

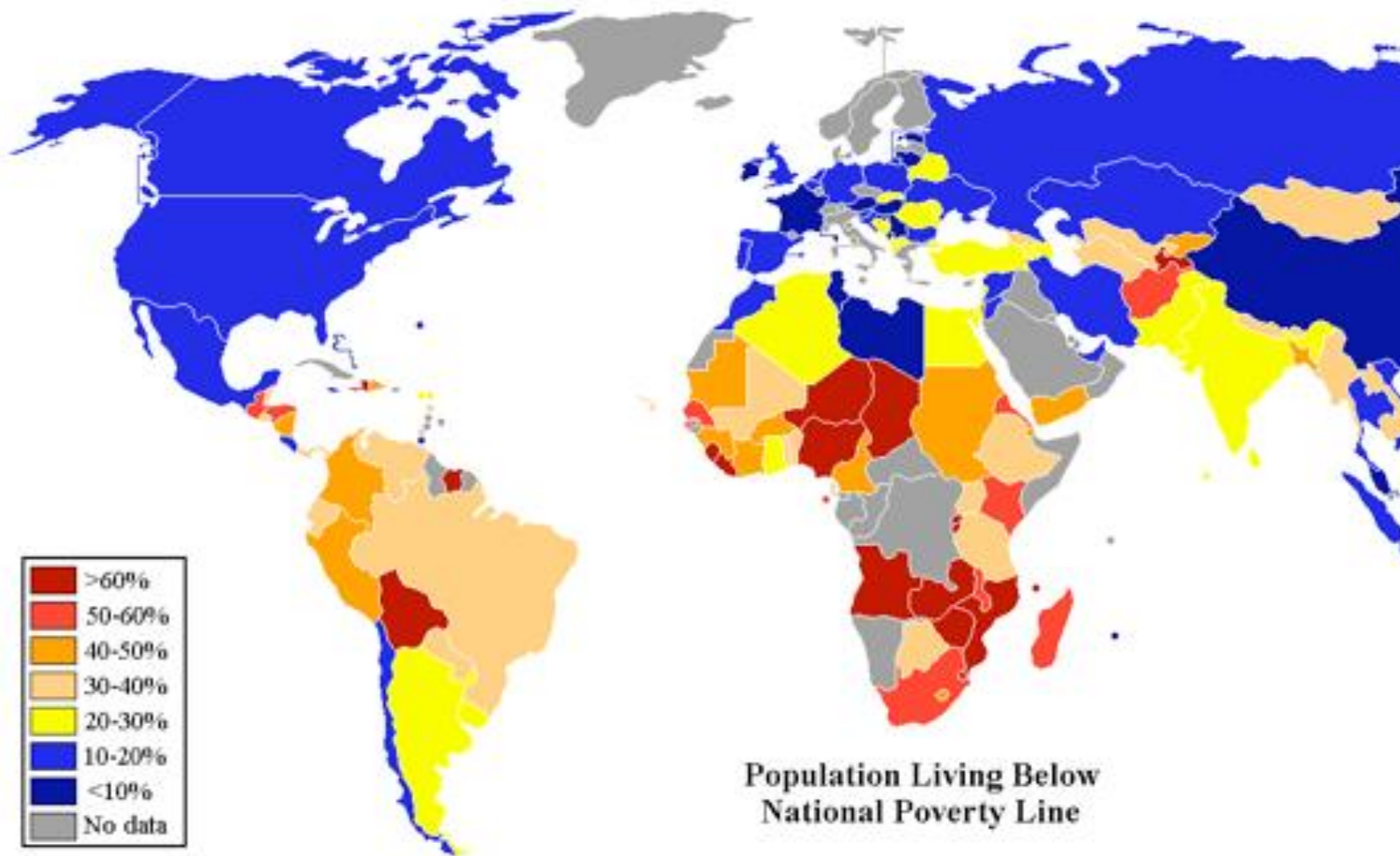
Outline

- ▶ The Challenge
 - ▶ The Scope – a changing world
 - ▶ Redefining the R&D field
 - ▶ Expanding the R&D field
- ▶ Facilitating:
 - ▶ **Entrepreneurship**
 - ▶ Migrant **business online**
 - ▶ **Communication** based on openness and curiosity
 - ▶ **Language learning** – fun, flexible and informal
 - ▶ In-real-life **meetings** - with real people in daily life
 - ▶ Large scale multi stakeholder **collaboration**
 - ▶ Future – **systemic change**

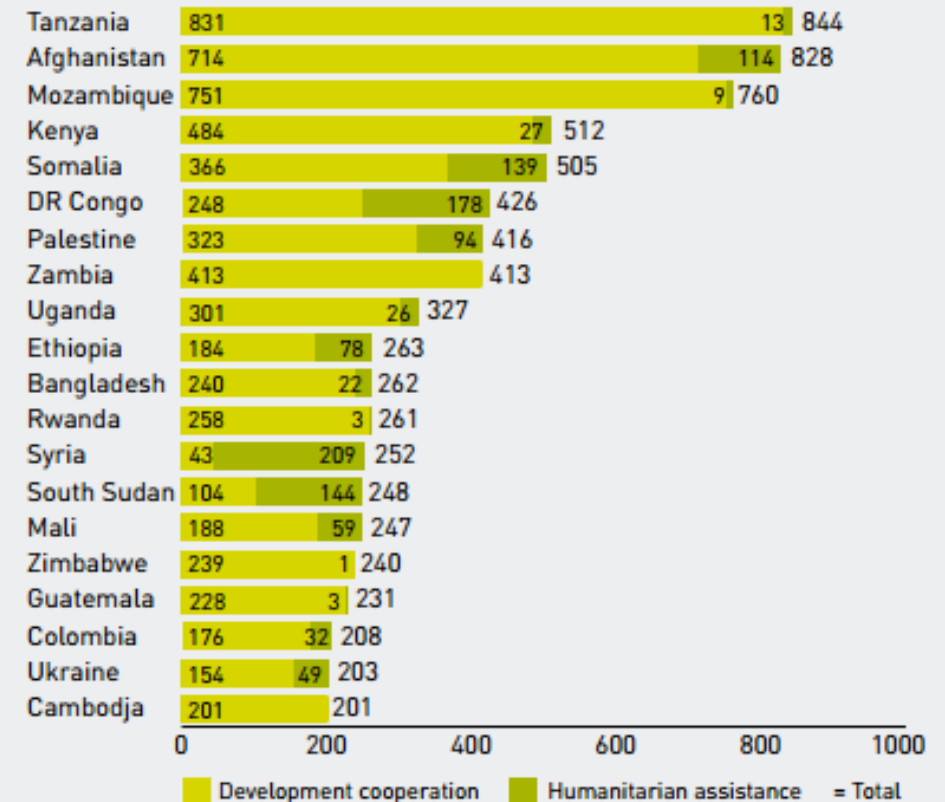
Percent of the Population Living in Poverty

