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**Manual for the  
production and  
presentation of the  
exhibition**

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**Smart Industry –  
Unlocking the potential**

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### 1. Project introduction

Sweden's prosperity is partially based on innovative and successful export companies. With only 0.13 per cent of the world's population, Sweden has managed to create a surprising number of multinational industrial companies. The key to success has been innovativeness and adaptability to change, which has enabled many of these companies to maintain their competitiveness and continue growing on the global market for decades.

The world is in the midst of an industrial revolution, which puts the industry's innovative thinking to the test. To meet the common global challenges that we face, perhaps higher demands than ever are placed on the industry's skills level, ability to change and willingness to cooperate. *Smart industry – unlocking the potential* is a toolkit based on eight cases with Swedish initiatives that strive to meet these challenges. The toolkit has been developed in collaboration with representatives from Vinnova, Research Institutes of Sweden (Rise), Husqvarna Group AB, Things, the strategic innovation programmes Produktion 2030 and Process Industrial IT and Automation (PiiA), as well as the Association of Swedish Engineering Industries and Business Sweden in Berlin, among others.

The Swedish government has launched five innovation partnership programmes based on Swedish strengths to help meet a range of challenges in society. Through collaboration between government, business and academia, new solutions will strengthen competitiveness, contribute to sustainable development and create more jobs. These programmes, which involve new ways of travelling, living and doing business, focus on the following: travel and transport; smart cities; a circular and bio-based economy; life sciences; and industry and new materials. The partnership programmes are designed to help Sweden strengthen its position in pursuit of the sustainable development goals under the UN 2030 Agenda.

The Swedish Institute has been commissioned by the government to develop toolkits that address all five partnership programmes. This particular toolkit is about Smart industry and new materials.

A partnership group has been established for each partnership programme. The partnership group, which consists of representatives from industry, education and the public sector, has the task of prioritising and lifting partnership areas and activities. The partnership group for smart industry and new materials has prioritised the following areas that are included in the exhibition:

- Test beds for smart factories – strengthen test facilities (test beds) to develop smart manufacturing in Sweden.
- Digital security and reliability – gather the Swedish expertise on digital security and reliability from an industrial perspective.

- New materials and materials development – reinforce the links between materials research and industrial users of new materials.
- Additive manufacturing and 3D printing – collect and develop Swedish expertise in additive manufacturing and 3D printing.
- Collaboration between large and small companies – develop collaboration between large and small companies to speed up innovation.
- Skills supply.

## 2. Aims, objectives and target groups

The aim of the exhibition/project is to show Sweden's conversion into an online and digitalised industry. Through the eight examples shown in the exhibition, we are highlighting parts of what is forming the basis of the industrial revolution that Sweden and the rest of the world are now in the middle of: digitalisation, automation technology, robotics and new materials. Start-ups are an important part of Sweden's success and are included as a natural part of the exhibition.

Furthermore, the aim is to raise awareness and knowledge about the challenges in combination with the promotion of Swedish progressive initiatives.

Target groups: The media, policymakers and shapers of public opinion, but also citizens interested in digitalised industry, new materials and sustainable development.

## 3. Division of roles and budget responsibility

### Roles

*SI:*

- Contact with Swedish participants for seminars, etc.
- Provide support to the embassy during the project process.

*The embassy:*

- Examine local conditions/prospects.
- Find a venue for the exhibition and local partners.
- Set up the exhibition or hire a curator.
- Contact Swedish participants such as guest speakers.
- Marketing/invitations.
- Report to SI after completion of the project.

### Financial distribution

The embassy applies for funding from SI via the online form in the toolkit, with a maximum financial support of SEK 40,000.

*SI:*

- Production support for printing.
- Fee-, travel- and accomodation costs for other incoming Swedish participants, where appropriate.

*The embassy:*

- Locally incurred costs such as refreshments at the opening, any costs for technology, etc.
- Local costs for printing and for the wooden hanging system, as well as its mounting.
- Any costs for the venue.
- Any costs for local transport/communications.

