Paper Province

A forest bioeconomy hotspot

VÄRMLAND FACTS

- 16 municipalities
- 280 000 citizens
- 70% covered by forest (12 000 km^2 of productive forest)
- The forestry and forest industry employs approx. 7000 employees in the member companies, approx. 12 000 in total
- 6,5 million m^3 wood harvested every year – annual growth is over 7 million m^3
- Approx. 2 million ton paper is produced
- Approx. 2,2 million ton pulp is produced
- 20800 private forest owners, 8 200 are women

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THE CLUSTER

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A forest bioeconomy cluster in mid Sweden

- Started as a project in 1999
- 104 member companies
- ~ 7.000 employees in the member companies
- Member companies turnover 3,2 billion EUR 2017
- Vinnväxt winner in 2013 (Long term financing)
- ESCA Gold Label Dec 2017
- 12,5 employees in the organization
- 2,25 EUR turnover in 2018 (the organization)

BRONZE Cluster Management Excellence
STRIVING FOR CLUSTER EXCELLENCE

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VINNOVA

MOELVEN

MELLANSKOG

Rottneros

SVEASKOG

BILLERUDKORSNÄS

NORDICPAPER

AHLSTROM
MUNKSJÖ

rethink.
storaenso

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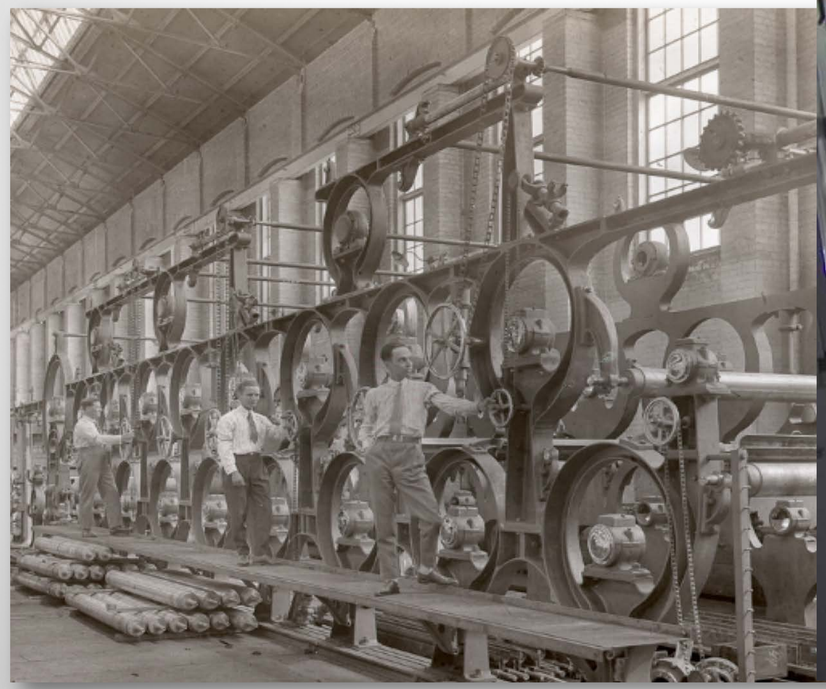
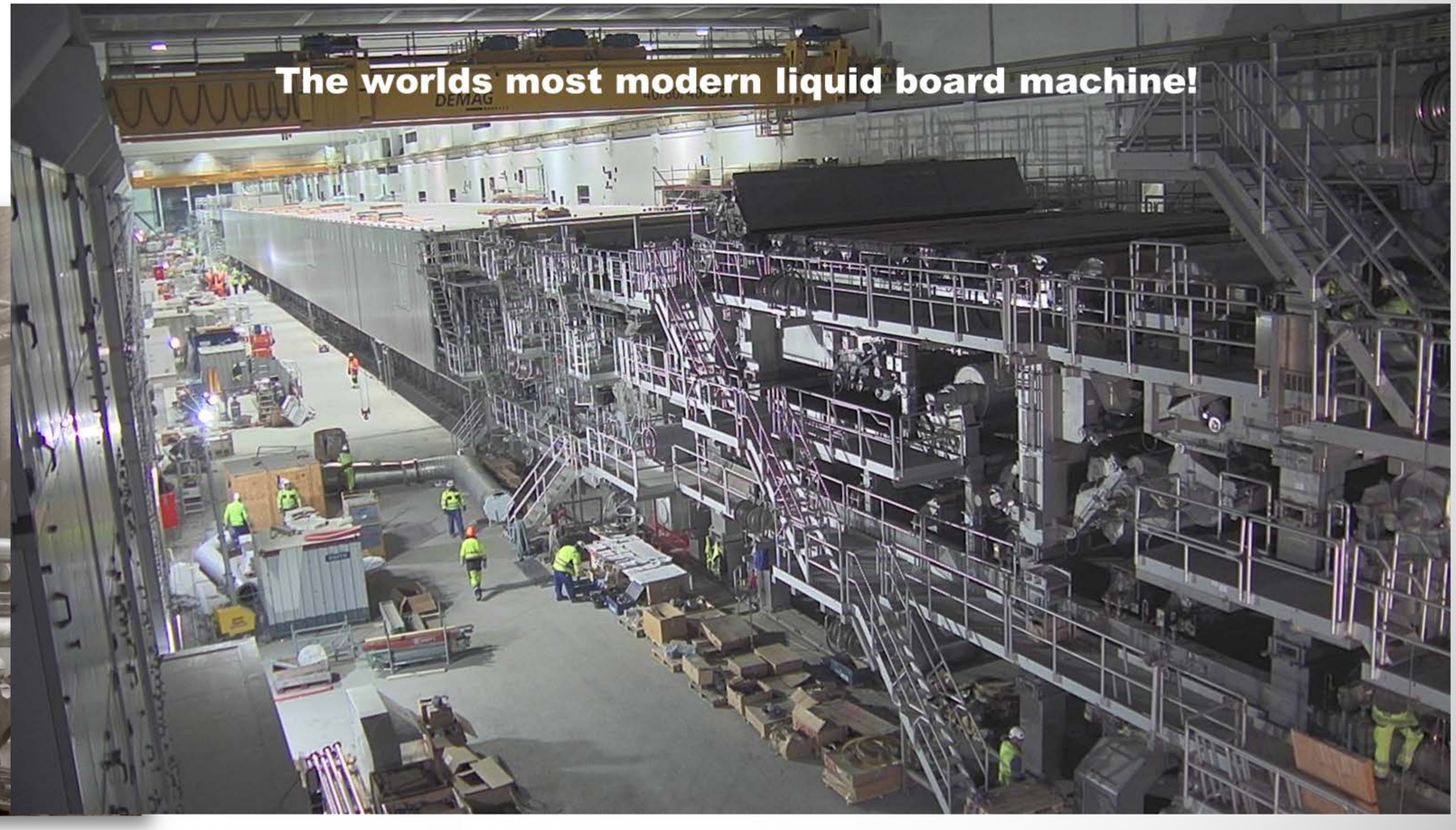
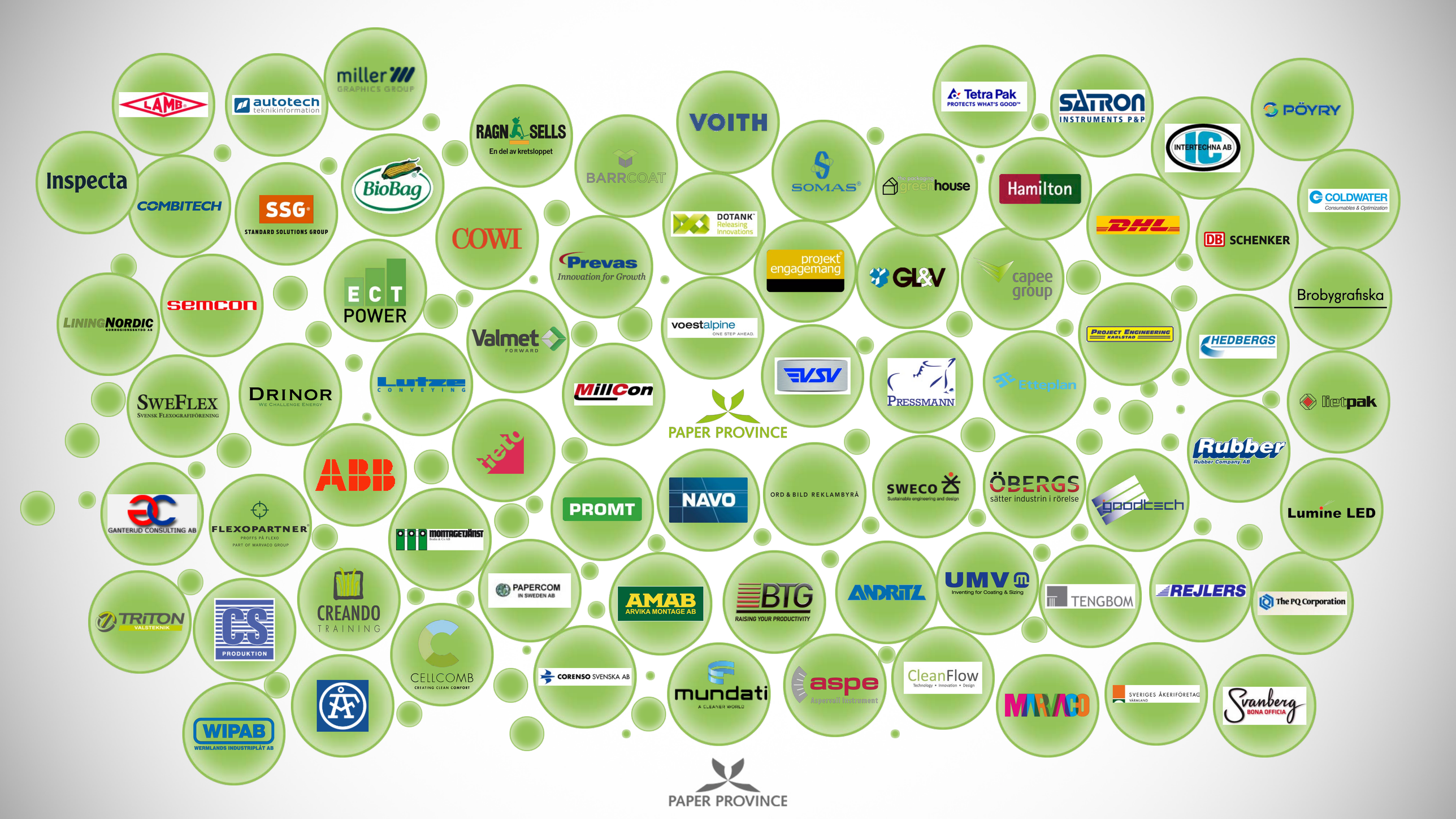
A LONG HISTORY…

