

**Innovate Like a Swede**  
**– for a sustainable development in Vietnam**

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**Format:** An innovation contest for university students.

**Purpose:**

1. To promote Swedish innovation capacity and Swedish companies as leaders in innovation, both in products and in production, as well as champions of sustainable development.
2. To raise awareness about Sweden in general among young Vietnamese and attract them to consider studying in Sweden and working for Swedish companies.
3. To raise awareness about the Sustainable Development Goals.

**Duration:** From 9 September to 6 November 2019.

**Organizers:** The Embassy, Swedish companies and Uppsala university with support from MoET/MoST/MoNRE and Vietnam Youth Union

**Background:** Sweden is an innovation leader on its own merits. Our country invests heavily in research, encourages critical thinking from an early age and is open to international influences. Sweden has a long tradition of creative and tenacious scientists, business leaders and entrepreneurs who are keen to change the world. Today's innovators stand on the shoulders of giants. Entrepreneurs and innovators such as Alfred Nobel, Lars Magnus Ericsson and Gustaf Dahlén paved the way for the many powerful international companies that have been crucial both to Sweden's economic development and to the Swedes' self-belief. Similarly, some of today's innovators, such as Niklas Zennström (Skype), Petra Wadström (Solvatten) and Daniel Ek (Spotify), are prime role models for the next generation, both in terms of innovation and global responsibility.

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One of the Swedish government's key priorities and one of the major tasks for the world as a whole today is to fulfil the Sustainable Development Goals (SDG's) by carrying out the so called 2030 Agenda for Sustainable Development, agreed by all the member states of the United Nations. The Global Goals and the 2030 Agenda seek to end poverty and hunger, realize the human rights of all, achieve gender equality and the empowerment of all women and girls, and ensure the lasting protection of the planet and its natural resources. The SDG's are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

In order to achieve the Sustainable Development Goals, innovation is a key asset. Sweden's strong tradition in this field, in both academia and industry, along with our commitment to the 2030 Agenda, gives us a strong position in this regard. We can use that to also help others, to lead by example.

For the last three years, the embassy together with Swedish companies, with the support from Ministry of Natural Resources and Environment (MoNRE), Ministry of Science and Technology (MoST) as well as Ministry of Education and Training (MoET) has organized a competition for Vietnamese University students. The contest is called "Innovate like a Swede" (the first year it went by the name "Smart Water Innovation Contest"). It is a nation-wide competition in response to sustainability related challenges that Vietnam is facing today and in the future. The aim is to inspire young, local students in higher education to take on sustainable development and climate change issues and come up with innovate solutions for these challenges. The competition has gotten nation-wide recognition. The winners are awarded a visit to Sweden to meet with leading universities including Uppsala University and the head-quarters of several Swedish sponsoring companies in Stockholm. The runner up teams are awarded internship opportunities at Swedish companies operating in Vietnam. Sponsorship was gained from a number of Swedish companies present in Vietnam (please see [www.swedenabroad.com/hanoi](http://www.swedenabroad.com/hanoi) for more information).

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**Contents:** Building on previous success, the Embassy is arranging the annual “Innovate like a Swede”. The contest is a yearly, re-occurring event, each year focusing on a new SDG.

The focus SDG for our contest in 2019 will be goal no 9: *Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation* ([sustainabledevelopment.un.org/SDG9](https://sustainabledevelopment.un.org/SDG9))

The contest will be launched on 9 September with a press conference, followed by a roadshow starting from 30 September to 4 October among universities in Ho Chi Minh City, Hue and Ha Noi. Participants will form teams of two and then work on their proposals until the deadline for submission, 17.00 on 6 November. The jury, consisting of representatives from participating companies and Uppsala University and the embassy, will focus on whether the entries are innovative, creative, feasible, sustainable and commercially viable, as well as what kind of lasting impact they are likely to have.

Annex 1 and 2 set out the template for proposals and judging criteria respectively.

**Prizes:** The winning team (2 members) will be offered a trip to visit sponsoring companies’ head quarter in Sweden as well as a visit to Uppsala University.

The winning team and the runner-up teams will be awarded internships with sponsoring companies. Mentoring support will be provided to these teams by Youth Startup Center from Vietnam Youth Union. The Youth Startup Centre will connect these teams and their proposals to the investors for possible funding if commercially viable.

The winners will be presented, and prizes awarded, during celebration of Swedish innovation capacity on 19<sup>th</sup> November, fashioned around the Nobel dinner in Stockholm.

**Important timeline:**

- 9 September: Launching the contest with a press conference
- 30 September to 4 October: Launching the contest at universities in Hanoi, Hue and Ho Chi Minh City
- Deadline for proposal submission: before 17.00 on 6 November
- 11 November: Proposals will be assessed by the Jury
- 18 November: Winning proposals will be announced
- 19 November: Winning team will be invited to the "In the spirit of Nobel"-dinner
- Spring 2020: The winning team will visit Sweden

**Submission and more information:**

Send your contribution to:

[Embassyofswedeninhanoi@gmail.com](mailto:Embassyofswedeninhanoi@gmail.com)

Before 5 pm, 6 November 2019

If you need more information, please contact us on the e-mail above.