

Stockholm Academic Forum

Annual Report 2017

**STOCKHOLM
IS A STATE
OF MINDS.**

INTRODUCTION

The year 2017 has been eventful for Staf, Stockholm Academic Forum. We became 18 members when Beckmans College of Design joined Staf. This means that all higher education institutions in Stockholm are now members of Staf.

Academic diversity characterises Stockholm with its many universities and colleges and Staf has the past year played an important role when it comes to inclusion in the job market, both within and outside Academia. An example is Staf's development of SDCN, Stockholm Dual Career Network, which has been highly effective and much needed.

Within SDCN, the Academia collaborates with businesses and the city of Stockholm and many international partners find jobs thanks to Staf's efforts. As chairman of Staf I witness how Academia strategically works together with other stakeholders to strengthen Stockholm and Swedish competitiveness.

The important target to clearly position Stockholm as an excellent academic destination continues and we are looking forward to an exciting 2018.

*Lars Strannegård,
Chairman of the Board*



Our mission

Stockholm Academic Forum shall profile Stockholm as an excellent academic destination. Stockholm Academic Forum shall work for networking and dialogue among the universities in Stockholm and the City of Stockholm, and the partners of our society. Our goal is achieved by gathering the 18 universities and the City of Stockholm in the member organisation Stockholm Academic Forum.

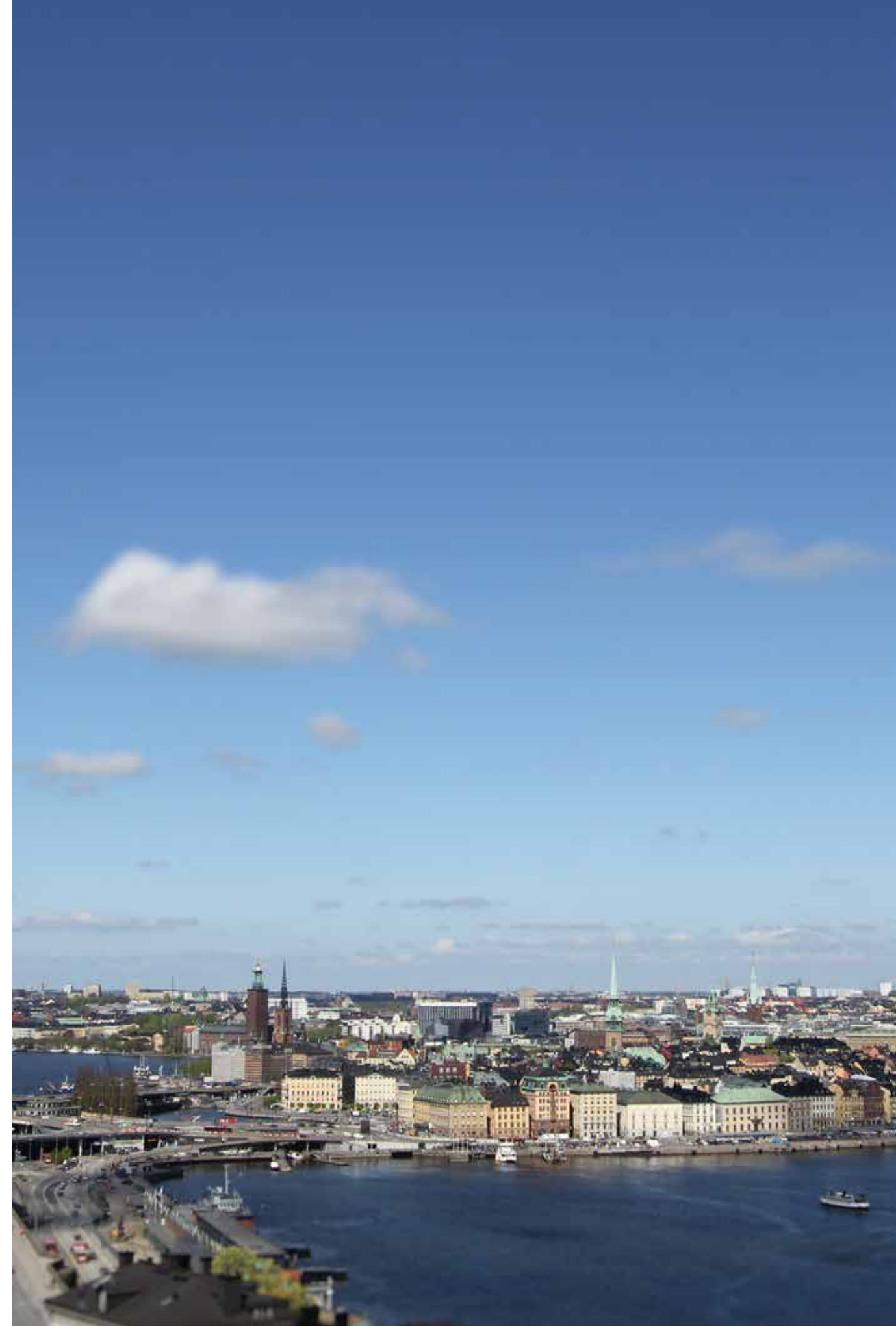
FOR CENTURIES, the Academia has cultivated knowledge. It has developed methods to share knowledge, think across boundaries, and advance new approaches to address the changes humanity has faced and continues to face. Knowledge plays a crucial role in the development and welfare of a society and those are fundamental academic values.

Compared to other cities, Stockholm ranks high in creativity, cutting-edge innovation, economic stability, sustainability, social climate, and level of education. Here, you will find 18 universities and university colleges, a highly-educated population, both young and old, national and international companies with a high degree of innovation, a variety of incubators as well as first-class research infrastructures. Stockholm's values make it both unique and attractive, nationally and internationally.

