

The new mission statement features nine key objectives:

- Deeply rooted and widely connected
- Intergenerational participation in all areas of life
- Quality of life and a secure future through digital transformation
- Sustainable economic and work region
- Education and life-long learning for everyone
- Healthy region for everyone regardless of age
- Forward-looking, resilient landscape and urban settlement development
- Protecting the climate for future generations
- 15-minute region with wide-ranging mobility options for everyone

Each key objective is associated with specific fields of activity and concrete operational objectives, enabling the most important issues to be addressed holistically.

This publication presents an overview of the nine key objectives and their respective fields of activity. It therefore serves as a visual compass. If you'd like to have more detailed information on a specific topic, for example on the corresponding operational objectives, the QR codes will take you directly to the relevant content (in German) on the website.

Further information can be found at:
www.ostbelgienleben2040.be



WE CREATE THE FUTURE

OSTBELGIEN LEBEN 2040

THE MISSION STATEMENT AT A GLANCE

www.ostbelgienleben2040.be

As in many other European regions, global developments such as intensifying **climate change**, **digitalisation** and **demographic transformation** present major challenges for Ostbelgien.

To permanently secure the quality of life in the region while at the same time making it fit for the future, it is necessary to find a proactive, targeted and sustainable response to these global developments.

How can Ostbelgien make the most of its **strengths**?

Which **common** goals should guide the work of the region's key players?

What can we do to ensure that young families, parents, children, singles and senior citizens are all able to live a fulfilling life in Ostbelgien?

How can we make our region **attractive** for workers, self-employed individuals, investors and companies?

How can we in Ostbelgien contribute to the global sustainable development goals in politics, the economy, society and the environment?

IN SHORT: HOW DO WE WANT TO LIVE IN OSTBELGIEN IN 2040?

The mission statement "Ostbelgien leben 2040" (Living East Belgium 2040) serves as a dynamic navigation tool for all these issues, providing directions and security on our journey towards a resilient future.

A large number of citizens, municipalities, associations, organisations and institutions, as well as the German-speaking Community's administration, its political bodies and external experts, have been involved in developing this new mission statement over several years. As with the previous Regional Development Concept "Ostbelgien leben 2025", the aim is a visionary, long-term approach in line with the motto: We create the future!



OUR KEY OBJECTIVES AND THE ASSOCIATED FIELDS OF ACTIVITY

DEEPLY ROOTED AND WIDELY CONNECTED

IN 2040...

... Ostbelgien is a **well-connected, highly valued region at the heart of Europe**, which confidently cooperates with its neighbours and creates value-added autonomy.

The **East Belgian identity** is lived in the region and promoted through a **modern cultural infrastructure**. The region supports and values active community involvement and promotes a culture of volunteering.

- Promoting the region at home and abroad
- Civic involvement
- Vibrant cultural region
- Cooperation as a guiding principle

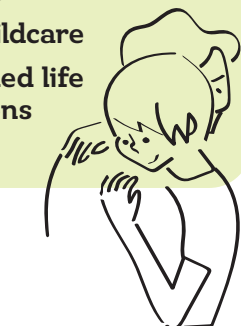


INTERGENERATIONAL PARTICIPATION IN ALL AREAS OF LIFE

IN 2040...

... the region offers everyone the opportunity to develop their talents and **enjoy social interaction**. The **Ostbelgien objectives** are intergenerational, family-friendly, youth-oriented, inclusive, intercultural and integrative; **they are to be achieved as a community, based on continuous dialogue**. Everyone is involved in decision-making, **particularly young people**, while the **older generation** is supported in living a **self-determined life**.

- Inclusive society
- Effective involvement of young people
- High-quality childcare
- A self-determined life for senior citizens



TOGETHER

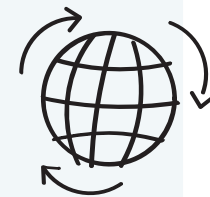
SUSTAINABLE ECONOMIC AND WORK REGION

IN 2040...

... companies and service providers promote **values in line with the common good**, while consistently working towards achieving **greenhouse gas neutrality**. As a result, exceptionally **innovative products and services have emerged**, significantly enhancing Ostbelgien's competitiveness in the international context.

Workers and specialists receive targeted training and enjoy working in Ostbelgien. They find innovative jobs and appreciate the region's enhanced quality of life and living conditions. **Targeted, efficient employment programmes** offer opportunities for everyone according to their needs and potential. Everyone can find fulfilment and enjoy life in Ostbelgien – thereby promoting the region's development.

