



Stockholm Academic Forum Annual Report 2018

Stockholm Academic Forum
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www.staforum.se
www.studyinstockholm.se
www.sdcn.se

Introduction

The efforts in 2018 have been concentrated on reaching out. Stockholm as a study destination and academic city is doing well, but there is indeed a hard competition to get the best students and scholars among university cities, especially in Europe and North America. Stockholm's competitiveness is the very fact that we are home to 18 different and diverse universities and university colleges. The City of Stockholm has an international profile, well known Swedish democratic values and also an exotic aura of "the North". In times of extensive internationalization it is important to keep a good balance between Swedishness and the international. Stockholm Academic Forum has excellent possibilities to communicate this, and with a new communications strategy developed in 2018, the outreach has increased positively both nationally and internationally. The demonstration of what Stockholm has to offer as an academic destination supports the universities' and university colleges' own marketing and branding.

As Chairman of the Board, I am looking forward to seeing how the outreach for Stockholm as a study destination and academic city will continue to develop.

*Lars Strannegård,
Chairman of the Board*



PHOTO: CLÉMENT MORIN

Our Mission

Our mission at Stockholm Academic Forum is to promote Stockholm as a place of academic excellence and cultivate networking and dialogue between the universities located in Stockholm, the City of Stockholm, and other sectors in the society by bringing together these 18 universities and the city into the Staf network.

For centuries, the Academy 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 makes it both unique and attractive, nationally and internationally.

In 2018, the goal for Stockholm Academic Forum was to increase its outreach, which is why a lot of efforts have been focused on public relations and setting up a professional communication function. The work with Stockholm Dual Career Network, SDCN, has been focused on building on the foundations laid the previous year for the new organisation, managing it, and recruiting new affiliated member companies.

Furthermore, in 2018, Stockholm Academic Forum developed a new format for informal academic discussions together with the Nobel Center: the Stockholm Explorative Talks.

This Annual Report presents the different activities that Stockholm Academic Forum has accomplished in 2018.



PHOTO: CLÉMENT MORIN

Reaching Out

Communication is a crucial element in Stockholm Academic Forum's work. Our overall goal is to promote Stockholm as a destination of academic excellence as well as highlight the importance of academia in today's society. We have focused mostly on international students and scholars in order to attract talent to our capital.

In 2018, we wanted to reach a larger audience by focusing on public relations and the media. We developed our digital press service by building our own media bank, fact sheet, and information about Stockholm Academic Forum. We used strategic PR when launching the report *International Student Mobility in Stockholm 2016-2017* and during the Stockholm Student Arrival Service in August. This resulted in news reports on Swedish Radio, TV, daily press, and also in Chinese media.

Digital communication in different channels is our main and most cost-effective tool. Stockholm Academic Forum operates three different websites. First, the website for the organization, staforum.se, presents our members and our activities. Our second website is studyinstockholm.se, Stockholm's official university guide. This website is continuously updated to meet the demands of international students and to follow

global trends. The third website is the one for Stockholm Dual Career Network, sdcn.se. Our Instagram-account, Study in Stockholm, focuses on Stockholm as an academic destination and features images from the universities, posts about both well-known and hidden spots in Stockholm, as well as tips to make student life easier.

For the fifth year in a row, Stockholm Academic Forum advertised at Arlanda Airport to welcome international students and scholars. The ads have been up since mid-August.

Apart from news reports, we have seen an increased interest about our activities from other organizations. During the year we have hosted visitors from the Embassy of Argentina, the organization Study in Buenos Aires, as well as from the Taipei Mission in Sweden. In March, representatives from Gothenburg University and Chalmers University of Technology paid us a visit to learn more about our work in Stockholm with SDCN. In October, we hosted the collaborative organ Universities in South Sweden (Lärosäten Syd). Finally, Staf's CEO, Maria Fogelström Kylberg, participated in a panel on international talent attraction organized by Stockholm's County Administration (Länsstyrelsen Stockholm).

