

## Working Group Minutes

Working Group 2 University

Meeting # 14

Date: May 2<sup>nd</sup>, 2024

*Minutes prepared by Sara Lindenius– May 2<sup>nd</sup>, 2024*

### Participants

University	Contact name	Present/Not present
Chalmers University of Technology	Jens Hansson	Present
University of Gothenburg	Mikaela Green	Present
Jönköping University	Mudar Hill	Present
Linköping University	Caroline Sturesson	Not present
Linnaeus University	Annett Wolf	Present
Luleå University of Technology		
Lund University	Alice Kjellson	Present
Mid Sweden University	Anna Lindahl	Not present
	Maria Fredlund	Not present
Mälardalen University	Monica Odlare	Not present
	Marcus Kjellberg	Not present
Stockholm University	Niklas Tranaeus	Not present
Uppsala University	Elizabeth Blum	Not present
<b>Partners</b>		
Swedish Embassy	Maria Brogren	Present
SIREUS Trainees	Sara Lindenius	Present
SACC USA - SIREUS	Christer Bergman	Present

## Agenda

1. Welcome
  - a. Update on WG participants
  - b. Review of minutes from last meeting
  - c. Update on SIREUS progress
2. SIREUS 2<sup>nd</sup> half evaluation
3. SIREUS Research Forum
4. Thematic Areas
  - a. Implementation on the website – desired focus...
5. Target American University
  - a. Individual plans- what university would be interesting...
6. WG2 activities
  - a. NAFSA 2024
  - b. Social Media Initiative
7. Next Meetings

## Presentation material

During the meeting a ppt presentation was used following the agenda that was sent out prior to the meeting. This ppt presentation will be archived on the SIREUS website alongside the minutes.

## Minutes

1. a. Christer opened the meeting and welcomed everyone.
- b. The minutes from the previous meeting were reviewed.
- c. Christer updated the group about what has been going on with SIREUS since the last meeting.

The SIREUS ENTREPRENEURS forum was held in Colorado a few weeks ago. Six companies and 20 individuals from Sweden were attending, providing them with the opportunity to pitch to investors and universities. The SIREUS team is hoping to continue arranging these ENTREPRENEURS forum in the future.

The SIREUS team has begun planning for the Study in Sweden tour scheduled for October. The tour will visit Washington D.C., New York, and San Francisco. Christer expressed his hope that SI will provide financial support for the event.

Christer mentioned briefly that the SIREUS 2nd half evaluation is ongoing. He gets back to the evaluation process later in the meeting.

Continually Christer discussed the topic summer schools. The group hopes for support from SI in terms of marketing. Summer schools could serve as a gateway to attracting new full-time students. The SIREUS team has already promoted summer schools on the website and social media. Jönköping University,

## SIREUS Working Group 2 University Minutes

Gothenburg University, and Linköping University have all announced their summer school programs. Christer plans to invite representatives from these universities to a meeting to discuss marketing strategies for this concept. He also noted his ongoing efforts in exploring internship opportunities.

2. The SIREUS 2nd half evaluation has been ongoing since December. There have been three virtual meetings and one in-person meeting at SU. Two weeks ago, a meeting was conducted with the steering committee where the recommendations from the evaluation group were presented. The evaluation team has a following meeting scheduled for May 8th, followed by a final meeting with the stakeholders.

Christer indicated that the project would undergo changes from its current format. Based on the evaluation, he understands that universities perceive SIREUS as overly broad, with insufficient resources from the universities for all working group meetings. The goal is to streamline the project's focus if it continues. Should it proceed, membership costs will decrease to approximately 100,000 SEK from the current 200,000 SEK. It's crucial to assess the financial implications of this change and whether SACC-USA can sustain the project financially. To be recognized as a network, at least 10 universities must be involved, but there's interest in expanding to more universities and exploring additional sponsorship opportunities. If the project concludes, it's essential to ensure proper closure to safeguard the brand.