Sweden in the World

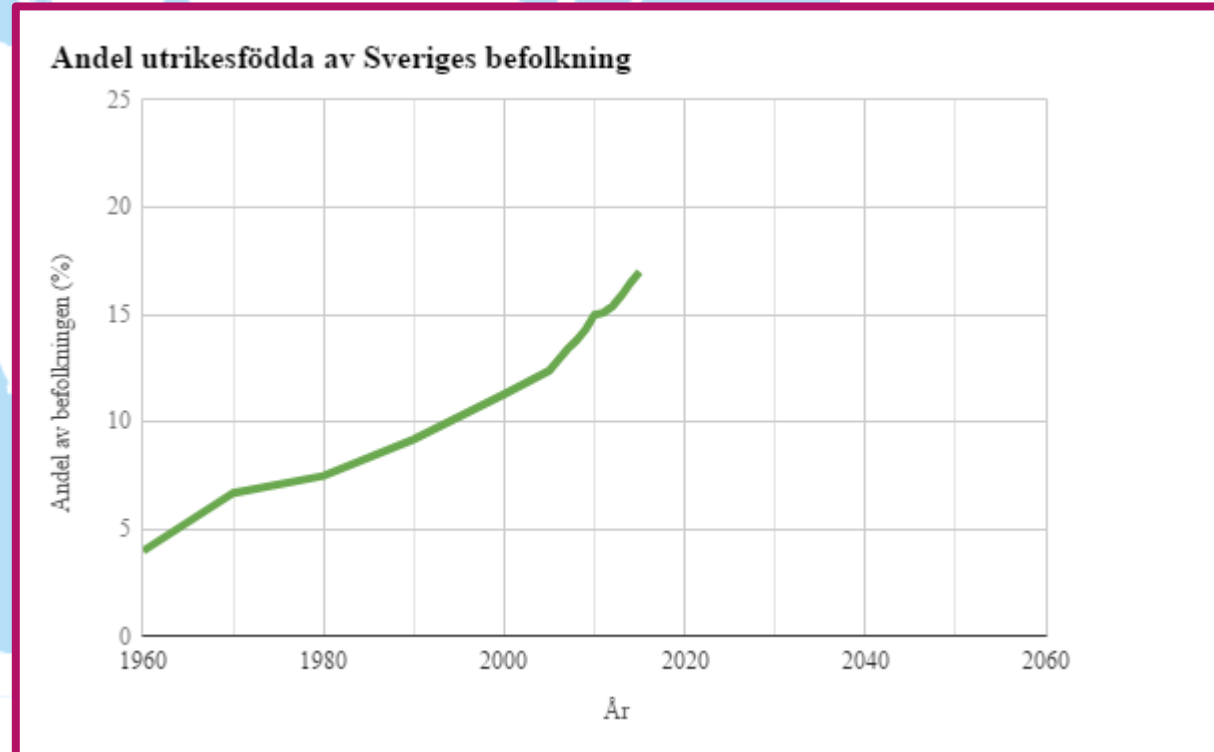
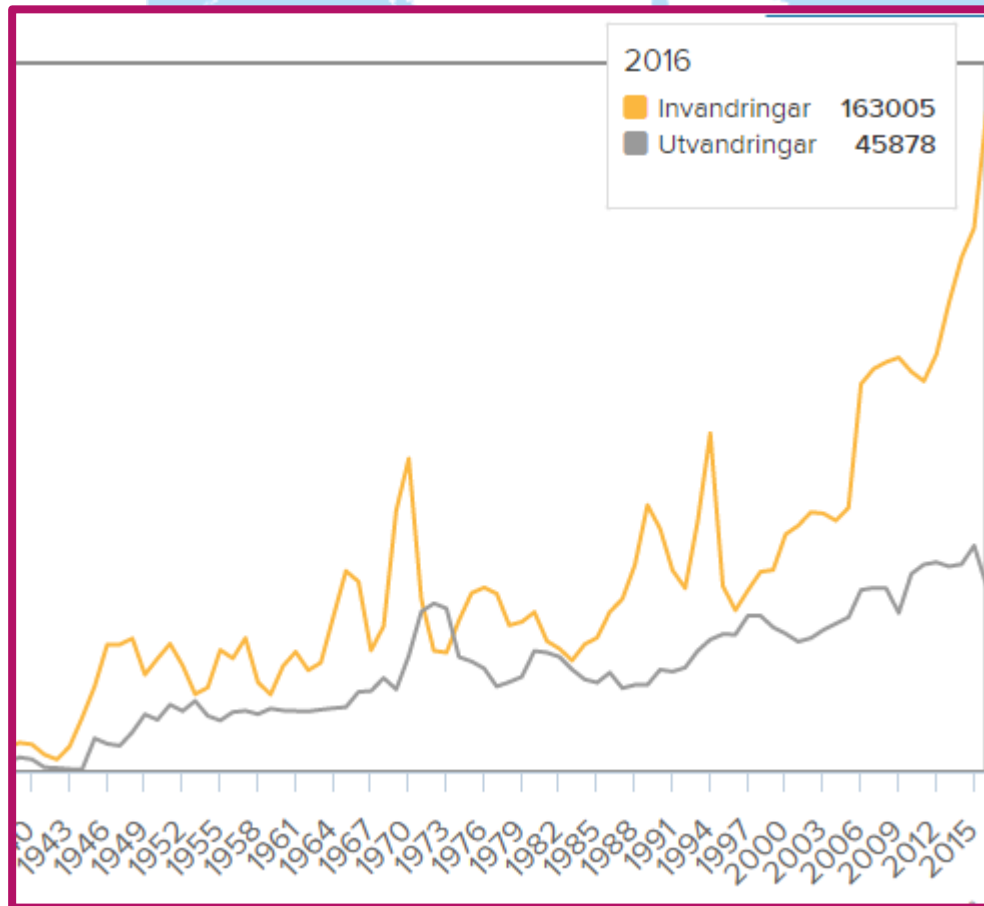
The Swedish International Development Cooperation Agency, Sida



The bilateral development assistance through Sida, divided into the 20 largest recipient countries, MM SEK:

