

Space Innovation Forum

# Area Kiruna

ATTRACTIVENESS & COMPETENCE SUPPLY



# æffect

INNOVATION



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BORLÄNGE

Fråga 2 av 6

Har du bott i Borlänge  
hela ditt liv?

Ja ☒

Noj ☐

Gå vidare →



KARLSTADS KOMMUN

Fråga 2 av 6

Har du bott i Karlstad  
hela ditt liv?

Ja ☒

Noj ☐

Gå vidare →



tyresö kommun

Fråga 2 av 6

Har du bott i Tyresö  
hela ditt liv?

Ja ☒

Noj ☐

Gå vidare →



OCKELBO  
KOMMUN

Fråga 2 av 6

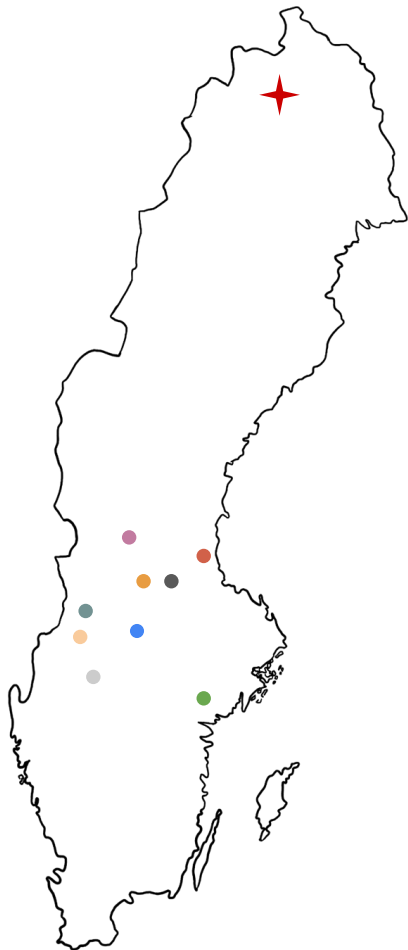
Har du bott i Ockelbo  
hela ditt liv?

Ja ☒

Noj ☐

Gå vidare →





- Mora
- Sandviken / Alleima
- Hofors
- Borlänge / SSAB Borlänge
- Hällefors
- Finspång
- Hagfors
- Munkfors
- Karlstad

Zackari Wahlström om att fler vill flytta ut på landet: "Mitt liv har fått mer mening"

Vänner, relationer eller direkta ekonomiska fördelar som bostad kan få unga att stanna kvar i småstäder. Gruppen som trotsar urbaniseringstrenden är inte homogen, visar en ny avhandling vid Göteborgs universitet.

**LEDARE** ▶ Pandemin fick dem att flytta ut på landet

1:37 min ⌚ Min sida ↗ Dela

## Kommunalrådet om Mörbylångas framgång: Trend att flytta till landet

PUBLICERAD 22 FEBRUARI 2021

## Stockholmsflykten tilltar – tusentals lämnar staden

## Göteborgs-Posten Nyheter Ekonomi Sport Kultur Ledare Debatt

## Så många valde att flytta till Varbergs landsbygd framför tätorterna

**AFTONBLADET**    TORSDAG 2 SEPTEMBER 2021  
Dagens namn: Justus, Justina

## "Barnen tackar oss för att vi flyttade"

Familjen Svennerbäck lämnade Stockholm för huset i







If you can't  
measure it,

It doesn't exist.

#growthmindset101





# Att använda "Agenda 2030 Kompassen" och dess akupunkturpunkter för att identifiera nya samhällsnyttiga forskningsområden