The operational goals for Stockholm Academic Forum during 2017 have been:

- Stockholm Academic Forum shall profile Stockholm as an outstanding academic destination and promote the universities as an important part of the capital's identity.
- Stockholm Academic Forum shall work with strategic intelligence to strengthen the picture of academic Stockholm.
- Stockholm Academic Forum is a network that facilitates cooperation between the universities, the City of Stockholm and business society through networking and activities.

Maria Fogelström Kylberg,
CEO



At the heart

In Stockholm we like to do things together. This is the whole idea behind Stockholm Academic Forum. When the 18 universities and university colleges in Stockholm join forces together with the City of Stockholm, it becomes a strong manifestation for knowledge, humanity and science to build an innovative, sustainable, and equal society.

Stockholm Dual Career Network brings people together

Stockholm is an international city in many ways, but what about the mindset? In Stockholm, 30% of the inhabitants are foreign born. Every year more than 9 000 international students come to Stockholm to study and Stockholm brings a lot of international people for jobs in research, in start-ups, and in other creative businesses. But the mindset in Stockholm is still rather local. Three years ago, we at Stockholm Academic Forum wanted to do something to change this. We saw that it can be rather hard, especially for the partners of international employees, to settle down, to build up their own network, and to establish themselves in the Swedish job market. We heard testimonials from the universities: "The challenge is not to recruit, but to keep them". International scholars left early when their partners could not settle down and find a job.

In March 2015, we launched a network with the aim to support partners of international scholars at

the universities in Stockholm named Stockholm Academic Network.

During 2017, the network transformed to Stockholm Dual Career Network (SDCN) and opened for other organizations and companies with the same need to recruit from all over the world. These companies face the same challenges as the universities; to attract and keep an international workforce. We



SDCN workshop at Klarna.

"At Truecaller we are constantly working to attract the best talent. We see our membership in SDCN as an additional step in our commitment to not only attract but also integrate our employees and their accompanying partners in Stockholm and Sweden."

SAGA BETTS, HR GENERALIST AT TRUECALLER

think the key is to look upon the recruitment as not only a single person to employ but a family of a dual-career couple. High-level professionals do often have highly educated partners with careers of their own.

The first companies to join SDCN were Klarna, Truecaller, and Sqore. SDCN also gained three strategic partners, who are Stockholm Business Region, Swedish for Professionals and Novare Potential. These organisations support and co-brand SDCN.

Another major change for our staff was to back off and instead involve volunteers in the network. A management team was set up with a president, vice president, Communications team, Event team and Intelligence team. Many brilliant minds from all over the world have been involved in the team, including members from Australia, Brazil, France, Germany, Greece, Hungary, Hong Kong, India, Italy, Nigeria, Peru, Russia, and Slovakia. It's a privilege to work in such an environment!

The main goal for SDCN is to support the members in settling in Stockholm, to look for work in Sweden, discover Swedish culture, and broaden

Facts & Figures: SDCN

- Registered members: 117
- Number of events (career development and social): 13
- Career Support Groups: 15
- People recruited to the Management Team: 17
- People in the Management Team who got a job: 14 (82%)
- Number of countries that members are from: 41

RENZO MENDOZA, active in the SDCN Management Team during 2017 and partner to a KTH employee



You were active in the SDCN Management Team during 2017, what did SDCN mean to you?

– As a new arrival, SDCN became an ideal space to build professional and social relationships. At a personal level, it was an opportunity for growth. Joining the management team allowed me to influence the strategic development of the organisation and ensure that the services we provided had a positive impact on the lives and goals of our members. It felt right (and full circle) to give back after receiving help and advice from Staf and previous alumni!

What is your background?

– I am from Peru, but have lived away from my home country half of my life, most recently in the USA. My background is on sustainability and business, and I have worked in international organisations as well as in the public and private sectors.

What are you doing today? And how did you get there?

– I am a Project Manager in Sustainability & Environment at Northvolt, which is building Europe's largest lithium-ion battery factory. After arriving in Sweden last year, I chose to take some time to understand the sustainability market and build a network. SDCN/Staf played a significant role in that process, starting with a valuable first meeting I had with the staff, in which we talked about everything I needed to get myself settled and made an initial list of potential companies. I went to many fikas, developed contacts on my own, and also leverage the SDCN network. In particular to my current employer, I first heard about Northvolt in conversations I had with one of their early investors (Innoenergy), which SDCN/Staf helped me make a connection to.



their social and professional networks. The activities are designed with this in mind. The members are offered Swedish classes, personal guidance hours, career support, and a range of professional and social events.

Through Stockholm Dual Career Network we regularly hear testimonials that confirm we are doing things right. People who find qualified jobs or who succeed in finding funding for their own research or who start their own business in a much shorter time than they would have done without the network. In the management team alone, we have had the pleasant inconvenience of having to recruit new members several times during the year since they have moved on to full-time occupations.

The world meet in the Prince's Gallery

Every year new people from all over the world come to the universities and higher education institutions in Stockholm to enroll in a Ph.D programme, to do their post-doc, or to collaborate with colleagues in the same field in a research project. Some of them have been recruited as professors or assisting professors. The inflow of all these people is very important to get a high-quality academia. To show appreciation for these people and tell them that we are really glad to have them is so important but easily forgotten. Therefore, two years ago Stockholm Academic Forum proposed to the City of Stockholm to arrange a reception in the City Hall for the international scholars together

with their spouse/partner who have arrived during the last year. And they did.

On the 28th of November, a reception for international scholars took place, for the second time, in the Prince's Gallery in the Stockholm City Hall. Altogether 180 people, international scholars with partners from the universities in Stockholm, were invited.

It is a generous and important signal from the City of Stockholm to host such an event. The Chairman of the City Council, Eva-Louise Erlandsson Slorach, hosted the event together with the Vice Mayor of Schools and Education in the City of Stockholm, Olle Burell, who is also the Vice Chairman of Stockholm Academic Forum. The universities were represented by the Vice-Chancellor at Karolinska Institutet, Ole Petter Ottersen. Both Eva-Louise Erlandsson Slorach and Ole Petter Ottersen had their own personal stories about settling down in a new place. Erlandsson Slorach is married to a researcher who came from the UK to Stockholm as he was appointed to Karolinska Institutet. Ottersen, came to Stockholm from Norway as the new Vice-Chancellor at Karolinska Institutet only some months earlier.