2018

1930






LAMB
autotech teknikinformation
miller GRAPHICS GROUP
RAGN SELLS
En del av kretsloppet
VOITH
Tetra Pak
PROTECTS WHAT'S GOOD™
SATRON
INSTRUMENTS P&P
PÖYRY
Inspecta
COMBITECH
SSG
STANDARD SOLUTIONS GROUP
BioBag
BARRCOAT
SOMAS
the packaging greenhouse
Hamilton
INTERTECHNA AB
COLDWATER
Consumables & Optimization
COWI
DOTANK
Releasing Innovations
DHL
DB SCHENKER
Prevas
Innovation for Growth
projekt engagemang
GL&V
capee group
LININGNORDIC
KORROSIONSSKYDD AB
semcon
ECT
POWER
Brobygrafiska
Valmet
FORWARD
voestalpine
ONE STEP AHEAD.
PROJECT ENGINEERING
KARLSTAD
HEDBERGS
SweFlex
Svensk Flexografiförening
DRINOR
WE CHALLENGE ENERGY
Lutze
CONVEYING
MillCon
VSV
PRESSMANN
Etteplan
lietpak
PAPER PROVINCE
ABB
liebherr
Rubber
Rubber Company AB
GANTERUD CONSULTING AB
FLEXOPARTNER
PROFFS PÅ FLEXO
PART OF MARVACO GROUP
PROMT
NAVO
ORD & BILD REKLAMBYRÅ
SWECO
Sustainable engineering and design
ÖBERGS
sätter industrin i rörelse
goodtech
Lumine LED
MONTAGETJÄNST
PAPERCOM
IN SWEDEN AB
AMAB
ARVIKA MONTAGE AB
BTG
RAISING YOUR PRODUCTIVITY
ANDRITZ
UMV
Inventing for Coating & Sizing
TENGBOM
REJLERS
The PQ Corporation
TRITON
VALSTEKNIK
CS
PRODUKTION
CREANDO
TRAINING
CELLCOMB
CREATING CLEAN COMFORT
CORENSO SVENSKA AB
mundati
A CLEANER WORLD
aspe
Aspervall Instrument
CleanFlow
Technology • Innovation • Design
MARVACO
SVERIGES ÅKERIFÖRETAG
VÄRMLAND
Svanberg
BONA OFFICIA
WIPAB
WERMLANDS INDUSTRIPLÅT AB
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Company structure

No of employees	No of companies	Percent of all members
1-3	23	22%
4-10	16	15%
11-25	19	18%
26-50	18	17%
51-100	8	8%
100-400	14	14%
400 -	6	6%

72% of the member companies less than 50 employees!

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OUR members offer
world class products and services in:

- Packaging material and solutions
- Specialty paper
- Tissue machines
- Pulp and paper machines
- Coating machines
- Drying and dewatering
- Process equipment (valves, rollers, measuring etc)
- ICT
- Sawn timber, cross laminated timber
- Bioenergy solutions
- Engineering services
- Research & Development

