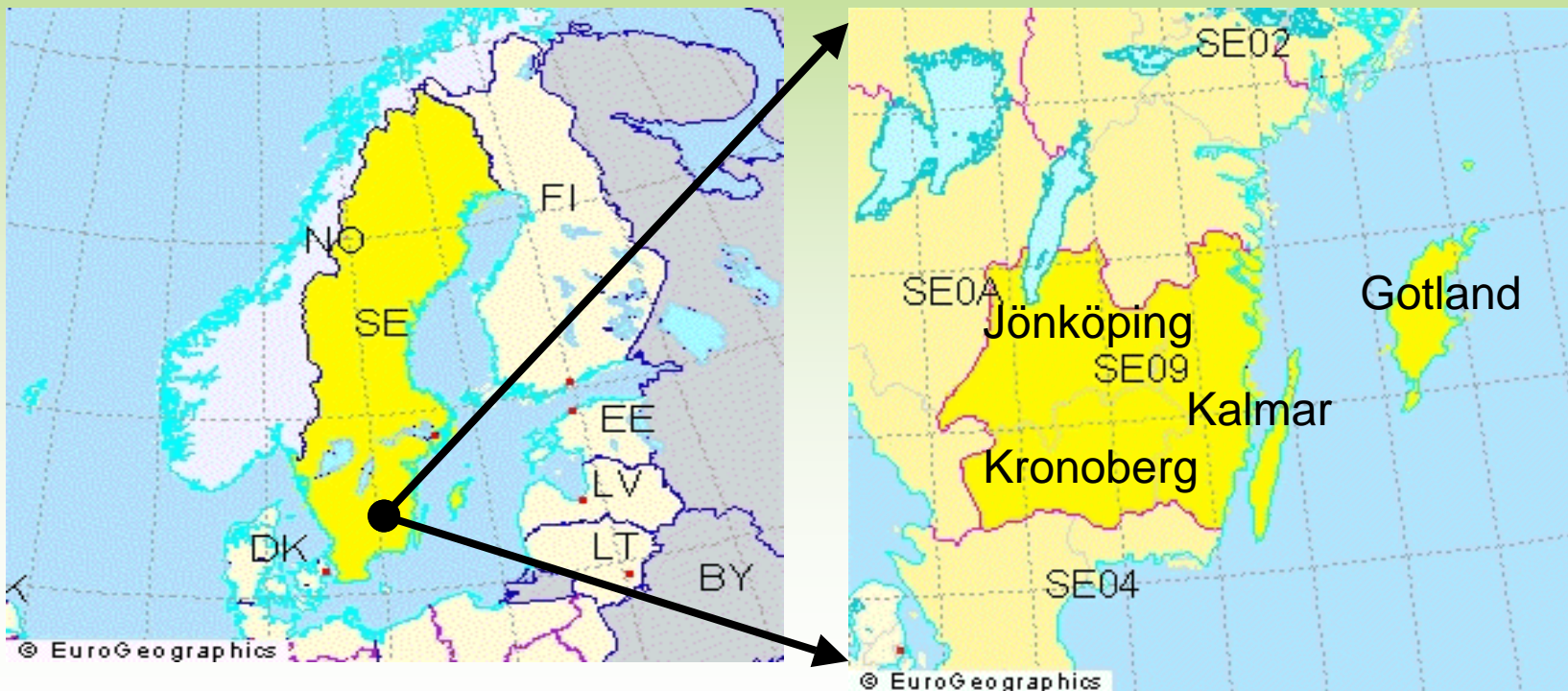


Our Region: Småland and Islands

Four sub-regions which is part of a dynamic Baltic Sea region.
Characteristics: 800,000 inhabitants, low population density, no metropolis;
entrepreneurship and export-oriented economy with low R&D content.



Background:

- Kronoberg County Sub-region in Småland and Islands.
- 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 lack of focus.
- Weak ability to attract national and international resources (incl EU).

Background cont'd:

- The process was 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 (6 months)
- A prospect was presented to stakeholders.
- 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.

Project Objectives:

- To find a new way to promote knowledge-based economic growth
- To partly reorganise the regional development toolbox
- Securing regional participation in national and EU-projects/ networks
- Finding a way for the region to be competitive in working with clusters and innovation systems

Organisation

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



Clusters and networks

**TRÄHUS
KLUSTRET**



TEC



**MÖBELRIKET
SMÅLAND**

Organisations

Interactive Institute

Lois (Space)

Crisgas

ISA (Inward Investment)

Center for Informationlogistics

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

Obstacles and learning lessons

The Terminology: the concepts of Triple Helix, innovations systems and clusters are not clear.

The need to change focus among public institutions: from project-orientation towards policy-orientation.

National dialogue: we missed the national authorities at first.

Present clusters: at first competitors for regional grants!

Obstacles and learning lessons (cont'd)

The analysis of better cooperation between Academia-Business community and politics is universal. The three cultures with three languages need a common platform.

Sideum was a small RPIA- project (50,000 Euro). But small projects can have an impact and bring new thinking to a region.

The financial support of the EC Regional Programme of Innovative actions (RPIA) helped to radically speed up the process.

Obstacles and learning lessons (cont'd)

The project scale is not the critical factor.

It is the core idea, the commitment of participants (stakeholders) and the boldness of project management that count!

Sideum is built on a Social process not only Technical or administrative Processes.



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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