OUTREACH

NATIONAL AND INTERNATIONAL MEDIA

MEDIA	COUNTRY	VIEWS
SVT.se	SWE	1 358 769
Sveriges Radio	SWE	846 435
Dagens Industri	SWE	399 412
Aftonbladet.se	SWE	1 824 416
Metro	SWE	352 433
Göteborgs-Posten	SWE	403 385
Sydsvenskan	SWE	374 003
The Local	SWE	506 747
Other Swedish Media	SWE	954 616
China Plus/China Radio Int.	CHN	2 687 851





PHOTO: CLÉMENT MORIN

OUTREACH

DIGITAL PLATFORMS

STAF



WEBB

8 800

TIMES BY

6 600

USERS

STUDY IN STOCKHOLM



WEBB

68 000

TIMES BY

58 000

USERS



INSTAGRAM

1 310

FOLLOWERS

SDCN



WEBB

14 000

TIMES BY

7 300

USERS



FACEBOOK

554

MEMBERS

266

POSTS



NEWSLETTER

19

EDITIONS

266

POSTS

Stockholm Dual Career Network

Stockholm Dual Career Network (SDCN) is a network for partners and spouses of international employees working at the network's affiliated organisations. SDCN helps its members settle in Stockholm, look for work in Sweden, discover Swedish culture, and broaden their social and professional networks with the main target to facilitate the job searching process in Stockholm.

In 2018, the number of members almost tripled, from 112 to 321 and 47 different countries are represented in the network.

Apart from the university affiliates, the number of SDCN's affiliated members increased from three to seven. Klarna, Truecaller, and Sqore were affiliated members from the beginning of 2018, while iZettle, King, Kognity, and Northvolt joined the network during the year. These companies face the same challenges as the universities: they need to attract and retain an international workforce. The key is to consider recruitment as hiring not only one person but a dual-career couple or even a family and to take into account

that high-level professionals often have highly-educated partners with careers of their own. SDCN also has three strategic partners, Stockholm Business Region, Novare Potential, and Swedish for Professionals, which support and co-brand SDCN.

The main goal for SDCN is to support its members as they settle in Stockholm, look for work here, discover Swedish culture, and broaden their social and professional networks. SDCN activities are designed with this in mind. Members are offered Swedish language classes, personal guidance hours, career support, and a range of professional and social events.

We regularly hear from SDCN members who found qualified jobs, succeeded in finding funding for their own research, or started their own business in a much shorter time than they would have done without the network.

60

PEOPLE IN
SWEDISH
COURSE

12

PROFESSIONAL
EVENTS

14

SOCIAL EVENTS

36

CAREER
SUPPORT GROUPS

31

SPRÅKCAFÉ

9

GUIDANCE
HOURS

A

ANALYST AND PROJECT LEADER
ANALYTICAL CHEMIST
ANDROID DEVELOPER
ARCHITECT
AUDIT ASSISTANT

B

BIOENGINEER
BUSINESS RISK SPECIALIST

C

CLIENT SUPPORT SPECIALIST
COGNITIVE RESEARCHER
COLLECTION AGENT
COMMUNICATIONS MANAGER
COMMUNITY MANAGER
CONSULTANT
COURSE CO-ORDINATOR

32%

OF THE MEMBERS IN
SDCN HAVE GOT A
JOB. HERE ARE THEIR
NEW WORK TITLES.