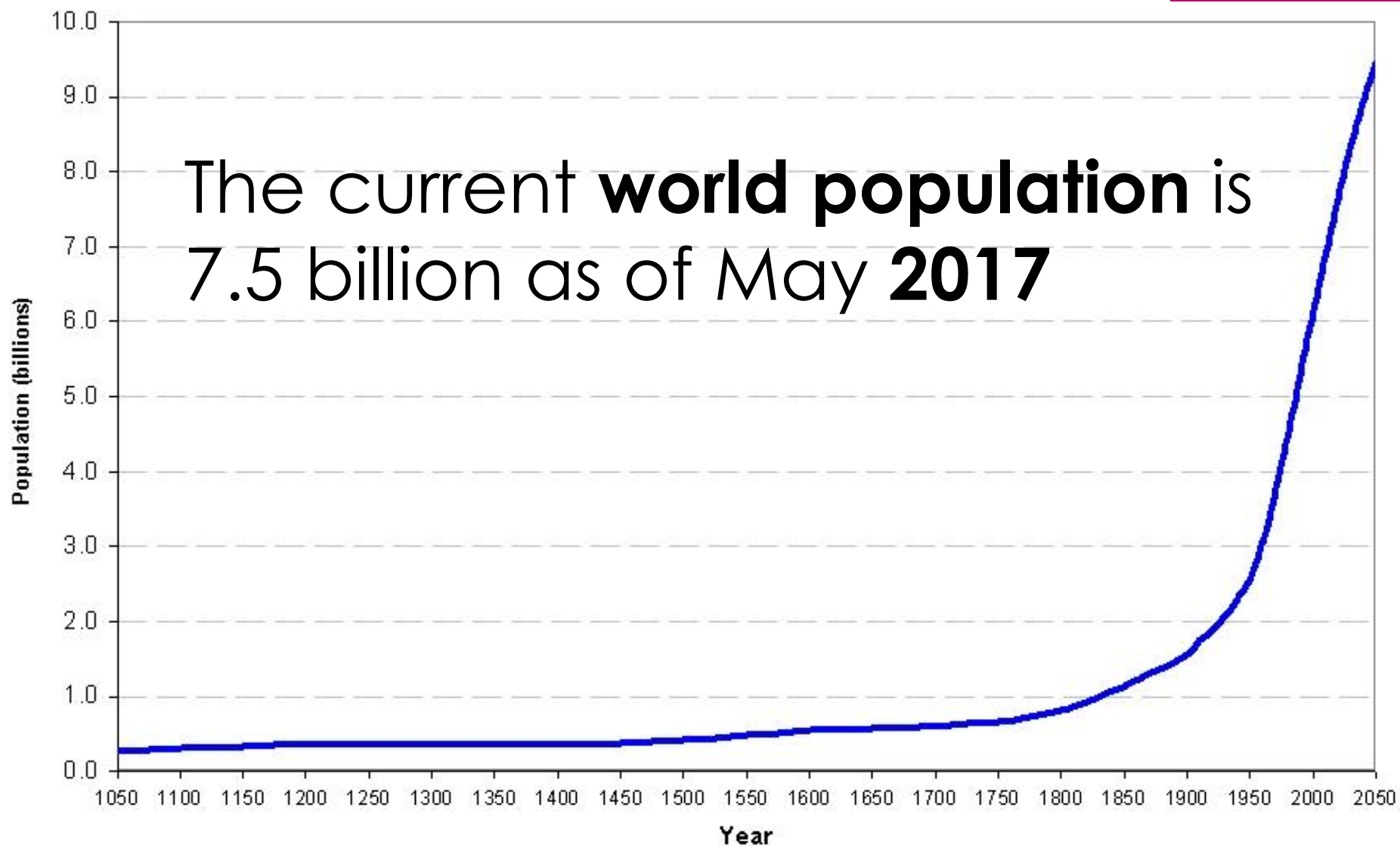


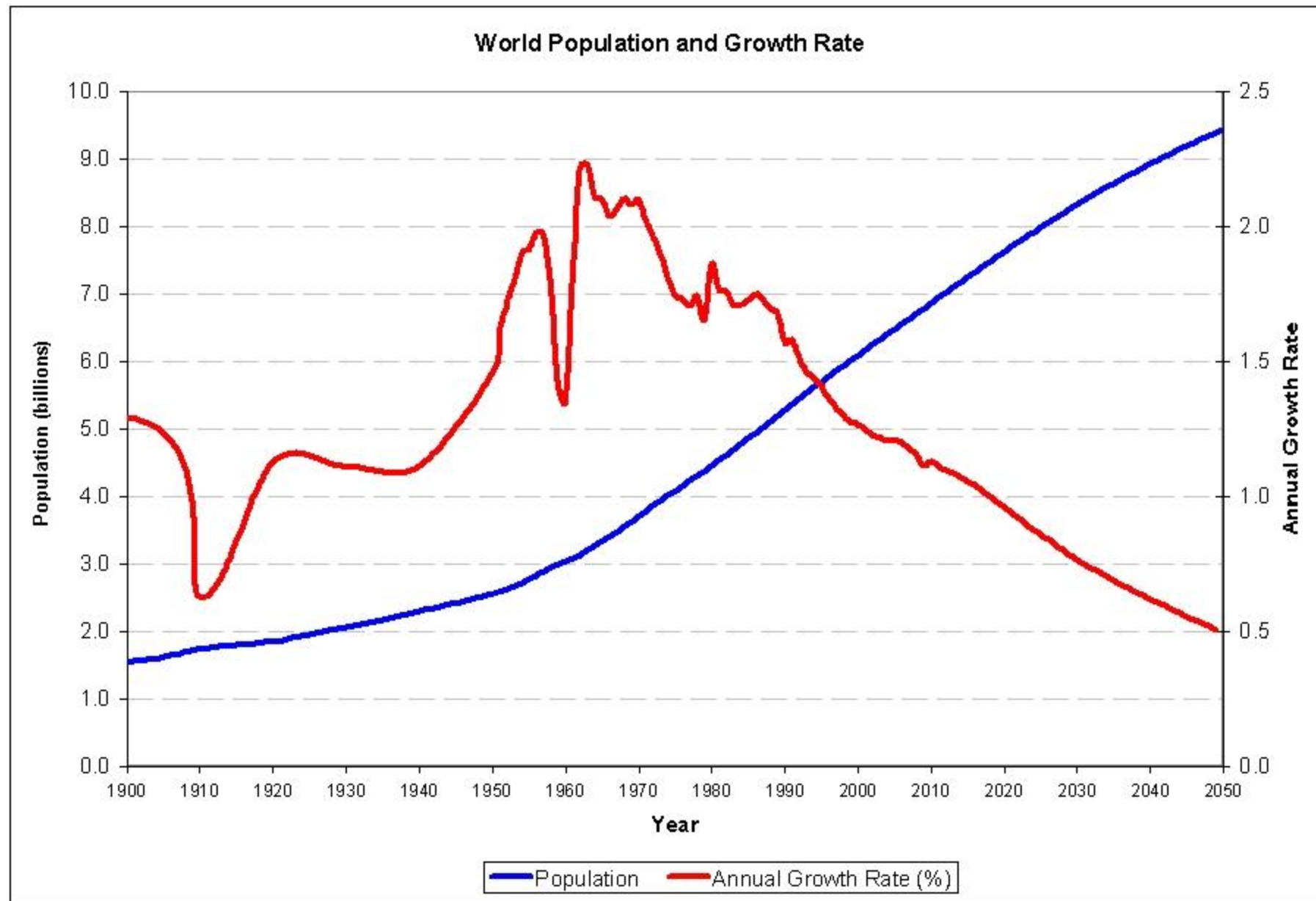
The World in Sweden



World Population and Growth Rate

United Nations estimates
increase to 11.2 billion 2100.



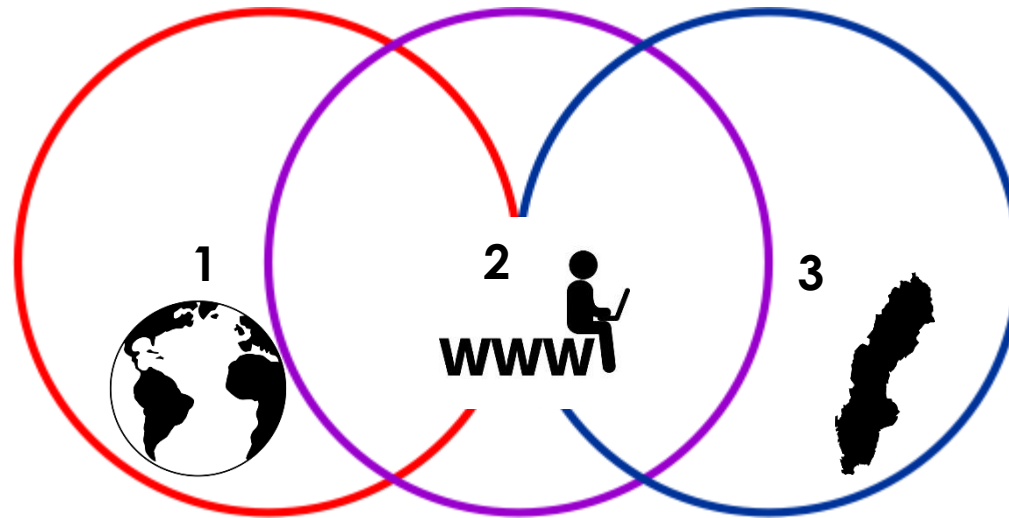


R&D

ICT for inclusion, integration and development (ICT4IID)

Culture and ICT are major components in our studies which are located in three different zones:

- 1) **In** Developing countries
- 2) **Between** Sweden and developing countries (online, ongoing migration)
- 3) **In** Sweden (immigrants)