Christer has also engaged in conversations with SI, Vinnova, and UD. Vinnova welcomed the idea of emphasizing thematic areas and workshops. They are more inclined to sponsor individual events like the SIREUS ENTREPRENEURS forum and focused workshops rather than the entire platform. KK stiftelsen expressed curiosity about other universities' interest in participating in the project. SI also endorsed a more focused direction for the project. They all stressed the importance of broadening the scope of universities involved to enhance funding prospects.

3. Christer reminded the group that attendance at previous SIREUS RESEARCH forums typically ranged from around 40 to 60 participants. The SIREUS team have currently three future RESEARCH forums in mind

Christer is considering organizing two SIREUS RESEARCH forum focusing on research funding. He attended a seminar in DC where Sweden's Minister of Health was present. The seminar featured a panel discussion on funding, which Christer noted could be relevant for a future SIREUS RESEARCH forum. He is reaching out to Åsa Wallin, LiU who was the moderator at that event about the possibility to create a SIREUS RESEARCH forum session with the same content and panelists. He has also been in discussions with Vinnova and the Swedish Embassy about potentially have a session related to the recent Vinnova/VR and NSF agreement about their potential participation in a SIREUS RESEARCH forum.

In recent days, the SIREUS team has been in touch with the Green Transition Initiative to collaborate on a research forum. GTI are planning on having a Green Transition Summit in October. The SIREUS team are exploring topics of interest to Sweden.

Maria Brogren also mentioned that Secretary of State Sara Modig is going to Washington state to sign a deal about a cooperation between Washington State and Sweden about green transition.

4. a. Christer highlighted that SIREUS will prioritize workshops focusing on specific thematic areas. For instance, the SIREUS team is coordinating a workshop in collaboration with SI's AI exhibition at the House of Sweden. The SIREUS team have extended invitations to both American and Swedish

## SIREUS Working Group 2 University Minutes

universities. Additionally, SIREUS is exploring opportunities to organize events in conjunction with other major gatherings such as NAFSA.

5. a. Christer did not elaborate on this subject during the meeting

6. a. Christer discussed the upcoming NAFSA conference scheduled for May 29th in New Orleans, which took place in D.C. last year. There have been some changes in venues, so now the event is going to be held at BK House in French Quarter in New Orleans. The event will take place at 6:30 PM on the 29<sup>th</sup> of May. Member universities can extend invitations to 20 guests, while affiliated universities can invite 5 guests. For this year's SIREUS MEMBER forum, the option of purchasing separate tickets for non-members has become available, facilitating collaboration with the Swedish Institute. This concept may be taken into consideration for future implementation within SIREUS. Other guests from New Orleans are also being invited.

During the meeting, participants who had not yet received access to the document containing the registered attendees for the event were provided with the link.

In the meeting, we addressed some practical matters. It was decided that each university could send up to 35 invitations by May 10th. Additional tickets can be requested if needed, with further steps to be determined thereafter. The objective is to have 150 guests at the event.

SI has agreed to provide a contribution of 50,000 SEK for the event. Christer pointed out that it has become easier to search for sponsorships through SI since they have opened their website portal to the Chambers of Commerce.

b. Christer mentioned that Sarah Pålsson is uploading posts in collaboration with the universities on social media. Data was presented and can be found in the presentation slides.

7. Next scheduled meeting is on June 5<sup>th</sup> @ 15.00 CET (9 am EST). Christer presented the meeting calendar for the rest of 2024.

- a. June 5<sup>th</sup> @ 15.00 CET (9 am EST)
- b. August 29<sup>th</sup> @ 15.00 CET (9 am EST)
- c. October 10<sup>th</sup> @ 15.00 CET (9 am EST)
- d. November 21<sup>st</sup> @ 15.00 CET (9 am EST)

The Swedish American Chambers of Commerce of the USA, Inc.,  
House of Sweden, 2900 K Street NW, Suite 401, Washington DC, 20007  
[info@sireus.org](mailto:info@sireus.org), [www.sireus.org](http://www.sireus.org)

