
LIFE SCIENCES

ENABLING TOMORROW'S
HEALTHCARE SOLUTIONS



Manual for the
production and
presentation of the
exhibition

Life Sciences

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Contents:

1. Introduction
2. Aims and objectives
3. Division of roles and budget responsibility
4. Step-by-step guide
5. Planning and implementation
6. Appendix

1. Project introduction

In recent decades there has been a fantastic development in healthcare around the world. More people than ever now survive cancer, heart attacks or strokes. Newly born babies with rare genetic diseases can now receive diagnosis and treatment so quickly that life-threatening conditions can be successfully averted. Developments in image diagnostics and genetic analysis, the understanding of how a cell works, the possibility of developing human proteins for treatment in cells, and gene therapies are some examples.

What makes Sweden's life sciences story so successful, both historically and as we look towards the future? Several factors deserve credit, such as a strong level of collaboration, high-quality research, a substantial clinical infrastructure, efficient innovation hubs, an extensive system of bio-data resources, as well as a society-wide focus on prevention and health.

Vision E-health 2025 is a national goal set by Sweden to be the leader in utilising digitisation and e-health opportunities by the year 2025. This vision is one of many that signal Sweden's commitment to issues of health and the life sciences, as the nation proactively develops a healthcare system that is already ranked high internationally. In order to make priorities clear, to coordinate policy and to increase the pace of the work required to meet global health challenges, the Swedish government has established a coordination function in the Government Offices especially for the field of life sciences (an office for life sciences).

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 addresses all five partnership programmes. This particular toolkit – Life Sciences, enabling tomorrow's healthcare solutions, has been developed in collaboration with representatives from Vinnova, The Ministry of Enterprise and Innovation, Swedish Medtech, The Swedish Association of the Pharmaceutical Industry, Swedish Research Council, Region Skåne, among others.

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 life sciences has prioritised the following areas that are included in the booklet and the digital exhibition:

- The Swedish healthcare system and the society-wide focus on prevention, equality and health.
- The quadruple helix of industry, academia, government and civil society. The strong drive and long tradition of successful collaboration among healthcare providers, researchers, business interests and academia.
- The huge research potential of structured Swedish data and biological samples – Biobank Sweden and AIDA.
- Swedish infrastructure for research in life science and examples of research facilities that conduct world-leading research.
- The environment of innovation hubs and open innovations - enabling Swedish startups to go from ideas to results.
- The Swedish scene of life sciences innovations- examples of Swedish innovations of today.
- Combatting antibiotic resistance – the antibiotic resistance as a major global health risk, and the political consensus in Sweden to prioritise efforts to combat the trend.

2. Aims, objectives and target groups

The aim of the project is to highlight what makes Sweden's life sciences story successful, both historically and as we look towards the future.

Furthermore the aim is to raise the awareness and knowledge about global healthcare challenges combined with promotion of Swedish progressive initiatives i.e Swedish priorities made to increase the pace of the work required to meet global health challenges.

Target groups: students, researchers, investors, policymakers and shapers of public opinion, as well as media, the pharmaceutical industry and citizens interested in life sciences and tomorrow's healthcare solutions.

3. Division of roles and budget responsibility

Roles

SI:

- Contact with Swedish participants for seminars etc
- 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 40 000 SEK.

SI:

- Production support for printing
- Fee and 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

Step	Event	Timetable (Prior to implementation)
1 2	<input type="checkbox"/> Contact SI <input type="checkbox"/> Identify local conditions/prospects	2–3 months
3 4	<input type="checkbox"/> Find local partners/venue <input type="checkbox"/> Plan seminars and any other activities	2 months
5 6 7 8	<input type="checkbox"/> Begin production of the prints, booklet etc <input type="checkbox"/> Book travel for any extra activities and review whether any technology may be needed for implementation <input type="checkbox"/> Send out invitations to the opening/Communicate	1 month
8	<input type="checkbox"/> Communicate via social media (Twitter, Instagram, Facebook)	1–2 weeks and during implementation

9 10	<input type="checkbox"/> Follow-up and report to SI <input type="checkbox"/> Tour plan and future displays	Afterwards
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5. Planning and implementation

Step 1

Contact SI

Send in 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 life sciences and tomorrow's healthcare solutions, both within enterprises and academia in the region to see what opportunities they have. It may be worthwhile trying to meet the following kinds of people:

- Representatives and networks within life sciences, innovations and healthcare solutions of tomorrow.

Target groups for the exhibition

- Representatives of the life science industry
- Representatives of research and development within the life science sector
- Representatives from the medical academy
- Investors within the life science sector
- Journalists interested in life sciences and healthcare innovations and solutions
- Policymakers
- Students and teachers in life sciences

Also, look into the possibility of linking up with activities already taking place, e.g Life Science Days and trade 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 life sciences and healthcare innovations and solutions
- Networks interested in innovation and healthcare 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 embassy, university, a trade fair, healthcare institution, innovation space etc.

The venue must:

- Be able to accommodate the entire exhibition in one and the same room

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 showing. Examples of activities that SI can contribute to:

- Seminar/talk/panel discussion together with Swedish and local partners on the topic life sciences and healthcare innovations and solutions
- Seminar/talk/panel discussion together with Swedish and local partners on any of the suggested alignments in enclosed file “seminarieprogram Life Sciences”.

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 life sciences, healthcare innovations and/or healthcare solutions of tomorrow.

Step 8

Follow-up and report to SI

Fill in the Evaluation form and return it to your contact 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.

6. APPENDIX

Printing photos and texts

- Timelines should be printed on matte paper in the size 70 x 100 cm (timeline 1, 3, 4, 5)
- size 70 x 140 cm (Timeline 2)

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

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

Printing booklet

- The booklet consists of 38 pages in total. 34 inlay pages and 4 cover pages. The format is 148 x 210 mm. Print the booklet on matte paper. 150 g for inlay and 250 g for cover.