From Brain Drain to Brain Gain

From burden to benefit

Entrepreneurship
Job creation

Capacity building
Distance employment
Part time
Volunteers

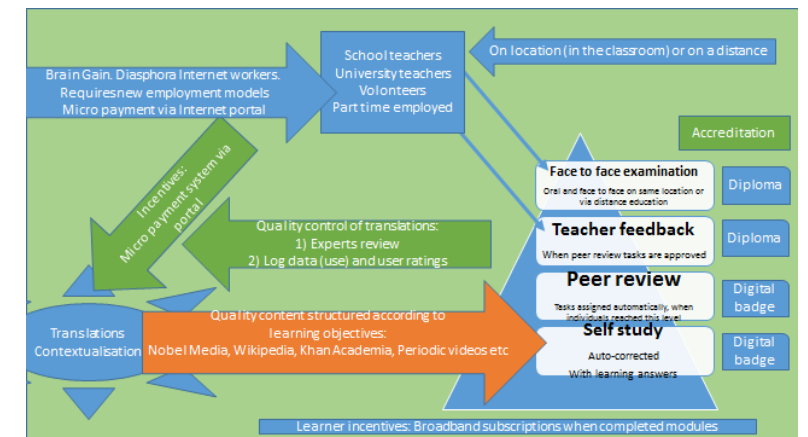


About DiasporaLink Project

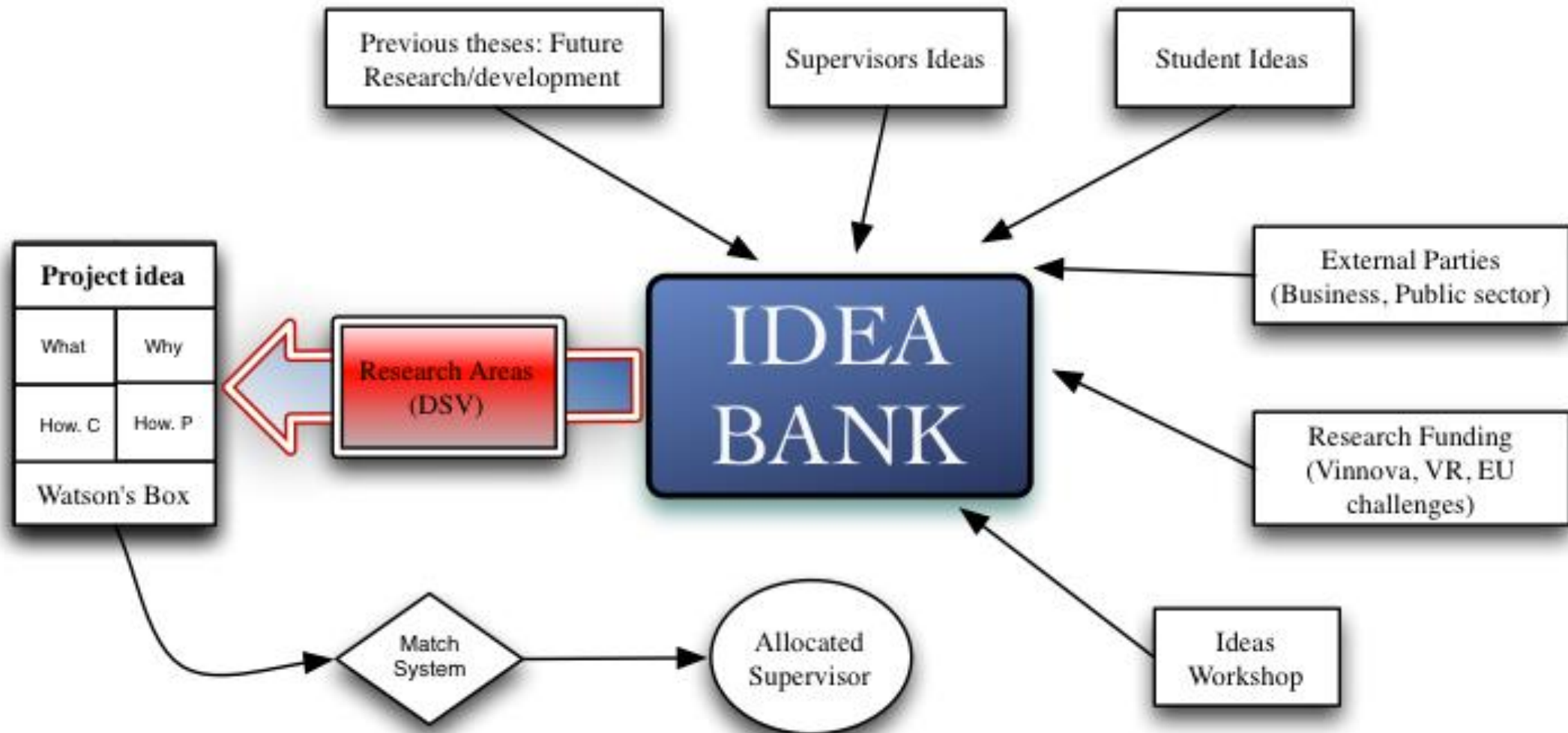
DiasporaLink is a 4-year exchange program between 24 universities and research institutes representing EU, the Americas, Africa and Asia and will investigate, evaluate and facilitate transnational diaspora entrepreneurship, TDE as driver of development and wealth creation in countries of origin and residence.

- *Diaspora organizations and communities*
- *Media and press This is underlined by the specific network of the partners*
- *GEM Global Entrepreneurship Monitor*

November 2015							Week	Month	Agenda
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
Nov 1	2	3	4	5	6	7			
8	9	10	11	12	13	14			
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			



Aligning 500 students/year to our research



Example 1: Swedish somali diaspora and businesses
with their country of origin

Lack of Trust: An Obstacle in Knowledge Transfer Among the Somali Diaspora

BACHELOR THESIS BY MICHAEL LAGGAR & MARTINA ÖQVIST (2016)

SUPERVISOR HENRIK HANSSON,

DEPARTMENT OF COMPUTER AND SYSTEMS SCIENCES, STOCKHOLM UNIVERSITY

Research Problem and Question



- ▶ There is a clear **relationship between the economic growth** of a country and the **presence of entrepreneurship**, and in order to further influence the current development in Somalia, both entrepreneurs and economic investments are needed. During the course of this study, it was discovered that it was **only with great difficulty that entrepreneurs were able to locate potential business partners**. This was consequently declared as one of the **main obstacles in establishing new relations**, in particular between the Somali diaspora and parties in their country of heritage.
- ▶ The purpose of this study was therefore to investigate **how the use of ICT could facilitate collaboration between the Somali diaspora and entrepreneurs in Somalia**, in order to establish 'What the main requirements are of an e-service that intends to match Somali diaspora that resides in Sweden, with entrepreneurs in Somalia'.

Example 2: Senegalese diaspora in Italy
Migrant corridors
Migrant IT corridors

ICT Platform to Promote and Support Transnational Diasporas Entrepreneurships:

Case of Senegalese Diaspora in Italy

Ayad Babaa

Shasthri Ellegedara

Supervisor Henrik Hansson

Figure 1: The interactions between Senegalese individuals, Senegalese and non-Senegalese organizations in Italy.

