

## Background:

- Kronoberg County Sub-region in Småland and Island.
- An SME-dense region full of entrepreneurship with low formal education, rather conservative and no "metropolis".
- The new playground in Europe, with a global economy based on knowledge is a challenge.
- The region invests money for regional development, but with of lack of focus.
- Weak ability to attract national and international resources (incl EU).



## Background cont'd:

- The process were at first parallell at Växjö university and at County Council
- The processes merged into a working group.
- Politics, business and academia involved from start.
- Inspiration from Bavaria and Tampere Finland (Nokia)

## Background cont'd:

- Innovative action programme ISMIS financed analysis ( 6months)
- A prospect were presented towards stake-holders.
- Time from coherent idea to a company in place: 3 years.
- Individuals in the system cheered at first, but felt threatened after a while
- National authorities and regional administration have, to some extent had difficulties understanding us.

## Vision:

”Sideum will contribute to the regions effort in being a dynamic and knowledgebased region in Europe with resources for sustainable economic growth”

## Objectives:

- Contribute to an innovative knowledgebased economic growth. This means “regional return on investment” of the expansion of Växjö University
- Coordinating the regions priorities and initiatives in C&N
- Increase attractiveness for individuals, companies and capital
- Securing the regions participation in national and EU-projects/ networks

## Organisation

- A non-profit association were established. Governor chairman.
- Regional Council, Municipalities, University, VOLVO, IKEA, LabourUnions, Banks etc. are members.
- The association owns the operative company 100%.
- Today 3 persons employed, the staff of process managers is 17

Financial overview (2004) Regional Growth Programme (Euro)

<b>Financial Source</b>	<b>Cluster and Innovation Systems</b>	<b>Total RGP</b>
Governor	445 775	2 113 678
County Council	37 961	344 243
Municipalities	141 540	2 363 640
Labour Authority	0	89 974
University	174 403	874 320
National funding	325 380	752 024
EU	117 137	3 577 754
Private	267 896	2 481 820
Others	30 332	511 981
<b>TOTAL</b>	<b>1 540 424</b>	<b>13 109 434</b>

Cluster and Innovation is 12% of Regional Development Program and has 17% private and 8% EU funding.

▲ Clusters

▲ Kingdom of Aluminum

▲ Heavy Vehicles

▲ Glass

▲ Wood (under reconstr)

▲ Bioenergy

▲ InternetCity

▲ Möbelriket

▲ and more.....

▲ Interactive Institute

▲ Lois (Space)

