverse and growing**
- **A city for everyone**



Local context

- **Connected to political goals**
- **Local agenda**
- **Strategy for Agenda 2030**
- **Focus on activity development**



Follow up

- **National SGD indicators**
- **Local indicators – digital tool**
- **Regular monitoring system**



Shared views

- **Create a narrative**
- **Platform Agenda 2030**
- **Dedicated communicator**
- **Coaching**
- **Podcast**



Lessons learned

- **Time and dedication**
- **Common ground**
- **Integrate to regular systems**
- **Development - sustainable**





**Thank you
for your
time**

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Malmö stad