- Sustainable economy
- Employment policy
- Tourism
- Strong agricultural sector



EDUCATION AND LIFE-LONG LEARNING FOR EVERYONE

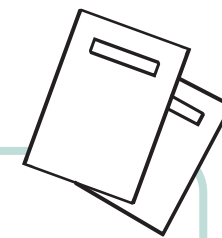
IN 2040...

... the East Belgian education system – in line with the strategy Education Vision 2040 - Meine Bildung. Meine Zukunft! – provides **high-quality and inclusive education** in a learning environment, which supports and challenges all learners according to their needs and potential, in which they can develop and feel comfortable. Educating the younger generation and **promoting lifelong learning** are top priorities in Ostbelgien, creating the social resources needed to promote prosperity, equity and well-being.

- Equal opportunities
- Skills development
- Well-being
- High-quality education
- A high level of vocational education and training



Ich lerne...
Tu comprends
Wij weten



A HEALTHY REGION FOR EVERYONE REGARDLESS OF AGE

IN 2040...

... people in Ostbelgien **live and age healthily and independently**, while enjoying a high level of **health literacy**. **Integrated (health)care** is provided as a matter of course, from prevention to good primary health services and follow-up care. Conscious nutrition, exercise, avoidance of harmful environmental influences, respectful conduct towards others, social contacts and engagement, are integral parts of everyday life. Digitalisation promotes and supports a healthy, self-determined lifestyle.

- Integrated care
- Securing skilled labour for integrated care
- Sport, exercise and health



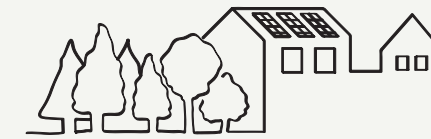
FORWARD-LOOKING, RESILIENT LANDSCAPE AND SETTLEMENT DEVELOPMENT

IN 2040...

... the quality of the **region's countryside** with its impressive and diverse, yet typical natural areas, has developed in a **high-quality and resilient manner** thanks to the priority given to their preservation and promotion **for the protection of natural resources**.

The **region's many towns and villages**, each with their **own characteristics**, offer an attractive living environment in everyday life for residents and visitors alike. New **spatial planning legislation** has put an end to uncontrolled urban sprawl, while Ostbelgien has managed to maintain the **right balance between landscape and settlement development as well as between heritage conservation and modern standards**. The sustainable transformation of **agriculture and forestry** has paved the way for viable farming and marketing models and is playing a major role in preserving the cultural landscape and stabilising the ecosystem.

- Area management
- Connecting landscape zones
- Settled landscape
- Building culture
- Housing

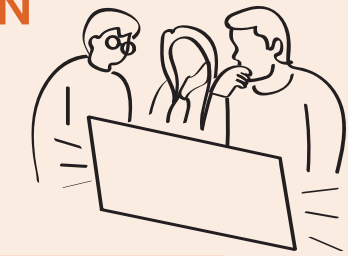


QUALITY OF LIFE AND A SECURE FUTURE THROUGH DIGITAL TRANSFORMATION

IN 2040...

... digitalisation has simplified and enriched **life, learning, communication and working** in Ostbelgien, making it ready to face the future. **Digital networking and digital services** complement analogue interactions and services. Human beings and their quality of life always remain the motivation and main goal of digital progress.

- Resilient infrastructures
- Empowered people and a strong economy



PROTECTING THE CLIMATE FOR FUTURE GENERATIONS

IN 2040...

... **priority objectives** include resolutely combating climate change, **protecting the region's quality of life and competitiveness** and **preserving its natural environment and culture**. Sustainable actions are a matter of course and are actively practiced by citizens, companies and politicians alike.

Regional economies, energy savings and efficiency, as well as the expansion of renewable energies, lead to **greenhouse gas neutrality** and enable energy self-sufficiency in balance.

- Energy
- Climate



15-MINUTE REGION WITH WIDE-RANGING MOBILITY OPTIONS FOR EVERYONE

IN 2040...

... you can get to the shops, go to the doctor's, attend cultural, sports, leisure and outdoor recreational events in Ostbelgie by foot, bike, public transport or your zero-emission car **in 15 minutes at the most**.

Comprehensive and interconnected **innovative mobility solutions**, tailored to the settlement area of East Belgium and the border regions, complement each other with zero-emission cars.

- Attractive, liveable towns and villages
- Soft mobility
- Green transport