D

DATA SCIENCE CONSULTANT
DATA SCIENTIST
DELEGATE MANAGER
DESIGN ENGINEER CONSULTANT
DEVELOPMENT ENGINEER
DIGITAL MARKETING CONSULTANT
DIGITAL MEDIA COORDINATOR
DIGITAL STRATEGY, GROWTH AND TRANSFORMATION DIRECTOR

E

EDITORIAL PROCESS ANALYST
ECONOMY ASSISTANT
ENVIRONMENT & SUSTAINABILITY

G

GRAPHIC DESIGNER

F

FEATURE DEVELOPER
FIELD SERVICES ENGINEER
FINANCE EXECUTIVE
FINANCIAL ACCOUNTANT
FULL STACK JAVASCRIPT DEVELOPER
FULLSTACK DEVELOPER

H

HEAD OF USER EXPERIENCE
HEAD OF YEAR AND JUNIOR
SCHOOL TEACHER
HR ANALYST
HR ASSISTANT

I

IT PROJECT MANAGER
IT SOLUTION CONSULTANT

L

LAB MANAGER
LANDSCAPE ARCHITECT
LEARNING SUPPORT/MYP EAL TEACHER
LECTURER

M

MANAGER
MARKET ANALYST
MARKETING COMMUNICATIONS MANAGER
MECHANICAL DESIGN ENGINEER

O

OFFICE MANAGER
OPERATION MANAGER
ORGANISATIONAL DEVELOPMENT SPECIALIST

P

PAYROLL CONSULTANT
POST-DOCTORAL RESEARCHER
PRODUCT ENGINEER
PROJECT MANAGER
PROJECT MANAGER, INTERNATIONAL OPERATIONS
PURCHASING MANAGER

Q

QHSE-COORDINATOR
QUANTITATIVE ANALYST

R

RELATIONSHIP MANAGER
RESEARCH ANALYST
RESEARCH AND OUTREACH MANAGER
RESEARCH ASSISTANT
RESEARCH SCIENTIST
RESEARCHER

S

SAP BASIS MANAGER
SCHOOL ADMINISTRATOR
SENIOR ENGINEER
SENIOR JAVA DEVELOPER
SENIOR SCIENTIST
SENIOR SOFTWARE ENGINEER
SOFTWARE DEVELOPER
SPANISH TEACHER
SPECTRUM & INTERFERENCE ENGINEER

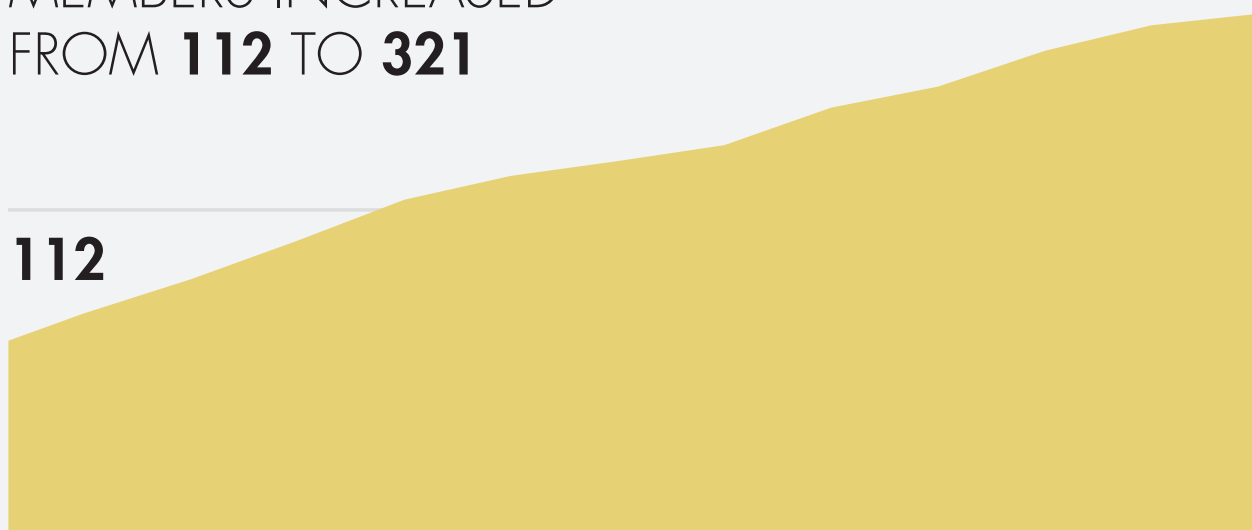
T

TEACHER, ITALIAN
TEACHER, BOSNIAN, SERBIAN, CROATIAN
TEACHER'S ASSISTANT
TECHNOLOGY EXPERT- COLOR COATED STEEL
TEXTILE PRINT DESIGNER, FREELANCER
TRAVEL AGENT

