



Report - Innohubs Study Visit in Nacka May 9-13 2011, Nacka & Stockholm

1. Participants in the study visit

North Down, Northern Ireland

- Michael Paul, North Down Borough Council / Signal
- Clare McGill, North Down Borough Council / Signal
- Gerry Ford, Advantage
- Joseph Hughes, Advantage

Loures, Portugal

- Ilda Pires, Loures Municipality
- Maria Tomé, Loures Municipality
- Maria da Graca Santos, ISCTE Lisbon University Institute

Ballerup, Denmark

- Christina Teik, Ballerup Municipality
- Wickie Meier, Larsen Meier Design Management

Getafe, Spain

- Maria Jesus Pedraza, Getafe Municipality / GISA
- Susana Rodriguez, Getafe Municipality / GISA

Nacka, Sweden

- Anders Börjesson, Nacka Municipality
- Vilma Mori Aguilar, Nacka Municipality
- Brittis Lannerfors, Nacka Municipality
- Nina Bozic, Nacka Municipality

2. Program/ Good practices visited during the study visit

May 9th

18.00 - 18.30: Welcome by the Director of Trade and Industry Anders Börjesson: Nacka's context and economic environment, Nacka's strategy and values, why and how are innovation and entrepreneurship important for Nacka

18.30 - 19.00: Short presentation and discussion about the **Next Step project** for stimulating innovation among employees in Nacka Municipality by Mats Bohman

Link: <http://blogg.nacka.se/nastasteg/>



May 10th

9.30 - 12.00: **Local good practices in Nacka**: round table about local good practices in stimulating entrepreneurship and innovation in Nacka

“**Career Galleria**” offers a wide range of tools for young adults between 16 and 24 years old and gives them an opportunity to carve out a good life and a possible future. The initiative of Career Galleria was started by the municipality of Nacka in close cooperation with the business and industry, Fisksätra People's House and the Employment Service Agency. All the presented following good practices are part of the Career Galleria project.

Link: http://www.nacka.se/web/naringsliv_arbete/Arbetslinjen/Karriar/Sidor/Karriargallerian.aspx

“**Young influence**”

Instead of having a traditional holiday work 12 high school students get an educational program about the United Nations Convention about the Rights of the Child and how to work with creative idea-processes to develop a vision of the Nacka Municipality annual mission. It's about taking advantage of young people's innovation and creativity throughout the organization. To unleash the strength. Young people's ideas give us a tool we can use to develop and improve the organization.

Links: http://www.nacka.se/web/barnomsorg_utb/gymnasieutbildning/ungtinflytande/Sidor/Initiativtagare.aspx
<http://blogg.nacka.se/ungtinflytande/>

“Under its own power” is a method for schools, recreation centers and youth centers to strengthen and inspire young people to take advantage of their opportunities and realize their ideas. To stimulate the courage, will and the ability to go from thought to action and become an entrepreneur in real life. On your own or with others.

Link: http://boofolketshus.se/?page_id=92

“Business Minds” is an entrepreneurial practice with a different approach based on the idea that one is not born an entrepreneur, but that entrepreneurship is based on a creative model that one can acquire by himself.

Link: <http://www.businessminds.se/>

“Young Business Creatives” is a public gymnasium for entrepreneurs, creators and academics that started in Nacka with a very innovative approach to teaching and stimulating entrepreneurship and even using the studying place in a creative way. It later spread to other places. They teach three different programs, one in media & communication, one in economics, and the international Baccalaureate program.

Link: <http://www.ybc-nacka.se/>





13.00 - 16.30: Good practice from the Guide Book: **KREO workshop series**, an interactive workshop on Trendspotting by Annika Löfgren

The KREO program “From idea to innovative business concept” is a series of seven 3-hour workshops that focus on seven topics: sharpen your business idea, trendspotting, vision, target groups, revenue models, pitch your business idea, and sales presentation. Workshops are interactive and use group exercises and feedback to ensure continuous testing and improvement of ideas. Participants receive a set of visual tools and an interactive exercise book that assists understanding of the idea and concept. Various creativity tools encourage out-of-the-box thinking and make the process engaging and fun. During the study visit we experienced one of the workshops that is part of this methodology. The focus topic of this workshop was Trendspotting.

