



Pioneer the possible™

Communicating Sweden from a regenerative
business perspective

The Swedish Institute

We show the world Sweden's opportunities



We analyse the image of Sweden abroad.
Tracking in 53 languages



We finance exchanges and collaborations.
More than 1 400 international students and leaders per year



We share and channel facts about Sweden.
We reach more than 100 million people each year!



We attract talents and excellence.
SEK 3.5–4 billion/year for Sweden's economy



Photo: Magnus Liam Karlsson



The process

Mission:

Develop a concept and tools for promoting Sweden from a business perspective



Input from:

- Swedish Industry representatives
- Swedish SME's
- Swedish Regions
- Swedish Government Agencies (trade/business)
- Swedish Embassies
- Major companies like IKEA, Volvo Group, ABB, Vattenfall



Conclusions:

There is a big interest in how Sweden and Swedish companies have been able to take the lead in the green transition based on the government climate policy.

Swedish companies see the green transition as a necessity to stay competitive.

The communication about Swedish companies' leading position in the green transition needs to be strengthened

Pioneer the possible

Join Sweden in finding new ways forward. Together let's pioneer the possible.

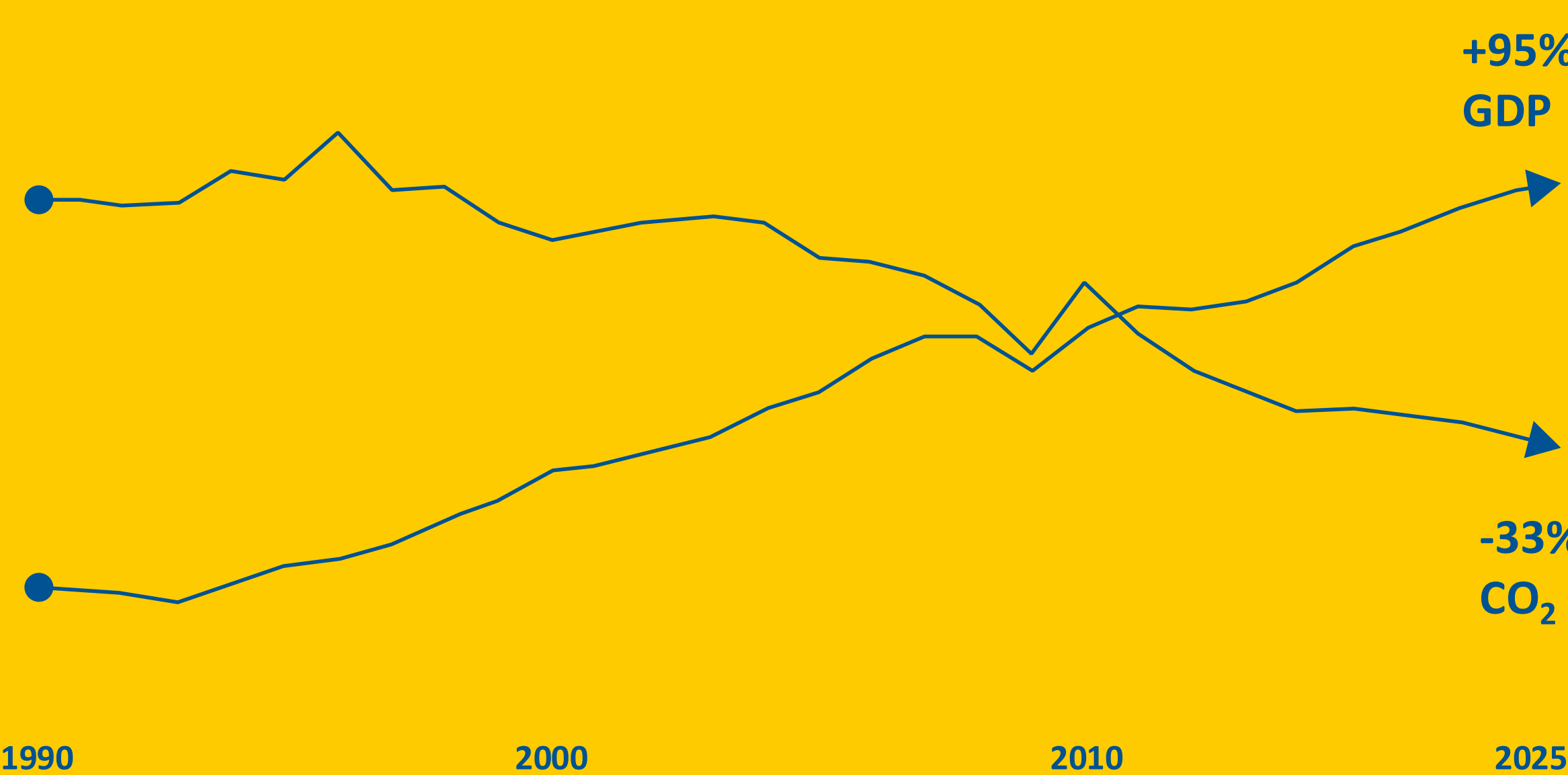
- Making it happen - We stretch the boundaries of the possible
- Co-creation - Shared challenges are best solved together
- The pioneers - The people and products showing we're getting there.

Main call to action: Those who believe it's possible to crack the sustainability challenge should join forces with Sweden.