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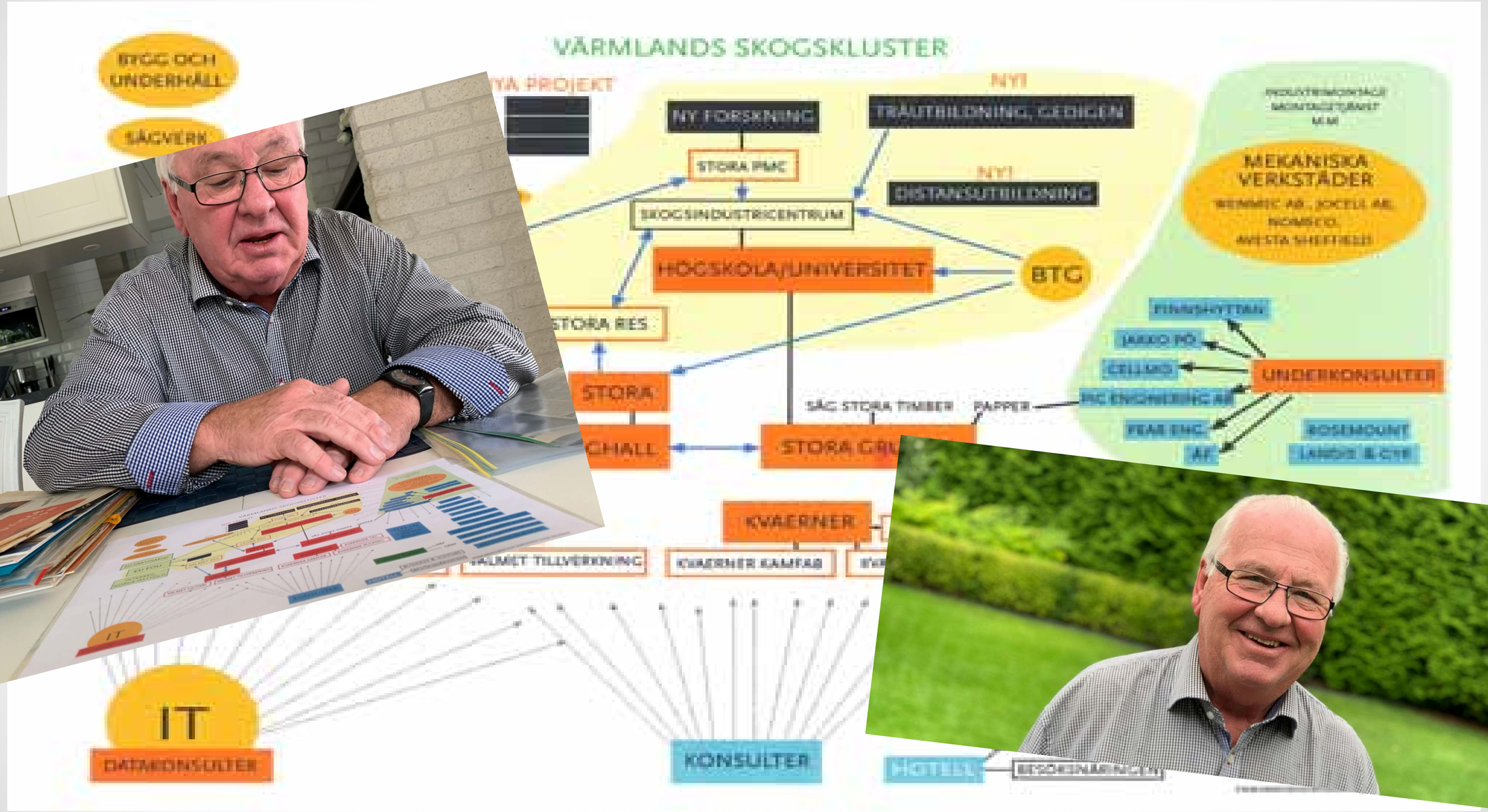
THE BEGINNING

1999 – Sune Nilssons Chaos map



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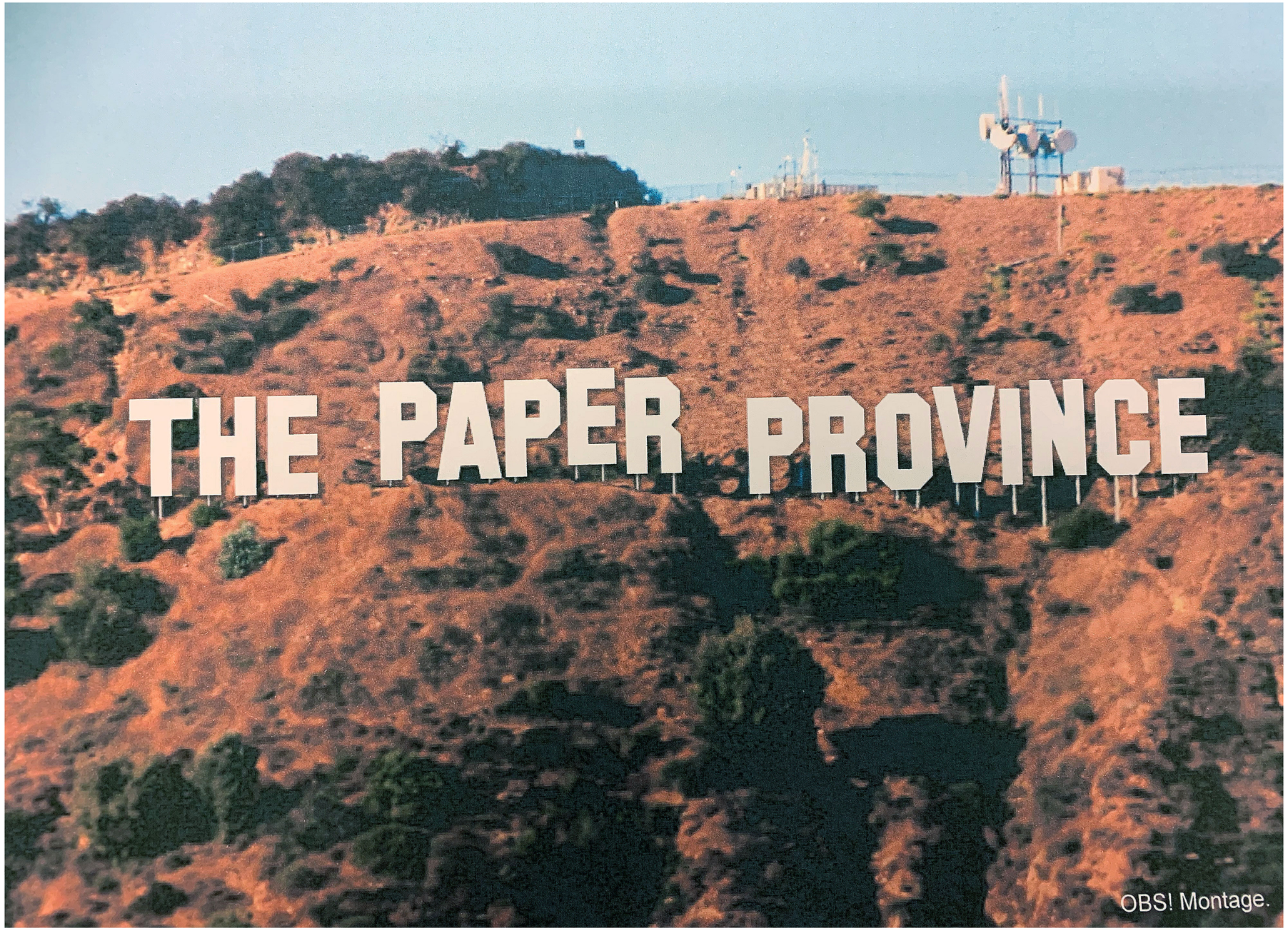
THE PAPER PROVINCE
OBS! Montage.

Det skulle visa sig att landstingspolitikern Catarina Segersten-Larsson (m), kom att bli den politiker som gav järnet. Hon lyckades övertyga andra politiker och folk från närings-livet att klustret var någonting viktigt att satsa på.

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Project initiated by Karlstad Municipality

Analysis

Company visits

Economic assoc. Approx 30 comp.

Defense industry close down

Framtidsfabriken (ERUF - project)

Vinnväxt

1998 2003 2006 2009 2011 2014

Competence provision

Marketing& Communication

NetworkS

- Energy
- Competence
- Process
- Communication

Paper Province – To be or not to be?