During the reception a string quartet from the Royal College of Music in Stockholm entertained.

"The annual evening with our international scholars is really one of the most memorable and important since it symbolizes Stockholm as a melting point of knowledge, science and belief in international solidarity."

EVA-LOUISE ERLANDSSON SLORACH, PRESIDENT
STOCKHOLM CITY COUNCIL

Together we greet Welcome!

Some years ago, Stockholm had a low rating in student inquiries when it came to the first impression the students had when they arrived at their new student destination. To change this negative impression to a really positive one, Stockholm Academic Forum contacted the universities to make a change together. In 2014, the first Stockholm Student Arrival Service was arranged at the airport.

OLE PETTER OTTERSEN,
Vice-Chancellor at Karolinska Institutet



PHOTO: CLEMENT MORIN

What does the inflow of international scholars mean to Stockholm as academic destination?

– The inflow of international scholars is of paramount importance for Stockholm and for its higher education institutions. We need the competence and the perspectives that the international scholars bring with them, and we benefit from the networks that the international scholars are part of. To maintain and increase the inflow of international scholars we must ensure that Stockholm stands as one of the most attractive academic regions in the world. How the international scholars are received and welcomed is an important aspect in this regard. A sincere thank you to Stockholm's Academic Forum for arranging receptions for our international scholars.

What do you think the invitation to the Stockholm City Hall meant to the scholars? What do you think about the fact that all the universities did it together with the City of Stockholm via Stockholm Academic Forum?

– The reception was highly appreciated by the invited scholars. I heard many scholars express their gratitude for the generous hospitality and for opening the doors to one of the most famous buildings in Europe. Many were thrilled to learn that they were gathering on the very premises of the Nobel banquet. It's a good idea to mix scholars from so many different institutions – this enables our international scholars to form networks across institutional and thematic boundaries and also helps them getting acquainted with Stockholm city. The reception was a real success – no less.

ANTONIO CAPEZZA, Ph.D-student at KTH with **WOLFGANG SUAREZ** (both from Venezuela)



PHOTO: CLÉMENT MORIN

What brought you to Stockholm?

– At first, I came as an exchange student. To be honest, Stockholm was one of the last options I had on my list... I wanted something warm! However, by twists of the dices, I ended up here. I don't know what it was, but after my year as an exchange student I just set up a new goal in my life: to come back! Finally, after looking hard, I got a Ph.D. position in KTH. So, summarizing: the opportunities to live my career and to establish my life with whom is now my husband is what at the end brought me here.

What do you think about Stockholm as Academic Destination and a place to work and live?

– Excellent. I think I just took the right decision. I see Stockholm (and Sweden) as the place of the opportunities.

What did you like about the reception in the City Hall?

– I like the fact that I felt appreciated. That what I do is well received. That my family is been taken into consideration as an important part of my career development.

– As a side track, I liked to be once more in the place I got married, but with a completely full picture! Many thanks to Staf and all the people that made this possible.

MARTA LOMAS VEGA with **PETER SOEGAARD JOERGENSEN**, Researcher at Stockholm University (from Spain and Denmark)



PHOTO: CLÉMENT MORIN

What brought you to Stockholm?

– My partner works here as a researcher and our plan was to move together when I finished my PhD at Copenhagen University. As Sweden has good research opportunities we thought I could find a job and settle here together long-term since we both like Sweden.

What do you think about Stockholm as Academic Destination, and a place to work and live?

– As Academic destination I think Stockholm – and Sweden in general – is one of the best places for working in my research field, which is in ecology, biodiversity and environment, since Sweden cares more about environmental research, providing a lot of research funding opportunities. I think Stockholm is a great place to live because the integration is possible although it can take time, and offers a broad range of possibilities from urban life activities to green areas to enjoy.

What did you like about the reception in the City Hall?

– I liked the environment created by the organisers which gave the opportunity to socialise with people from different nationalities in an original and relaxed atmosphere. The speeches given by the different representatives were very welcoming. The meal invitation was wonderful and diverse, and I take the opportunity to thank you again for organising this cheerful activity.

Facts and Figures: Stockholm Student Arrival Service

- Arriving Students: 1 300
- Increase compared to Stockholm Student Arrival Service 2016: 20 %
- 1 500 reflectors
- 470 liters of water
- 54 bus trips with students

Since then we have developed and refined the service to what it is today.

The service is highly appreciated by the incoming students. During 2017, Stockholm Student Arrival Service all in all welcomed around 1280 students.

To do the service together means a lot of coordination but also it means allocation of resources which makes the Arrival Service massive and visible for not only the incoming students. On an ordinary day at Arlanda Airport thousands of travelers

pass through. The impression the Arrival Service makes to other passengers is that Stockholm is an academic destination to count on, where 18 universities and university colleges and the City of Stockholm do care for the inflow. Many passengers testify they have noticed the big announcements at Arlanda: “Welcome International Students and Scholars!” Branded shuttle buses with the message from Stockholm Student Arrival Service also brings the visibility to the city centre.

The collaboration between the student guides at the airport, the guides at the buses, and the staff at the student offices at the universities is efficient and smooth. During Stockholm Student Arrival Service 2017, the student guides came from Stockholm University, KTH Royal Institute of Technology, Södertörn University, Stockholm School of Economics and Stockholm University of the Arts. Many of the student guides have been engaged in earlier editions and they really like doing it. Many of them were met themselves at the airport and this is their way to give back.



ENKELEDA IBRAHIMI, Master student at the Department of Computer and Systems Sciences, DSV, Stockholm University (from Albania)



What brought you to Stockholm?

