



# The Swedish Cluster Landscape

CLUSTERS OF SWEDEN

National Finnish Clusters Event  
September 3, 2024  
Ola Svedin, COB Clusters of Sweden



## My background...

- MSC Electrical Engineering
- Software development & electronics design
- Inventor
- Project management => program director
- CEO of Mobile Heights, the tech cluster of southern Sweden since 2015
- Industries: Printers, Space, Telecom, IT security



## The importance of clusters and innovation support – a tale from the early 2000's



# Agenda

● **WHY "Clusters of Sweden"**  
Why are we taking this initiative

● **What**  
What do we do

● **Who**  
Who are our stakeholders, target groups

● **When**  
A timeline of our journey

● **How**  
How we do it



An aerial view of a city skyline, likely New York City, with a prominent skyscraper in the center. The image is overlaid with a semi-transparent blue filter. The text is centered and reads "Clusters of Sweden".

# Clusters of Sweden

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Clusters, engines of business  
innovation in Sweden



## National Cluster Policy Framework Development in Sweden

- 1990s: Early (regional) government supported cluster initiatives within forest industry and life science
- 2000s: Regional cluster program development support by nat'l govt
- Early 2010s: National Strategic Innovation Programs (SIP)
- Late 2010s:
  - Integration with EU policies => **Clusterix**
  - Smart Specialisation Strategy implementation => **S3-Piloten**
- 2020s: Alignment with broader EU objectives => **Clusters of Sweden**



# Regions Take the Lead: Integration with EU Cluster Policies - Cluster Monitoring Framework

- Developed in the EU project Clusterix 2.0 in conjunction with Skåne's cluster development program 2017-2021.
- Region Skåne responsible for the work package, Skåne's cluster participated along with European clusters.
- Based on the metrics developed for cluster certification by ESCA => EUCLES.
- Used today to some extent in the follow-up that Region Skåne does of innovation actors who receive operational support.