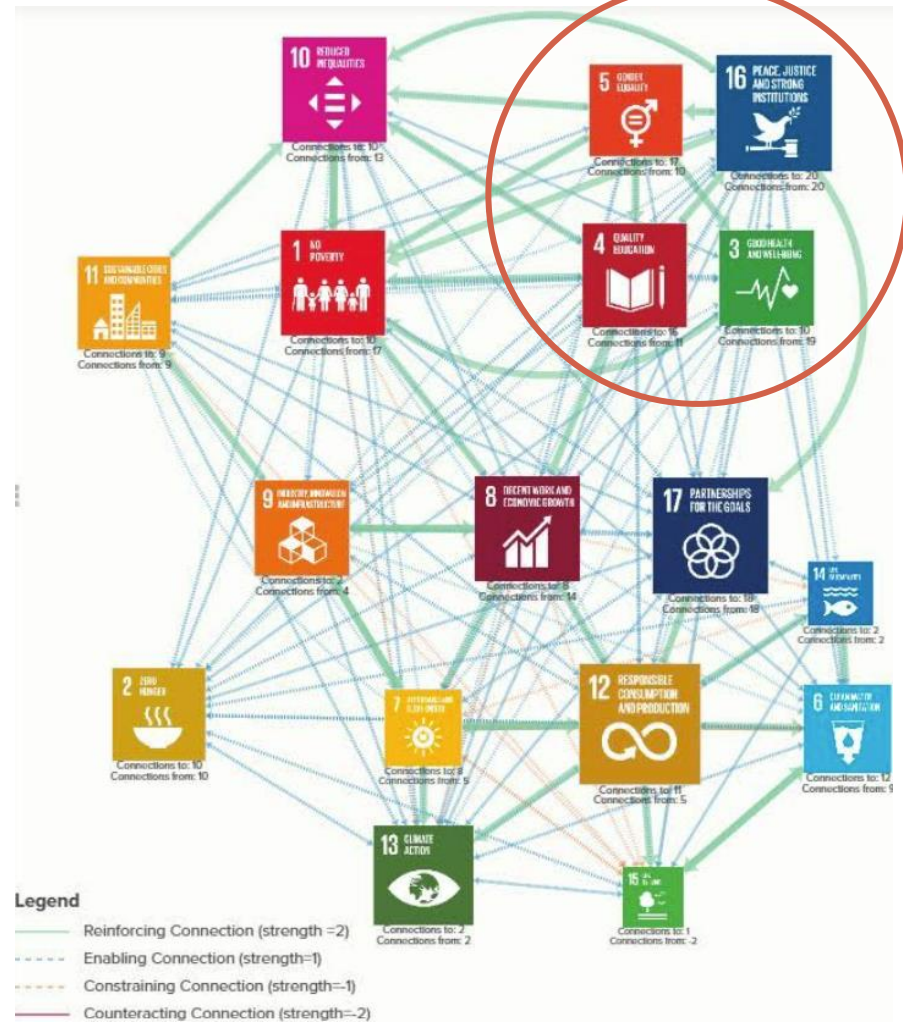
Jernkontoret



○ Referensgruppen



Lernkontoret



# Trigger point A

A. Guaranteed supply of skills in the transition to a sustainable society through investments in education, job creation, gender equality, building of social cultural capital and partnerships in local communities and at a regional level.

**Jernkontoret**

# Internal image







10%

## RATIONAL VALUES

(usually measured with quantitative methods)

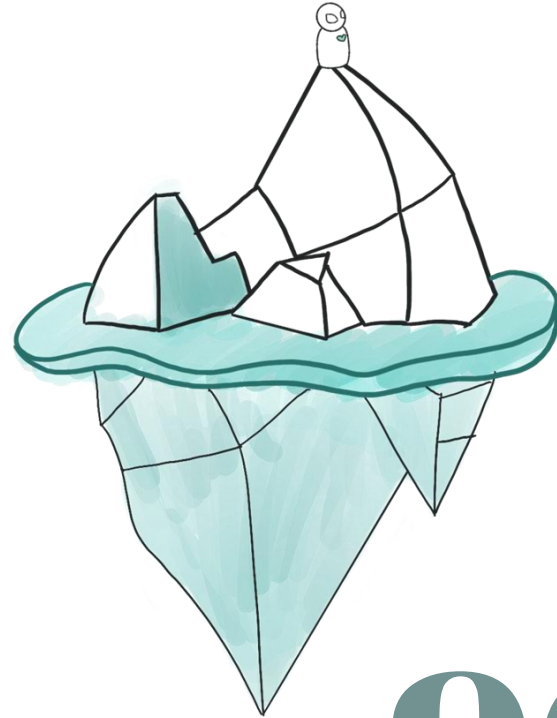
Information  
Guidelines  
Policies  
Financial resources  
Technology