▲ Crisgas

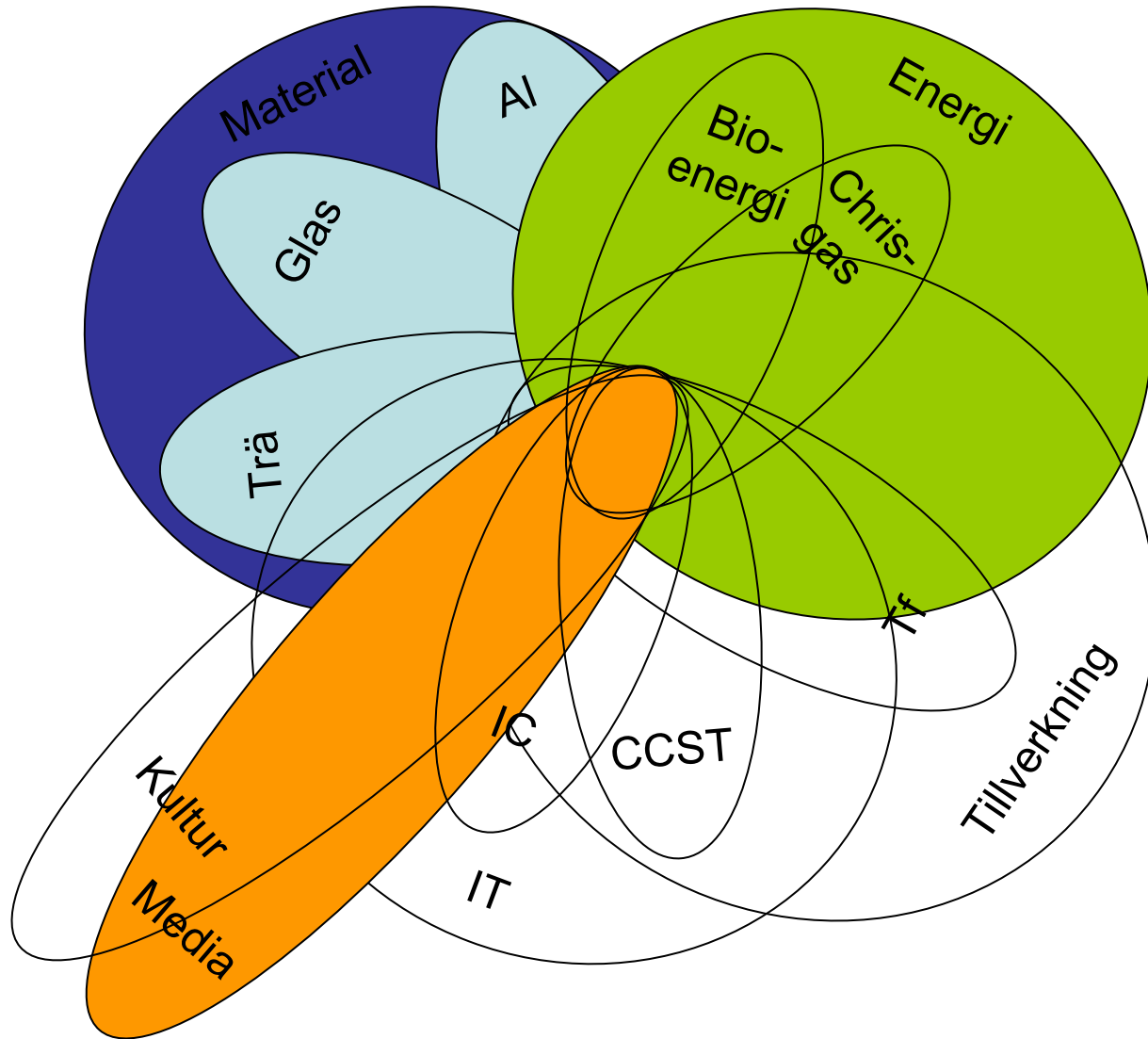
▲ Organisations

▲ ISA (Inward Investment)

▲ Center for Informationlogistics

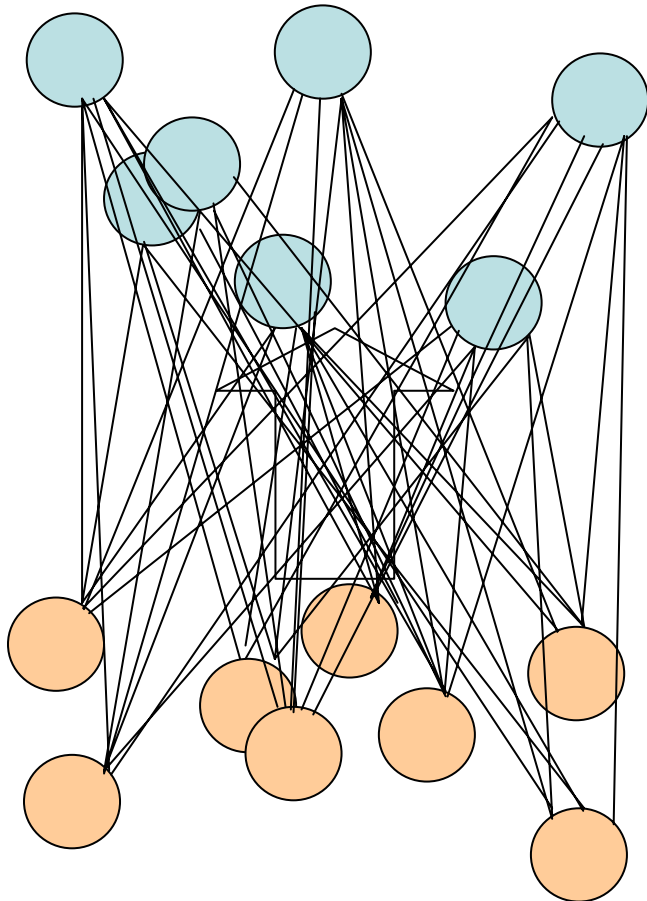
▲ TEC

# Regional Profile



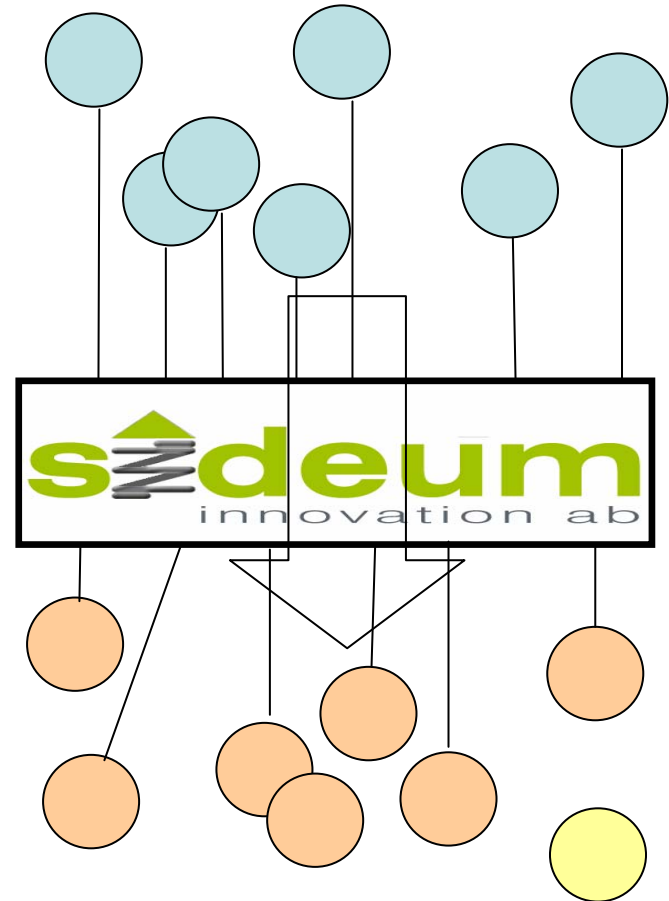


## Today



Financier

## Tomorrow



Project

Sideum is (and will be) a service provider.

- Non hierarchical approach. We don't "plan" initiatives!
- Initiating and enhancing the regional dialogue by offering a neutral arena for politics, business and academy.
- Financial services (project funding early stage).
- Project administration.
- Cluster management
- National and EU network.



Sideum is Located at Videum Science Park  
and campus area of Växjö university.

Växjö university: 15 000 students, 1000  
researchers, teachers and administrators.

VÄXJÖ: 80 000 inhabitants  
2 hrs to Copenhagen  
3 hrs to Stockholm

Thank You for listening!

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