W

WAITRESS
WIND & SITE ENGINEER

DURING 2018 SDCN
MEMBERS INCREASED
FROM **112** TO **321**

321**112**

Stockholm Explorative Talks

The very first *Stockholm Explorative Talks* took place on October 4th. The event was organized by Stockholm Academic Forum in collaboration with the Nobel Center and was part of *Nobel Calling 2018*.

We asked a team of scholars the following question: “What happens to a scientific conversation when imagination helps researchers change their perspective?”

Professors Moira von Wright and Micael Dahlen had been appointed as curators and led the conversation. We had asked them to actually stage the conversation, challenge academic borders, and explore what can be achieved by bringing together scholars from different disciplines with unconventional methods.

“The Team” of scholars consisted of: Robin Teigland, Stockholm School of Economics; Mark Rhinard, Stockholm University; Loulou Cherinet, Konstfack – University of Arts, Crafts and Design; Walter Osika, Karolinska Institutet; Sanna Nordin-Bates, The Swedish School of Sport and Health Sciences – GIH; and Gustav Borgefalk, Royal College of Art, London.

The event was held at the Royal College of Music in Stockholm before an audience of 100 scholars, from 15 of Stockholm’s 18 universities, juniors as well as seniors, and from the full range of disciplines that characterize the university city of Stockholm.



PHOTO: CLÉMENT MORIN

The Team 2018



NOBEL CALLING 2018
Get enlightened this autumn!



Welcome to Stockholm

Reception for International Scholars

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, do their post-doc, or collaborate with colleagues in the same field on a research project. Some of them are recruited as professors or assistant professors. This influx is crucial to a high-quality academic environment. It is important, yet easily overlooked, to show appreciation for these scholars and tell them that we value their presence. Therefore, every year, Stockholm Academic Forum and the City of Stockholm organize a reception at the City Hall for those international scholars who have arrived in Stockholm during the year, together with their spouse/partner.

The third yearly reception for international scholars took place on December 3rd in the Prince's Gallery at the Stockholm City Hall. Altogether 180 guests, international scholars from the universities in Stockholm and their partners, attended.

It is a generous and meaningful signal from the City of Stockholm to host such an event. The Chairman of the City Council, Cecilia Brinck, hosted the event together with the Director of Innovation in Stockholm, Gunnar Björkman. The universities were represented by the President of Stockholm School of Economics, Lars Strannegård, who is also the Chairman of Stockholm Academic Forum.

In connection with the reception, we awarded the first International SDCN Talent of the Year Award. The laureate for 2018 was Ms Lili Wang from China, now employed at Klarna.

Entertainment music was provided by a string quartet composed of students from the Royal College of Music in Stockholm, KMH.

Stockholm Student Arrival Service

In a student survey conducted a few years back, Stockholm rated quite low when it came to the first impression students had when they arrived. Stockholm Academic Forum contacted the universities in the city to collaborate on turning this negative first impression into a positive one. 2014

saw the first Stockholm Student Arrival Service at Arlanda airport. Since then, we have developed and refined the service to what it is today.

This service is highly appreciated by international students. All in all, Stockholm Student Arrival Service welcomed around 1 500 new incoming students in 2018.

Collaborating to organize this service demands a lot of coordination but it also provides the necessary resources to make the Arrival Service massive and visible for travelers well beyond the group of incoming students. On any ordinary day, thousands of travelers pass through Arlanda Airport and they too receive the message that Stockholm is an academic destination to count on, where 18 universities and university colleges as well as the City of Stockholm do care about incoming international academics. Many passengers testify that they have noticed the big announcements at Arlanda: "Welcome International Students and Scholars!" and "Welcome to your new hometown." Branded shuttle buses with messages from Stockholm Student Arrival Service further bring visibility all the way to the city centre.