ERUF

Vinnova

ESF

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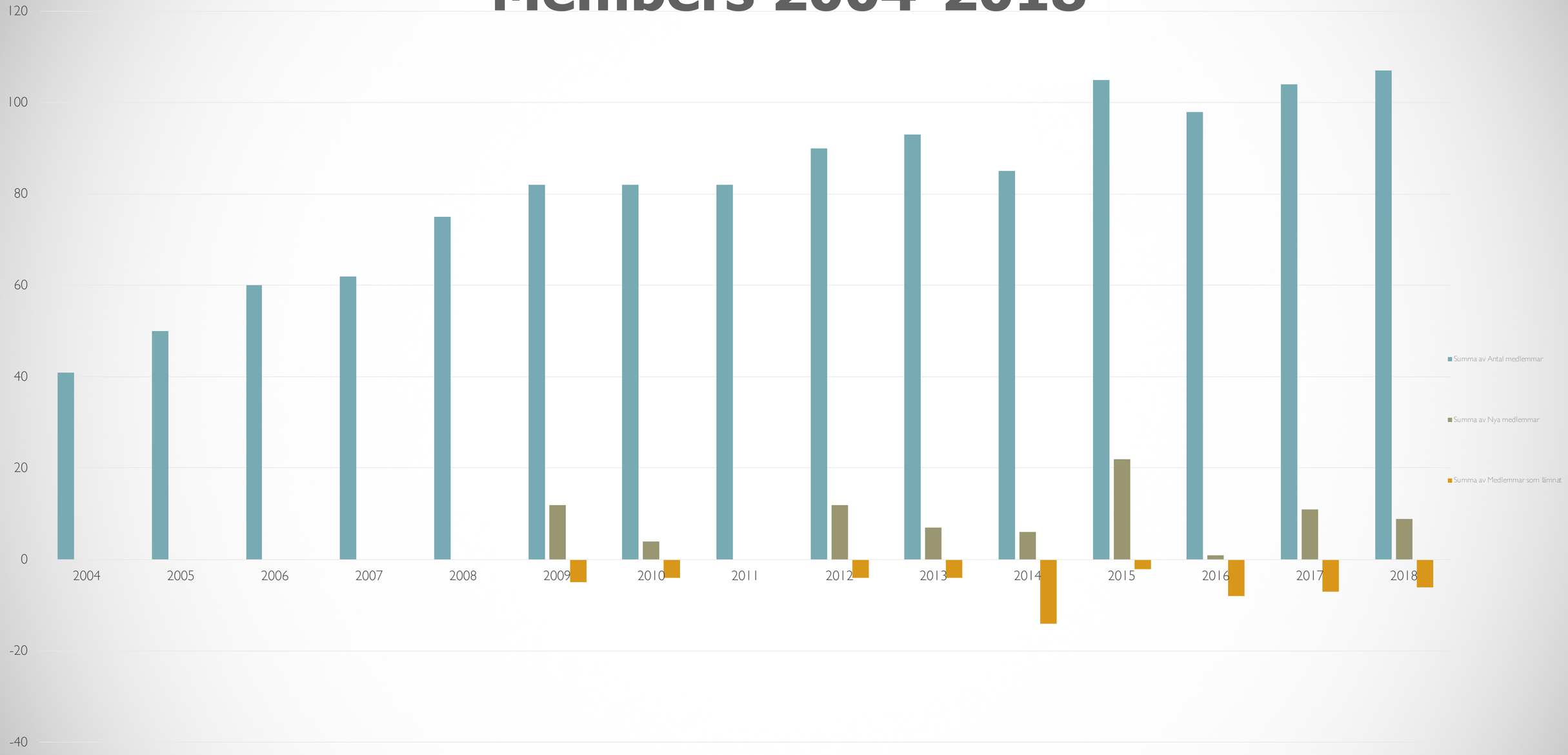
Members 2004-2018



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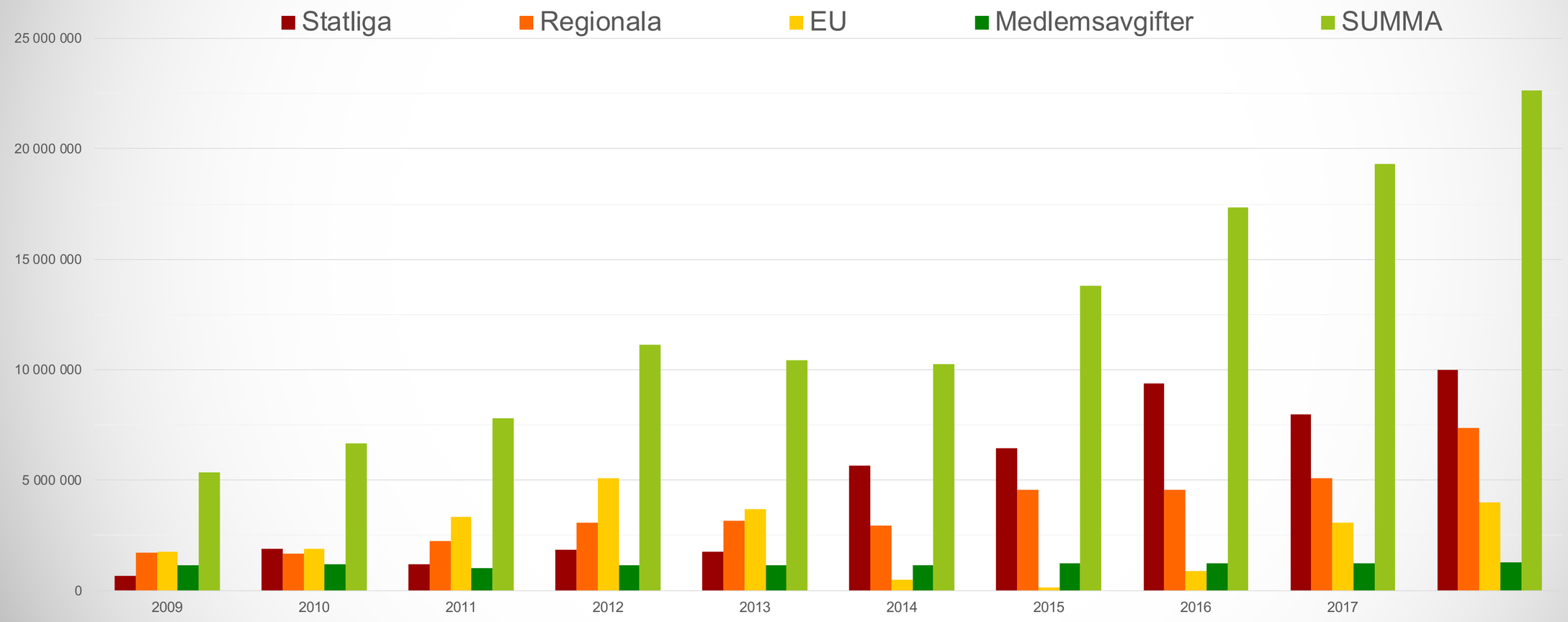
Yearly turnover Paper Province 2008-2018



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MILESTONES TAKING US FORWARD 2013-2018!

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2012

THE BEGINNING OF SOMETHING NEW

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- **Build upon your strength!**
- **Add renewal!**
- **Broad regional attendance and engagement needed!**

HOW SHOULD WE UTILISE THE FOREST IN THE FUTURE?

BIO-ECONOMY

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FROM PULP&PAPER TO BIOECONOMY – A PIECE OF CAKE?