## RELATIONAL VALUES

(usually measured with qualitative methods)

Convictions  
Assumptions  
Perceptions  
Emotions

Group Norms  
Values  
Informal interactions



90%





**We are not thinking machines that feel,  
we are feeling machines that think.**

Antonio Damasio

The background of the slide features a microscopic image of several cells. The cells are stained with fluorescent dyes, appearing in shades of blue and red against a black background. Some cells show distinct nuclei, while others are more diffuse. The overall effect is a scientific, high-tech aesthetic.

# Emotional data points

DEFINING RELATIONAL VALUES AND HOW THEY CORRESPOND  
WITH THE RATIONAL ONES





# Wider view on measurement



# *varumärket* VÄRMLAND

## What is Värmland?

- Nature/landscape
- Dialect
- Kind/warm people
- Beautiful

Ack Värmeland du sköna.  
Fröding, Ferlin, Lagerlöf,  
Sven-Ingvars...

Orörd natur,  
vila och  
avkoppling.

Hockey, natur  
och trevliga  
människor.

Tung Industri.

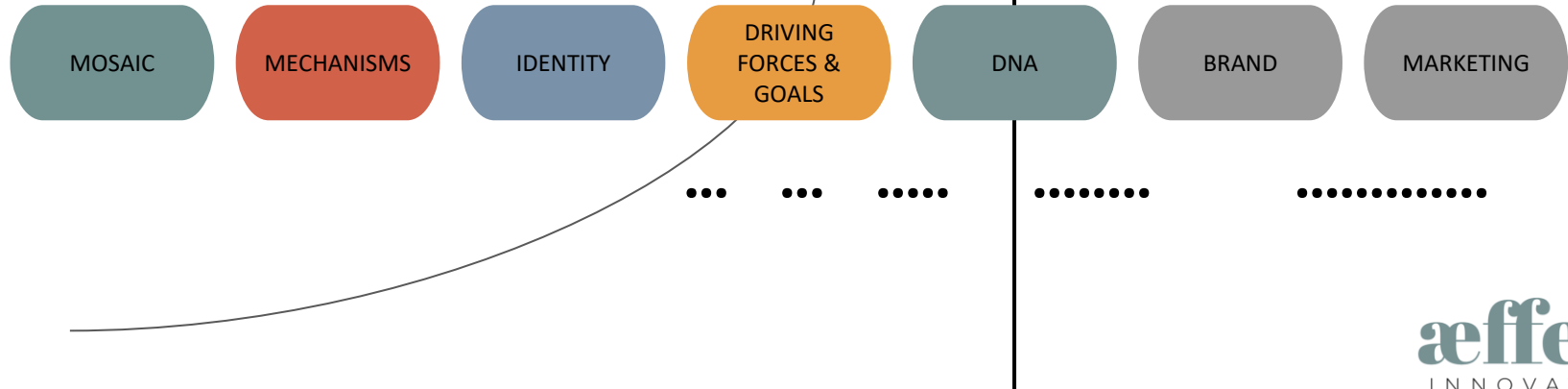
Trevliga människor. Lars  
Lerin, Hanna Hellquist och  
Mia Skäringer...

Väldigt trevligt och  
dessutom nära till både  
Norge och Sverige.

“INTERNAL” IMAGE

“EXTERNAL” IMAGE

**What sets you apart from average...**





AREA KIRUNA

# About the Survey

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WHO PARTICIPATED

An aerial photograph of Kiruna, Sweden, showing a mix of modern and traditional buildings, a river, and a snowy landscape under a dramatic orange and red sky. A large pink location pin with a black outline and a smiling face is positioned in the lower right. A white speech bubble with a black outline is located to the left of the pin, containing the text 'Hi!' and 'I am Kiruna!'.

Hi!