Link: <http://www.kreo.org/>





May 11th

9.00 - 11.00 Good practice from the Guide Book: **Innovation Stockholm**

Innovation Stockholm is a specialized innovation consulting department in the public financed organization ALMI. The target group receives free services to support them in all phases of innovation development, from problem verification to market introduction. The services include week day telephone consultation and personal meetings with educated innovation advisors, networking, Internet based project tool, seminars and a large network of expertise to support in specific tasks. As the innovation develops and seems more viable, there are different finance options offered.

Link: <https://www.almiinnovation.se/>



11.30 - 12.30 SSES: **Stockholm School for Entrepreneurship**

Stockholm School of Entrepreneurship is an internationally recognized academic facility in the area of innovation and entrepreneurship. The school utilizes the exciting and diverse academic environments of its member institutions (Karolinska Institute, KTH, SSE, Stockholm University and Konstfack), gathering their innovative and entrepreneurial competencies all under one roof in a joint education program. SSES education and training focuses on preparing students for real life. Students who excel get the opportunity to represent SSES in competitions against other international schools, and much more.

Link: <http://www.sses.se/>



14.30 - 16.30 **The HUB**

We visited the Hub to experience the place, learn about its concept and talk to some of the Hub members: with British Council about the Future City Game and with a social entrepreneur about his online portal and community World Favor.

The HUB is an innovative place that offers open space office and business infrastructure to different social entrepreneurs but most of all a network of members in cca. 30 cities around the world.

Link: www.the-hub.net

Future City Game is a two-day event during which inhabitants of your town — from different backgrounds and representing different disciplines and outlooks — assemble with one common aim: generating the best ideas of how to improve the quality of life in your city. Encouraging creative thinking, energetically addressing the challenges facing your city, seeing your city in the context of common issues facing cities like yours from around the world, and finally making peoples' lives better... this is what Future City Game is all about.

Link: <http://www.britishcouncil.org/sweden-projects-creative-cities.htm>

World Favor is an innovative initiative by a Stockholm based social entrepreneur, offering online portal and community, stimulating organizations and individuals to act socially responsible. Every member can post what kind of expectations in terms of social responsibility he/she has from organizations he/she buys products and services from and then track what these organizations are doing about it.

Link: www.worldfavor.com



May 12th

9.30 - 11.30: Transit Incubator (Telefonplan area) and Innovation Impact

Telefonplan is an area in Stockholm that is an example of the transformation of a traditional industrial district into a creative district. In recent years, it has increasingly become a centre for art, design and architecture. **Incubator Transit** provides start-up support services to the creative businesses in design, art, fashion, communication, and performing arts and initiates different activities and events for different companies in Telefonplan. Apart from incubator Transit other important actors in the area are SITE (performing arts place), the exhibition hall Höglagre, the art gallery Färgfabriken, Konstfack (renowned university college of arts, crafts and design), Kolonien (member-based office collective) and others.

Link to Transit incubator: <http://www.transitkulturinkubator.se/>

Link to an article about Telefonplan area: <http://www.creativeamsterdam.nl/page/15975/en>

Innovation Impact is an established social entrepreneurship company that helps transform innovative discoveries in creative sector and entertainment industry, sports and health, and nature and environment into businesses that add value. Innovation Impact has also a special fund called **Innovative Culture** (Innovativ Kultur) which gives grants to innovative artistic projects that have collaboration with research and/or business.

Links: <http://www.innovativkultur.se/>, <http://www.innovation-impact.se>

13.30 - 16.00: Meetings about the pilot projects

16.00 - 18.30: Mingle with local stakeholders and farewell dinner: networking between the foreign visitors and local stakeholders from Nacka and farewell dinner.

