

NärLjus presents:



 Ideum Clara Vallis



LARS FORSLÖF

Newly married return resident to the Ljusdal area. Father to Nora, to be father of two in January 2003. Likes to 'get right in there' with projects of all types. Is not too worried if the raw material for a project can be incorporated into other relaxation projects such as hunting, fishing or gardening.

Invitation into the future

We welcome you to participate in the development of the information and knowledge society. A special welcome to students, entrepreneurs and all others with focus on the future. My aim is to give you the incentive to, together with us in Ljusdal, take advantage of the opportunities that are being offered.

The writer moved, after almost 10 years in Borlänge, back to the Ljusdal area to become project leader for Idéum Clara Vallis. I would have to say that moving away was the best thing I could have done for Ljusdal. It meant that I could bring new experiences and ideas back with me from "outside".

During my time in Borlänge I studied at university, completed an assignment in Tanzania and worked with technology at the Swedish National Rail Administration. I ran my own business within multimedia and established the IT company Enator in Borlänge. I have long term experience within commercial business where research and development are important areas.

I don't see myself as an academic or even as a sole proprietor and I am not the right profile for employment within the public sector. I am an entrepreneur who has a little of everything and through this can recognise the needs and working methods of different parties. The position I hold in Ljusdal is somewhere on the borderline between the business world, the public sector and university. Jargon is often found in the branch, we use such terms as 'intermediary' role, "triple helix", 'clusters' and "'innovation"

systems. What all these terms actually mean is the need to unite complementary resources with different organisations.

- The competitive advantage that we need to exploit is that our modest sized district means we are adaptable and flexible. We must be controversial with a vision for a favourable, long-term and stable development for the future. We must not let ourselves be hemmed in by our own limitations. We cannot just focus on our own development through growth agreements and base our survival on rural grants and low wages. Regional grants are of course very valuable, but can lead to a narrow way of looking at opportunities and competitive advantage

The fantastic entrepreneurial spirit in Ljusdal and the possibility for skills development means that we must actively seek working relations with national organisations such as Nutek, Vinnova and Teknikbrostiftelsen, to give some examples. Idéum Clara Vallis has during it's first year succeeded in creating a number of examples of such working relations, which politicians and business managers alike approve highly of. We have succeeded with the help of financing from the council, the County Administrative Board and the EU.

And now on to the next stage! Together with you we will find new development opportunities and create new exciting projects.



Lars Forsslöf, Project leader
Ljusdal, September 2002





JONNY ENGSTRÖM

Proud father of three fine boys. Resides in idyllic Järvsö but has seen a great deal of the world. He has previously served as a UN soldier in Cyprus. Music and the outdoors are two of Jonny's great passions. His guitar and lone wilderness tramps are his energy sources.

A promising growth environment

Ideum Clara Vallis contributes to the creation of the growth environment so evident in Ljusdal by, among other projects, having built up a meeting forum for small businesses to network completely within their own premises. Companies find opportunities to work together and expand their businesses in a natural way by the influences and competence that flows daily through the educational courses and development projects run on the same premises.

ICV has also contributed to the development of new university courses, that the staff at Utvecklingscentrum and ICV now run together with Högskolan in Gävle (Gävle University). ICV also helps in finding new projects and assignments for university students to carry out with the local Ljusdal business world. The increasing co-operation between companies, students and organisations receives our highest praise.

ICV is one of the most important growth promoting factors that have been created in Ljusdal and will continue to generate new development projects, companies, new products, solutions and services. ICV also increases interest in education, both at college and university level – with education being a well-known driving force for growth and development!

Jonny Engström

Jonny Engström

Manager, Utvecklingscentrum Ljusdal





Flowering linen. Linen cultivation created, from the Viking era through to the beginning of the 20th century, growth and prosperity in Hälsingland.



