MID NORTH SWEDEN'S BEST PRACTICE BIO-ECONOMY ECOSYSTEM MAPPING PROJECT

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Prepared for Region Dalarna in partnership with Dalarna Science Park
By Rodin Genoff & Associates

Project Vision

Accelerate Mid North Sweden's transition into the smart industries of the future. *Mid North Sweden's Best Practice Bio-Economy Ecosystem Mapping Project* will enhance the region's industrial and innovative fabric and connectivity between companies. This Best Practice project builds on Sweden's Smart Specialisation priorities by:

> *"Strengthening the competitiveness of regions by identifying areas within which the region has a potential for growth. It is about existing areas of strength as well as developing new areas."*
>
> (Swedish Agency for Economic and Regional Growth)

Regional Innovation

This regional project will generate strategic industry intelligence which can support the development of Sweden's innovation policy. For as the Swedish Prime Minister Stefan Löfven, said in the article *Regions and innovation are important for Sweden's growth*:

> *"It is important for national innovation policy to identify the diverse opportunities and circumstances that exist in the different regions."*

Swedish First

Through its uncompromising thirst for knowledge and investment in the future, Sweden has maintained its top two ranking as one of the most innovative countries in the world.

In a Swedish first, *Mid North Sweden's Best Practice Bio-Economy Ecosystem Mapping Project* builds on this proud tradition:

> *This ambitious ecosystem mapping project utilises advanced spatial and data analytics to delve into the dynamics between business performance; Industry 4.0; the circular economy; and the ability of gender balanced teams to drive innovation. It then applies this strategic intelligence to manufacture the region's competitive strengths and its innovative milieu, and put 100 per cent of its talent to work.*

Winning Contracts

One of the key aims of this project is to:

> *Pinpoint synergies between companies that can fast track business partnerships so they can win new contracts.*

Customised Results

Mid North Sweden's Best Practice Bio-Economy Ecosystem Mapping Project uses Rodin Genoff & Associates *WinningClustersLive* spatial and data mapping technology to gain an in-depth understanding of the dynamics of the regional industrial ecosystem. This includes for example:

1   Spatial Connectivity

Advanced spatial and data visualisation tools that map a cluster's and a company's B2B:

- Supplier connectivity.
- Customer connectivity.
- Strategic partnerships and connector companies.
  (*See Exhibit One on the following page*)

2   Cluster Analytics and Company Intelligence

Customised and highly interactive; the *WinningClustersLive* interface is fast and confidential. It's easy to use and maps:

- Company performance and connectivity.
- Cluster performance and connectivity.
- Open innovation systems and supply chain relationships.
  (*See Exhibit Two on the following page*)

3   Ecosystem and Open Innovation Systems

Explore a company's or cluster's propensity to be (for example) innovative, collaborative and embrace circular economy thinking. *WinningClustersLive* enables the project team to:

- Identify open and closed innovation systems; so it can tailor appropriate solutions to support innovation and drive diversity and productivity.
- Understand the type of supply chain a company operates in and customise strategies to suit their business needs.
- Fast track company collaborations to win new contracts.
  (*See Exhibit Three on the following page*)

4   Assessing Collaborative and Innovative Performance

Easy to interrogate data that can be used to support:

- Cluster and key performance indications such as collaboration and innovation.
- Meetings with key stakeholder groups.
- Media planning and strategy.
  (*See Exhibit Four on the following page*)

5   Fast Track New Business Opportunities

Initiate projects with partnering stakeholders that can fast-track and spinoff new business opportunities for its local sub suppliers collaborating together. And thus directly increase regional economic growth and create business opportunities for companies to win new contracts.

WinningClustersLive©

The Technology

Rodin Genoff & Associates has pioneered and developed its own data visualisation techniques to map clusters and identify connections between companies and their suppliers and buyers and strategic partners.