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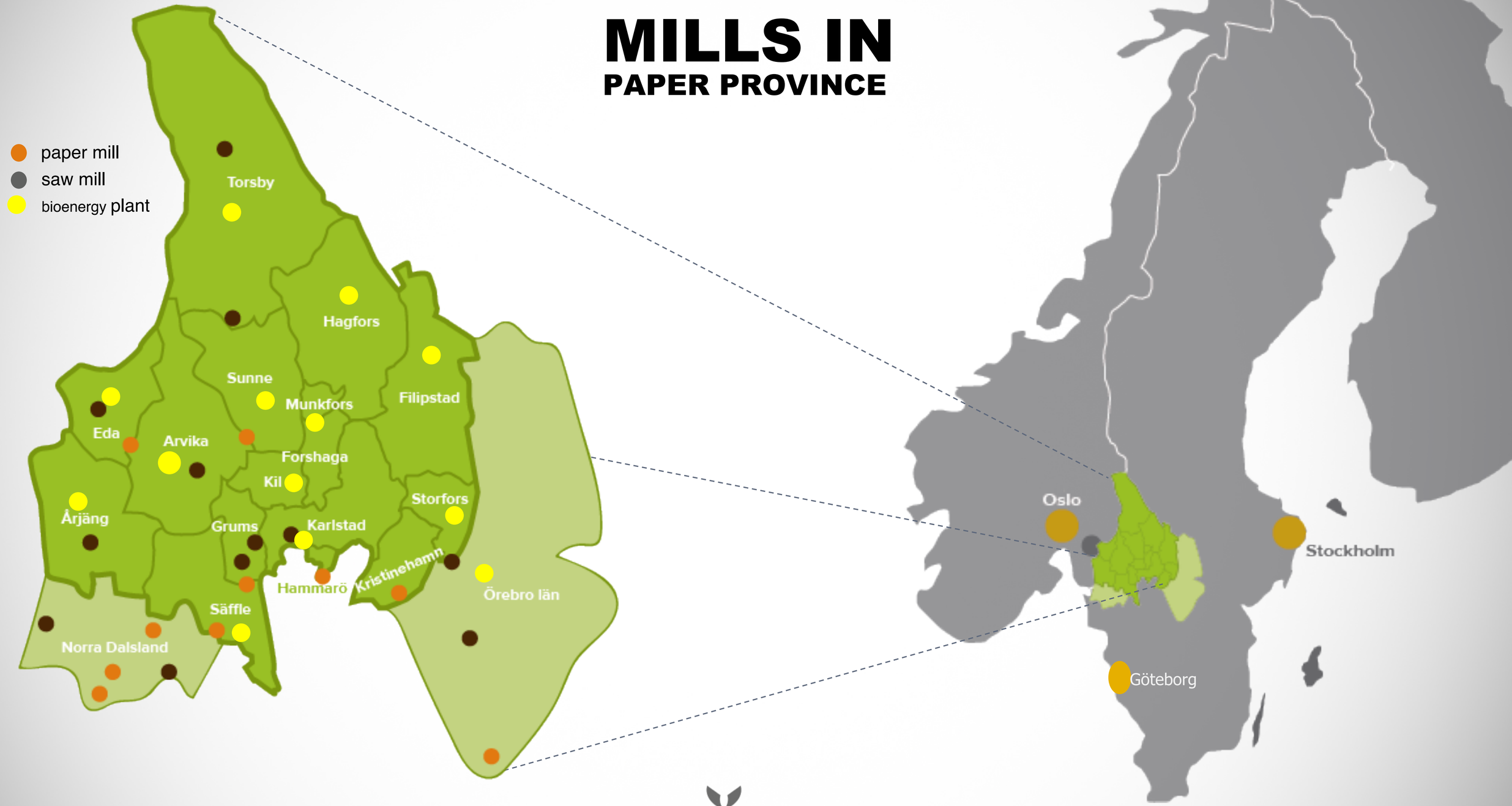
MILLS IN
PAPER PROVINCE



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Vinnväxt - Winner!

STRATEGIC IDEA

We will demonstrate bioeconomy in practice!

Vinnväxt programme:

- 10 years, 6,5 million EUR from Vinnova, 50% regional co-finance
- Focus on Research and innovation, renewal
- System integration and system strengthening
- System effects n focus, the hard fact measured but not most important

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STRATEGY DOCUMENT

01

Värmland's Research and Innovation Strategy for

Smart Specialisation 2015–2020

Region Värmland

Academy for Smart Specialization 2016

A

Most recent milestone: The regional borders for membership removed from statues (this week!)

THE INNOVATION SYSTEM AND THE ROLE AS A SYSTEM INTEGRATOR

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Sting BIOECONOMY

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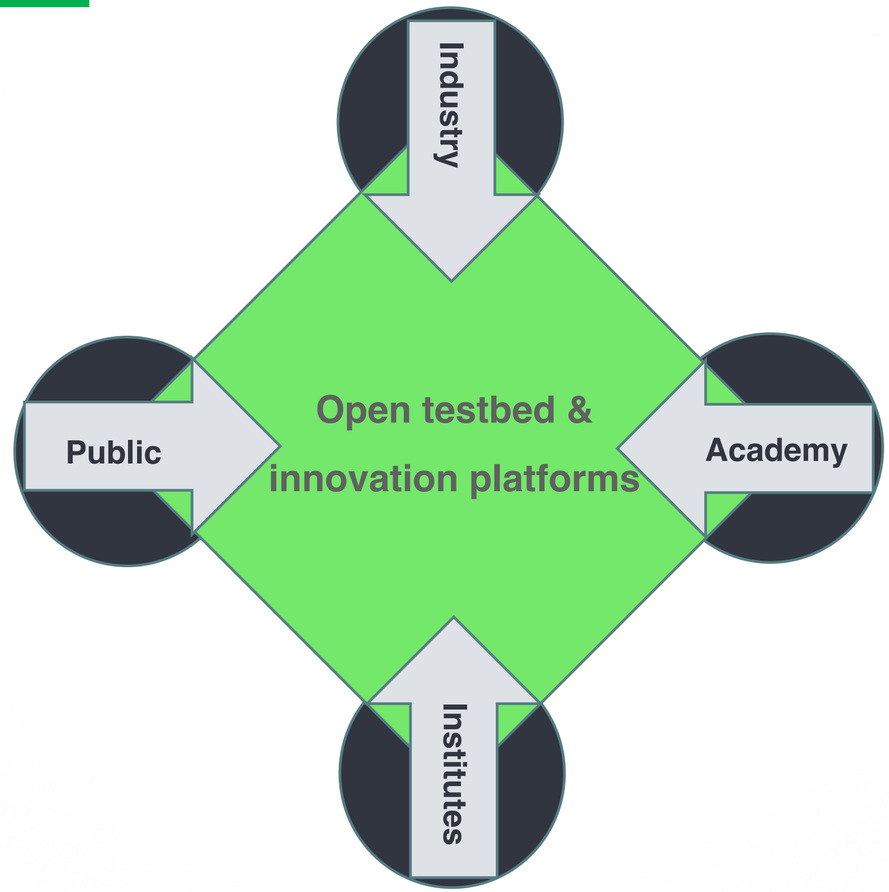
INNOVATION PARK