KERSTIN HASSNER

Culture brought Kerstin to Ljusdal as Library and Cultural Director twenty years ago. She put Ljusdal on the "cultural map" through the achievement of Cultural County of the Year 1999. Kerstin is also co-ordinator in the international library network UNET. Kerstin is a lover of everything French; food, wine and French culture, but her heart lies in Ljusdal with her family.

A "forum" to meet in

The business, research, education and cultural communities need a "forum" that gives the right environment for innovation, development and growth. I believe that Ideum Clara Vallis has the right profile for this form of creative meeting forum. At Clara Vallis technology can meet education, the business world can meet the cultural world and new ideas meet proven methods and experience.

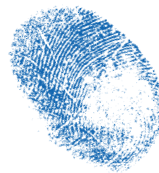
The future is something that we can only speculate about. Our future and our children's future depend only on ourselves and we need to overcome boundaries and barriers to accept others different from ourselves.

Such a "spiritually inspiring" environment is truly creative and inspiring! ICV continues to this and is part of finding the important parts of the development puzzle for the Ljusdal area.

In Ljusdal anything is possible...

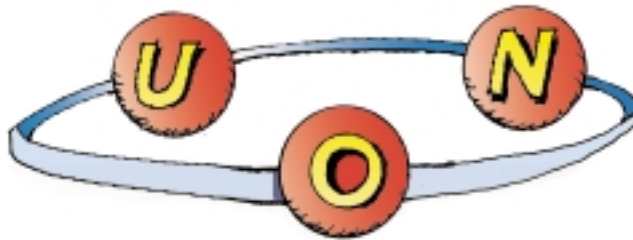
Kerstin Hassner

– Director, Department of Administrative Service, Culture and Libraries
Ljusdals kommun



– Improved working relations between important sectors of the community

Managers in Sweden, and also internationally, stress very strongly the importance of strong working relations between education, the business community and public sector.



ICV continuously generates successful projects between private businesses and the public sector. We arrange smaller scale projects where students, companies and the local authorities work together. We operate also on a larger scale by supporting processes that will attract world leading entrepreneurial projects and research.

We create everything from small business opportunities to networks with companies and training throughout the world.



BIRGITTA ESBJÖRNSSON

Business Manager,
LRF-Konsult NorrHälsingland.
Birgitta has 20 years
experience of management
roles but spends more of her
time today at the family
property Kils, where she is
the third generation of
women at the helm of the
business. Birgitta has her
children, grandchildren and
her partner Bertil at her side.

How I got started

Kils is a farm estate of three buildings in the village of Storhaga in the Ljusdal area. This Hälsingland farm estate has remained within the same family since 1712. From the summer 2002 the farm estate has been open to the public with conference facilities available. On the estate is an exhibition of Kila-Jonas photographic archives, which consists of approximately 9000 photographs.

My idea was to exhibit this material on the internet and when I saw the advertisement from Idéum Clara Vallis to small businesses I applied immediately. A student project was very quickly organised who created a base for the photo archives on the Internet. I continue to receive help from ICV in developing this work further.

Without the possibilities that Ideum Clara Vallis have given me I would not have been able to achieve anywhere near as much on my own.

Birgitta Esbjörnsson
Kilsgården in Hälsningland





The Rowanberry – a romantics symbol for local values. Transferred over to today's society: a symbol for local growth, in symbiosis with the rest of the world.



KRISTOFER BREIG

Originally from Stockholm. Found love in Ljusdal and is here to stay. Passionate about sea kayaking but spends almost all his free time on his house on the banks of the local river Ljusnan.

A vitalising networking environment

I moved to Ljusdal in 1996 through my appointment within transport company DHL. Today I run my own consultancy business, mainly within the area of organisation development and IT. One of my projects is with Ideum Clara Vallis, assisting small businesses with IT-development and witnessed the very important role that ICV has to play. Small businesses can sometimes have a rather low awareness of how important a working IT solution is to a company in its growth, development and profitability. Quite often the problem is lack of resources to be able to achieve what the company knows it needs to do. In these instances ICV can give the company a “kick-start” to get going and create for example – a practical plan for development, through assisting in building a development scheme and finding suitable financial channels.