The Process

Mid North Sweden's bio-economy ecosystem will be mapped through one on one company meetings. At these meetings companies will fill out a questionnaire that will generate the information required to map its ecosystem.
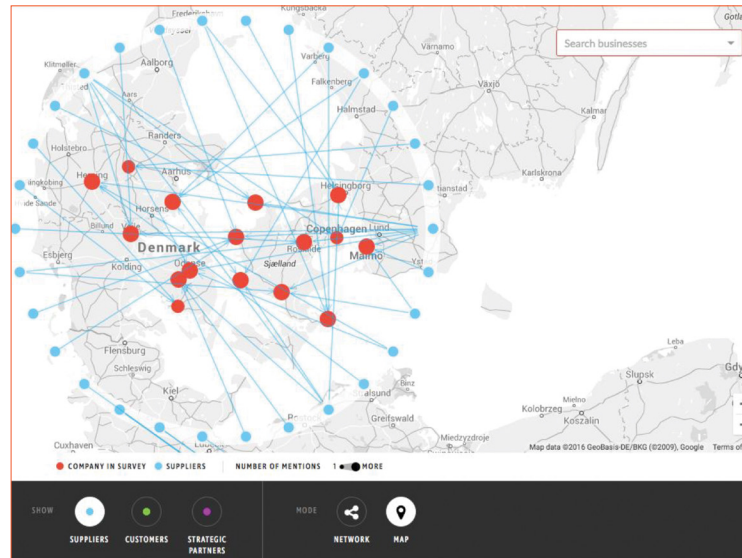
EXHIBIT 1: Spatial Connectivity

EXHIBIT 2: Cluster Analytics and Company Intelligence
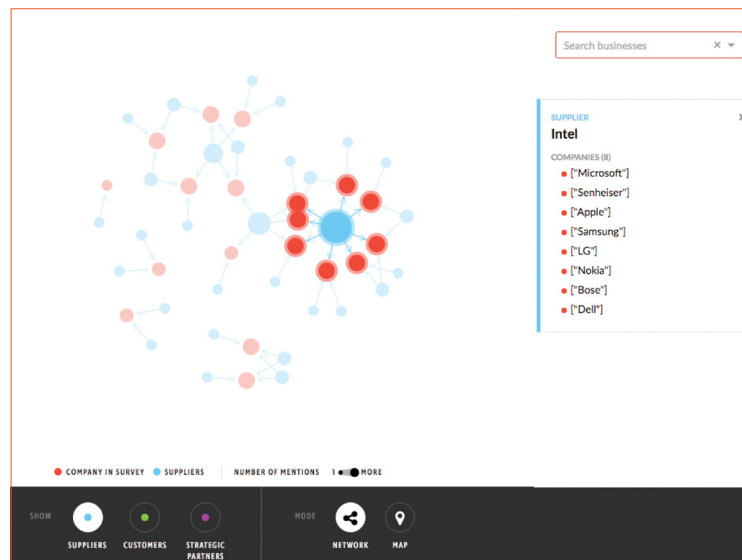