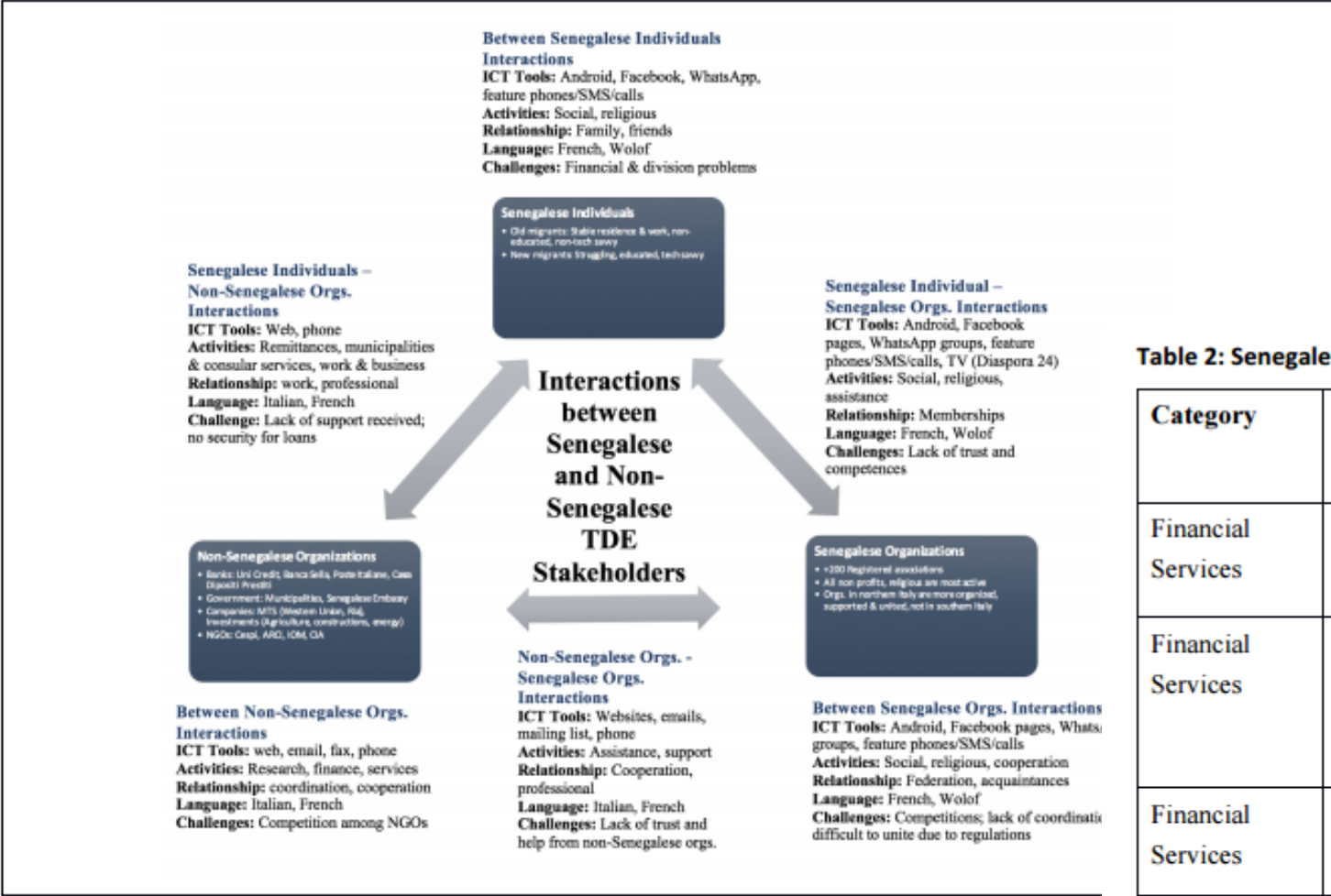


Table 2: Senegalese TDE platform front-end process with stakeholders for each service.

Category	Service	Service Owner	Requested (From)	Beneficiary (To)	Front-End
Financial Services	Remittances	Bank	Senegalese (Italy)	Senegalese (Senegal)	WhatsApp; SMS
Financial Services	Loans	Bank	Senegalese (Italy/Senegal)	Senegalese (Italy/Senegal)	WhatsApp; SMS
Financial Services	Microcredits	Bank	Senegalese (Italy/Senegal)	Senegalese (Italy/Senegal)	WhatsApp; SMS
Financial Services	Insurances	Bank; Insurance Company	Senegalese (Italy)	Senegalese (Italy)	WhatsApp; SMS
Financial Services	Crowdfunding	Bank/User	Senegalese (Italy/Senegal)	Senegalese (Italy/Senegal)	WhatsApp; SMS; Facebook

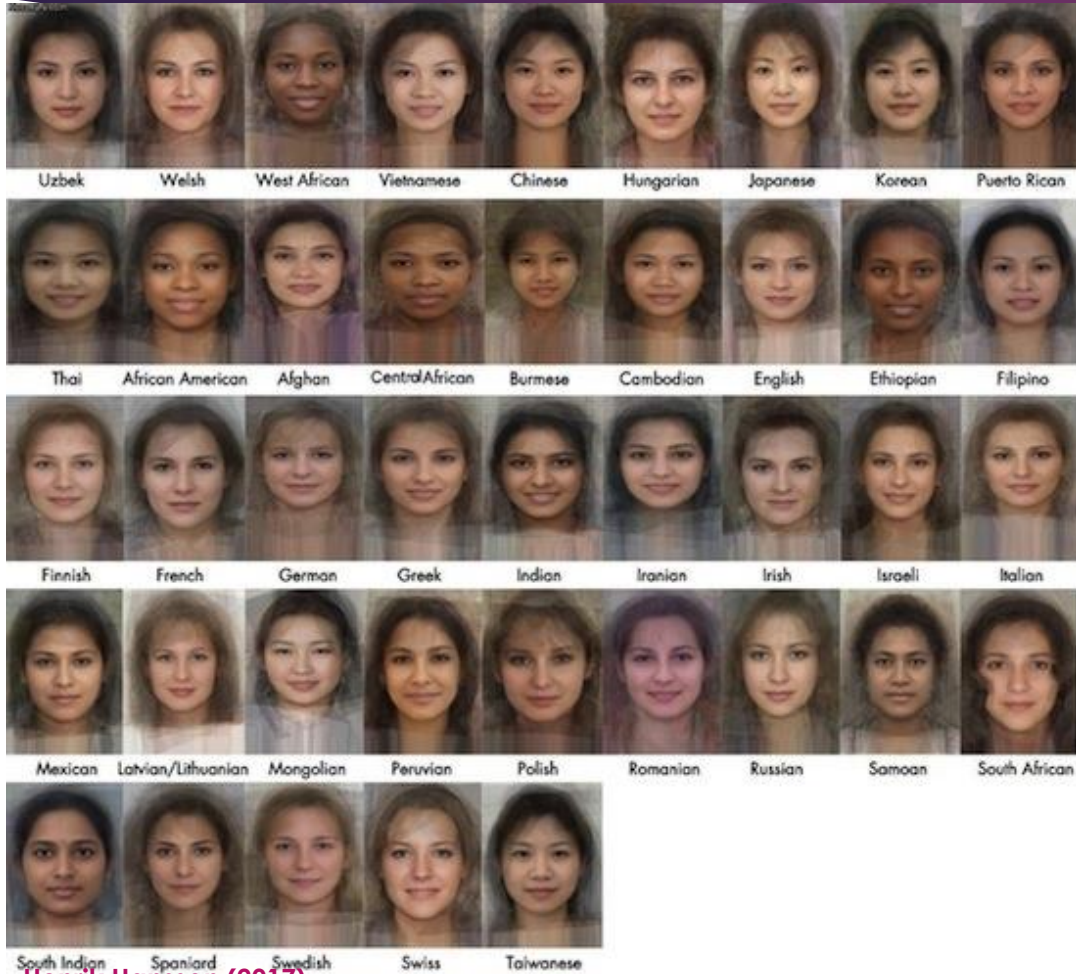
Example 3: Connect Swedes with immigrants Concept

Language barriers

- ▶ <http://www.adweek.com/adfreak/perfect-match-brazilian-kids-learn-english-video-chatting-lonely-elderly-americans-157523>



Donate 10 minutes speech time with a new arrival?



Example 4: Connect Swedes with immigrants
Needs analysis study

Digital Mentors

**Integration in Sweden for new arrivals and refugees
with the assistance of a digital communication tool**

Hadia Qazi & Ida Sundqvist, Bachelor thesis 2017

Supervisor Henrik Hansson, dep of computer and systems
sciences, Stockholm University