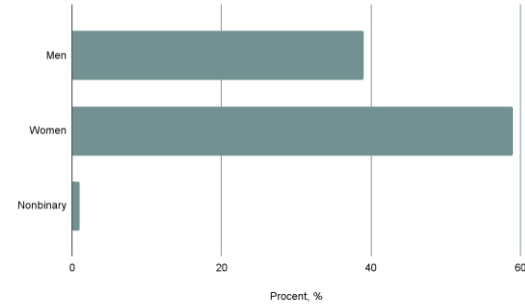
I am Kiruna!

**Number of participants**

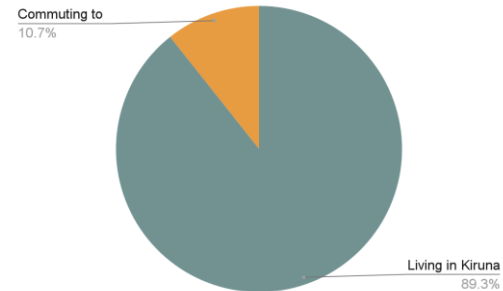
143

89

**Gender**



**Resident or commuting**



# Previous work included in the analysis

## Area relevant News reports

### Local Studies

- *Framtidssäkrad platsvarumärkesanalys Kiruna*, (2019) - Kairos Future
- *RIT Delphi Study*, (2021) - RIT, Space Innovation Forum
- *Näringslivsanalys Kiruna*, (2023) - Dun & Bradstreet
- *Platsvarumärke Kiruna*, (2023) - Brightnest

AREA KIRUNA

**“Everything is about  
relationships and relationships to  
other things”**

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MECHANISMS

“INTERNAL” IMAGE

“EXTERNAL” IMAGE

## A dive into your uniqueness...





# “Contrasts that Meet”

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*From your stories about “Your Kiruna”*

- Emptied out, but still full: People living their lives on the move to get the best out of every moment
- “New Kiruna”, “Old Kiruna”
- The vast nature, the grey city centre (under development)
- Far away, yet close to everything
- Coexisting cultures
- Fly in-fly out, natives and resident
- Old application of tech, new ways of applying tech
- High above in the sky, to far below in the mine