**4. Step-by-step guide**

<b>Step</b>	<b>Event</b>	<b>Timetable (prior to implementation)</b>
1 2	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact SI.</li> <li><input type="checkbox"/> Identify local conditions/prospects.</li> </ul>	2–3 months
3 4	<ul style="list-style-type: none"> <li><input type="checkbox"/> Find local partners/venue.</li> <li><input type="checkbox"/> Plan seminars and any other activities.</li> </ul>	2 months
5 6 7	<ul style="list-style-type: none"> <li><input type="checkbox"/> Begin production of the prints, etc.</li> <li><input type="checkbox"/> Book travel for any extra activities and review whether any technology may be needed for implementation.</li> <li><input type="checkbox"/> Send out invitations to the opening/communicate.</li> </ul>	1 month
8	<ul style="list-style-type: none"> <li><input type="checkbox"/> Communicate via social media (Twitter, Instagram, Facebook).</li> </ul>	1–2 weeks and during implementation
9 10	<ul style="list-style-type: none"> <li><input type="checkbox"/> Follow-up and report to SI.</li> <li><input type="checkbox"/> Tour plan and future displays.</li> </ul>	Afterwards

## 5. Planning and implementation

### Step 1

#### Contact SI

Send your application to SI.

### Step 2

#### Identify interests, needs and target groups

Meet with people from the network to gain an understanding of what the status is for the Industry, both in enterprises and academia in the region, to see what opportunities they have. It may be worthwhile trying to meet the following kinds of people:

- Bloggers or the like who reach target groups interested in the industrial sector.
- Representatives and networks within the industrial sector.

#### *Target groups for the exhibition*

- Representatives of the industrial sector.
- Representatives of sustainable development organisations and networks.
- Journalists interested in smart industry and sustainable development.
- The general public.
- The media and shapers of public opinion.
- Policymakers.
- Open preschools, schools and teachers.

Also, look into the possibility of linking up with activities already taking place, e.g., industrial fairs.

### Step 3

#### Find local partners/venue

##### *Partners*

The following points are an attempt to identify relevant skills/assets in a potential partner:

- Interest in the industrial sector.
- Networks interested in innovation and sustainable development.
- The ability to communicate the project through their own channels.
- Access to an attractive venue where the exhibition can be shown.

##### *Venue*

The venue where the exhibition is to be shown could be for instance an empty industrial space, a gallery, a museum, an architecture institution, etc.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room.
- Be open for public viewings.

If seminars or the like are planned in connection with the exhibition, it is a good idea if they can be organised in the same or in adjoining premises as the exhibition itself.

## **Step 4**

### **Plan seminars and other possible activities**

Depending on which partners are brought in, different types of activities can be organised in connection with the exhibition. Examples of activities that SI can contribute to:

- Seminar/talk/panel discussion together with Swedish and local partners on the overall topic of smart industry.
- Seminar/talk/panel discussion together with Swedish and local partners on any of the suggested alignments in enclosed file suggested seminar topics.

## **Step 5**

### **Begin production**

See production manual in toolkit.

The whole content must be shown (5 wooden modules), parts can not be separated.

## **Step 6**

Book travel for any extra activities and check whether any technology that may be needed for implementation is available.

## **Step 7**

### **Send out invitations to the opening/communicate**

Adapt and dispatch press releases to media that report on smart industry, innovation, development and similar.

## **Step 8**

### **Follow-up and report to SI**

Fill in the Evaluation form and return it to your contact person at SI. Please also send a full media report.

## **Step 9**

### **Tour plan and future displays**

If the exhibition is to be shown at additional venues in the same country, SI must be informed and a tour schedule must be drawn up.

The pictures may not be shown in any context other than that which has been agreed upon.

If you'd like to showcase the exhibition again, please inform and contact the SI.

## **5. Printing**

### **Printing photos and texts**

- Photos should not be framed.
- Photos and texts should be printed on Kapa in the size 70 x 100 cm.

The printing files can be downloaded from the link provided by SI via email.

See [Overview of Exhibition](#) on Sharing Sweden for further information.