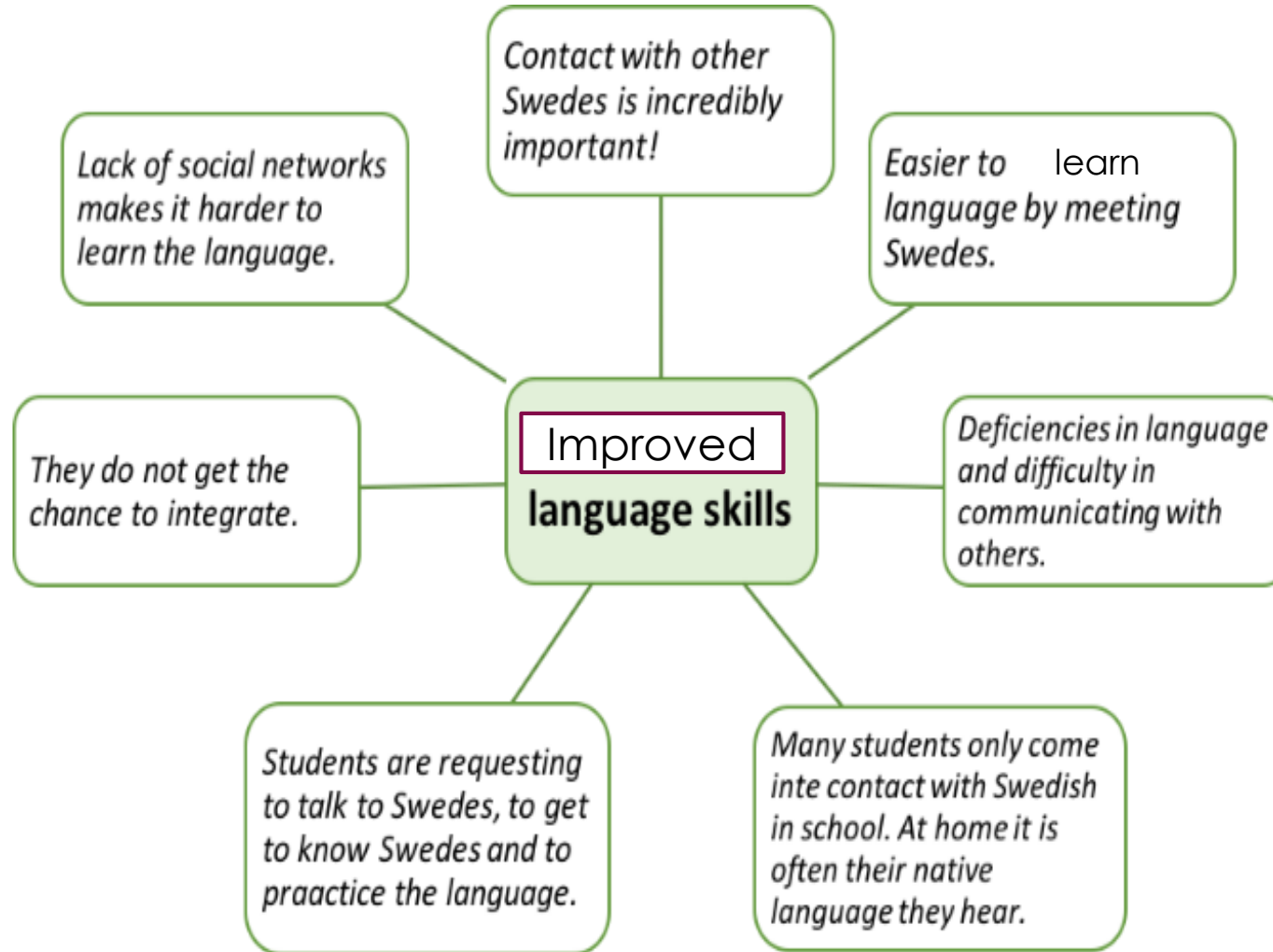


Figure. Video tool and improved languages skills (Qazi & Sundqvist, 2017).

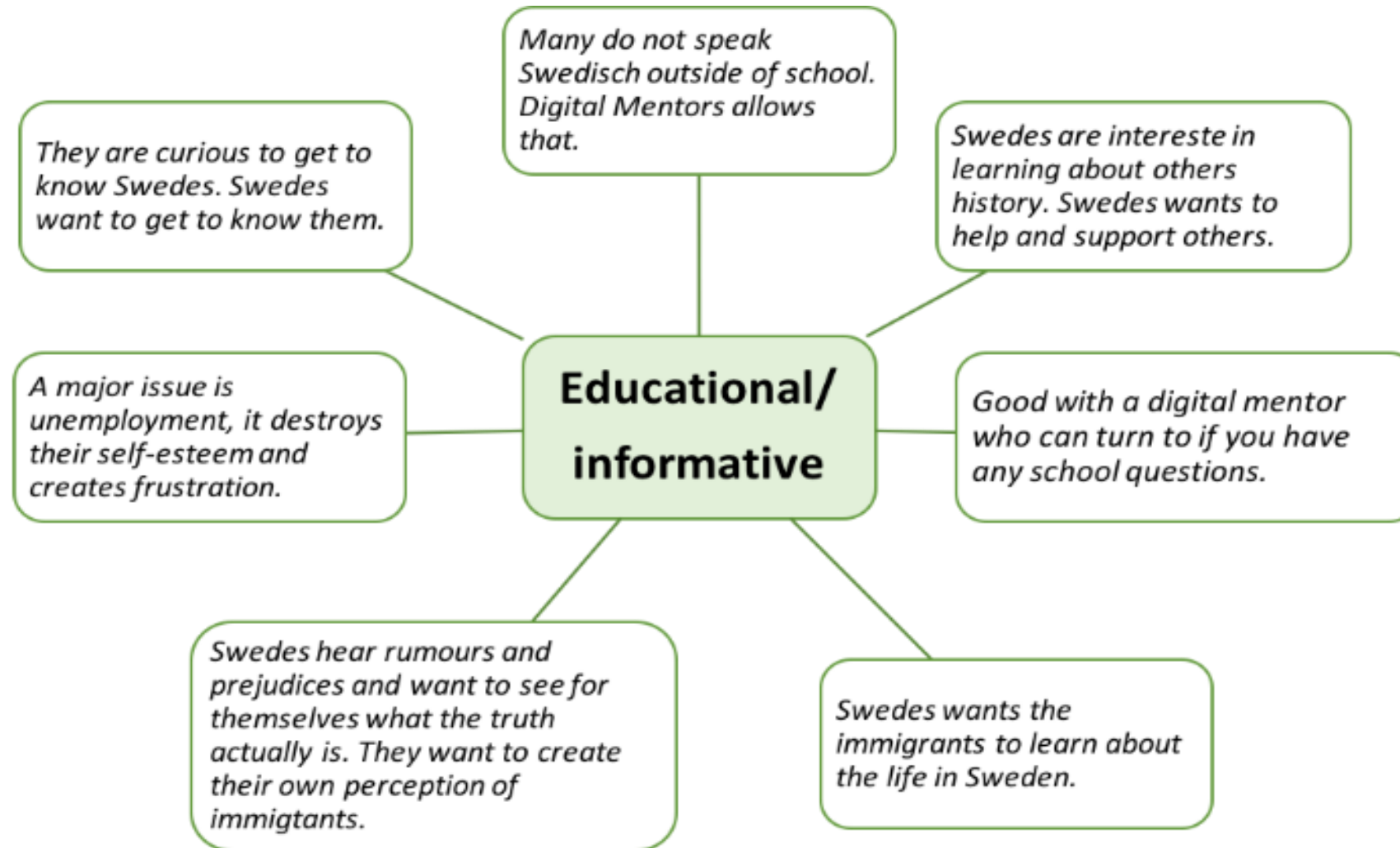
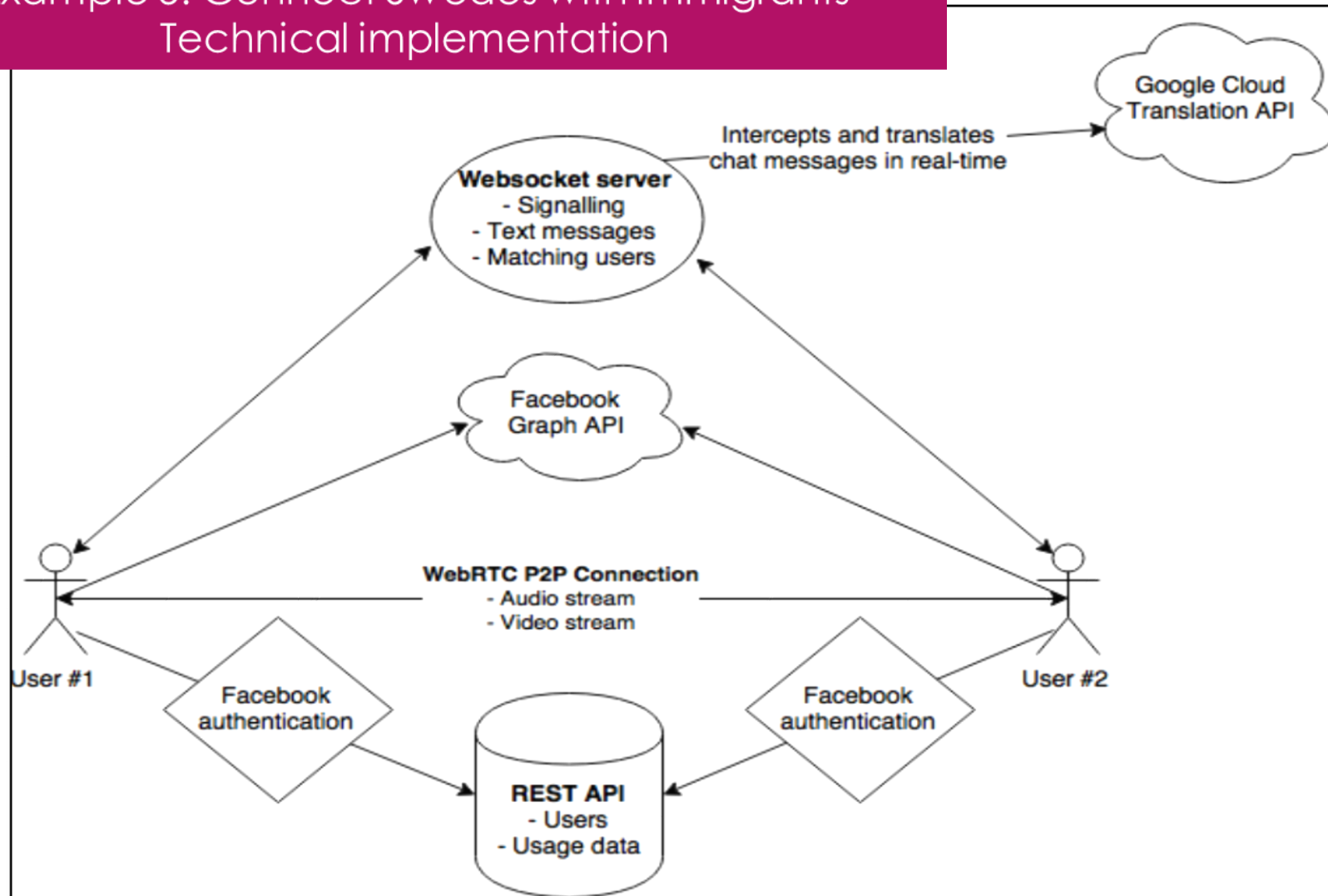


