

Stockholm STRAIR Project: Economic Development in the Airport Hinterland

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Aim for the Stockholm STRAIR Project

“to produce a joint action plan for business development in Stockholm Arlanda Airport’s hinterland in a cooperation between actors involved, i.e. local and regional actors, companies, financial institutions, real estate owners, other representatives of the business community, etc.”



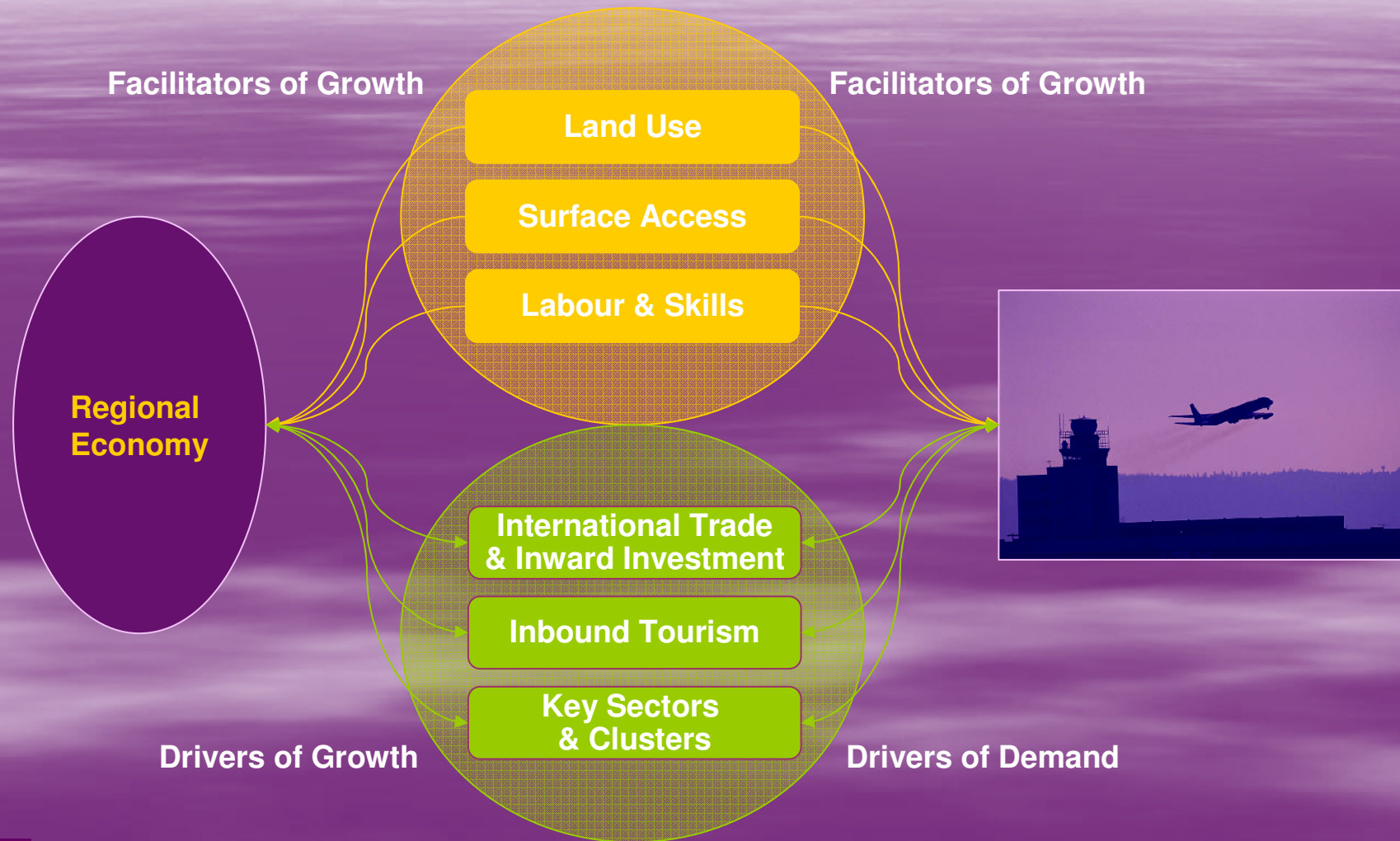
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Aim for the Stockholm STRAIR Project

- *Phase 1: Knowledge Building and Analysis*
- *Phase 2: Formulation of the Strategy*
- *Phase 3: Creation of a Joint Action Plan*



Phase 1: Methodology



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Phase 1: Methodology

Key Activities

- Document Review
- Survey of STRAIR Regions
- Themed Workshops



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Phase 1: Key Findings

Building Collaboration Amongst Stakeholders

Defining a Joint 'Vision' for the Arlanda Airport Region

Selling the Arlanda 'Airport Region'

Selling the benefits of Airport expansion

Involving airport related companies in economic development

Widening the responsibility for route development

Inward Investment & International Trade

Tourism and Marketing

Employment and Skills

Logistics and Freight



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Phase 2: Methodology

- Focussed on taking forward the Phase 1 results
- Building cohesion within the Partnership
- Examining and trying to answer some key questions
- Identifying how to deliver an Action Plan
- Joined by GüllerGüller and Inregia



Phase 2: Key Findings

- Project established an overall ‘vision’ for the Action Plan:
 - “To make the Stockholm Arlanda Airport Region the fastest growing economy in the Stockholm Region by 2012 with a thriving Arlanda Airport at its heart”
- Defined the Airport Region and established an identity – the 4+1 collaboration
- Identified the role(s) that the collaboration can play and hence the initial scope for an Action Plan
- Set out a number of options for the short and long term structure of the collaboration



Next Steps

- Capitalise on the momentum created
- Formally sign up to the Outline Strategy
- Establish a Project Board
- Identify an appropriate vehicle for implementing the Action Plan
- Define and implement the detailed Action Plan



Thank you

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