## **S3-Piloten 2018 – 2020: Gathering clusters in Sweden**

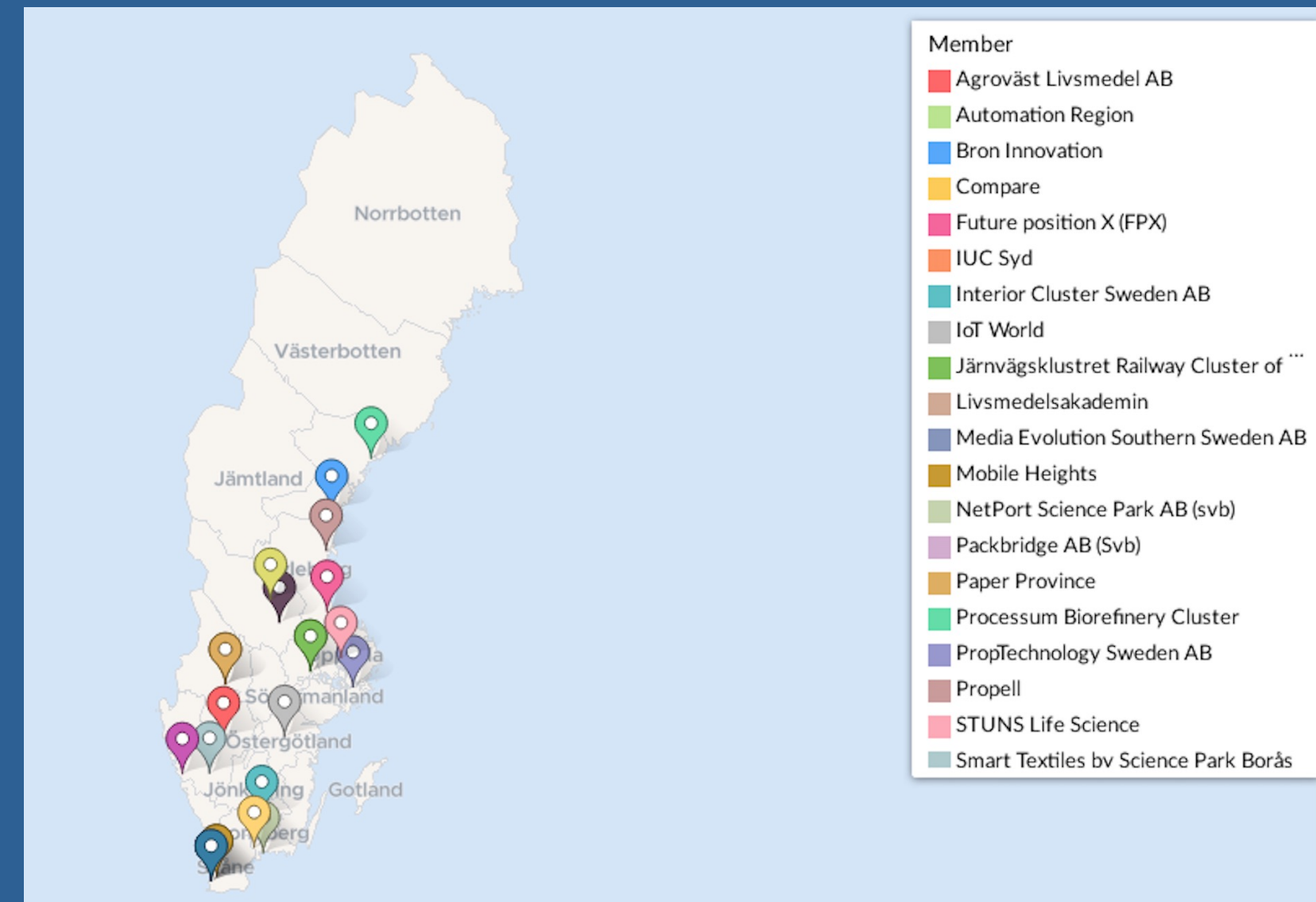
### **Conclusions from the project**

- Need to reach more cluster leaders with the successful S3 pilot effort.
- The Swedish Agency should continue S3 pilot methods in future efforts.
- Future efforts should focus on networking and experience sharing.
- The Swedish Agency should keep its role in cluster development.
- The Swedish Agency should help regions increase their involvement in cluster development.
- The Swedish Agency should advocate for a national cluster platform and inter-agency coordination.



## 2021: Clusters of Sweden

- S3-Piloten clearly demonstrated the need for national collaboration on cluster policy and ways of working
- Created as a bottom-up association by 7 cluster organisations from diverse industries
- Supported by national government through project grants
- 25 members, representing 16 industries



# WHY "Clusters of Sweden"?

## => why we formed the association

Clusters of Sweden is a support function for clusters and innovative networks in Sweden. We saw that there was a need for an organisation/initiative that works for:

- facilitating the collaboration at national/international level between all Clusters and innovative networks in Sweden
- facilitating the process for the development of clusters and innovative initiative in Sweden
- strengthening clusters and innovative networks at a national and international level.
- increasing the matchmaking and networking of Clusters nationally and internationally.



# WHAT WE DO FOR SWEDISH CLUSTERS



**Cluster Development  
Support**



**Collaboration**



**Policy & financing**



**Internationalisation**





# What are we doing?

## Our activities

### CLUSTER DEVELOPMENT SUPPORT

Offering services and training to support the enhancement of the professional skills of cluster managers and their operational teams. Inspire, create events etc.

### COLLABORATION - CREATING A NATIONAL ECOSYSTEM

to coordinate international and national collaboration and thereby create added value through knowledge exchanges.

### POLICY & FINANCING

Lobbying for clusters' role in the innovation system and providing help to find financial support for innovation projects

### INTERNATIONALISATION

Be a place for dialogue and exchange of experiences among clusters as well as a link for interclustering cooperation both at Swedish, Nordic and international level