University

Pro2Be

CTF

CRS



IUC/Stål&
Verkstad

Compare

RI.SE

Bioeconomy

ServiceLabs

Region Värmland

business VÄRMLAND

almi

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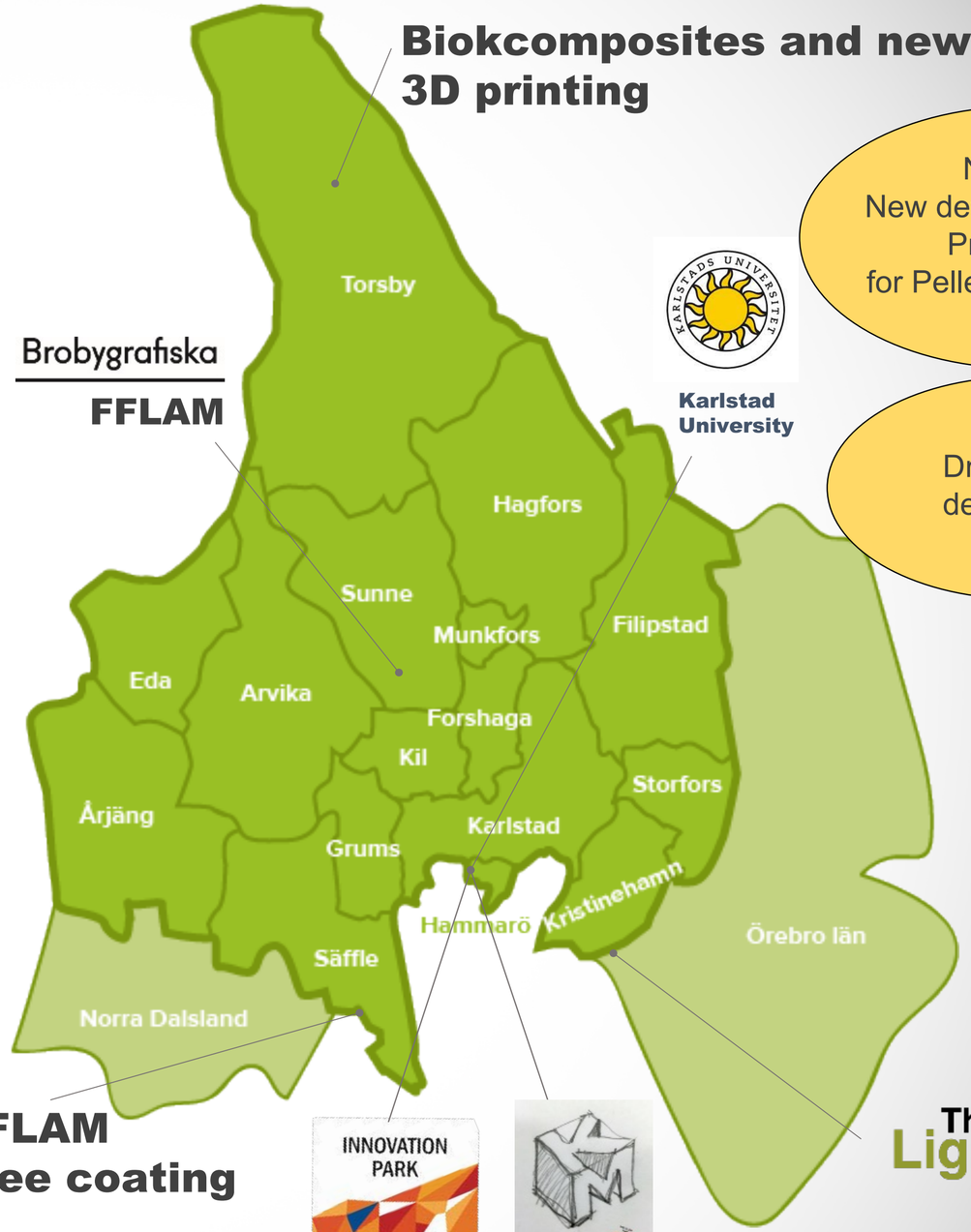
”TESTBED VÄRMLAND”

Centrum för Tjänsteforskning

Fundamental separation science group

Functional surfaces & functional materials

Packaging for a sustainable development



NewDeP
New development and Processing for Pellet Development

Karlstad University

Drying and dewatering

The LignoCity Testbed | PART OF RI. SE

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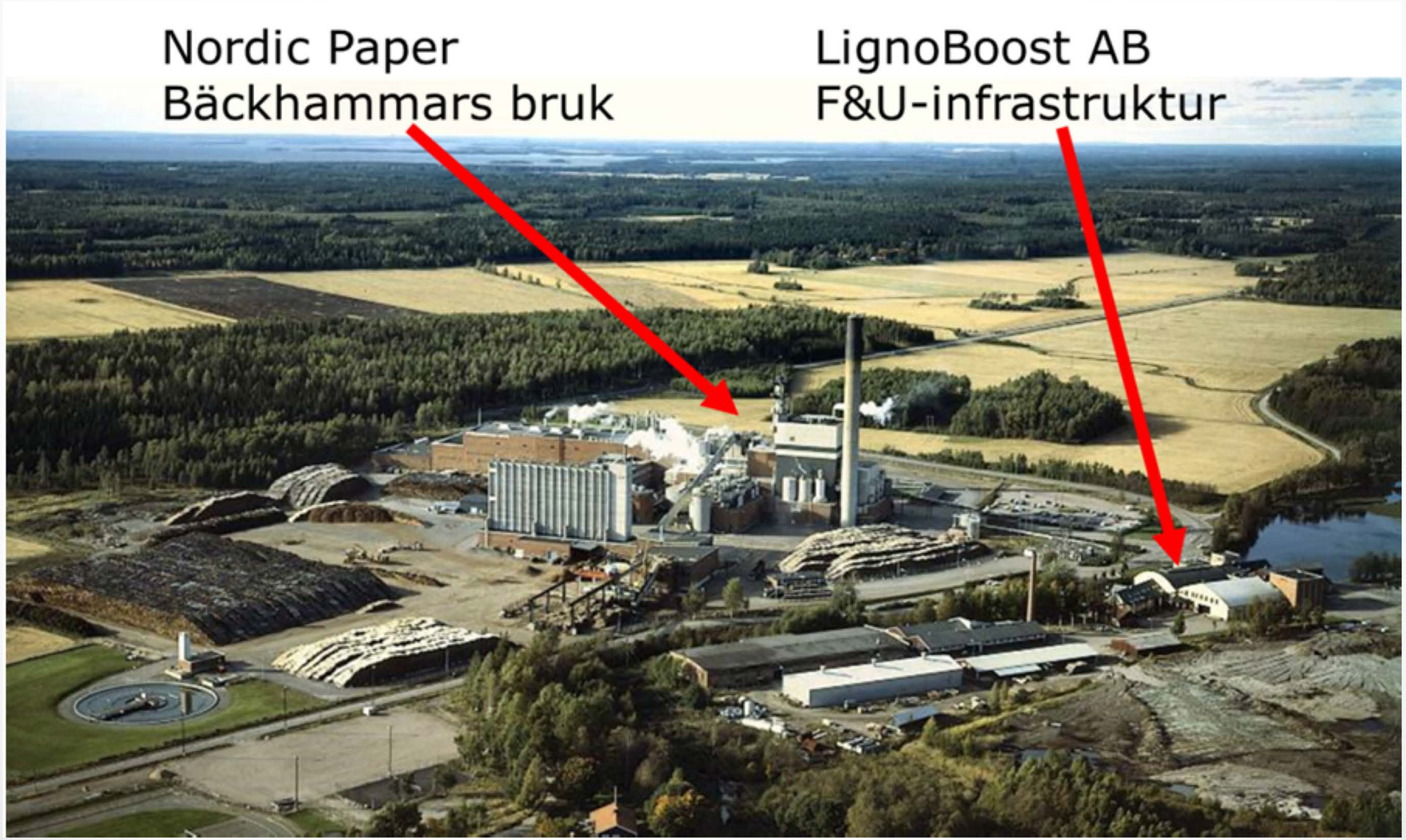
LIGNOCITY


Nordic Paper
Bäckhammars bruk
LignoBoost AB
F&U-infrastruktur

The wood region project

THEWOODREGION

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EUROPEISKA UNIONEN
Europeiska regionala utvecklingsfonden

THEWOODREGION
EUROPEAN INNOVATION CENTER

OUR INNOVATION SUPPORT OFFER

Access to the industry network

Membership of Paper Province's startup community

(Green Chip Network)

Support from local businesses

Inward investment support

Testbeds

Access to universities and institutes

Funding and support in accessing funding

Tech meetings

Innovation and business advice

Incubation (Sting)