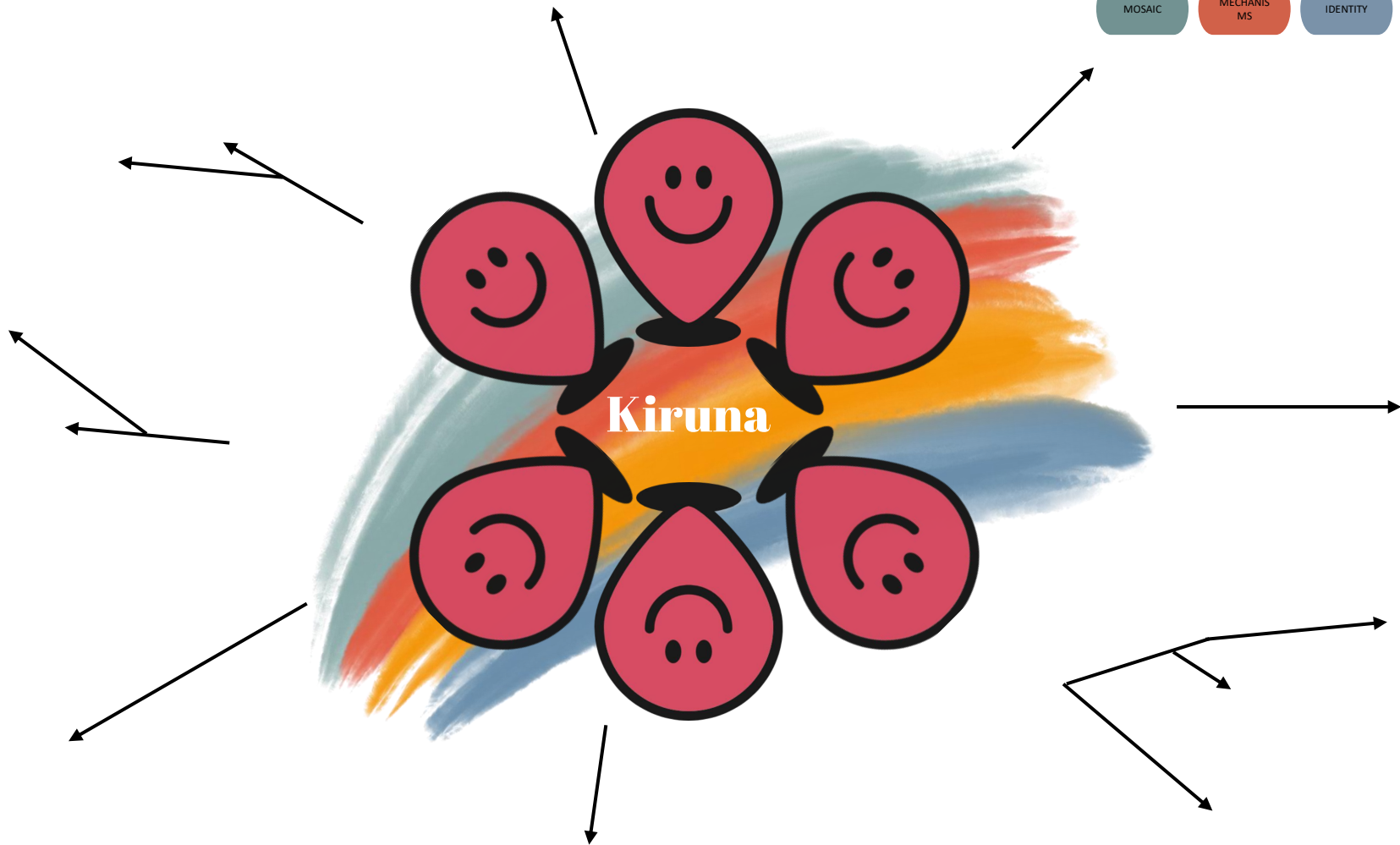


MOSAIC

MECHANIS  
MS

IDENTITY

DRIVING  
FORCES &  
GOALS



**“The mosaic of perspectives set the effects that create the experience”**



“The mosaic of perspectives set the effects that create the experience” \*

INHIBITING MECHANISMS	Youngsters	Local Steel Mill
Communicate your message so that it is <b>relatable in the present culture of social standards</b>	“That’s not for me”	Value and describe your current/future employees in more than one regard: This person is allowed to be both “Happy Alex” and the “Manager” in our work place.
ENABLING MECHANISMS	Youngsters	Local Steel Mill
Small places has few, but clear meeting points	“I’m participating in activities arranged by both the local church and the municipality’s Youth Recreational Centre to meet up with my friends as often as I can”	Since there are few meeting places, the ones used are great areas for interaction and “bonding” with future employees (but whatever you do: Be yourself and not your title! They have an immense Radar for Bullshit)

AREA KIRUNA

# First sightings of your Image as a whole

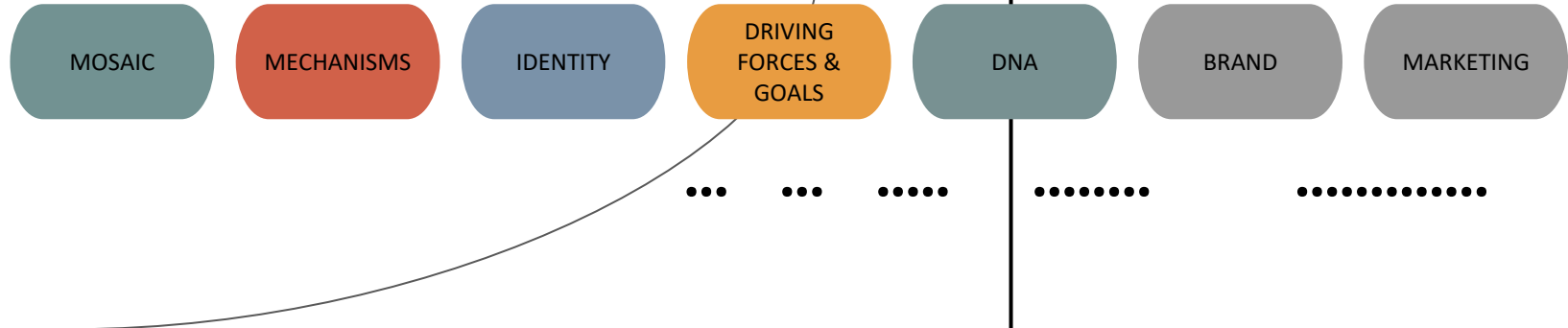
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SPACE IN VARIOUS DIMENSIONS

