EER Award 2020 – why it means so much
Significant drop in ranking – place 256 of 290 municipalities
we need an entrepreneurial strategy!

BUSINESS CLIMATE RANKING IN SWEDEN

Source: Confederation of Swedish Enterprises

Failing to listen creates poor business climate.
Approach 1

- Rebuild trust: listen
Failing to involve the business community while being one of Europe’s largest construction sites.
Approach 2

• Rebuild trust - listen
• Create mutual understanding
The private sector generates \(\frac{3}{4}\) of the value created in the Gothenburg region.
Approach 3

- Rebuild trust - listen
- Create mutual understanding
- Share responsibility
### Global challenges and local threats

#### Seven challenges and 3 threats for The Gothenburg Region (followed by SBA principle number)

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Skills Supply</th>
<th>Power of Attraction</th>
<th>Infrastructure and Accessibility</th>
<th>Land readiness and physical planning</th>
<th>Business Climate</th>
<th>Innovation Power</th>
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<tbody>
<tr>
<td>Secure Skills Supply (SBA 1)</td>
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<td>Include foreign born residents in the labour market (threat)</td>
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<td>Plan for massive growth (SBA 10)</td>
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<td>Climate change (threat)</td>
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<td>Densify city centre and labour market (SBA 10)</td>
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<td>Increase city’s international position and accessibility (threat)</td>
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<td>Stimulate seed-beds for SME’s (SBA principles 4,5,8)</td>
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<td>Increase business climate (SBA principle 4)</td>
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<td>Strengthen resources for R&amp;D (SBA principle 8)</td>
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<td>Increase regional productivity (SBA principle 10)</td>
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Red = identified threat

Intersection where a strategic area meets a challenge
Summary: What we did to improve business the climate

• We dared to meet the business community’s annoyance! 40 workshops with 100 + companies

• We developed a long-term vision of the broader metropolitan area based on a strategy developed in a bottom-up, collective and inclusive process

• We created a strong partnership between the city and connected municipalities, with multi-level stakeholders involvement and a credible monitoring scheme for the strategy 35 stakeholders

• The strategy provides a very structured approach to defining Region’s challenges and objectives, linking them with specific strategies and actions aiming to achieve a long-term effect
The Jury’s WHY

1. Bottom-up, collective and inclusive process,
2. Strong partnership
3. Challenge-driven strategy
Why the EER Award 2020 means so much:

- We know we did it right!
- We prove the business sector we care
- The award is a great inspiration
- New forms of collaboration between stakeholders create passion
- Business climate already slightly improving
- Sceptical stakeholders are on board
- We communicate the award / make publications
- New platforms, new contexts for the region
- We will never fail the business sector again
- Value added: stakeholder collaboration builds sustainability for other projects
Our Recommendations:

• Listen to the entrepreneurial community – even if it is tough. Create workshops to channel their frustration. Act garbage can!

• Be adamant about regaining the business community’s confidence

• Involve politics – both the regional and the city government

• Involve civil servants at all level that meet the business community

• Indoctrinate them that their decisions (and speed) have large impact on a company’s well-being

• Create platforms for the public sector to meet in-between various departments.

• Public decisions and permits have to be coordinated, not contradicted
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