

Град Ваљево
City of Valjevo 2020



CITY OF VALJEVO VISION 2020

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CITY OF VALJEVO VISION 2020

Valjevo is a community of equal citizens, interested in their life and the life of future generations, a community dedicated to sustainable development. It is a community determined by its cultural tradition, family ties, solidarity, individual and collective initiatives and individual responsibility. Valjevo is a community open to all people, ideas and different opinions. It is a community of active citizens involved in the city life.

Valjevo is an important and dynamic industrial, transportation, tourist and cultural centre of this part of Serbia.

Valjevo is a city of knowledge, in which new skills and technologies are acquired and used, a city of entrepreneurship, clean technologies and renewable sources of energy.

Valjevo is a city of safe living. It plans its development programmes in accordance with the principles of human and minority rights, health and environment protections.

The local government delivers a modern, quality service to citizens; it is a driving force of the local economic and social development.

Valjevo is a town of Feasibility, Sustainability, Public Accessibility.

Economy

The membership of Serbia in the European Union directs the development and trends of Valjevo's economy. Valjevo uses all advantages of that membership as well as its own tradition, position and natural resources. Valjevo's economy has a significant share in the Serbian economy. Products and services of Valjevo companies reach the most demanding world markets. Valjevo as an economic centre is leader in the regional economic cooperation with neighbouring countries.

The city administration provides incentives and encourages investors, with a view to meeting the need to employ residents and gain economic benefit for the local community. In that process, the city administration takes care, within its powers, that the production process does not harm the environment and that the choice and implementation of new knowledge and technological developments provide for sustainable development of local community.

The city administration and public utility companies foster a partnership relationship with investors. The basic aim is to retain old and attract new investors. An atmosphere of mutual responsibility and trust has been created. This results in socially responsible companies.

Valjevo – a place with favourable business surroundings

Valjevo is an attractive place for foreign and domestic investments, a place of support for the existing economy, entrepreneurship and starting new businesses. The city has achieved market recognition and created the desired image.

The mainstay of economic development are small and medium-size companies, which are powerful generators of innovative processes and the most important creators of new jobs. Special support is given to small newly-formed companies and entrepreneurs in their first years of growth and development.

The local self-government actively participates in the economic life of the city and builds a stimulating environment for creating new jobs and advancing the local economy by taking advantage of its own tradition, position and natural resources. Striving to create competitive conditions for new investments, the local self-government develops a favourable business climate, providing, in addition to various forms of financial incentives, infrastructurally equipped land ready for industrial development, road infrastructure investment, utility services for industrial and entrepreneurial zones, favourable land prices, as well as reformed city administration, which makes the local community attractive for investors. The local self-government clearly indicates to the local business community that it appreciates its contribution to the development of local economy, employment and reduction of poverty. A partnership relationship with the business community is fostered.

The public and private sectors pool resources and professional knowledge in order to satisfy public needs through adequate distribution of funds, risks and gains (profit).

There is a balance between supply and demand, between potential partners – business community and educational institutions and corresponding educational programmes, as well as between the needs of growing economy and existing work force.

Environment-friendly technologies are supported and new knowledge and technological developments are implemented, providing for a sustainable development of the local community.

Conditions have been created for organised and a more extensive use of renewable sources of energy and energy efficiency measures, that is, investment in renewable sources of energy and energy efficiency measures. New knowledge, methods, devices and technologies are developed, which will contribute to more rational use of energy, as well as use of local energy sources and renewable sources, which helps reduce specific consumption of energy and improve environment protection.

By introducing market principles into investment in the public infrastructure, the planned infrastructure becomes harmonised with the needs of local economy. Good transportation, utility and information infrastructure add to the success of local companies. Prices of public services are publicly accessible and are not subject to frequent changes.

Agriculture and the countryside

In 2020, Valjevo will be a city in which agriculture is a sustainable and profitable part of economy.

New cooperatives are the mainstay of production development and they receive support from the local government. Agricultural producers are entrepreneurially oriented, educated people. Owing to human resources and cooperatives, the palette of food products is extended in tune with market demand, yields are higher, products are organic, some products are protected by trademark, some products are directly placed in new markets, directly marketed to consumers, restaurants or exported.

Life in the countryside is economically worthwhile and offers an exceptional quality and support for producers and their families. The latest technologies and information systems are available in villages. Schools are superbly equipped, households have access to high speed Internet service, transportation infrastructure meets the needs of village inhabitants. Relevant information on trends, current programmes, technologies and sources of finance are instantly available to each farm. Quality of life in villages enables additional profitable activities such as village tourism, restaurant industry, hunting and fishing, educational wildlife excursions and programmes, recreational sports activities, and in this way villages have developed programmes and centres for additional activities.

Valjevo – a tourist centre of Serbia

Owing to its natural conditions, eventful history, cultural and spiritual heritage, Valjevo develops mountain, sports and recreation, cultural, religious, congress, hunting and village tourism. Development of tourism, which has become an important branch of Valjevo's economy, involves as partners the public and private sectors and non-governmental organisations.

The existing infrastructure is upgraded and development of tourism in ecological surroundings is based on the principle of full environmental protection. A network of roads, including cycle, pedestrian and recreational paths, as well as areas developed for certain sports: skiing, golf, swimming, etc. attract more and more users and visitors from all sides.