Stockholm Student Arrival Service is supported by Stockholm University, KTH Royal Institute of Technology, and Södertörn University, financially and with providing student guides.

Reception for International Students

The reception for international students at the Stockholm City Hall has become a tradition. On October 7th, 500 international students were invited to the City Hall. Mrs. Eva-Louise Erlandsson Slorach, President of the Stockholm City Council, hosted the reception and musicians from the University College of Music Education entertained.

After the reception at the City Hall, the students were invited to the Nobel Museum. The 2018 Nobel Prizes were being announced the same week. At the Nobel Museum, the students could participate in a Nobel quiz, take a selfie as a Nobel laureate, and much more. The afternoon was a real success with a good mix of formal and fun, Stockholm and Nobel, and cinnamon buns and pizza slices.



PHOTO: KARL BÖRNESON

Reception for International Scholars at the Stockholm City Hall

PHOTO: KARL BÖRNESON

International SDCN Talent of the Year 2018: Ms. Lili Wang*Student Guides at Stockholm Student Arrival Service**Reception for International Students at the Stockholm City Hall*

Staf Analytics

Looking around is crucial to being an up-to-date organisation. It is important for us to be experts on academia in Stockholm. At Stockholm Academic Forum, we do this not only by digging into statistics, news, and reports but also by meeting the right people, getting new contacts, and by growing networks in a wide range of areas. Open-mindedness and curiosity have opened up many new avenues for collaboration.

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 and it is important to follow how countries close or open up to other parts of the world.

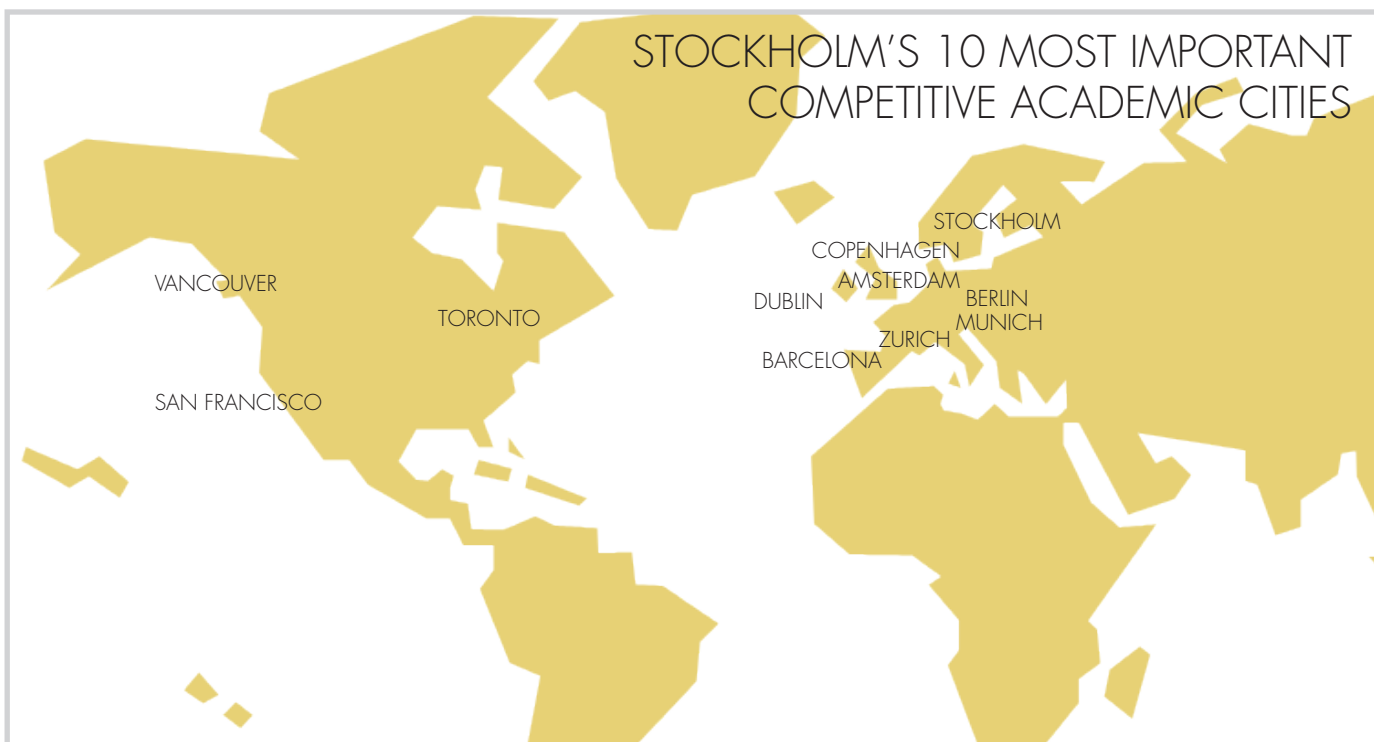
Every year, Staf publishes a report on international student mobility in Stockholm based on statistics from the previous academic year.

