



WG 4 “Sweden” Meeting # 8 – June 15th, 2023

Agenda

1. Welcome

- a. Update on WG participants
- b. Review of minutes from last meeting
- c. Update on SIREUS progress

2. Project plan

- a. Updated Goals & Activities is approved and can be found on SIREUS Member area
- b. Are we aligned with the project plan?
- c. How do we include researchers?
- d. How do we highlight internships in connection w/ studies

3. Review of activities

- a. New Study in Sweden events, Plan for Q4 2023
- b. Student fairs, plan

4. Next meetings

Increased talent mobility and knowledge exchange between Sweden and the U.S.

SIREUS – WG 4 Sweden, as of May 9th

University	Contact name	Contact e-mail
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Linköping University	Therese Winder	therese.winder@liu.se
Linnaeus University	Stefan Haglund	stefan.haglund@lnu.se
Luleå University of Technology	Robert Omberg	Robert.omberg@ltu.se
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Mid Sweden University	Ellen Horbach	Ellen.horbach@miun.se
Mälardalen University	Johanna Forsström Niclas Johansson	johanna.forsstrom@mdu.se niclas.johansson@mdu.se
Stockholm University	Tina Larsson	tina.larsson@su.se
Uppsala University	Lina Solander	lina.solander@uu.se
Partners		
Swedish Embassy	Jenny Majidyar	jenny.majidyar@gov.se
Swedish Institute	Lisa Truedsson	Lisa.truedsson@si.se
SIREUS Trainee	Louise Andersson	Marketing@sireus.org
SACC USA	Karin Hammar	karin.hammar@sacc-usa.org

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5/1/2023, Version 3.0 - Review 2022 by the SIREUS team

Who is responsible for the activity?

P = Project Group with SACC-USA in House of Sweden

(P coordinates other units within SACC-USA, SACC Regional Chambers, The Embassy, SI and other Team Sweden efforts)

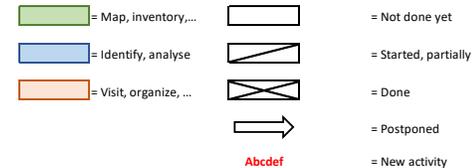
S = Resource in Sweden for contacts with business and relevant organisations.

U = Resources at Swedish Universities to be involved in the project

Is the activity mutual or individual?

M = Mutual, activity carried out for the universities as a group

I = Individually, activity performed for individual universities



★ ★ **Goals and activities for SIREUS - "Platform for increased talent mobility and knowledge exchange between Sweden and the U.S."**

Goal	Sub-goal number	Sub-goal	Activity number	Activity	Who?	M	I	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	H1 2024	H2 2024
4. Strengthen Sweden's attractiveness as a destination for American students and researchers																
4.1 Recruit more students to Sweden by marketing Sweden as a destination for studies																
	4.1.0			Define career fair vs. student fairs and map existing market possibilities	P		X									
	4.1.1			Attend regional career fairs/ student fairs in the U.S.	P		X									
	4.1.2			Implement, communicate and strengthen marketing material from the Swedish Institute (Team Sweden activity) to American universities and students.	P		X									
	4.1.3			Organize Study in Sweden student fairs together with the Swedish Institute, regional chambers and affiliated universities												
4.2 Make an inventory and communicate private and public scholarships for studies/research, in both countries																
	4.2.1			Make an inventory and compile information about relevant private and public scholarships for studies/research	P, S		X									
	4.2.2			Include information about scholarships in the information portal	P		X									
	4.2.3			Add scholarships for internships (not just studies/research), specifically for internships with SACC Chambers	P		X									
	4.2.4			Contact scholarship foundations concerning new collaborations.	S, U		X									
4.3 Increase the attractiveness of the study destination by offering internships in connection with the studies																
	4.3.1			Which business contacts to the universities already have locally	S, U		X									
	4.3.2			Which business contacts can the SACC network assist with?	S		X									
	4.3.3			Which areas of study do the universities want to prioritize?	S, U		X									
	4.3.4			Visit local companies and market the concept of American students as interns	S		X									
4.4 Facilitate for Swedish universities to become certified to process Am student loans, FAFSA, and other certification																
	4.4.1			Certified Swe universities share experiences with other participating universities	P		X									
	4.4.2			Work to increase the interest of other Swedish universities to become certified for handling FAFSA	P		X									
4.5 Create an active and relevant social media presence aimed at American students																
	4.5.1			Establish a social media presence for the University Platform	P		X									
	4.5.2			Create campaigns that target American students	P		X									
	4.5.3			Become active at American student portals.	P		X									
	4.5.4			Create an easy way (e.g. FAQ) to answer questions about Sweden as a destination for studies	P		X									
	4.5.5			Establish SIREUS forum as a marketing label on social media channels												

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- c. How do we include researchers? **Task for WG 4**
- d. How do we highlight internships in connection w/ studies? **Action 4.3**

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STUDY IN SWEDEN
MEET THE TOP SWEDISH UNIVERSITIES

sireus *forum*

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 TUESDAY NOV 1, 2022 5PM - 8PM	 HOUSE OF SWEDEN 2900 K ST NW WASHINGTON DC	 FREE EVENT SWEDISH FOOD SPEAKERS TBA
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Increased talent mobility and knowledge exchange between Sweden and the U.S.

Next meetings

~~January 26th @ 13.00 CET (7 am EST)~~

~~March 23rd @ 13.00 CET (7 am EST)~~

~~May 11th @ 13.00 CET (7 am EST)~~

~~June 15th @ 13.00 CET (7 am EST)~~

August 24th @ 13.00 CET (7 am EST)

October 5th @ 13.00 CET (7 am EST)

November 30th @ 13.00 CET (7 am EST)

Thank you !