– It was a desire to live and study in one of the cities with the most advanced development in technology. The impressive culture, beauty and nature of Stockholm were just as important and all together made it so easy to decide moving here.

Can you describe your feelings before you landed in Stockholm in August 2017?

– The excitement had started months ago but what I felt on that day I can only describe as pure happiness. A new and incredible journey was about to start and I was ready to experience it to the fullest. I had read so much about Stockholm and Sweden and the idea that finally it was happening made that flight so special. I was afraid that all that excitement might lead to disappointment but I hoped for the best, and the best was what I found afterwards.

What was your experience of Stockholm Student Arrival Service when you arrived?

– I landed around noon at Arlanda and I felt a bit nervous, like anyone who starts a new life in a completely new place. Just some minutes after leaving the baggage area I saw the sign for the Stockholm Student Arrival Service. Just like magic all the nervousness was gone and suddenly I felt home. I reached them and some big and warm smiles welcomed me in Sweden. Everything was perfect, the student guides, the organisation, the bus rides, the goodie bags, etc. All were so helpful and made that first day not only easy and smooth but also beautiful.

For the arriving students it is helpful and friendly and also a good memory of their first day in Stockholm. During the day a lot of first friendships are made.

Welcome to Stockholm!

The welcome service at the airport is one thing but as a follow up we want to do a more formal welcome ceremony too. The reception in the Stockholm City Hall for international students has become a tradition. On the 8th of October, 400 international students were invited to the City Hall. The Vice Mayor of Schools and Education in the City of Stockholm, Olle Burell, hosted the reception. During the reception, musicians from the University College of Music Education performed.

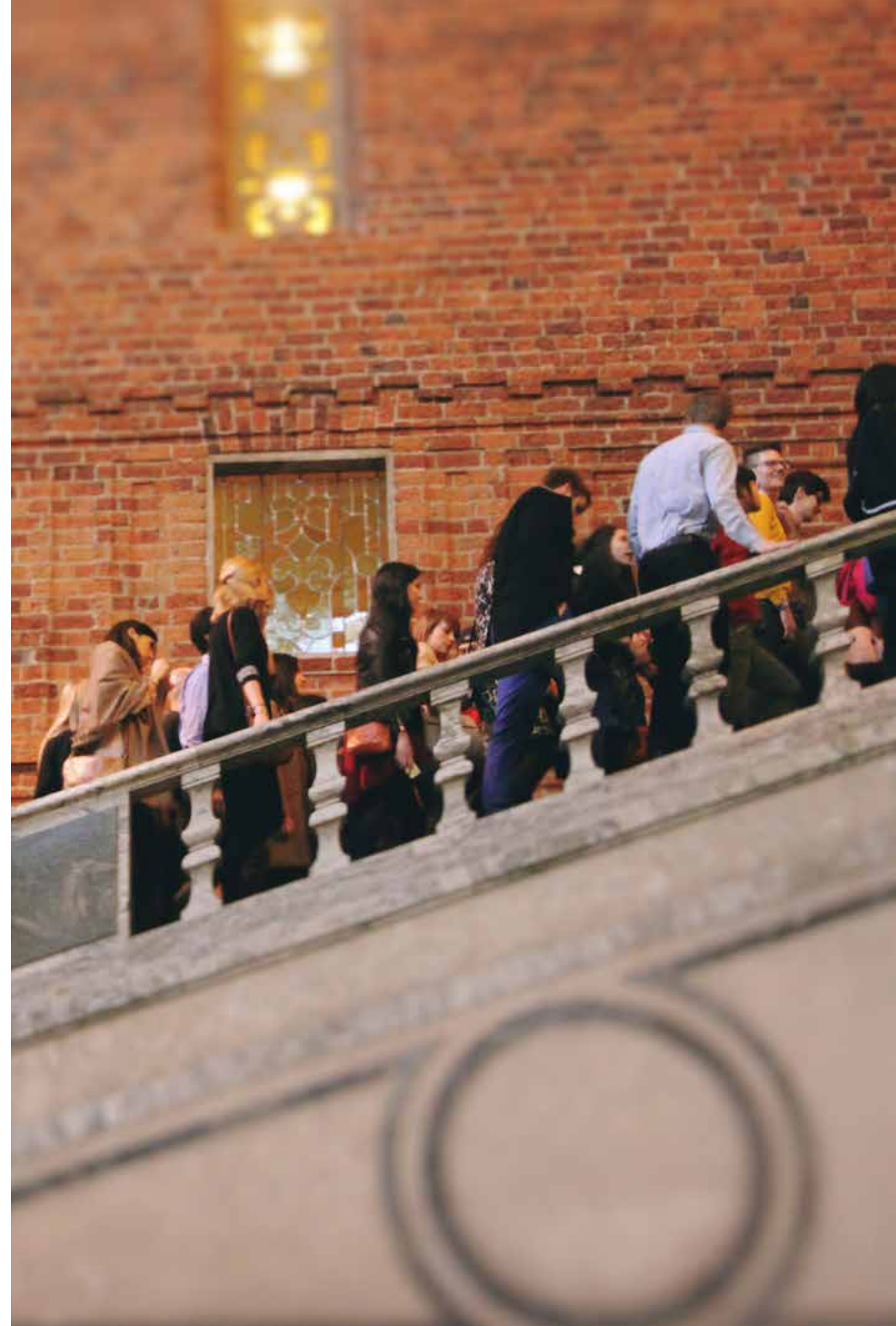
This year the students were also invited to the Nobel Museum after the reception in the City Hall. During the same week as the reception, the Nobel Prizes for 2017 were announced. One goal for the Nobel Center is to give more attention to the announcement week and from this year on, they arranged several public events to highlight the discoveries that led to the prizes. Thanks to the contact with Stockholm Academic Forum they could reach the group of international students and organised one special event for them during the announcement week.