During the academic year 2016/2017, there were almost 9 300 inbound students in Stockholm. The largest international student groups in Stockholm during the academic year 2016/2017, came from Finland, Germany, China, and

France. Stockholm University and KTH Royal Institute of Technology had the largest numbers of inbound students, while Stockholm School of Economics had the highest proportion.

The number of outgoing students during the same academic year was 1 900, an increase of 4% compared to the previous year. The most popular destinations were the USA, the United Kingdom, Singapore, and France.

Monitoring other academic cities around the world is important for us. Stockholm's hallmark is based on innovation, sustainability, and gender equality. Therefore, we have identified ten other cities that both have renowned universities and are highly ranked in terms of innovation, sustainability, and equality. We will follow these cities, study their communication to international students, and observe their performance on innovation, sustainability, and equality and in university rankings. The cities we have identified are: Amsterdam, Barcelona, Berlin, Copenhagen, Dublin, Munich, San Francisco, Toronto, Vancouver, and Zurich.



INTERNATIONAL STUDENT MOBILITY 2016/2017

9 279

INBOUND STUDENTS
10% of all students6 243 FREE MOVERS
3 036 EXCHANGE

1

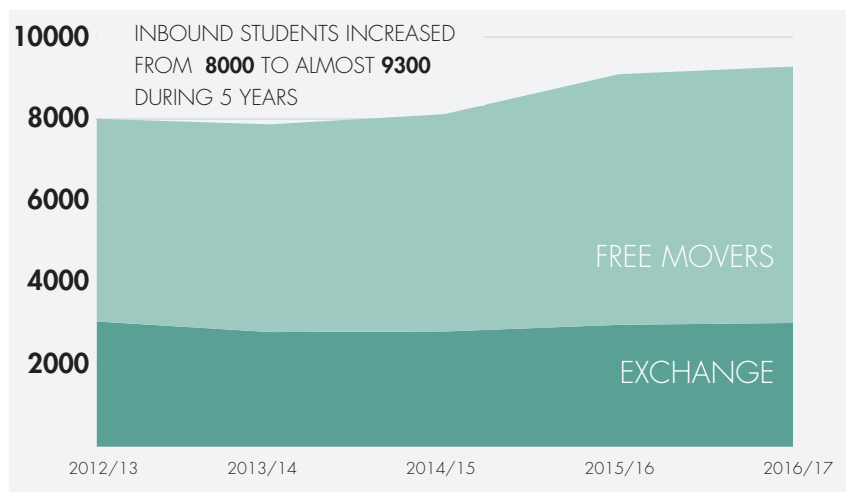
FINLAND 829

2

GERMANY 756

3

CHINA 701



1 899

OUTBOUND STUDENTS

ACADEMIC STOCKHOLM 2018



18

UNIVERSITIES AND
UNIVERSITY COLLEGES91 100
STUDENTS5 500
DOCTORAL STUDENTS20 200
STAFF
WHERE OF9 300
RESEARCH AND TEACHING
STAFF
WHERE OF1 700
FULL PROFESSORS

