Welcome to Vreta Kluster!

2011

2014

BACKGROUND

East Sweden region

Located between Stockholm and Copenhagen, the East Sweden region has a population of almost half a million people.
East Sweden

Linköping 145,000 inhabitants

Norrköping 130,000 inhabitants

Two cities— one university— one labour market

Strong profile areas East Sweden Region

Cleantech  Aero tech  Logistics  Visualisation
BACKGROUND

East Sweden Food and Agri-sector

- Östergötland has nearly 430,000 inhabitants, of whom 16% live in rural areas (15% nationally)

- 80% of Östergötland's land surface is used for agriculture and forestry (62% nationally)

- 6-7% of those employed in Östergötland work in green industries - about 12,500 people

- In Östergötland 3600 farms and 3300 forestry enterprises - combined total turnover 890 Meuro (8 billion SEK)

- 160 food companies – total turnover 560 Meuro (5 billion SEK), from 2500 to 3000 employees

Competence and development center for food- and agritech industries

- New initiative, started in November 2011
- Aim is to contribute to new innovations, growth, jobs and development
Theme areas

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<th>Business development</th>
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Innovation

Method: be an active, catalyst platform

- A bridge between researchers, companies and organizations
- Networking – matchmaking
- A physical meeting place for crossover development meetings
- Activities to support new ideas and new cooperation
Science parks where companies grow

Norrköping Science Park
110 companies, 800 employees

Mjärdevi Science Park (Linköping)
260 companies, 6,000 employees

Complementary way of work
- collaboration with other growth actors in the East Sweden Business Region

RESEARCH & EDUCATION
CLEANTECH CLUSTER
COACHING & FINANCE

SCIENCE PARKS
START UP INCUBATORS
Management

• Project owner
  – AgroÖst non-profit association
• Project Manager
  – Helene Oscarsson
• Funding
  – Linköping Municipality
  – East Sweden Regional Council
• Real Estate
  – Sankt Kors Fastighets AB

AgroÖst members
Steering commitee

- Magnus Börjeson, AgroÖst, chairman of the board
- Christoffer Anderson, Hushållningssällskapet Östergötland
- Sten-Gunnar Johansson, Mjärdevi Science Park
- Johan Kristiansson, Sankt Kors Fastighets AB
- Peter Larsson, Östsam Regional Development Council
- Per Frankelius, Linköping University
- Michael Nydén, NuLink – Linköping Business Development

Vision

- Create a green competence centre – well known in Sweden and internationally
- Strong connections with surrounding universities
- 4 houses with companies and organizations in green industries
- Veterinary Center
Examples of results

• App. 12,000 visitors in various meetings and seminars
• 38% of the public nearby knows about us
• 24 companies as tenants
• 1,400 persons in sendlist for news and invitations
• 3 seminars each term, 25-70 persons each
• 2 st Vinnova-applications with new interesting partnerships created
• VicVision – a new company started
• Visited twice by the Swedish Minister of Agriculture
• Visited twice by the Swedish Minister of Agriculture
• Visited once by the Minister of Trade
• Visited once by the Kenyan Ambassador
• 3 new jobs – receptionist, administrator, conference hostess
Project 2012-2014

Meanwhile:
• Find a form for future organization
• More financing sources
• Partnerships with companies

Areas of operation

Networking & Business development
Development-projects, R&D
Competence supply, communication, marketing
NETWORKING
Office premises

Tenants today
– 50 persons,
24 companies

- Farming consultants
- Food research and education
- Grain sales
- It research
- Economy consultants
- Banking
- Bioenergy, technical companies
- Rural development
- Research
NETWORKING
Everyday Coffetime ”fika” – sometimes with addition

OUR INNOVATION TOOLS
Networking activities

• Daily coffeetime with all cluster companies
• Conference premises – since the start in November 2011 approx. 12000 visitors
• Breakfast/lunch seminars on ideas and innovations in different areas - every 6:th week with external guests
• External seminars
• Exhibitions
OUR INNOVATION TOOLS
Animal welfare seminar – LiU, SLU

OUR INNOVATION TOOLS
Sensorworkshop – Acreo, LiU, PEA, SLU
22 maj – Seminar on unmanned aerial vehicles in forestry and agriculture

OUR INNOVATION TOOLS

Project support

- Idea meetings
- Process management – from idea to project
- Network with persons skilled at funding and project administration
- Test bed activities
Collaboration and partnerships

- Projects in progress at Vreta Cluster
  - Östgötahorses – enterprise (HS)
  - Phosphoric dams – environment (HS, LiU, SLU)
  - Rätt & Slätt – food (SIK, HS, Östsam)
  - Digital Pen – technology (Santa Anna IT research)
  - Biogas – energy (AgroÖst, Energikontoret)
  - East Sweden Aqua Culture association (Östsam)
Agricam puts thermal imaging into agricultural use. We provide precise and cost-effective monitoring system to satisfy modern farmers agricultural needs.

