



WG 4 “Sweden” Meeting # 16– August 29th,2024

Agenda

1. 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

Increased talent mobility and knowledge exchange between Sweden and the U.S.

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
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2. SIREUS 2.0 Decision
3. WG Structure
4. **Study-in-Sweden 2024**
 1. Overview
 2. Detailed plans
 3. Next meeting Study-in-Sweden
5. SIREUS RESEARCH forum
6. Thematic Areas
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STUDY IN SWEDEN
CONNECT WITH TOP U.S. TALENT



What's It All About?

The Study in Sweden event is an exceptional opportunity to meet and connect with faculty and alumni from Sweden's top universities. Swedish universities are renowned for their top-tier rankings 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 event can expect increased visibility, valuable networking opportunities, direct engagement with prospective students, insights into student preferences, the chance to showcase the unique benefits of studying in Sweden



An Exclusive Opportunity

The Study in Sweden event offers Swedish universities a unique platform to show academic excellence, connect with prospective students, and strengthen their international presence.



STUDY IN SWEDEN
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During Study in Sweden

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



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.

Feedback from previous years

Which part of the event did you enjoy the most?

"The events were well organised and it is always nice to meet with interested students"

"Networking with other universities and meeting prospective students"

"The NY event"



STUDY IN SWEDEN
Washington D.C, San Francisco, New York,
date

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 Francisco, 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 Francisco and New York on [ddd]





sireus forum

STUDY IN SWEDEN

 WASHINGTON D.C. OCTOBER 4th 



sireus forum

STUDY IN SWEDEN

 NEW YORK OCTOBER 7th 



sireus forum

STUDY IN SWEDEN

 SAN FRANCISCO OCTOBER 11th & 12th 

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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

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



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

📍 Gateway SACCNV

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



Description: This event is also divided into two parts. The first section is a 2-hour mingle session SACCNV's soft-landing hub and Nordic platform Gateway 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 at the same venue, featuring light food, beer, and wine.

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 ✓
Jönköping University ✗
Linköping University ✓
Linnaeus University ✓
Luleå 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



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



- 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

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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*
6. Thematic Areas
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6. **Thematic Areas**
 - a. Implemented on the website. Workshops could be arranged – desired focus
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Meetings 2024 (45 min)

~~January 25th @ 13.00 CET (7 am EST)~~

~~March 21st @ 13.00 CET (7 am EST)~~

~~May 2nd @ 13.00 CET (7 am EST)~~

~~June 5th @ 13.00 CET (7 am EST)~~

~~August 29th @ 13.00 CET (7 am EST)~~

September 12th @ 15.00 CET (9 am EST) – Study-in-Sweden

~~October 10th @ 13.00 CET (7 am EST)~~

October 17th @ 13.00 CET (7 am EST)

November 21st @ 13.00 CET (7 am EST)

Thank you !