



STRATEGY FOR THE PROMOTION OF SWEDEN ABROAD

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Sweden is a country with a good reputation, but the world is changing rapidly and there is growing competition for people's attention. A strong image of Sweden abroad is important for achieving political objectives, promoting trade, attracting investment, tourists and talent, and encouraging cultural and scientific exchange.

ENHANCING THE IMAGE OF SWEDEN

To promote a strong, broad and accurate image of our country internationally, we need cooperation between all promotion organisations. For this reason, the Council for the Promotion of Sweden has developed a strategy for promoting the image of Sweden abroad. The strategy builds on the communication platform that was launched in 2007 and that forms the basis of how Sweden creates a distinctive profile vis-à-vis foreign target groups.

WHAT WE WANT TO ACHIEVE

The strategy is based on the idea that cross-border cooperation is essential for tackling the global challenges of the future. Our vision is, in a world with major challenges, for Sweden's free and open society to function as a hub for innovation and co-creation.

VISION OF THE FUTURE

We see a world where innovation and co-creation are important for tackling major challenges

OBJECTIVE

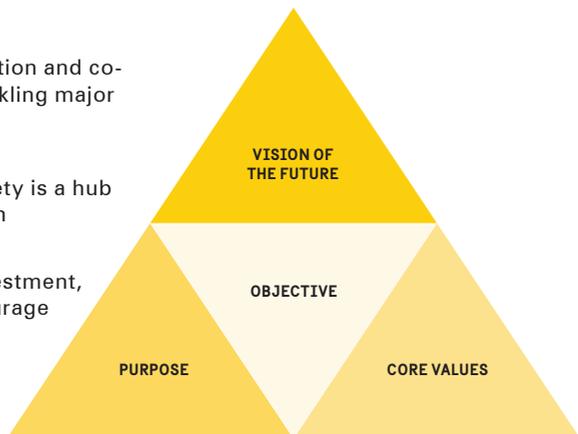
Sweden's free and open society is a hub for innovation and co-creation

PURPOSE

To promote trade, attract investment, tourists and talent, and encourage cultural exchange

CORE VALUES

- Innovative • Open
- Authentic • Caring



ENHANCED FOCUS THROUGH PROFILE AREAS



To create the conditions for a sharper focus and greater impact in promoting the image of Sweden, four profile areas have been identified.

All efforts to promote the image of Sweden are based on the local context and are adapted according to the current situation in that particular location.

SOCIETY

Sweden's focus on human rights and equal opportunities, in combination with entrepreneurship and conscious reform efforts, has led to a social model that has attracted interest abroad. This is a key to our growth and a precondition for our prosperity. 'Swedish society' is a broad concept that can be used in different ways – for attracting talent and investments through a stable economy and social security, and for creating scope for our foreign policy line in international contexts.

EXAMPLES TO HIGHLIGHT

- An open and tolerant society
- Reform of central government finance
- Internet freedom and security
- Gender equality
- Advanced welfare and social security
- Deregulation

INNOVATION

Today, Sweden ranks as one of the most innovative countries in the world. However, awareness of this fact varies greatly and there is therefore major potential for further strengthening our position. The focus is on business promotion, attracting investment and talent, and highlighting Swedish successes in the area of innovation.

EXAMPLES TO HIGHLIGHT

• Life science • Environmental technologies • IT/telecom • Innovation for society • World-leading innovations in the automotive industry and mining

CREATIVITY

Sweden is a strong player in the cultural and creative industries. These industries play an increasingly important role in the growth of the Swedish economy and are driving forces for innovation in other sectors of society and industry as well. The creative industries also help to create a modern image of Sweden as an imaginative and innovative country.

EXAMPLES TO HIGHLIGHT

• Creative professionals and entrepreneurs • Fashion and design • Film, literature and music • Performing arts • Computer games • Gastronomy • Marketing communication

SUSTAINABILITY

Sweden has a long history of international commitment to pursuing active global cooperation on sustainable development. This profile area focuses on ecological sustainability, the environment and climate. Sweden is at the forefront of developments in new environmental technologies and sustainable system solutions.

EXAMPLES TO HIGHLIGHT

• Renewable energy • Green buildings • Waste management, air and water treatment • People and nature, right of common access • Sustainable fuels and battery-driven vehicles

HOW DO WE KNOW IF WE HAVE SUCCEEDED?

Part of the strategy covers development of better methods for monitoring objectives and results. This is done using a study which identifies causal links between activities and long-term effects on the image of Sweden.

TARGET GROUP IMPORTANT TO ACHIEVE BEST RESULTS

To be as smart and cost-effective as possible, our common promotion of Sweden activities should be focused on the target group known as ‘connectors’. Connectors have large networks in which they are active and spread information and contacts. Targeting a connector, or someone this person in turn finds interesting, increases the possibilities of communicating the message to a broader end target group. A connector could be a journalist, expert, researcher or opinion-maker, etc. You may already have connectors in your own networks. They can also be identified by looking at who has a major impact in social media or the specialist press, or by asking people within a given area who they consider to be the ‘spider in the web’.

CREATING A CONSISTENT MESSAGE

A new visual identity has been designed. The Swedish flag and the name ‘Sverige’ (Sweden in Swedish), as well as the name of Sweden in the local language, are key symbols. They are part of a module system made up of building blocks that combine sender, symbols and imagery in a flexible way. The new graphic profile can and should be used where Sweden is the sender. Detailed information about the new graphic profile of Sweden, along with files to download and inspirational examples, can be found at sweden.identitytool.com.



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HOW YOU MOVE FORWARD

At presentingsweden.si.se you will find continuous updates of tools for continued work on the strategy. Missions abroad and offices abroad will receive continual training and support, through written material and seminars, both in Stockholm and abroad.

PROMOTING THE IMAGE OF SWEDEN – IN BRIEF

OBJECTIVE:

Sweden's free and open society is a hub for innovation and co-creation.

PROFILE AREAS:

The common work of the Council for Promotion of Sweden Abroad is concentrated on four profile areas to create a greater focus and opportunities for greater impact – society, sustainability, creativity and innovation. Promoting the image of Sweden, however, must be based on the local context and the challenges that may exist in each organisation.

COMMON TARGET GROUP:

Concerted focus on the target group 'connectors'.

COMMON VISUAL IDENTITY:

A flexible system – centred on the Swedish flag – for identifying Sweden as the originator of activities and communication.

FOLLOWING UP OBJECTIVES AND EVALUATION:

Developed methods for following up objectives and evaluation for activities common to the organisations in the Council for the Promotion of Sweden.

