



# Welcome to the The 1st Conference on Societal Entrepreneurship in Sparsely Populated Areas

9<sup>th</sup> -10<sup>th</sup> of December 2010  
Södra Berget, Sundsvall, Sweden

## Program 9<sup>th</sup> of December

**09.30** Registration & coffee

**10.00** Welcome!

Representatives of the region and the organisers give their welcome!

### International perspectives on Social Entrepreneurship

Professor Siri Terjesen, Indiana University

### How do we practice Societal Entrepreneurship?

Arvid Morin, CEO, Ung Omsorg (Young Care in Sweden)  
*This company is a unique care and employment agency in Sweden with 500 employees. They organize our young co-workers at retirement homes as "social consultants", creating bridges between generations and also inspiring the young people to work in the care sector in the future.*

### Comments and discussion

Representatives of the local business community and regional policymakers give their perspectives on this morning's program.

**12.00** Lunch

**13.00** Practical social and societal entrepreneurship

Inspirational examples of the social and societal entrepreneurship share their thoughts on their businesses and organisations.

**14.15** The difference between market and societal entrepreneurship

Professor Elisabeth Sundin, Linköping University

**14.45** Coffee break

**15.15** What do we know about societal entrepreneurship?

An overview of the research in the field of societal and social entrepreneurship. Professor Bengt Johansson shares his reflections on studies of Societal Entrepreneurship.

Associate Professor Yvonne von Friedrichs, Mid Sweden University, Professor Joakim Wincent, Luleå University of Technology and Ulrika Sjödin, Lecturer, Mid Sweden University present an anthology covering the research field.

**16.15** Presentation of the project; "Societal Entrepreneurship in Sparsely Populated Areas"

Professor Anders Lundström, Swedish Entrepreneurship Forum and Mälardalen University and Associate Professor Yvonne von Friedrichs, Mid Sweden University

**16.45** How to stimulate further interaction between society and research in this field?

What kind of initiatives are necessary for future collaboration over these sectors? Conference delegates are divided in groups to interact and discuss how new ideas can be formulated and how collaboration between researchers and the surrounding society can be initiated.

**17.30** Concluding reflections and remarks

**19.30** Dinner at Södra Berget

## Program 10<sup>th</sup> of December

### 09.00 Reflections and introductory remarks

Societal and social entrepreneurship in the international research community. Invited international scholars present the status of the field in prominent research communities specialized in societal and social entrepreneurship.

#### The need for new knowledge within this field of research – three tracks.

Take part in informal discussions and contribute within these areas;

- Societal Entrepreneurship
- Political Entrepreneurship
- Entrepreneurship in the welfare Sector  
- *The case of education*
- Entrepreneurship in the welfare sector  
- *The case of health care*

The discussion will take its starting point in areas of key importance for the project "Societal Entrepreneurship in Sparsely Populated Areas". How do we create diversity and sustainability in rural/sparsely populated areas? How can we deal with issues of succession, integration, societal development and growth?

### 12.00 Lunch

### 13.00 How can the project "Societal Entrepreneurship in sparsely populated areas" work and function regionally, nationally and internationally?

Presentation of ideas for the project and upcoming activities and collaborations for 2011

### 14.30 Concluding remarks

## Information

### Organisers:

Swedish Entrepreneurship Forum  
Mid Sweden University  
The County Administrative Board of Jämtland  
The County Administrative Board of Västernorrland  
European Union Regional Development Fund

### Date:

9 - 10 december 2010

### Time:

One-day conference on the 9th of December, 10 am to 6.00 pm.  
Half-day seminar on the 10th of December, 9.00 am to 3.00 pm.

### Venue:

Södra Berget, Sundsvall

### Accommodation:

Rooms can be reserved directly with Södra Berget Conference Venue

### Travel:

SAS ([www.sas.se](http://www.sas.se)) and Sundsvallsflyg ([www.sundsvallsflyg.se](http://www.sundsvallsflyg.se)) have frequent departures to and from Stockholm Arlanda Airport

### Cost:

The conference has a fee of 50 Euro.

### Registration:

Registration to [mikael.jorstig@entreprenorskapsforum.se](mailto:mikael.jorstig@entreprenorskapsforum.se) or visit [www.entreprenorskapsforum.se](http://www.entreprenorskapsforum.se). Final date for registration is set to 3rd of December.

### Target group:



En investering för framtiden



Länsstyrelsen  
Jämtlands län



LÄNSSTYRELSEN  
VÄSTERNORRLAND

