Lund, the City of Ideas

Lund is often called the City of Ideas. It is renowned as the birthplace of many commonplace objects such as the mobile phone, the tetra-pak milk carton and the fingerprint reader to name but a few. The city also hosts some of the internationally well-known companies like Tetra-Pak, Alfa Laval, Sony, ST Ericsson and Gambro. This situation is not likely to change any time soon. With its long tradition of ground-breaking research, its entrepreneurial spirit and its excellent entrepreneurial support infrastructure, Lund will remain a fertile ground for many new, innovative companies in the future. Yet, in order to become truly an open innovative city, a collaborative culture of innovation remains to be cultivated

Lund is to become an arena for pilot testing in live situations. Thanks to the presence of big digital players and the many key initiatives supporting digital entrepreneurship and encouraging cross-industrial collaboration, the city counts many digital entrepreneurs who are trying out and testing their ideas in but also by the city. Every initiative sponsored by the public authorities is centered around the concept of collaboration and open innovation. Efforts are also deployed by the many hubs, communities and incubators to find innovative ways to raise money for supporting the innovative ideas of their members. "*Money is everywhere, the question is how to access it.*"

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Key initiatives

Future by Lund

Future by Lund is an initiative run by a network of academic, public and business partners. It is a platform that connect academia and industry to develop together products and services for future sustainable cities. It provides a fun and creative environment for testing and evaluating innovation.

Future by Lund mainly focuses on four areas that are characterized by a high innovation potential: (1) light and lighting, (2) mobility, (3) smart energy systems and (4) Internet of Things.

LU Innovation

LU Innovation is the hub for innovation and commercialisation at Lund University. The hub provides a range of free services to students and researchers to help in order to create new start-ups and/or licensing deals. Examples of services are business advice and market and IP screening,

Ideon Science Park

Ideon Science Park is a place designed to encourage and create cross-sectorial collaborations in order to accelerate the innovation process. It is an initiative run by three main players in the region (i.e. Wihlborgs Fastigheter AB, Lund University and Lund Municipality) which focuses mainly on the fields of ICT, Life Science and CleanTech. At present, Ideon hosts more than 350 companies employing more than 2,700 people.

Ideon Science Park has developed several programmes among which Ideon Open, the Venture Lab and the Creative Plot. **Ideon Open** is an open innovation agency where entrepreneurs help other entrepreneurs, but also public sector executives or scientific researchers to grow and succeed. Using collaborative processes and tools, and experts from all over the world, the agency aims to make any type of institution grow through co-creation and disruptive innovation.

The **Venture Lab** was put in place by Lund University to stimulate entrepreneurship and to support and help students and new graduates who are thinking of starting their own business.

The **Creative Plot** is a recently created pilot incubator. It focuses on supporting the development of startups in the cultural sector and the creativeindustries. It is located next to the engineers' and researchers' corner to trigger a new type of interaction and exchange.

Mobile Heights

Mobile Heights is an industry driven networking community founded by Ericsson, Sony Mobile, the Regional council of Skåne and the universities of Lund, Malmö and Blekinge. Mobile Heights has for objective to boost the mobile ecosystem in order to maintain and strengthen the region as a hotspot for mobile innovation. Relevant companies, industry associations, academic institutions and public organizations can all become members of the community. They have access to a wide range of activities such as:

- being part of relevant programmes;
- meeting and exchanging experience with other members in member-exclusive hackatons, conferences, seminars and workshops;
- Accessing innovation and expertise by participating in the Power Hour and pitch events
- participate in innovation projects;
- accessing quality trend analyses.