The afternoon became a real success with a good mix between formal and fun, Stockholm and Nobel, and cinnamon buns and pizza slices. At the Nobel Museum the students could take part in a Nobel quiz, take a selfie as Nobel laureate, and much more. There was also a raffle with an entrance card for two to the Nobel Prize Ceremony in the Stockholm Concert Hall.

The most important welcoming part is still made by the universities themselves. The large

“International students embody the spirit of the Nobel prize – they cross borders in order to get new impressions and ideas.”

ANNA SJÖSTRÖM DOUAGI, PROGRAMME DIRECTOR, NOBEL CENTER



OLLE BURELL, Vice Mayor of Schools and Education in the City of Stockholm



Every year more than 9 000 international students come to Stockholm. What does it mean to the City of Stockholm?

– Stockholm wants to be a city for everyone which demands political strategies for an inclusive and sustainable society. These students really have a contribution to make to our work.

During the reception you met a lot of students from all over the world, what was your experience from these meetings?

– For me it's a true honor and inspiration to be able to meet so many of the international students who bring energy and valuable experiences from other countries to the capital of Sweden. Stockholm is truly an academic city and this becomes evident when the City Hall is filled with young people representing both different countries and different academic disciplines.

Facts and Figures: Reception in Stockholm City Hall and Nobel Museum

- 400 cinnamon buns in the Stockholm City Hall
- Over 18 million golden mosaic pieces in the Golden Hall
- 400 pizza slices in Nobel Museum
- 2 tickets to the Nobel Prize Ceremony

universities receive hundreds of international students each year and organise introduction weeks and welcome packages for them. But in Stockholm there are also university colleges who receive only a few international students each year. The international students at these institutions can sometimes feel alone. Therefore we at Stockholm Academic Forum arranged a welcome mingle for the international students at Royal Institute of Art, Sophiahemmet University, Stockholm University of the Arts, The Swedish Red Cross University College, and The Swedish School of Sport and Health Sciences for the second time. On the 13th of September around 25 international students from the five university colleges came to the Stockholm Academic Forum office for a mingle that was highly appreciated.

Staf Talks – The Meeting Point for Higher Education in Stockholm

At Stockholm Academic Forum we are not only gathering the universities for activities targeting their international students or scholars. We also gather people at the universities to share our findings about the academic destination Stockholm or to discuss actual issues from a strategic point of view.

On the 12th of September, Stockholm Academic Forum organised a breakfast for the management at the universities. Stockholm Academic Forum faced an ethical dilemma six months earlier, concerning cooperation with companies in the dual career network. As the universities are obliged to cooperate with companies, organisations, and the civil society we wanted to share our experience and have a strategic discussion of ethical nature. Are there organisations that a university shouldn't collaborate with? And where to draw the line? Two speakers were invited. Tomas Brytting, professor in organization ethics at Ersta Sköndal Bräcke University College talked about *The Anatomy of Fraud and Corruption: Organisational Causes and Remedies*. The second speaker was Ragnar Boman, senior advisor in business ethics in a range of arenas, for example Nasdaq Stockholm (Stockholm Stock Exchange). He talked about honesty and the importance of telling the truth when getting

in trouble. The following discussion pointed out that regulations, values, conscience, and empathy are not always coherent. Discussion, reflection, questioning, and courage is important to make the right decisions.

During the year, Stockholm Academic Forum also arranged two Staf Small Talks. On the 17th of March, more than 40 people came to listen to the new student mobility report and on the 19th of October, Stockholm Academic Forum organ-

ised a Staf Small Talk about QS Best Student City Ranking when we dug deep into the ranking and looked into the measuring principles behind the public result. We also shared the experience of a visit at QS Office in London that two of the staff members at Stockholm Academic Forum went to during summer. At that meeting, we discussed with staff from QS the problem with the big variations in their ranking.



Looking around

Looking around is a crucial part to be an updated organisation. At Stockholm Academic Forum we do this both by digging into statistics, news, and reports but also by meeting the right people, getting new contacts, and by growing the networks in a wide range of areas. Open-mindedness and curiosity have opened up for many new collaborations for us.

Visiting the ecosystem of innovation

Something we have put a special interest in during the year is the innovative ecosystem in Stockholm, where the universities have a crucial but not always articulated place. In many of the start-ups and unicorns in Stockholm there are people who graduated from the universities in Stockholm in the past. In Stockholm academia you can also find some of the greatest minds doing both research and business. When the 25 most high-tech cities in the world were ranked, Stockholm placed at number 13. Applied sciences have always been strong in Stockholm, and when tracing the roots, the beginning of most of the universities in Stockholm have been based on a business demand in one way or another.

During the autumn, Stockholm Academic Forum visited several parts of the innovation system at the universities to get to know them: Amplify Sweden, Karolinska Institutet Innovations AB, KTH Innovation, Transit Kulturinkubatorn, SSE Business Lab, and SU Inkubator/SU Holding. All of them have different presumptions and the duration from idea

to market can differ a lot, depending on in which business area the innovation is.

Internationalisation in numbers – trends and tendencies

It is important for us to be experts on academia in Stockholm. One way of doing this is by digging into statistics. By gathering statistics for all the universities and university colleges in Stockholm we can follow trends and tendencies. Political and economic change affects student flows to and from different countries. To follow how countries close or open-up themselves to other parts of the world is important. Whilst the UK and the USA are affected by Brexit and President Trump; other English-speaking countries increase their inflow of international students. Countries, like the Netherlands and Sweden, can benefit from this. At the same pace as quality increases in many universities globally, the necessity of going abroad decreases.

During the academic year 2015/2016, there were more than 9 000 international students in Stock-



holm. This was an increase of 12 % (6 % in Sweden in general) compared to the year before; the largest growth in many years. With the introduction of tuition fees in Sweden in 2011 the inflow of international students decreased sharply. But with a slow regrowth the numbers of international students in 2015/2016 was almost at the same level as before the tuition fees. The largest international student groups in Stockholm during the academic year 2015/2016 came from Germany, Finland, China, and France. The largest growth in numbers were students from China and India. The student population from India placed in the top-ten list of international students in Stockholm during the last academic year.