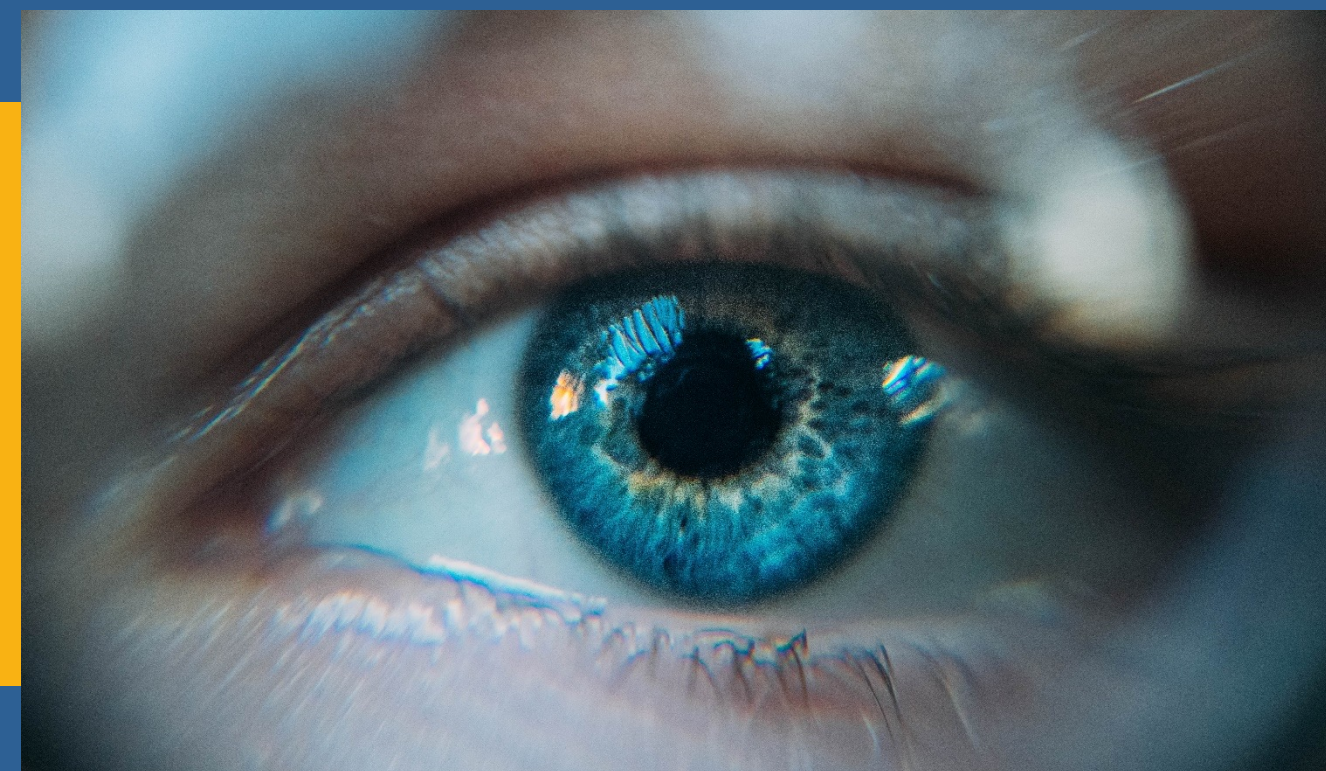


## MUTUAL INTERESTS

Cluster development, joint projects, financing opportunities, best practices, certification support.

## A COMMON VOICE

National decision-making, European cluster initiatives, international projects, international alliances, cluster development goals.






# Our partners

Clusters  
of Sweden



**SI.** Svenska  
institutet



 Pioneer the possible.



## Clusters of Sweden - en del av European Clusters Alliance

Clusters of Sweden är numera medlem i European Clusters Alliance (ECA), som är en paraplyorganisation för europeiska kluster. ECA samlar 18 nationella klusterföreningar och offentliga aktörer, som i sin tur består av över 800 klusterorganisationer. ECA är en samlad röst för den europeiska klustergemenskapen och finns representerad i många viktiga europeiska forum, kommittéer och expertgrupper.

[Till ECAs webbplats](#)



