

WG 4 "Sweden" Meeting # 16-August 29th, 2024

- Welcome
 - a. Update on WG participants
 - b. Review of minutes from last meeting
 - c. Update on SIREUS progress
- 2. SIREUS 2.0 Decision
- 3. WG Structure
- 4. Study-in-Sweden 2024
- 5. SIREUS RESEARCH forum
- 6. Thematic Areas
- 7. Next meetings



SIREUS - WG 4 Sweden, as of as of January 1st, 2024

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SIREUS 2.0 Decisions

- Situation
 - SIREUS will NOT be a membership network.
 - We need to create a positive narrative for the change.
- Proposal
 - SIREUS as a concept need to continue for at least 2 years to claim and argue benefit
 of the initiative.
 - SIREUS website continue with changes in content and structure.
 - SIREUS members will transition into an affiliation, like the American Affiliation
 - SIREUS Affiliation of Companies Project paused.
 - Part of WG structure, purpose and meetings will change starting now.
 - The government stakeholders need to endorse and preferable partly fund the transition.

Exploring the possibilities with WG's to sell events during 2025 and beyond

- SIREUS ENTREPRENEURS forum (WG 3)
- SIREUS MEMBERS forum (WG 2)
- Innovation Tour (WG 3)
- Study-in-Sweden fall 2025 (WG 4)



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- 3. WG Structure
 - a. WG 4 focus on Study-in-Sweden
- 4. Study-in-Sweden 2024
- 5. SIREUS RESEARCH forum
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- 2. SIREUS 2.0 Decision
- 3. WG Structure
- 4. Study-in-Sweden 2024
 - I. Overview
 - 2. Detailed plans
 - 3. Next meeting Study-in-Sweden
- 5. SIREUS RESEARCH forum
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sireus**

STUDY IN SWEDEN CONNECT WITH TOP U.S. TALENT



What's It All About? The Study in Sweden event is an exceptional and offer an extensive selection of over 1000 Master's programs and 100 Bachelor's programs taught in English.

What Can You Expect? Universities participating in the Study in Sweden networking opportunities, direct engagement with prospective students, insights into student preferences, the chance to showcase the unique benefits of studying in Sweden



students, and strengthen their inte

prospective students" "The NY event"

sireus**

STUDY IN SWEDEN

CONNECT WITH TOP U.S. TALENT

During Study in Sweden

The event will provide an excellent opportunity for American students to connect with to interact with university representatives and gain insights from distinguished alumni who have successfully navigated the Swedish education



An educational exchange

Direct interaction with prospective students is a key feature of the event. Representatives can answer questions, provide personalized guidance, and address any concerns that students might have about studying abroad.

An Exclusive Opportu Which part of the event did you enjoy the the eve

nice to meet with interested students"

"Networking with other universities and meeting



STUDY IN SWEDEN Washington D.C, San Fransisco, New York,

Swedish universities will travel to three locations across the United States to meet with American students and promote higher education in Sweden. Take the chance to meet with representatives from the top Swedish universities in Washington D.C., San Fransisco, and New York.

The tour will provide an excellent opportunity for universities to meet U.S. students interested in studying in Sweden. With venues that can accommodate 150-200 people and catering serving light meals and beverages, students and university representatives will have ample opportunity to mingle and connect.

Info about how and where to register, include a link

We look forward to seeing in Washington D.C, San Fransisco and New York on [ddd]



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STUDY IN SWEDEN TOUR 2024 PLANNING DOCUMENT Travel and Accommodation

Study in Sweden Tour 2024.

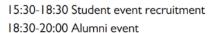


What is Study in Sweden?

The "Study in Sweden" initiative, organized by the SIREUS project and its 11 member universities, includes three events in different U.S. cities. The main goal is to recruit American students for bachelor's, master's, and doctoral programs at Swedish universities while offering insights into Sweden's vibrant university culture.

Washington D.C October 4th

• HOUSE OF SWEDEN





Description: This event is divided into two parts. The first section is a 2-hour mingle session in House of Sweden's Anna Lindh Hall, where American students will meet representatives from SIREUS member universities. Light food, snacks, soft drinks, and coffee will be provided for attendees. The second part is an alumni event in the Alfred Nobel Hall, featuring light food, beer, and wine.

New York October 7th

Q Gateway SACCNY

15:30-18:00 Student recruitment 18:30-20:00 Alumni event



San Francisco October 11th

The Scandinavian School

14:00- 15:30 Parent "fika" (?) 16:00-19:00 Student recruitment

October 12th

NORDIC INNOVATION HOUSE

11:00 Alumni event

Description: The West Coast tour will start with a Swedish fika with high school parents at The Scandinavian School, followed by a student recruitment event. The alumni event is planned to be a brunch at the Nordic Innovation House in Silicon Valley.



Preliminary Participants

EAST COAST

Blekinge Institute of Technology Chalmers University of Technology University of Gothenburg University Slinköping University Linköping University

Linnaeus University
University of Technology

Lund University ♥
Mid Sweden University ?
Mälardalen University ?

Stockholm University
Uppsala university

WEST COAST

Blekinge Institute of Technology ♥
Chalmers University of Technology ?
University of Gothenburg ♥
Jönköping University &

Linköping University

Linnaeus University

Luleå University of Technology?

Lund University?
Mid Sweden University?

Mälardalen University ?
Stockholm University ⊗

Uppsala university 📀



STUDY IN SWEDEN TOUR 2024 Part of Marketing Plan

STUDY IN SWEDEN



Target group

Potential students 18-31 years old.



Estimated cost: 300-500 \$

By boosting our Instagram posts we can fine-tune our intended audience:















- · Create 3 events
 - Boost
 - Send out link

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· 3 Ad posts

- Target potential students.
- Lasting ca two weeks.

- · LinkedIn Event
- Promoted post with link to sign up.
- Creating additional engaging Social
 Media content

sireus forum



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- 5. SIREUS RESEARCH forum
 - a. Fourth RESEARCH forum on September 10th,2024 Green Transition / Smart Buildings
 - b. New forums are being planned Bilateral Cancer research funding, NSF / Vinnova & start up w/ CU Boulder
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 - a. Implemented on the website. Workshops could be arranged desired focus
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Meetings 2024 (45 min)

January 25<sup>th</sup> @ 13.00 CET (7 am EST)

March 21<sup>st</sup> @ 13.00 CET (7 am EST)

May 2<sup>nd</sup> @ 13.00 CET (7 am EST)

June 5th @ 13.00 CET (7 am EST)

August 29<sup>th</sup> @ 13.00 CET (7 am EST)

September 12<sup>th</sup> @ 15.00 CET (9 am EST) — Study-in-Sweden

October 10<sup>th</sup> @ 13.00 CET (7 am EST)
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October 17th @ 13.00 CET (7 am EST)

November 21st @ 13.00 CET (7 am EST)

Thank you!