Different courses and subjects attract students from different countries, which can be connected to contacts, traditions, and the way Stockholm and Sweden are perceived in different countries. As one example, according to the application statistics, students from India are attracted to master programs in machine engineering and vehicles, which have a strong connection to the presence of both Scania and Volvo Group in India. Amongst the Chinese students the interest for master programs in communication technology and also architecture use to be strong.

Study trip to Brussels with the board

Every second year, the board of Stockholm Academic Forum do a study trip combined with a board meeting. This year the board went to Brussels from the 8th to the 10th of November. The board visited the Permanent Representation of Sweden to the EU and had a meeting with the Councillor for Educational Affairs, Åsa Petri and the Councillor for Research Affairs, Per-Erik Yngwe. The board also visited The Directorate General for Education and Culture and met the Director for Youth, Education and Erasmus+, Sophia Eriksson Waterschoot. Lastly, they visited the European Commissioner for Trade, Cecilia Malmström. During the meetings there were interesting discussions and the board members gave their point of view of what Stockholm and the universities in Stockholm wish from the European Union. Especially the discussions in the EU about how the coming framework

programme for research, FP9, can be organised and how the international mobility of both students and staff can be increased. Sweden receives a considerably higher number of international students within the Erasmus programme than we send out. This needs to change and the new programme offers many interesting opportunities for both students, scholars, and teachers, hopefully for pupils on high school level also.

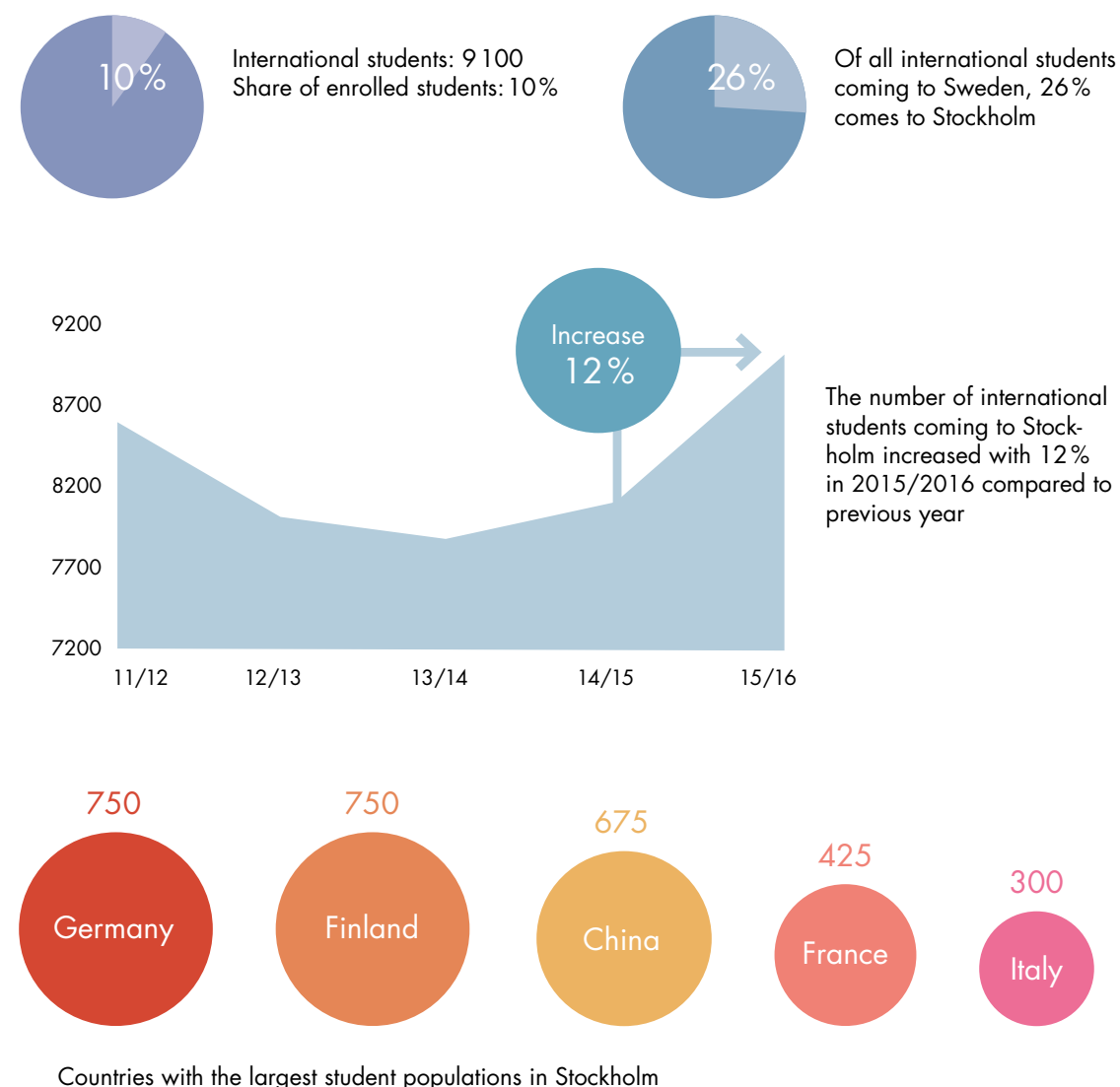
Visits and contacts in the higher education sector and its friends

Meeting people is important to us. With open-eyes and curiosity we bring something out of every meeting. Another thing is that we always try to be generous with our networks and try to connect people when we think they can develop something. Some of the organisations we have met during the year are Stockholm Business Region, Stockholm Chamber of Commerce, Stockholm Science City, and The Association of Swedish Higher Education. We have also had a lot of business contacts in our work with the Stockholm Dual Career Network. During the year we have established contact with Nobel Center which up till now has resulted in a Nobel Pub for international students.