Another important role for ICV is to create relations between university students in Ljusdal and the business community. The students project work for these companies usually has a vitalising effect and most often leads to further IT development projects. Through networking we see the creation of many business opportunities for the new business housed in our business park. I am myself one stationed in the Business Park alongside university study courses. In the daily meeting of such creative and skilled people many new ideas and development opportunities surface. I’m sure that these creative opportunities would not have arisen if each had their own separate premises.

Kristofer Breig

Master of Science/Consultant, RKB Consulting, Ljusdal



Active project creation!

ICV uses the expression 'prospecting' for our work in creation of projects. We are actively out among different organisation, with the goal of finding prospects. We knock on all doors, investigating and identifying development opportunities.

If you have a project that you wish to run we would be glad to discuss it with you. If you have the drive and ambition we can make it happen!

The result could be a student assignment. We understand the needs of our customers – company or public sector – as well as the universities and ensure that both parties "find" each other. We have created interest from students over the whole of Sweden to carry out their assignments in Ljusdal, which is good news for you!

As well as the student assignments we try to find different forms of co-operation between different companies and set up larger projects. We know which grants are available and help to find the right financing for development.



LEIF PEGE

Built up Peges company with his brother Nils-Göran during the 80's, from a small partnership to a company group which today employs approximately 200 employees. Leif's great hobby is music and he likes nothing more than getting out his guitar in the company of good friends.

Competence and resources

Peges has, for a number of years, manufactured the Swedish National Post's mailboxes. In our discussions with our customer we have met with the question of how and if it would be possible to centrally control that mailboxes have been emptied?

We believed that this could be done with the help of telemetry. ICV has shown itself to have the skills as well as the resources to show how this can be achieved. Furthermore, ICV has assisted us with specifications and queries to our sub-contractor of these prototypes and of, hopefully, our future production series.

My experiences of Ideum Clara Vallis are extremely positive!

Leif Pege

Managing Director, Peges i Ljusdal AB
Ljusdal





Companies, organisations and public sector offices work together in a close-knit network.



INGALILL FAHLSTRÖM

Originates from Loos, now lives in a three-room apartment in Järvsö with her partner. Compulsive participant of adult education courses. Works with the elderly.

A big push forward

In my job as a care-assistant I had the idea that with the computer's help we could simplify the daily administrative duties of both nursing and care assistants. By automating care reports and making the communication easier between departments, a lot of time and effort could be saved in matters such as manning a vacant shift. The computer program for the health care sector is still a relatively a poorly researched area. During the spring I established Järvsö Vårdinformatik (Järvsö Care Information) together with Lars Careliusson, an expert in programming.

We build programs that are adapted to how the actual care unit is built up. Through these programmes we can quickly and effectively carry out many of the time-consuming administrative duties that today must be done by hand.

This summer the company moved to the ICV premises. We have access to the equipment and contact network that is vital for a newly started business. This has given us the push we needed to really get going. ICV has in every way possible helped us to make our way forward in the tough world that awaits all new business.

Ingalill Fahlström

Ingalill Fahlström
Järvsö Vårdinformatik



The workshop with the tools for service companies

ICV offers a fully equipped fixed, low cost work place for our target group – service companies. You will have access to all you require in computers, programs, printers and other equipment to get started without any investments of your own. We look forward to your visit at Kunskapscentrum Furugatan 3, Ljusdal, to show you how it works!



We have devised a rental scheme per workstation as follows:

- Month 1-6: 900 SEK
- Month 7-12: 1400 SEK
- Month 13-18: 1900 SEK

There is also the opportunity to rent office space in one of Ljusdals other attractive office complexes.



TOMAS ZETTERQVIST


Fell for a Färila girl twenty years ago and lives with Marina and their two children Ida and Anton, in Nore, Ljusdal. Tomas works today in the banking industry after many years at DHL. He enjoys all forms of exercise and has qualified as an instructor within Ljusdals Gymnastics Club. Has a tournament victory in Icehockey at the Globe in Stockholm as his greatest sporting achievement.