“INTERNAL” IMAGE

“EXTERNAL” IMAGE

**Your uniqueness as a whole...**



## “INTERNAL” IMAGE

## “EXTERNAL” IMAGE

	MOSAIC	MECHANISMS	IDENTITY	DRIVING FORCES & GOALS	DNA	BRAND	MARKETING
QUANTITATIVE & QUALITATIVE DATA COMBINED	Extremes/“Outliers”	Strong bonds	FACET 1 “Contrasts that meet”	Strategies on different political levels	<b>VOLUMINOUS/SPACE</b> Space in the sense of closeness to “outer space”, wideness in nature and the great lives lived by the people (freedom of travel to reach their best, individual “Moments”).	Brand identity based on the <i>vocalised image</i> of Kiruna:	Attractive to “the right people”
	Multifaceted	?	FACET X? ?	Strategies for the Industries		“Contrasts that meet”	
	Strong sense of self	?		Strategies for the Academy			
	Mindset set for problem solving & development - if handled	?					

## “INTERNAL” IMAGE

## “EXTERNAL” IMAGE

	MOSAIC	MECHANISMS	IDENTITY	DRIVING FORCES & GOALS	DNA	BRAND	MARKETING
QUANTITATIVE & QUALITATIVE DATA COMBINED	<p>Extremes/“Outliers”</p> <p>Multifaceted</p> <p>Strong sense of self</p> <p>Mindset set for problem solving &amp; development - if handled</p>	<p>Strong bonds</p> <p>?</p> <p>?</p> <p>?</p>	<p>FACET 1 “Contrasts that meet”</p> <p>FACET X? ?</p>	<p>Strategies on different political levels</p> <p>Strategies for the Industries</p> <p>Strategies for the Academy</p>	<p>VOLUMINOUS/SPACE Space in a the sense of closeness to “outer space”, wideness in nature and the great lives lived by the people (freedom of travel to reach their best, individual “Moments”).</p>	<p>Brand identity based on the vocalised image of Kiruna:</p> <p>“Contrasts that meet”</p>	<p>Attractive to “the right people”</p>
RECOMMENDED NEXT STEPS	<p>More perspectives needed</p>	<p>Mapping mechanisms and “systemic triggers” in order to set intentions, strategies &amp; Identity/DNA/Brand/Marketing</p>	<p>Clarify the different facets of Kiruna by adding more perspectives to the Mosaic &amp; mapping out the active Mechanisms.</p>	<p>Combine the Mechanisms with the strategies to align the intentions of the development of Kiruna: “Where do WE as a whole want to go?”</p>		<p>Including the “<b>why</b> of the experience” of the DNA as a whole of Kiruna</p> <p>(Internal image as a amplifying part of the External image)</p>	<p>Marketing strategy based on “multi collective strategies” in all societal sectors + Internal image as a whole to amplify the attractiveness and “signal out”</p>



**The combined data also  
results in a summary...**

ACCEPTANCE OF SELF  
& SELF AWARENESS

MOSAIC

MECHANIS  
MS

IDENTITY

DRIVING  
FORCES &  
GOALS

**A place relating to something else**

*We are unique in a sense and we are comparing and adapting us to others  
(we are apart of a larger ecosystem)*

**A place with a clear sense of self**

*We are an aligned experience in regards to both the physical and the  
emotional interactions  
(and we have a risk on being homogenius in our values, beliefs & norms)*