**1991:
carbon tax**

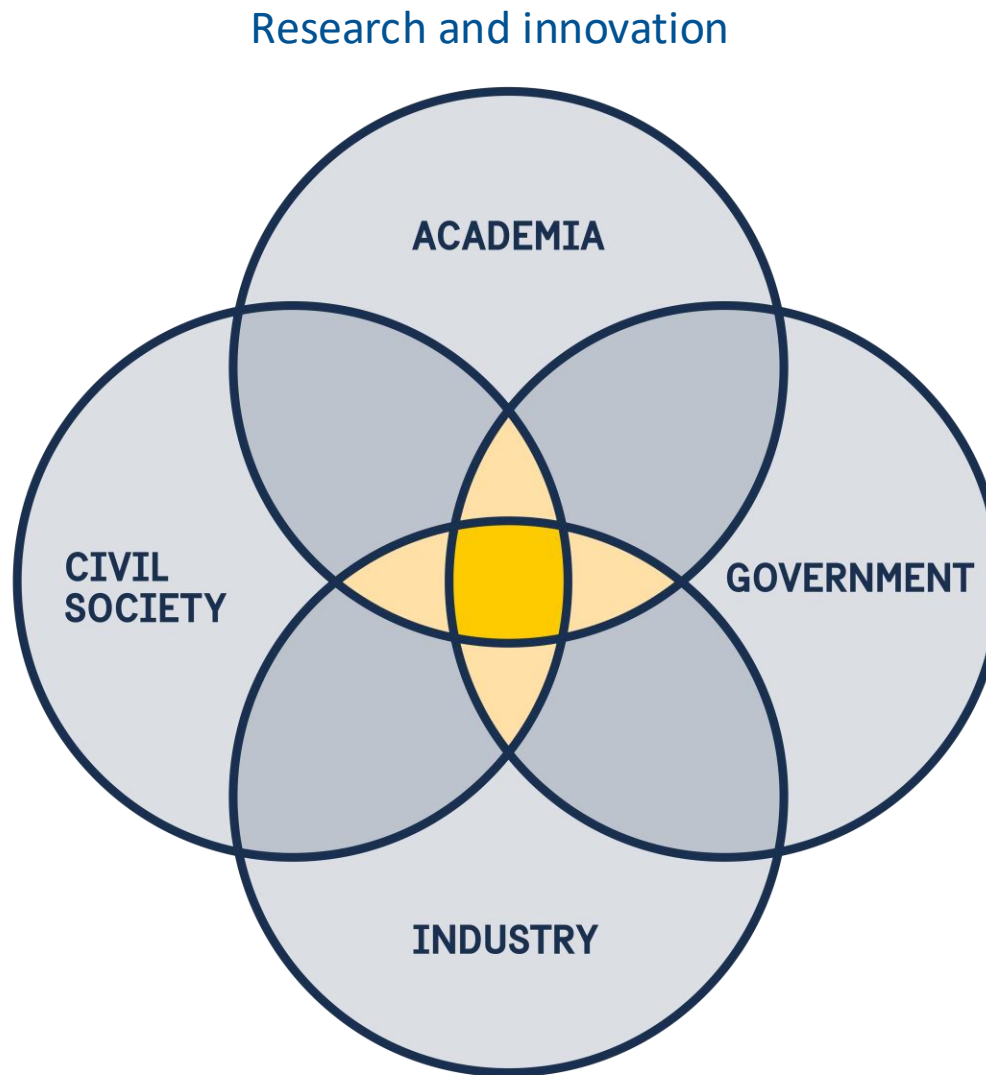
Swedish GHG emissions and GDP 1990–2025





Together is better

Local and regional actors
identify future needs and
challenges



Policy to be the first OECD
country to be fossil fuel-free
by 2045

Clear goal for grid operators, energy
producers and innovation companies

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How?

Tone of voice

- Be a breath of fresh air
- Be bold
- Be personal
- Don't be dull



**Your emissions are
our emissions.**

Fighting CO2 emissions isn't a one-country show. Since we share the air we breathe, let's share knowledge, ideas and resources to combat carbon, too. It'll take some of the heat out of global warming, don't you think?



Knowledge, interest

Preference, depth

Acting, choosing



SI

Foreign missions and other government agencies

Companies



Toolkit on Sharing Sweden website

- Brandbook
- PPT presentations
- Social media material
- Films
- Key visuals and image suggestions
- Event manuals
- Industry specific information packs
- Exhibitions
- Financial support





Pioneer the possible today

- Core of the government's Strategy for Sweden's trade, investment and global competitiveness
- Adapted by companies, organisations and government on a broad perspective
- Usage in media is 2 -3 times higher after 2020, despite a shorter time period
- From past tense ("was a pioneer") to present/future-oriented ("is pioneering")





Conclusions and key learnings

Why focus on the green transition?

- Investors are looking for ecosystems, not individual companies.
- Talents are seeking meaning and impact, not just jobs.
- Research partners are looking for testbeds and real-world environments.
- Visitors and place-users are seeking authenticity and contribution.

Why a concept?

- By using a communications concept as a collective force the message gets stronger.
- Country strengths + company needs + global demand = basis for a successful concept
- Demonstrates how national-level collaboration lowers the barrier to engagement for international actors.

The background is a dark blue field filled with a dense distribution of small, glowing particles. These particles are primarily blue, but there are significant clusters of orange and reddish-brown particles, particularly on the right side and bottom. Several large, translucent, light-blue spheres are scattered throughout the scene, some appearing to contain or be surrounded by the smaller particles. The overall effect is a complex, textured, and somewhat ethereal composition.

THANK YOU!