Staf Talks/Staf Small Talks

At Stockholm Academic Forum, we not only bring universities together for activities targeting their international students or scholars. We also bring together people from the universities to share our findings about Stockholm as an academic destination or to discuss current issues from a strategic point of view.

On June 1st, we focused on the politics of higher education in the EU and the new Erasmus+ program with invited guests Åsa Petri, Councillor, Educational affairs, at the Permanent Representation of Sweden to the EU, and Sophia Eriksson Waterschoot, Director for Youth, Education, and Erasmus+ at the European Commission.

On November 8th, we discussed internationalisation with invited speakers Andreas Åkerlund, Associate Professor at Södertörn University, and Andreas Göthenberg, Executive Director at The Swedish Foundation for International Cooperation in Research and Higher Education, STINT.

Study Trip to Amsterdam

Every year, the board of Stockholm Academic Forum goes on a study trip combined with a board meeting. This year the board went to Amsterdam on November 22nd–23rd, as it is one of the ten cities we have identified as a competitor. The board visited INAmsterdam which is a one-stop shop for international newcomers to Amsterdam and paid a visit to the Faculty of Economics and Business at the University of Amsterdam. During the visit, the Dean of the Faculty, Professor Han van Dissel, and his co-workers presented their views on internationalization and their cooperation with the surrounding community, not least with the City of Amsterdam.

Calendar

14 JANUARY • Stockholm Student Arrival Service

9 FEBRUARY • Visit from Taipei Mission in Sweden

22 MARCH • Board Meeting

4 APRIL • Meeting with the Governor of Buenos Aires at the Embassy of Argentina

3 MAY • Board Meeting

3 MAY • Annual Meeting Stockholm Academic Forum

1 JUNE • Staf Talks on upcoming Erasmus-Program

18–19 AUGUST • Stockholm Student Arrival Service

4 OCTOBER • Stockholm Explorative Talks with Nobel Center

7 OCTOBER • Reception at the Stockholm City Hall for International Students

8 NOVEMBER • Executive Management Team Breakfast on Internationalization

22 NOVEMBER • Board Meeting

22–23 NOVEMBER • Study Trip to Amsterdam for the Board

3 DECEMBER • Reception at the Stockholm City Hall for International Scholars



Stockholm Academic Forum's Board outside University of Amsterdam

PHOTO: CLÉMENT MORIN



PHOTO: CLÉMENT MORIN



PHOTO: CLÉMENT MORIN



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 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
 University College Stockholm
 The City of Stockholm

Board

Lars Strannegård, Stockholm School of Economics, Chairman of the Board
Olle Burell, City of Stockholm, Vice Chairman
Johanna Adami, Sophiahemmet University (from November)
Åsa Borin, Stockholm University (from May)
Mats Danielson, Stockholm University (until April)
Fredrik Jurdell, City of Stockholm
Per Nilsson, Ersta Sköndal Bräcke University College (until April)
Louise Stjernberg, The Swedish Red Cross University College (May-October)

Election committee

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

Staff

Maria Fogelström Kylberg, CEO
Dan Johansson, Project Manager (parental leave January)
Brita Lundström, Senior Analyst
Laure Marcellesi, Project Manager (September-December)
Marina Mourad, Project Manager
Pola Papadopoulos, Project Manager
Martin Sahlin, Project Manager
Martin Tauman, Administrator
Sophia Wallin, Project Manager (parental leave April-December)
Ann Wong, Project Manager (January-September)

Staf.

Stockholm Academic Forum

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