

# Sustainable development of Klaipėda region: identity, values, external factors

**Sustainable regional development requires to ascertain region's identity, values and forces shaping its future. Identity enables values, and values define the direction of actions. Direction is only effective when applied in accordance with trends and the broader strategic framework.**

Klaipėda region has undergone and is still in the process of a constant change. The defining state of the region is in-between: land and sea, different waters, the resort and the city, quietness and business, nature and infrastructure, creativity and reactivity. Regional planning needs to encompass the identity arising from the place, and its often contradictory value logics.

The values exercised locally by the stakeholders points out the focus on partnership development, quality of education, innovative infrastructure and manufacturing, wellbeing, and blue economy. The trajectory integrally reflects the Sustainable Development Goals (SDGs) framework by the United Nations. SDGs can be put into practice at the organizational, local, regional, national and international levels, and become a great planning tool.

# Directions for regional identity development

Local identity and core values reveal five main ambitions for Klaipėda region. All of them act in three horizontal priorities of education, inclusion, and sustainable development.



**Educating  
region**



**Prosperous  
region**



**Region of  
added value**



**Region of blue  
economy**



**Open  
region**

The understanding of what the region is and how it should move further provides the conditions to take the responsibility and claim the leadership in sustainable regional development on a national and international scale.