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FINANCING

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PROJECT APPLICATIONS 2019

Participated in 16 project applications

- 6 as supporting partner, 5 approved 880 kEuro, tot 4,6 milj euro
- 6 as projec owner, 5 approved, 1,9 milj Euro, tot 3,4 milj euro
- 4 as partner, 4 approved, 6,37 milj (PP) tot 4,3 milj euro

tot 12,4 milj euros

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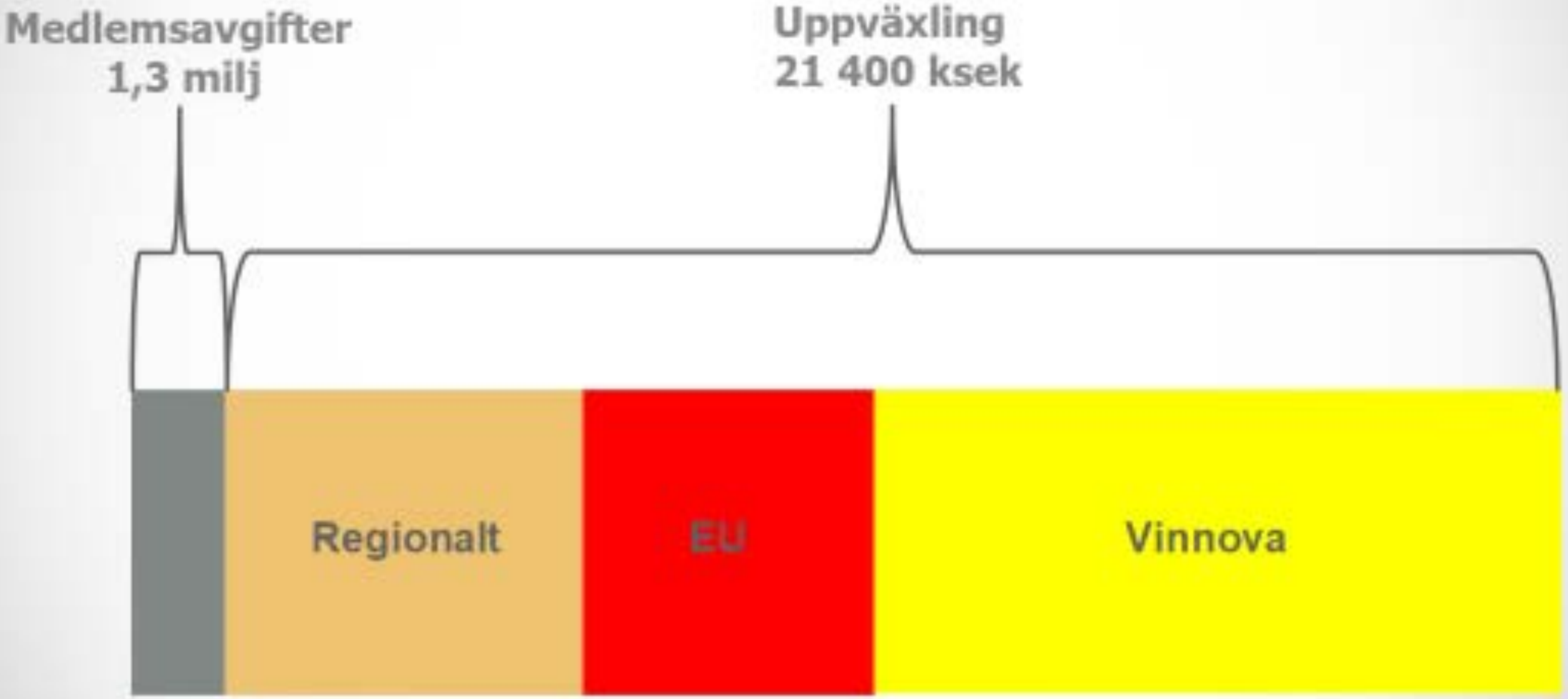
FINANSIERING



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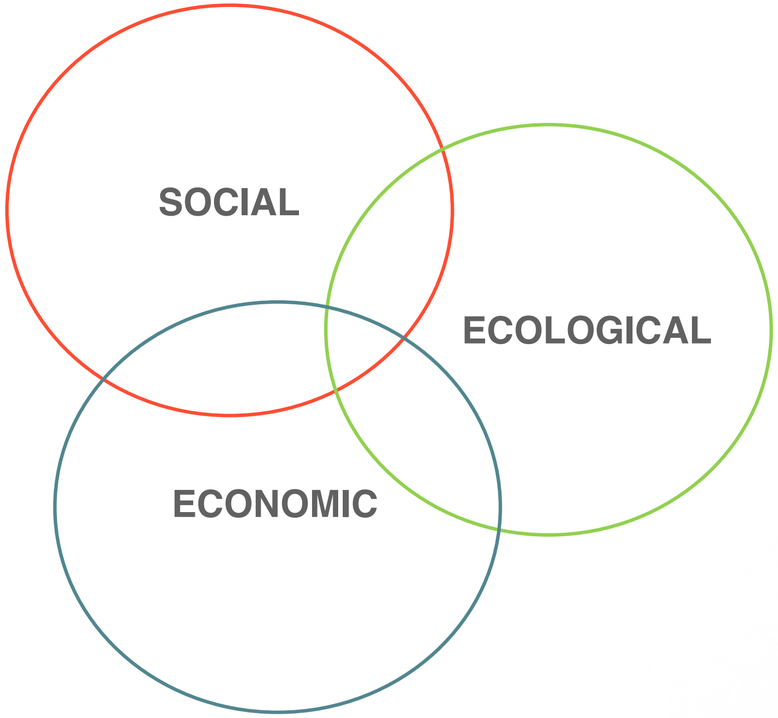
HOW DOES SUSTAINABILITY AFFECT CLUSTERS AND COMMUNICATION?



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COMMUNICATION IS THE KEY!!

Webpage: 38 251 visits

Visits at webpage done by 22 067 unique visitors

127 news articles published on out web

21 pressreleases about us and our member companies

At least 134 mentions in newspapers, webpages. 2 tv

37 movies produced

1001 subscribers on our newsletter

35 bigger meeting places arranged with approx. 930 participants

675 followers on Facebook

162 followers on Instagram

930 followers on Instagram

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CLUSTERS AS TOOLS IN TRANSFORMATON TO A SUSTAINABLE SOCIETY

SAME BUT DIFFERENT?