TCI NETWORK



# Our journey

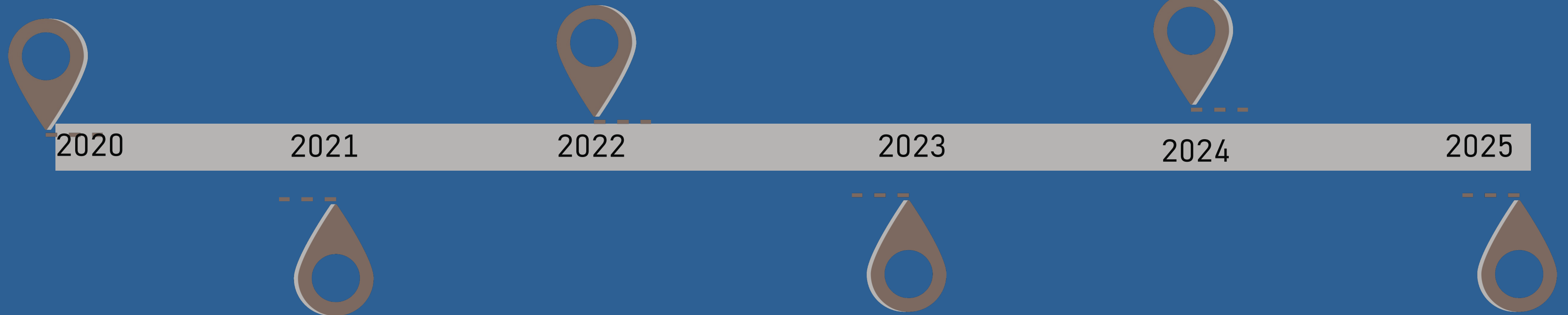
## AWARENESS

- Promotion: New members (Mapping and strategy)
- Initiation of cross-network collaboration

## ASSESSMENT

- Measurement and evaluation needs, bottlenecks, synergies, improvement
- Funding

- S3 Piloten ( Project)



## BUILDING THE BASE

- Engagement with key Clusters ( 7 Founders)
- Cluster Governance
- Administration tools
- Joint branding and marketing strategy
- Cluster Landscape and needs Assessment
- Formal Launching
- Funding

## BUILDING THE TRUST ZONE

- Define initial activities
- Project collaboration
- Internationalization
- Funding

## THE FUTURE

- Advocacy
- Local collaboration
- Funding



How do we do it?

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# FRAMGÅNGSRIK KLUSTERSAMVERKAN

EN OMVÄRLDSANALYS PÅ VÄGEN TILL ETT NYTT EUROPA 2050.



## CONTINUOUS NEEDS ASSESSMENT


### Sweden needs a national cluster agenda!

- Clusters of Sweden's members highlight the need of support for:
  - ✓ Training activities (change management)
  - ✓ Internationalisation (business development, advocacy)
  - ✓ Cluster policy
  - ✓ National forum for co-creative policy dialogue
  - ✓ Landscape analysis
  - ✓ Communication and Dissemination activities
  - ✓ Advice, EU programmes (policy, calls, project development)
  - ✓ Cluster certification (process tools, indicators)
  - ✓ Cluster-to-cluster interaction (matchmaking)




# RESEARCH TO INFLUENCE POLICY




 EUROPEAN CLUSTER  
COLLABORATION PLATFORM

**Clusters meet Regions' event "Clusters as boosters of innovation in industrial ecosystems" – the case of Skåne**

Input paper

An initiative of the European Union 



 EUROPEAN CLUSTER  
COLLABORATION PLATFORM

**Cluster Collaboration Lab (C2LAB)  
Lund, 21-22 March 2023**

**C2Lab: Build the business case for your innovative idea!**

Input paper

An initiative of the European Union 



# CAPACITY BUILDING

**Going for Gold!**  
Hur man som kluster  
kan bli guldcertifierad

**Webinar 22 oktober**



MEG FINANSIERING FRÅN  
tillväxt  
verket

## Capacity-building



On December 6, Swedish cluster organizations participated on a training where they learned about how cluster organizations can build an internationalisation strategy to support small and medium companies in their internationalisation journey.

Merete Daniel Nielsen, Director Cluster Excellence Denmark & President TCI Network, imparted this crash-course where **clusters** learned about:

- Tools and methods for cluster internationalisation
- Key challenges surrounding the internationalisation of SMEs





# Finansieringsmöjligheter för svenska företag och klusterorganisationer

▶ **Webinar 15 oktober**





**CLUSTERS MEET  
REGIONS**

Skåne ■ Sweden ★  
June 15-16, 2023





▶ COMMUNICATIONS RESOURCES

▶ Internal

▶ External

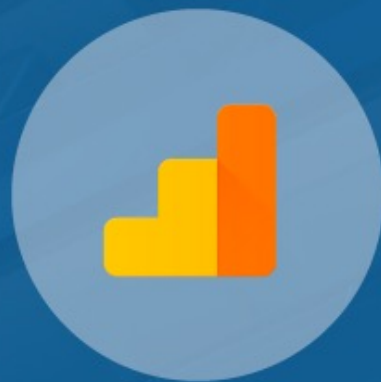


# Clusters of Sweden

▶ Back-end



Zoho One



Google Analytics



Logos + Brand Book



Presentations + Material



Teams



Website



Events



Newsletter



Video



LinkedIn



Facebook



Twitter









# Clusters of Sweden



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