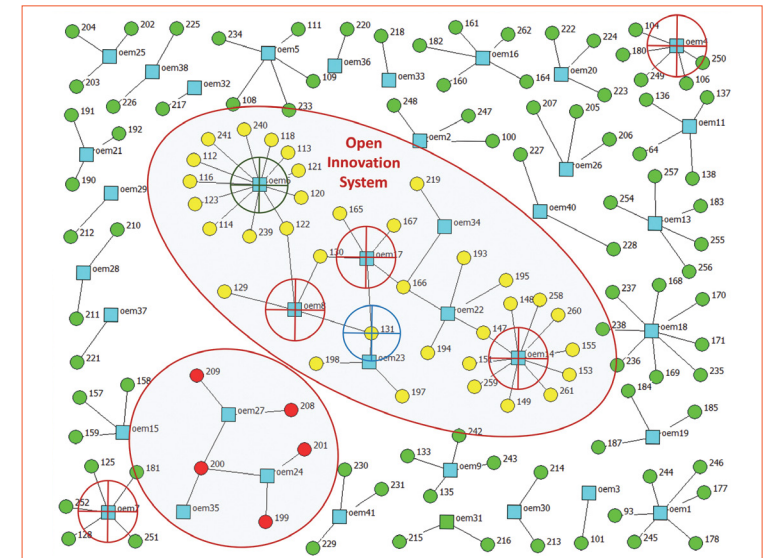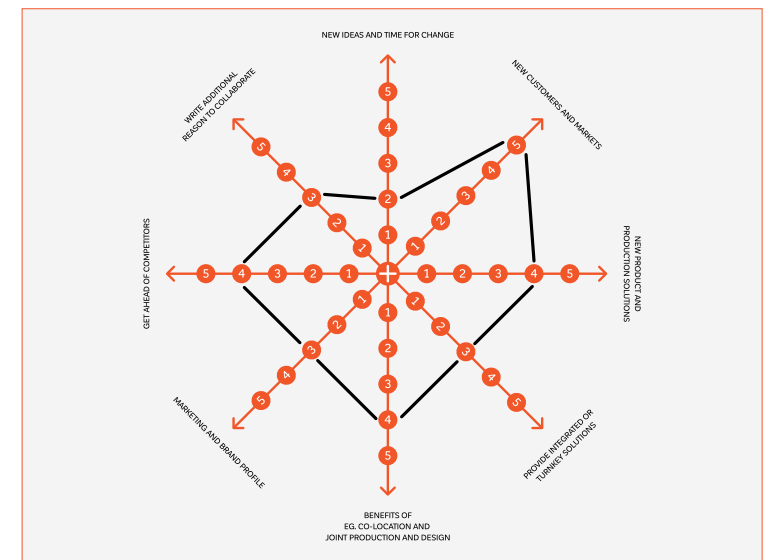## EXHIBIT 3: Ecosystem and Open Innovation Systems

EXHIBIT 4: Assessing Collaborative and Innovative Performance

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ABOUT THIS PROJECT

The Dalarna Region has since July 2017 been the project owner of 'Smart Industry Mid North Sweden'. The project is an output of the New Industrialisation Strategy that the Government established in 2015. Mid North Sweden comprises the counties of Gävleborg, Dalarna and Värmland. The region has agreed to implement a "mapping and cluster development pilot" with the focus on creating a platform for business development and strengthening of the value chains in industrial wood construction with a strong focus on circular economy and gender diversity. The target group for the sub-project include stakeholders from all parts of the 'Smart Building' value chain, from wood components and wood composites to design and the broader building and construction and related engineering sectors. The work primarily involves engaging with companies in Dalarna and Värmland.

ACKNOWLEDGEMENTS

Special thanks go to Mid North Sweden, Region Dalarna and the team at Dalarna Science Park for making this project possible. Project partners include Byggdialog Dalarna, Paper Province and Dalarna Science Park, and the region's related industrial clusters. This project is being undertaken by Region Dalarna and its project partners in collaboration with Rodin Genoff & Associates.

PROJECT CONTACTS

Kjell Grundström
070575 64 89
kjell.grundstrom@regiondalarna.se

Stefan Jansson
072200 76 35
stefan.jansson@dalarnasciencepark.se

ABOUT RODIN GENOFF & ASSOCIATES

Rodin Genoff & Associates is one of the world's leading cluster development companies. The company has developed its own unique suite of collaboration and design tools to activate new business opportunities, including the mapping and data visualisation technology app: *WinningClustersLive*. Rodin Genoff & Associates has collaborated with international organisations and cities and regions globally, from the OECD in Paris to Singapore, London and Copenhagen and the industrial heartlands of Australia, Denmark and Sweden. For more information, please visit our website www.rodingenoff.com

RODINGENOFF+ASSOCIATES

Companies, regions and cities working together

Australia HQ
Level 26, 1 Bligh St Sydney
NSW 2000 Australia
Tel +61 2 8226 8660

Singapore Office
Level 11 Marina Bay Financial Centre
Tower 1, 8 Marina Blvd Singapore
018981

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