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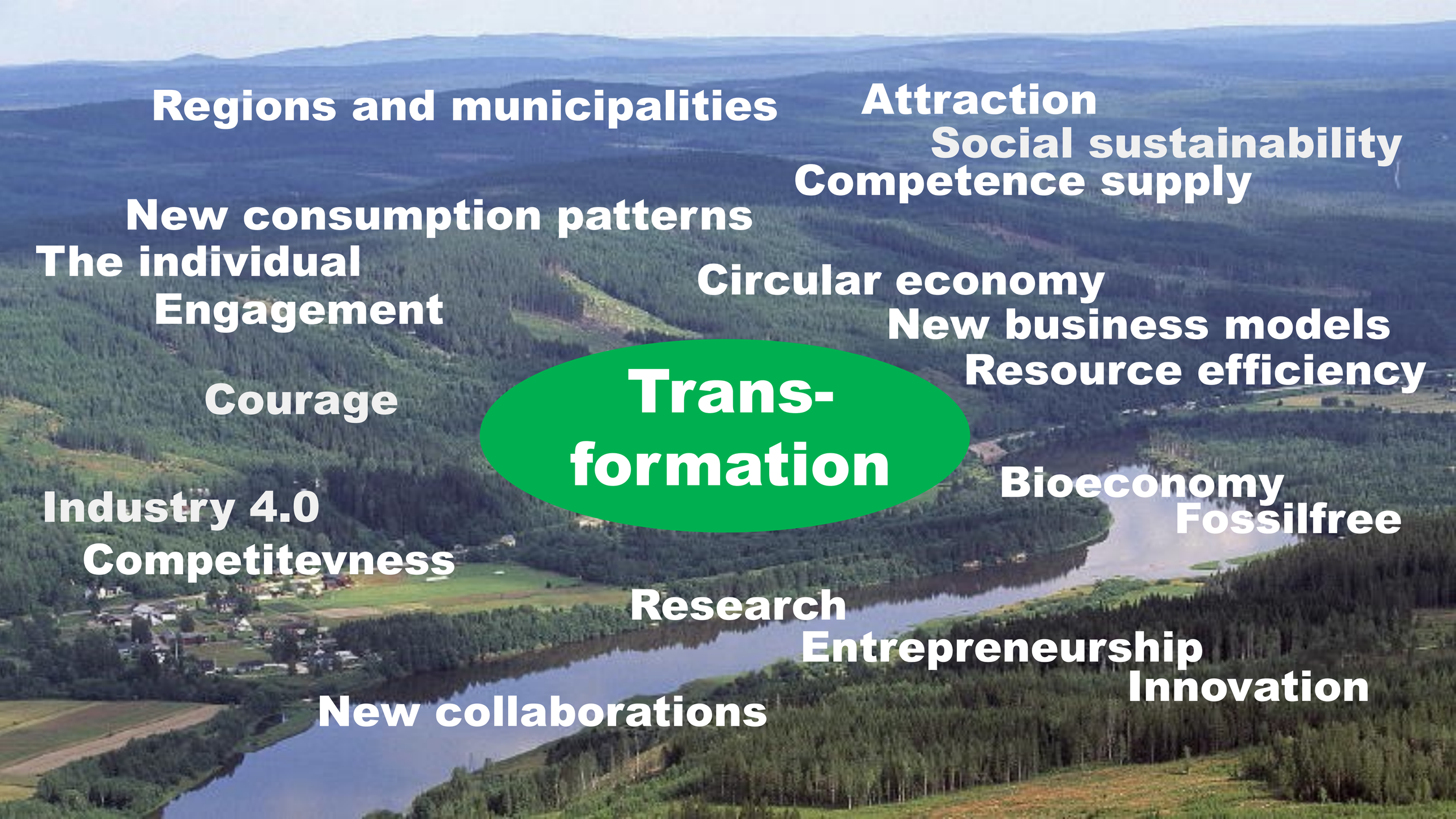
Regions and municipalities
Attraction
Social sustainability
Competence supply
New consumption patterns
The individual
Engagement
Circular economy
New business models
Resource efficiency
Courage
Trans-
formation
Bioeconomy
Fossilfree
Industry 4.0
Competitevness
Research
Entrepreneurship
Innovation
New collaborations

SOME OF THE CHALLENGES

- SMEs efficiency and competitiveness; workshops, manufacturing industry. Knowledge and investments in digitalization, robotics, automation, service perspective, sustainability and communication is needed
- Idea generation – need more innovation
- Gender and diversity – to build competitiveness, attraction and innovation capabilities.
- Attract entrepreneurs and innovators as well as students and other work force to the industry and to the region.
- Testbed financing
- Strengthen the local university and cooperation with the companies.
- Financing, for innovation SCALE UP but also the cluster organization (after Vinnväxt)
- Where the forest and industry is located, regions and municipalities are often poor.
- **To build the fossilfree society you need strong rural areas who can supply and produce the raw material, products and services needed!! Systemic perspective and long term planning is needed!**

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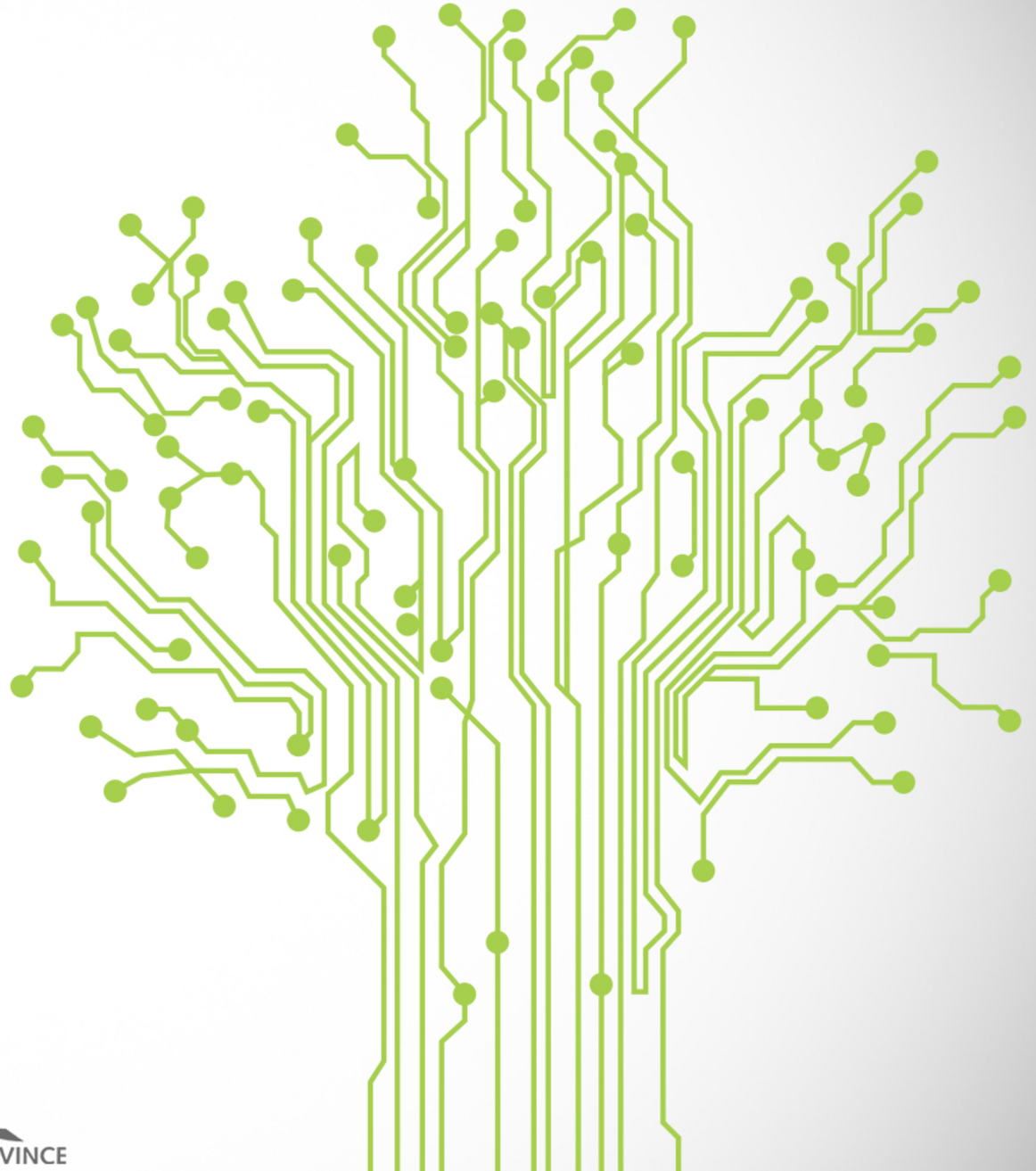
"NOTHING TRULY VALUABLE CAN BE ACHIEVED EXCEPT BY THE UNSELFISH COOPERATION OF MANY INDIVIDUALS"

Albert Einstein



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Thank you for listening!

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