In March, we met with the appointed secretaries of the *Inquiry on increased internationalisation of higher education institutions* (U2017:02) established by the Swedish Government. We shared our view on internationalisation and how we work with it. They drew special attention to our work with SDCN (the result can be seen in the State Public Report *Internationalisation of Swedish Higher Education and Research. A Strategic Agenda, Swedish Government Official Reports*, SOU 2018:3). Furthermore, we visited the office of the university ranking company QS (Quacquarelli Symonds) in London since we were not satisfied in how they measure in their product; QS Best Student Cities Ranking. Their results fluctuate a lot from year to year which don't make a serious impression.

To have good contacts with different parts of our member universities is, of course, crucial for us. During the year we have made at least 30 different visits at the universities.

International students in Stockholm 2015/2016



Facts and Figures: Student Mobility outgoing students from Stockholm 2015/2016

- Outgoing exchange students: 1 800
- Most common destinations: USA, France, United Kingdom, Australia, China and Singapore
- Outgoing freemover students from Stockholm County: 5 400

Facts and Figures: Academic Stockholm

- Universities and university colleges: 18
- Students enrolled: 93 200
- Doctoral students enrolled: 5 800
- Staff: 20 400
- Staff with PhDs: 7 100
- Professors: 1 700

Put the limelight on

A lot of the work we do at Stockholm Academic Forum is about communication. Our overall goal is to promote Stockholm as an excellent academic destination and underline the important role of academia in today's society. We do it by activities with international people as target groups. We also reach out thanks to digital communication in different channels.

Stockholm Academic Forum operates three different websites. Firstly, the website for the organisation, Staforum.se, with the goal to inform about what we do. This is the only website in Swedish. During 2017, we worked to restructure the website to make it more representative of what we do. The new website was launched at the end of the year. The second website is Studyinstockholm.se, which is Stockholm's official university guide. This website is under continuous change to meet the demands from international students and global trends. During this year, we have focused on improving the content about the city and the student destination, Stockholm. The third website is the one for Stockholm Dual Career Network, sdcn.se. During the year this website was adapted to the new form and organisation that the spouse network was undergoing.

A new way to communicate about the academic destination Stockholm was the launch of the Instagram-account Studyinstockholm in July. The Instagram content focus on the academic destination with images from the universities, from well-known and hidden spots in Stockholm, and with tips on what do to make student life easier. From time to time we also do infographics to profile academic Stockholm.

For the fourth year in a row, Stockholm Academic Forum advertised on Arlanda Airport big ads to welcome international students and scholars. The ads were up from mid-August. At Terminal 5 the advertisements were seen at four different places and one more was situated at Terminal 2. We do this since it's a very effective way to market that Stockholm is a welcoming and excellent academic destination. During the years we have got a lot of



testimonials that people notice the signs and do appreciate the message. Every month around 1,5 million passengers pass by the international terminals at Arlanda Airport.

Another spot for promoting the Academic Destination Stockholm during the year was the exhibition Study in Stockholm in Kulturhuset/

Stockholm House of Culture, arranged by Stockholm 6 000+ which is an initiative run by housing companies, municipalities, and parts of the government. In the exhibition Stockholm Academic Forum presented all the universities in Stockholm. The exhibition was open for three months during summer.

Highlights Staf digital communication 2017



studyinstockholm.se

Stockholm Academic Forum's website for promoting Stockholm as an excellent student city worldwide. Keywords and topics creates traffic. Google advertising boost regional presence. Our introduction of studyinstockholm to instagram has been successful.

Website highlights

- Used 71 202 times
- 59 498 users, 4% increase
- USA tops our international traffic

Instagram

- 8 717 likes
- + 1 000 followers
- Target audience age range 18–24



sdcn.se

Home for Stockholms Dual Career Network talent incubation. Useful for network members and the cornerstone in SDCN's infrastructure. Branding and positioning Stockholm in global talent attraction. Social media is a key for our work with SDCN.

Website highlights

- Used 9 596 times, 84% increase
- 25 549 views, 113% increase
- User demographic shows great USA & UK marketing potential

Facebook group

- 453 members, 35% increase
- 320 posts, 430 comments, 3 000 likes
- Member interaction creates a strong community

Linked in page

- 78 751 views
- Members' success stories are popular

SDCN newsletter

- 377 subscribers, 80% increase
- 17 newsletters delivered



staforum.se

Stockholms Academic Forum's official website. News and reports and the presentation of our work. Our official site makes the concept of Stockholm Academic Forum visible and provide statistical, graspable facts about Stockholm's academia.

Website highlights

- Used 6 125 times, 12% increase
- User location 56% Sweden, 26% USA
- Numbers of transatlantic visitors are going up

Members, Board and Staff

Members

Beckmans College of Design
The Erica Foundation
Ersta Sköndal Bräcke University College
Karolinska Institutet
Konstfack University of Arts, Crafts and Design
KTH Royal Institute of Technology
Royal College of Music in Stockholm, KMH
Royal Institute of Art
Sophiahemmet University
Stockholm School of Economics
Stockholm School of Theology
Stockholm University
Stockholm University of the Arts
Swedish Defence University
Södertörn University
The Swedish Red Cross University College
The Swedish School of Sport and Health Sciences, GIH
University College of Music Education
The City of Stockholm

Board

Lars Strannegård, Stockholm School of Economics, Chairman of the Board
Olle Burell, City of Stockholm, Vice Chairman
Mats Danielson, Stockholm University
Fredrik Jurdell, City of Stockholm
Per Nilsson, Ersta Sköndal Bräcke University College
Johan Blixt, Stockholm Federation of Student Unions (from July) (Co-Opted)
Veronica Sällemark, Stockholm Federation of Student Unions (until June) (Co-Opted)

Election committee

Astrid Söderbergh Widding, Stockholm University
Lars Ågren, Stockholm School of Economics

