



# OPENING PROGRAMME

## 13.00 NORTHERN CULTURE

Samuel Ljungblad, Malin Jonsson and Johan Wällberg

## 13.05 OPENING REMARKS

Opening remarks from our moderator Anna Olin

## 13.10 WHY VÄSTERBOTTEN AT GRAND HÔTEL?

Anna Olin Kardell, Moderator,  
Erik Bergkvist, President Board of Regional Development Region Västerbotten

### THEME 1: REINVENTING INNOVATION

## 13.20 COMPETE FOR THE FUTURE

Sean Ness, Business Development Director of Institute for the future

## 13.55 TACKLING THE FUTURE DESPITE UNCERTAINTY

Jakob Grandin, Founder of Gather Festival

## 14.15 HOW DO WE CREATE AN INNOVATIVE SOCIETY?

Stig Wiklund, Chairperson of Sparbanksstiftelsen Norrland, Sofie Lindblom, CEO of Ideation 360  
Kent Ehliasson, Director of Region Västerbotten

## 14.40 BREAK WITH REFRESHMENTS

### THEME 2: A SMALL STEP FOR THE TECH INDUSTRY BUT A GIANT LEAP FOR THE PUBLIC SECTOR

## 15.10 NORTHERN CULTURE

Samuel Ljungblad, Malin Jonsson and Johan Wällberg

## 15.15 PEOPLE PLANET PROFIT: NUDGING AS A TOOL FOR CHANGE

Linda Lindström, Behavioural strategist at Beteendelabbet

## 15.35 A VÄSTERBOTTEN TECH OF MIND

Anna Maria Stenlund, Dental Director for Region Västerbotten,  
Torborg Chetkovich, Partner at CapMan Infra, Johanna Björklund, CTO Codemill

## 16.00 VÄSTERBOTTEN GRAND PRIZE 2019

## 16.15 BREAK WITH REFRESHMENTS

### THEME 3: DIGITALIZATION AS A MOTOR

## 16.45 INNOVATION AT EVERY LEVEL

Darja Isaksson, Director-General of Vinnova

## 17.15 SUMMARY OF THE DAY

Anna Pettersson, Director of Regional Development Region Västerbotten  
Hans Kreisel, CEO Skellefteå kraft

## 17.20 NORTHERN CULTURE

Samuel Ljungblad, Malin Jonsson and Johan Wällberg

## 17.25 End of the day's programme

### EVENING PROGRAMME

## 19.00 Västerbotten drink and mingle in Vinterträdgården

## 19.50 Västerbotten buffet