Calluna AB is Sweden's largest conservation consultant with idea to show how we can ensure the operation of our ecosystem in the future. We are the natural partner with regard to nature conservation, urban planning and infrastructure planning.

ReTreck AB offers products and services with focus on separation of sludge, such as slurry and pulp industry and energy production of manure.

CBC, Clean By the Cortex, has a refined natural product that effectively absorbs the oils from the water without adding any chemical substances.

Charge stations for electric vehicles. We offer the most modern and user-friendly charge stations on the market.

Biototal is a Swedish Environmental technology company that implements and communicates the various bi-and wastes into valuable fertilizer in the local agriculture.

Enbio provides services that facilitate resource use within the life cycle of biofuels. This by providing qualified information and the necessary traceability. So cherish Enbio of sustainable development of the energy sector.

Econova consists of two business areas which are integrated. Econova Energy which disposes and processing bi-and waste products from the forestry industry and municipalities respectively Econova Garden which produces and sells eco-friendly gardening products.
We offer effective solutions for fuel-saving measures for vehicles with internal combustion engines. Support for drivers to drive and follow up on eco-driving as well as equipment for the engine to extract higher power at lower RPM.

**Biodiesel-straight to fossil-free shipping!**

Metacon offers world-leading technology that efficiently converts greenhouse gas methane into hydrogen, electricity and heating. The technology is available for use to supply better and cheaper energy for vehicles and buildings.

Based on broad expertise and solid experience, the Teknikfabriken can offer technical consulting services in industry, real estate, energy and construction. A newly developed small scale biogas reactor with new technology.

**OUR INNOVATION TOOLS**

**Communications**

- Marketing of the Vreta Kluster activities and cluster companies
- Marketing of the whole sector – to increase the visibility of the sector in society
- Make it possible for new connections between companies and academy
- Research communication
BUSINESS DEVELOPMENT

Grain business lectures
BUSINESS DEVELOPMENT

Entrepreneurship program Green Businesses

Handlingsplan/Beslutsunderlag

Coachning
(3 tillfällen, individuellt)

Mentorskap
(3 tillfällen, i grupp)

Idé/Produkt/Tjänst

Introduction till Entreprenörskap och Affärsmanaskap - Kick off

BUSINESS DEVELOPMENT

Tailormade education

• Sales technique for cluster companies
• Short course ”Agriculture for engineers”
• Student contacts

Global marknad

• Situationen i USA, Argentina och Uniónes
• Situationen in global marknad
• Förväntade utvecklingar in global marknad

2014-05-20
Cluster building advice from ACC10

- Be proud of what you have and build on that!
- Look for the salmons – the ones who likes to swim against the stream
- First people – then strategy
- Money for coffee (meetings)
- The salmons form the engine, the projects are the fuel
- Companies must be involved from the start
- The cluster is a TOOL for creating growth in the companies. The cluster itself is not the purpose.
- Cooperation is not the purpose – it’s a TOOL for the companies to improve their business model

Important ingredients

1) Knowledge about the business area
2) Platform for networking
3) Platform for projects
4) Money for coffee – arranging meetings and a physical place for meetings
Strategic change

Evolution

Gourmet-cluster is a cross sectional cluster where the companies share the same strategic position.

The first 2 years are easy – more difficult at the “retention phase”

San Fransisco

Examples of what we learnt:
- Common vision in the region
- Physical meeting places
- Networks – companies, authorities, institutes, universities
- Non-profit organizations
- Willingness to take risks
UC Davis

- Professor Martin Kenney
- Impressive agricultural university with cluster competence – eg. wine, cheese
- QB3 – startup in a box
- 6 veckors kurs i att söka pengar
- Pitch-coaching

Contact details

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