Figure. Video tool and educational aspects (Qazi & Sundqvist, 2017)

Example 5: Connect Swedes with immigrants

Technical implementation



More info
Session A1, 14/6 at 11.30--
Henrik Hansson
Albert Jungselius
William Boman

Figure. System design by William Boman and Albert Jungselius



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Välkommen, مرحبا, Welcome, 欢迎你来, Karibu, خوش آمدید یا

Snacka Svenska is a project that aims to connect people that are established in the Swedish society with people that are less established.

➔ [Snacka!](#)

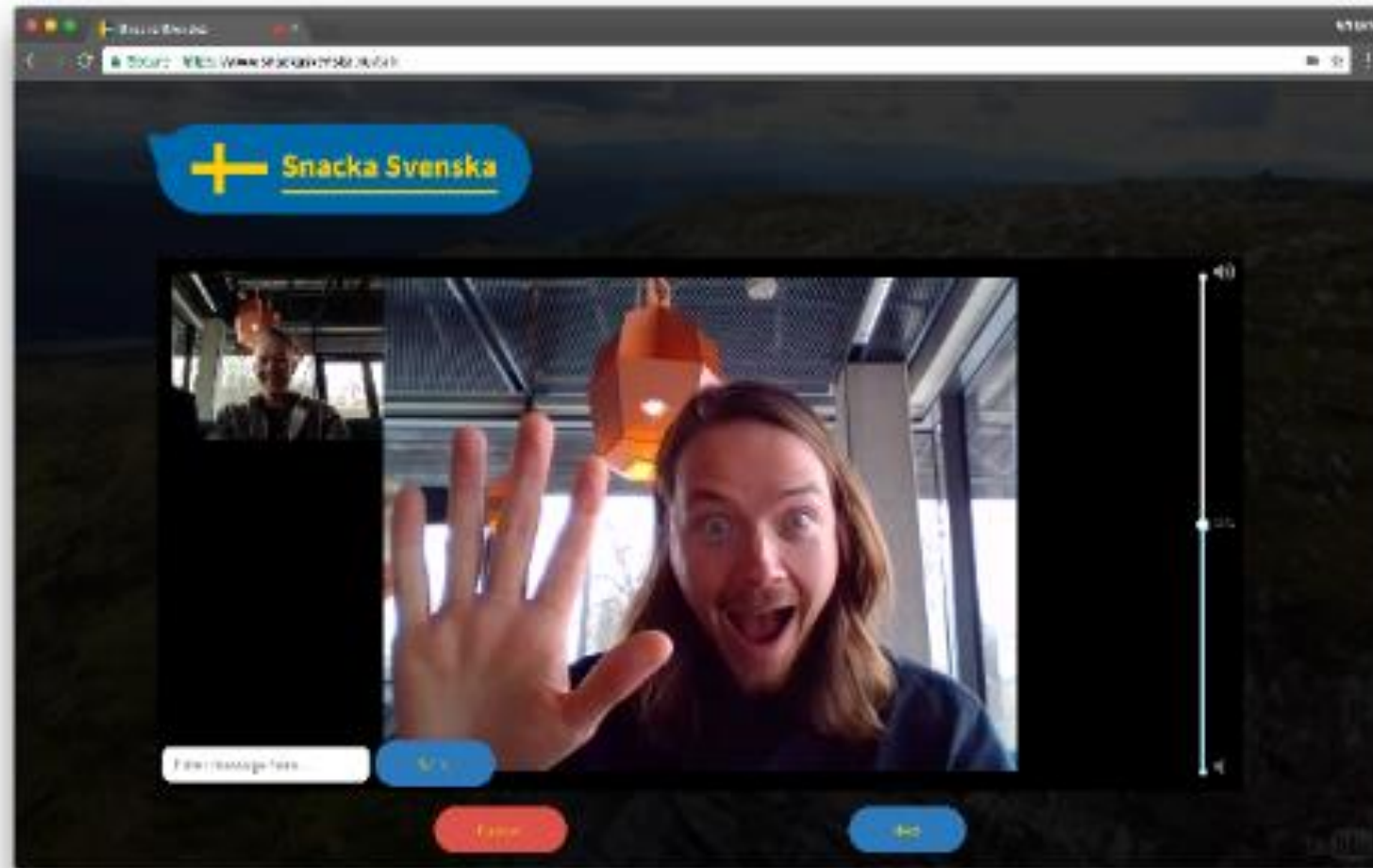


Figure. Matched with speaking partner



Figure. Language translation chat: from speaker's mother tongue to speaking partner's mother tongue.

The video chat use:

1. Safe and secure log in
2. Filter-search mechanisms (such as females can search and be matched only with female speakers etc)
3. A lingo point system (more speaking time = more points; new Swedes can show how much time they spoken to Swedes and Swedes can show how much they contributed)
4. A topic box of random speaking themes
5. A text chat with auto translation from speakers mother tongue to speaking partners mother tongue and more features

The system is being tested with new arrivals/new Swedes – Swedes in Gotland and cross regionally in Sweden. A demo will be given and results presented at the conference.

Example 6: Connect Swedes with immigrants
Face to face meetings - concept



Join Me!

Flexible, Informal, Fast, Simple

Background - Connecting Cultures

▶ Over 1 million of the Swedish population are born abroad

▶ Over 100 000 immigrants in the Stockholm region
diverse origins (Finland, Irak, Poland, Denmark, Somalia, ...)