Restaurants and guest accommodation facilities offer high-quality services. In addition, the tourist offer has been enhanced with additional programmes.

Through the tourist offer of the city of Valjevo, a considerable proportion of inhabitants find employment in the fields of transportation, trade, in institutions of culture, in organisations offering entertainment programmes and in the sector of personal services.

Valjevo and its surroundings have become favourite tourist destinations for visitors from Serbia and all over the world.

Social development

Valjevo – a city of active citizens

Valjevo has created conditions for development of humane, industrious, free and responsible people, who take active part in entrepreneurship, economic and social life, cultural and artistic creations. Valjevo has developed a positive relationship to the community; togetherness is appreciated, the spirit of volunteerism has been established. Citizens notice and highly appreciate that competence has been separated from politics.

Valjevo – a city of the employed

In cooperation with different institutions engaged in education (formal and informal), and with the business sector, the local community provides equal employment opportunities for all.

Detailed and constant analysis of labour market requirements and trends in the needs of potential investors and businesses for work force is used to create and implement programmes of professional development, standardisation of training and certification of knowledge and skills in compliance with the EU standards.

Valjevo provides financial incentives for employment.

By investing in human resources development through appropriate and economically worthwhile training, intended for the employed and the unemployed, the city of Valjevo obtains skilled and competitive work force characterized by: knowledge, motivation, inventiveness, entrepreneurship and satisfaction.

Valjevo creates conditions to reduce brain drain and motivate young, most talented, most educated experts and researchers for professional training and development abroad with the aim of implementing acquired knowledge and experience in their own city.

Valjevo – a city of education

Valjevo provides conditions and affirmative actions for lifelong learning and development of abilities of all citizens. It provides literacy for all.

It provides education necessary for quality life.

Valjevo helps young people achieve their full potential during schooling and encourages them for further schooling through a developed system of financial support to special groups of pupils and students (gifted pupils and students with above-average results, as well as pupils and students in reduced circumstances).

It encourages all forms of alternative and continuing education.

Valjevo aids operation of city centres for work with talented students and professional development of people employed in education.

Valjevo – a city of culture

Owing to a meaningfully designed cultural policy, harmony is achieved in Valjevo between exceptional cultural potential and rich tradition, increased needs of citizens, as well as authentic cultural programmes resulting from creativity and work of local cultural professionals.

The network of rationally organized and artistically productive institutions of culture successfully preserves and fosters cultural heritage and identity of this part of Serbia, but it also meaningfully designs and implements a multitude of original, valuable modern programmes.

A special quality is shown in traditional cultural city events, which engage the best creators and attract an enviable number of visitors from the city as well as from the whole country.

Valjevo – a city of successful social policy

Valjevo has, and continuously implements, a developed plan for struggle against social disadvantage, which reduces the number of citizens in need of community aid.

Social policy continues to be a function of reducing inequality, but with measures which in the long term should eliminate causes of making individuals or groups economically dependent on each other.

The local government with social protection services, non-government organisations and volunteers continuously work on providing good quality and socially integrated conditions of life and habitation.

Valjevo – a city of health

Health is a basic resource of economic and social development. Health services of Valjevo are orientated towards prevention and advancement of health through well organised healthcare, constant health education of citizens, improvement and advancement of protection from public health risks (air pollution, tobacco, alcohol, drugs, poor-quality diet, few physical activities, etc.). They give support to choosing healthier life styles. Improvement of economic circumstances of poorest families has led to reduction of impact of poverty on health of children, young people and elderly.

A large number of citizens, especially young people, practice sports. The city offers a wide range of sport and recreation facilities and installations. They are affordable to all since the city considers the material circumstances of users.

Well organised campaigns and actions have led to the improved life quality of individuals with chronic diseases and mental illnesses. Valjevo is a town that eradicates prejudices.

Valjevo – a safe city

The city administration together with citizens create conditions and follow a responsible policy in the field of safety and protection of city and citizens.

City services and state bodies endeavour to act preventively. In the event of undesirable events, primary goals are protection of health and lives of citizens. Measures are taken to prevent consequences that could be caused by natural disasters or possible technical and technological accidents in industry and transportation. Problems of antisocial behaviour are solved through joint work of specialized institutions and non-government institutions.

Valjevo is a city of safe living. The improved safety brings about the improved life quality of citizens.

Valjevo has acquired the image of a “peaceful town“ and attractive place for living and stay of people who visit it.

Valjevo – a town of efficient local government

The local government has developed the following values:

- effectiveness and efficiency (fast, high-quality and economical performance of activities and tasks),
- public accessibility (openness to monitoring and control in all segments of functioning),
- participation (impact and involvement of citizens in decision making and services in the domain of local government),
- respect, protection and fulfilment of human and minority rights.

The local government enjoys trust of citizens and places its services at their disposal.

The city of Valjevo is a local self-government which performs activities and tasks in a fast, high-quality and economical way, respecting the principles of equality and non-discrimination, citizens' participation and involvement, responsibility and rule of law. It is open to monitoring and control in all segments of its functioning. Citizens participate in the development of local self-government directly and actively.

Valjevo creates conditions for equal dissemination of information to all citizens and supports professional and responsible media operation.