NON-VOCALISED VALUES  
& IDENTITY

VOCALISED VALUES  
& IDENTITY

**A place in waiting**

*We are the tangibles you see  
(and we aren't expressing/showing much)*

NON-ACCEPTANCE OF SELF  
& SELF AWARENESS

**A place who explores**

*We are great at communicating our  
skewing sense of identity  
(we are acting different than our promises)*

## ACCEPTANCE OF SELF & SELF AWARENESS

MOSAIC

MECHANIS  
MS

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### A place relating to something else



*We are unique in a sense and we are comparing and adapting us to others  
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## NON-VOCALISED VALUES & IDENTITY

## VOCALISED VALUES & IDENTITY

### A place in waiting

*We are the tangibles you see  
(and we aren't expressing/showing much)*

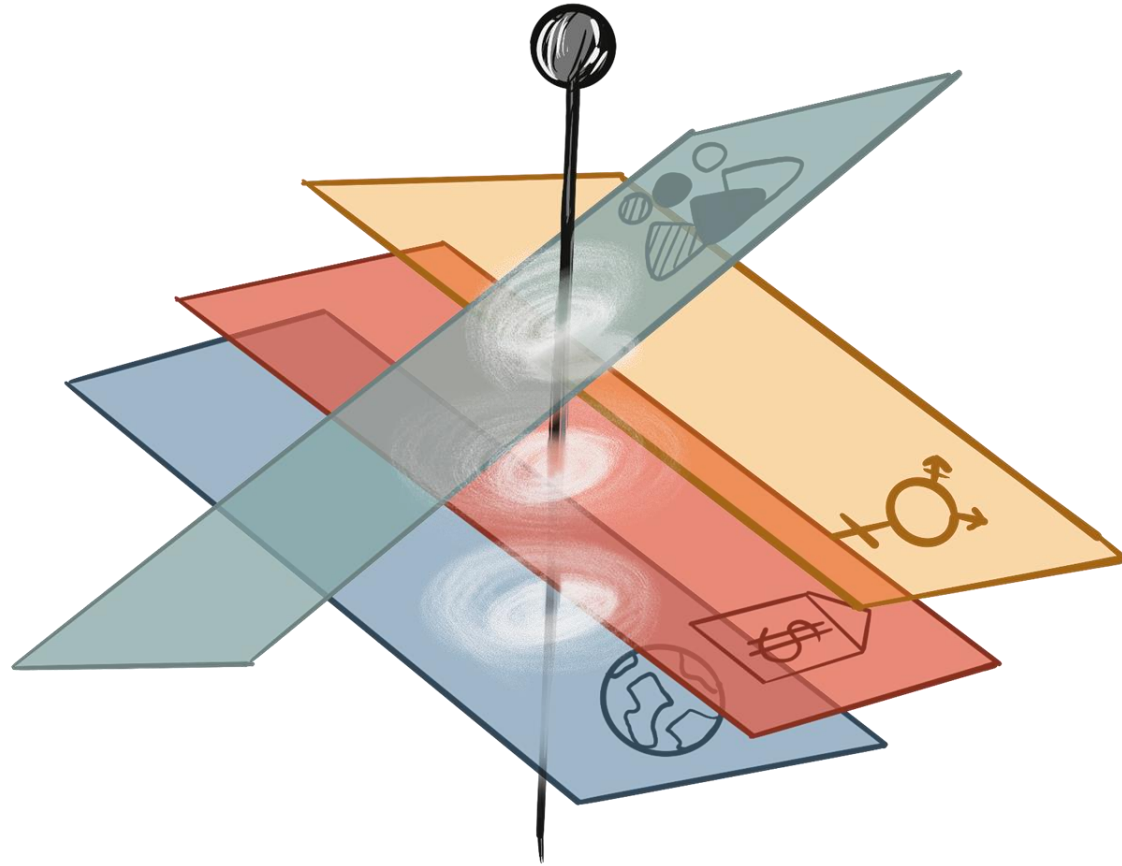
## NON-ACCEPTANCE OF SELF & SELF AWARENESS

### A place who explores

*We are great at communicating our  
skewing sense of identity  
(we are acting different than our promises)*