▶ Many of those who arrive lack connections and knowledge of the society

▶ Many of the locals are interested in other cultures

▶ **KOMPISPROJEKTET – RED CROSS**

▶ Connecting locals with newly arrived immigrants in Stockholm



[Start](#) • [Stockholm](#) • [Stockholm City](#) • [Vårt arbete](#) • [Flyktkompisprojektet](#)

Bli Flyktkompis



Challenges

- ▶ Current process is time-consuming and not scalable
 - ▶ in person interviews with participants
 - ▶ manual work
 - ▶ matches (only) 500 people / year
- ▶ Lack of flexibility
- ▶ Varying degree of ICT skills of the users
- ▶ Difficult to reach out to participants
- ▶ Sustainability

Concept

- ▶ **JOIN ME!** : Online platform for automated matchmaking
 - ▶ connect locals with newly-arrived immigrants in Sweden based on their interests (**keywords**)
 - ▶ **Activity bank**: possibility to create social activities that others can join (dinners, museum visits, sports,...)
 - ▶ facilitating access for those who are less familiar with ICT through meetings **in person** with volunteers
- ▶ The system builds on the current KOMPISPROJEKTET

Attracting the target groups

▶ **Immigrants:**

- ▶ Ambassadors helping onsite at libraries and community centres in different neighbourhoods
- ▶ Schools
- ▶ Red cross
 - ▶ Immigration office
 - ▶ Presentations for the main recruiters of immigrants in Sweden (Ericsson, KI,...)
 - ▶ Advertisements (Metro...)
 - ▶ Immigrant organizations

▶ **Locals:**

- ▶ Universities and language schools
- ▶ Community centres and international friendship organizations
- ▶ Elderly people living alone (Hemtjänst)

Engaging participants

▶ **Incentivizing common activities**

- ▶ Partnerships with companies to offer discounts for activities (e.g. F & S, cinemas...)
 - ▶ especially 'typically Swedish' activities
- ▶ Vouchers divided in two parts (local / foreigner) only valid if presented together

Revenue streams

- ▶ **Freemium model:** basic free membership, fee for extra features
- ▶ Targeted Ads based on users' interests
 - ▶ products/services from local companies that want to reach potential foreign customers
 - ▶ products from **foreign companies** that want to reach local customers
- ▶ **Advertisement** from **local activity providers** (museums, pubs, clubs...) promoting activities



Kompisprojektet: Join Me!

Matching people and social activities - newly arrived and long-time Stockholmers - let's connect our cultures!

Sign up to be matched! You will be contacted to share activities or join others!



Benefits

- ▶ Easily **scalable**
- ▶ **Easy to monitor** participation in activities and satisfaction with the relationships
- ▶ **Sustainable**
- ▶ **Flexible, fast** and **simple** (integrated with Facebook, LinkedIn, ... to reuse existing information on interests and profiles)
- ▶ Activities easy to **integrate in daily life**
 - ▶ recurrent activities
 - ▶ announce and participate with short notice
 - ▶ including real-time geolocation to facilitate drop-in



Scaling up

Ideabank.global

More info
Thursday 15/6,
16.15--
Demo session F4
Thashmee
Karunaratne

Ideas for research and development projects at universities around the world

Send your idea and connect with students and researchers

WHAT IS GLOBAL IDEA BANK

The Global Idea Bank is an entry point for big and small ideas to be investigated by universities. Ideas can be provided by private individuals, businesses, government agencies, NGO:s or any other organization; regional, national or international. The Global Idea Bank is connected to university students and researchers using SciPro in Europe, Asia, Africa and Latin America.

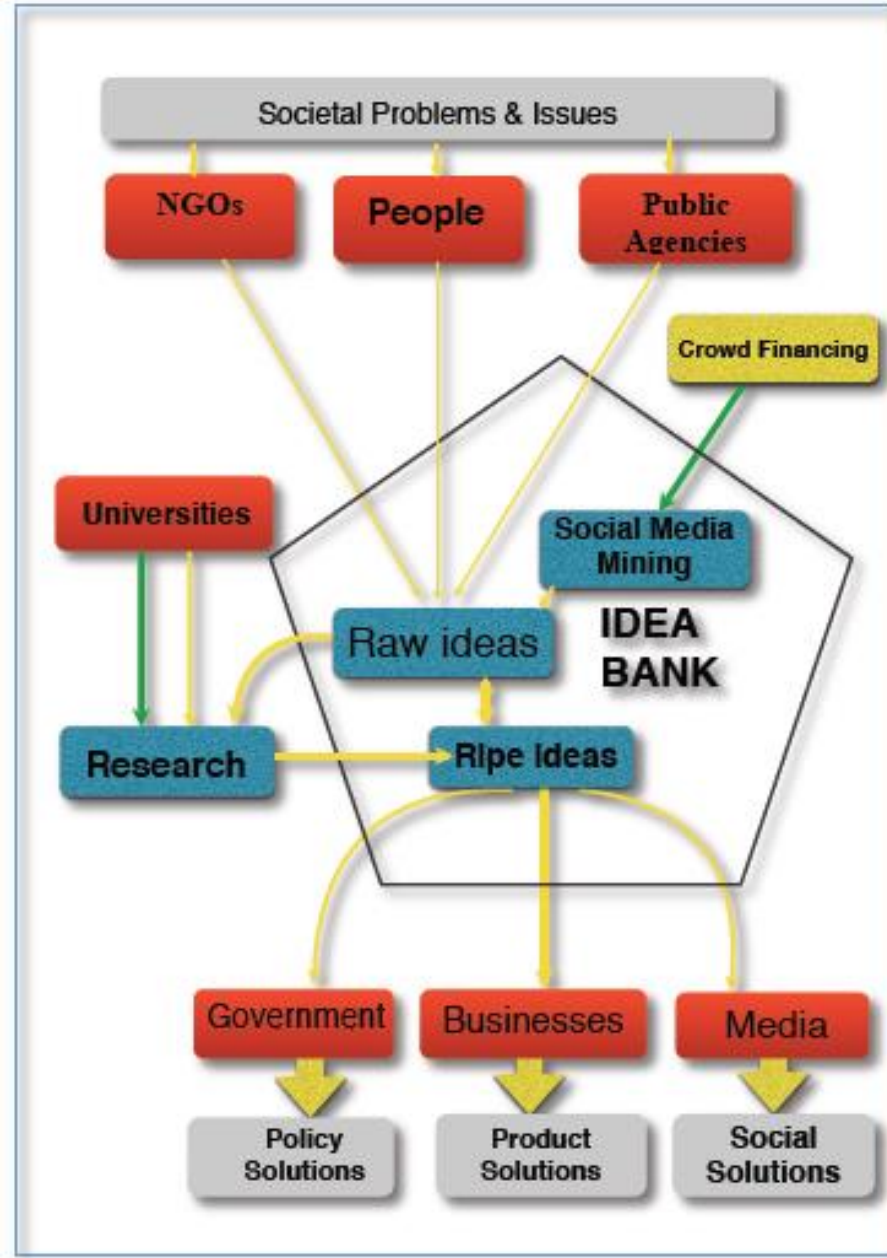
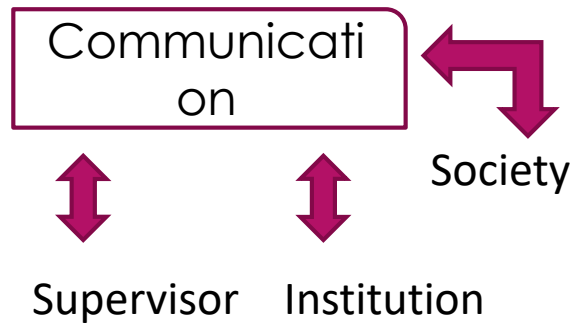
On average 3000-6000 students per university are looking for meaningful topics to investigate within the framework of a bachelor (10 week full time) or master thesis (20 week full time). Also PhD students (4 years study) search for relevant research areas and professors who want to investigate current societal problems. The Idea Bank is a tool which can be of important local and global



SEND IDEAS

Bring/attract funding to univers





University – Open up to grassroots

Crowd science

Citizen science

= scientific research conducted, in whole or in part, by amateur or nonprofessional scientists.

= the systematic collection and analysis of data; development of technology; testing of natural phenomena; and the dissemination of these activities



Trust and quality

- ▶ Users get **recommendations** and **ratings** from other users or volunteers who interview them in person / Skype
- ▶ Users are asked periodically about their **satisfaction** and the **quality** of the friendships they have built
- ▶ **Moderation** of system use

Uniqueness

- ▶ Only service meant **specifically** to match locals with non-locals in Sweden
- ▶ **Accessible to everyone** disregarding level of education or socioeconomic background