Innovations for a changing and challenging world
History...
...today!
Sweden: 0,14% of the world’s population

20 cities in the world have a larger population than Sweden
Why do Sweden need an innovation agency?
1987

- Berlin wall
- CCCP at war in Afghanistan
- IBM was a hardware company
- Telephone was a place
- Big Brother was a person in a book
- Hilton was a Hotel
2002 - these companies didn’t exist
Of the world’s 500 largest enterprises more than 30% are gone in 10 years
We are facing a number of grand challenges

- Energy & Environment
- Health
- Ageing population
- Urbanization
Time to reach a population of 2 million

- Rome: 2000 years
- Vienna: 400 years
- Vancouver: 115 years
- Shenzhen: 20 years
Cities with a population of +10 million
Technological innovation alone will not be enough to meet the challenges of the 21st century.
...innovation is very much about people and leadership!
This requires new approaches in policymaking!
VINNOVA in brief

- **VINNOVA** – the Swedish Governmental Agency for Innovation responding to the Ministry of Enterprise

- About 200 people work at VINNOVA’s offices in Stockholm, Brussels and Silicon Valley

- Annual budget of 300 million Euros invested in innovation projects in all sectors in society.
Challenge Driven Innovation…
..developing new solutions for sustainable growth and societal benefit
Smedpack

• Counterfeit medications pose a significant threat to companies and to people’s health.
• Working to develop a better and safer supply chain for pharmaceutical drugs.
• Cooperation involves Swedish Food and Drug Administration, pharmaceutical companies, pharmacies, customs authorities, the police, municipalities and provinces, label manufacturers, designers etc.
Digipat

- Studying samples in microscopes are time consuming.
- How to improve processes and tools for digital analyses of pathology samples
- Cooperation between healthcare providers, industry and academia.
Attract

• Sustainable and attractive living environments in a cold climate.
• Developing and testing solutions, which enable the construction of sustainable, attractive low energy housing and outdoor environment.
• 15 companies, 2 municipalities and 40 researchers.
Future municipal sewage water treatment

- Resource-efficient cleaning of sewage water.
- 6 University, 2 municipalities, 4 companies
Open IT architecture for smart housing

• Sharing the same infrastructure will reduce cost and environmental impact

• Bostadsbolag, elleverantör, plattformsleverantörer, kommun, akademi.
STREAM

Tools for smart automation solutions to reduce development time, cost, energy for the Swedish Industry
Innovation...
how do we make it happen?
1. "Madonna or die"
If someone asks’ *What should we do now?’*
Then I dare to answer: ’Not a clue’

Josef Fares, filmregissör
3. Infogad sidfot, datum och sidnummer syns bara i utskrift (infoga genom fliken Infoga - Sidhuvud/sidfot)
4. 50/50
Think differently