# What we choose, we become

DIFFERENT CONDITIONS - DIFFERENT OUTCOMES





# Summary





# 3 Takeaways

# 3 Takeaways

## **Wider range of measuring methods**

We have to include and combine a wider range of measuring methods in order to get more “bang-for-the-buck” and effects in order to increase attractiveness & attracting potential employees/entrepreneurs/students to Kiruna

## **Clarify identity & collaborate**

“Who are you, Kiruna?” - Get the mosaic of perspective (in all societal sectors) to clarify who we *are*, what we *want* and *how to get there* for our space

## **In 50 years...**

What if it is up to “the small ones” transition and expand into the leaders when “the mighty” move on? You are the future. You are “Transitional Kiruna”.

# Suggested future work

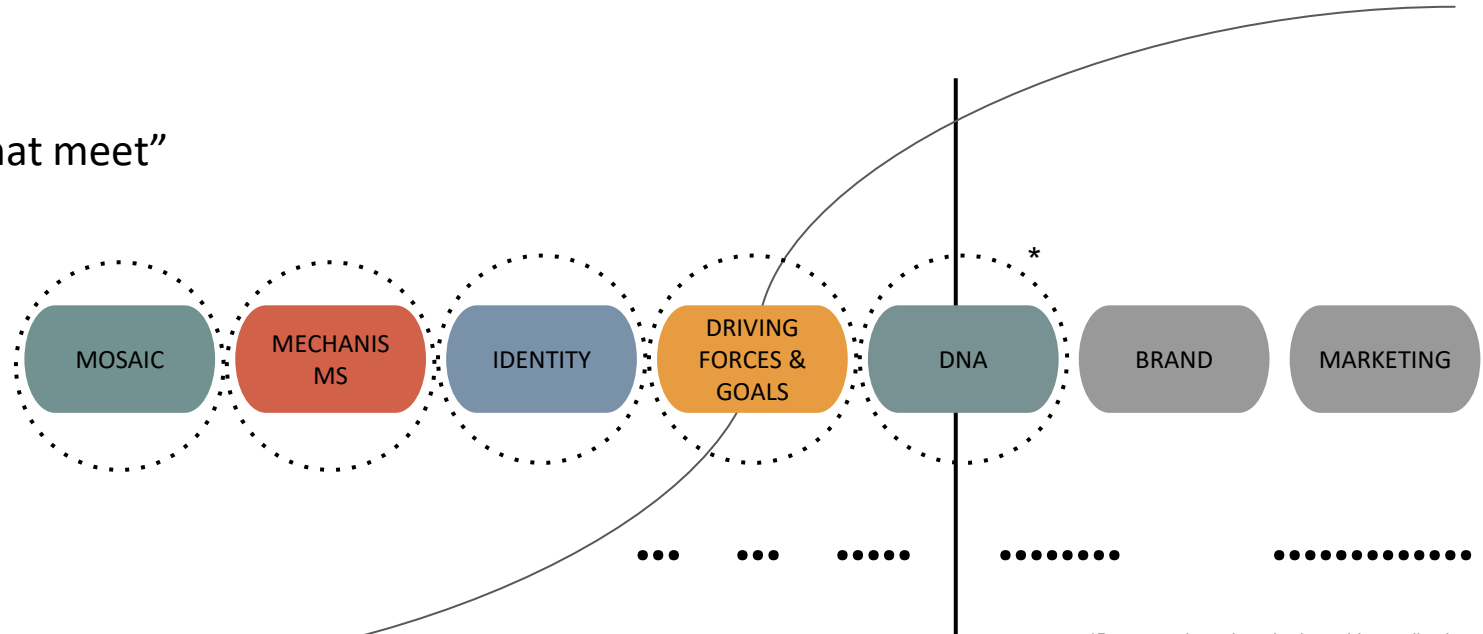
# Amplify the meaning of your words...

## Space Community

“At the outline of the world & in the center of technical advancement”

## Kiruna

“Contrasts that meet”



\*Process oriented method to address all colored areas



# Q&A

# æffect

INNOVATION



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