Staff

Maria Fogelström Kylberg, CEO
Dan Johansson, Communications Manager (parental leave July–December)
Jerry Lindblom, Project Manager (until February)
Brita Lundström, Senior Analyst
Laure Marcellesi, Communications Manager (acting) (from July)
Martin Sahlin, Analyst
Martin Tauman, Administrator
Sophia Wallin, Project Manager (from February)



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PHOTO: CLÉMENT MORIN

2017

14–15 JANUARY STOCKHOLM STUDENT ARRIVAL SERVICE

8 MARCH BOARD MEETING

15 MARCH 2 YEARS ANNIVERSARY FOR THE SPOUSE NETWORK

17 MARCH STAF SMALL TALKS: STUDENT MOBILITY

16 MAY STOCKHOLM ACADEMIC FORUM ANNUAL MEETING

17 AUGUST MARIA FOGELSTRÖM KYLBERG SPEAKER AT KICK-OFF AT ROYAL COLLEGE OF MUSIC IN STOCKHOLM

20–21 AUGUST STOCKHOLM STUDENT ARRIVAL SERVICE

12 SEPTEMBER EXECUTIVE MANAGEMENT TEAM BREAKFAST: ETHICAL DILEMMAS IN COOPERATION WITH BUSINESS AND SOCIETY

13 SEPTEMBER MINGLE FOR INTERNATIONAL STUDENTS FROM SMALLER UNIVERSITY COLLEGES

20 SEPTEMBER AUTUMN KICK-OFF STOCKHOLM DUAL CAREER NETWORK

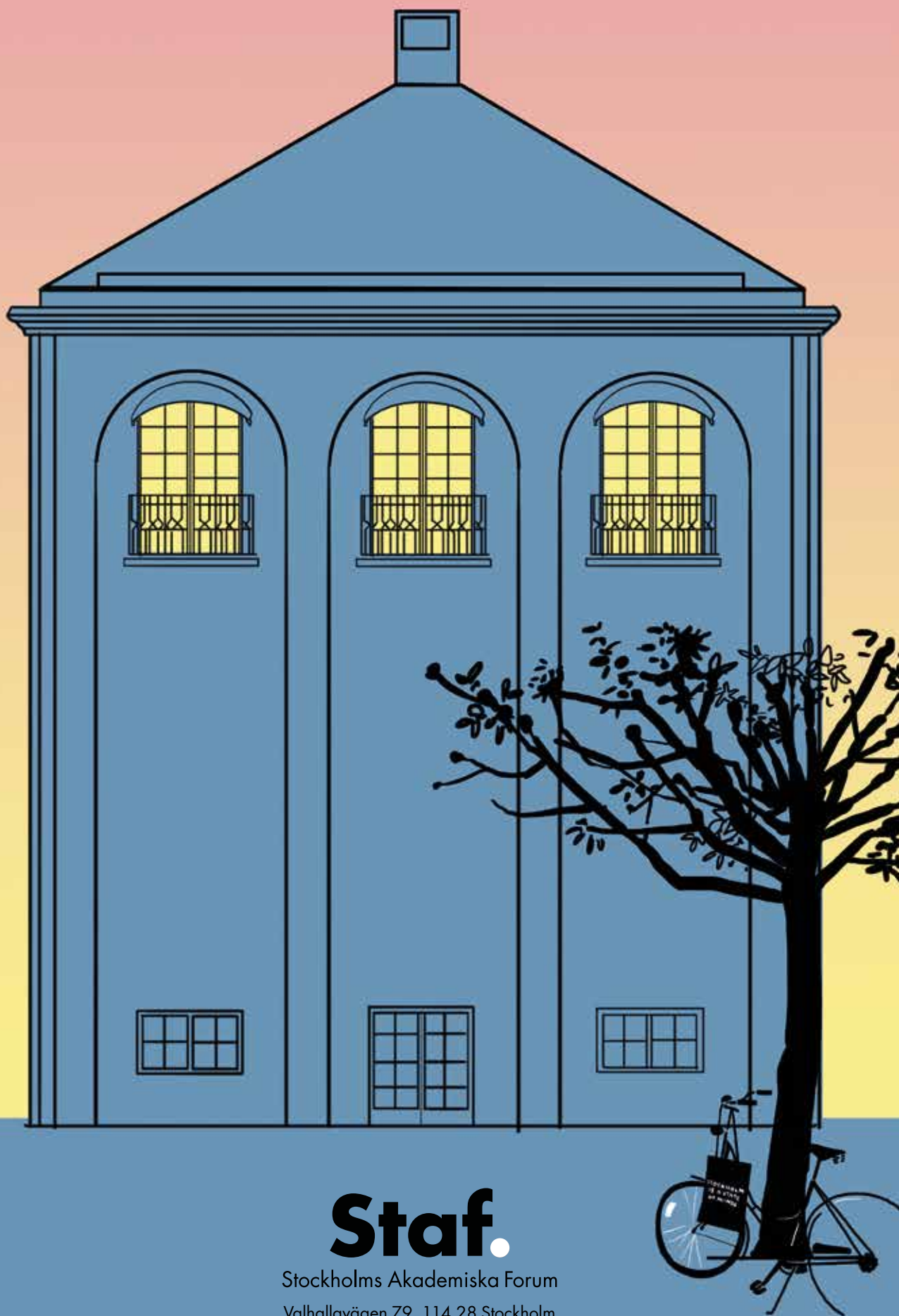
8 OCTOBER RECEPTION IN THE STOCKHOLM CITY HALL FOR INTERNATIONAL STUDENTS

19 OCTOBER STAF SMALL TALKS: QS BEST STUDENT CITIES RANKING

8–10 NOVEMBER STUDY TRIP TO BRUSSELS FOR THE BOARD

9 NOVEMBER BOARD MEETING

28 NOVEMBER RECEPTION IN THE STOCKHOLM CITY HALL FOR INTERNATIONAL SCHOLARS



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