A valuable asset

The overall focus for an organisation of the type that as Ideum Clara Vallis represents must be able to create opportunities and with this the possibility for realistic development of the community and businesses.

At ICV we have a group who place great importance on growth and the future of Ljusdal. There is an extremely strong driving force to be found in Ljusdal, which unites existing resources and possibilities with new ideas; opportunities and development areas are thereby created in areas such as technology.

One of the cornerstones of the community's infrastructure is education, which is also one of the important focus areas for ICV. It is of great value to this area that work such as that of Ideum Clara Vallis is carried out.



Tomas Zetterqvist

Bankmanager, Föreningssparbanken, Ljusdal





Ideum Clara Vallis'
– strategic thinking and long term planning.



HENRIK HANSSON

Roller-skating family man, interested in everything from woodlice to spaceships. The founder of the geo-gastronomic society whose motto is "You don't have time to travel to all corners of the world but you do have to eat every day. So why not do both and eat your way around the world?" – The cooking club who abandoned the Swedish sausage for sushi, tofu etc. – Life is meant for living (and eating)!

A voice- controlled IT product for the local business community

Call-center businesses in the Ljusdal region are important employees for a large portion of the local population. We find ourselves in the transition period where telemetry and web technology is becoming all the more integrated. This changes working conditions and services – and to a larger extent our communication methods. At ICV' request we have been given the task to study in detail a number of Ljusdal companies, to create the background for a research project within voice-controlled technology.

After a number of study visits we can see that both services and working conditions can be simplified and improved through a more advanced voice based IT technology. The high tempo communication work of a call center company is demanding and the business is highly competitive. Over and above the potential research project is the opportunity for specific development of functions and resources with in companies where regional manpower can be recruited and trained.

We experience Ljusdal as a creative and forward thinking region where Ideum Clara Vallis' role as co-ordinator is very important. We hope that with ideas and technology we can contribute to the further development of the region.

Henrik Hansson, Regarcher and Project leader
in co-operation with Thomas Hutchins, Technology developer
and Patrik Burvall, IT-user specialist.



Research is carried out in many areas and we always welcome more!

In the future constructive business development will demand skilled research methods and it is therefore important that Ljusdal can offer such competence. Even in our first summary report we have found that surprisingly many projects already involve co-operation between companies, organisations and researchers.

ICV works on a "needs specific" in research projects. There are no specific research institutes in Ljusdal, but we monitor companies ongoing research work and promote the research findings.

ICV's goal, is to support research projects where Ljusdal's business community can be an active part and which will lead to more researchers gaining work in the Ljusdal area. Researchers are very welcome to join our "incubator" work place, that gives our "guests" a good, practical support and that gives us in Ljusdal an important addition in the meeting forum for businesses and education.

Please feel free to contact us for more information!!



HELEN NYBERG

Return-resident to Ljusdal.
Restaurateur with passion
for yo-yoing.
Physically and geographi-
cally mobile but definitely
needs her own space.
Enjoys working with
different projects – new
challenges in a steady flow!

Strengthen contacts between graduate classes

Through Ideum Clara Vallis I have worked to create possibilities for an "alumni organisation" for NT graduates. The alumni is to strengthen contacts between "old Ljusdal residents" and to keep these contacts alive through channels such as a web site, meetings and through the distribution of information about Ljusdal (peoples roots often strengthen ties!). If this is successful, the organisation can go on to incorporate all college graduates as well.

Ideum Clara Vallis has an important role to fill in strengthening the links that exist and working on those that should exist, between schools, the public sector and the business world. The better the contact and understanding between us the working relationship will be.

Through Clara Vallis Ljusdal has the chance to strengthen its technical and general skills proficiency which, among many other things, will lead to a better working climate for businesses.

Helén Nyberg

Co-ordinator Pilot Project Alumni



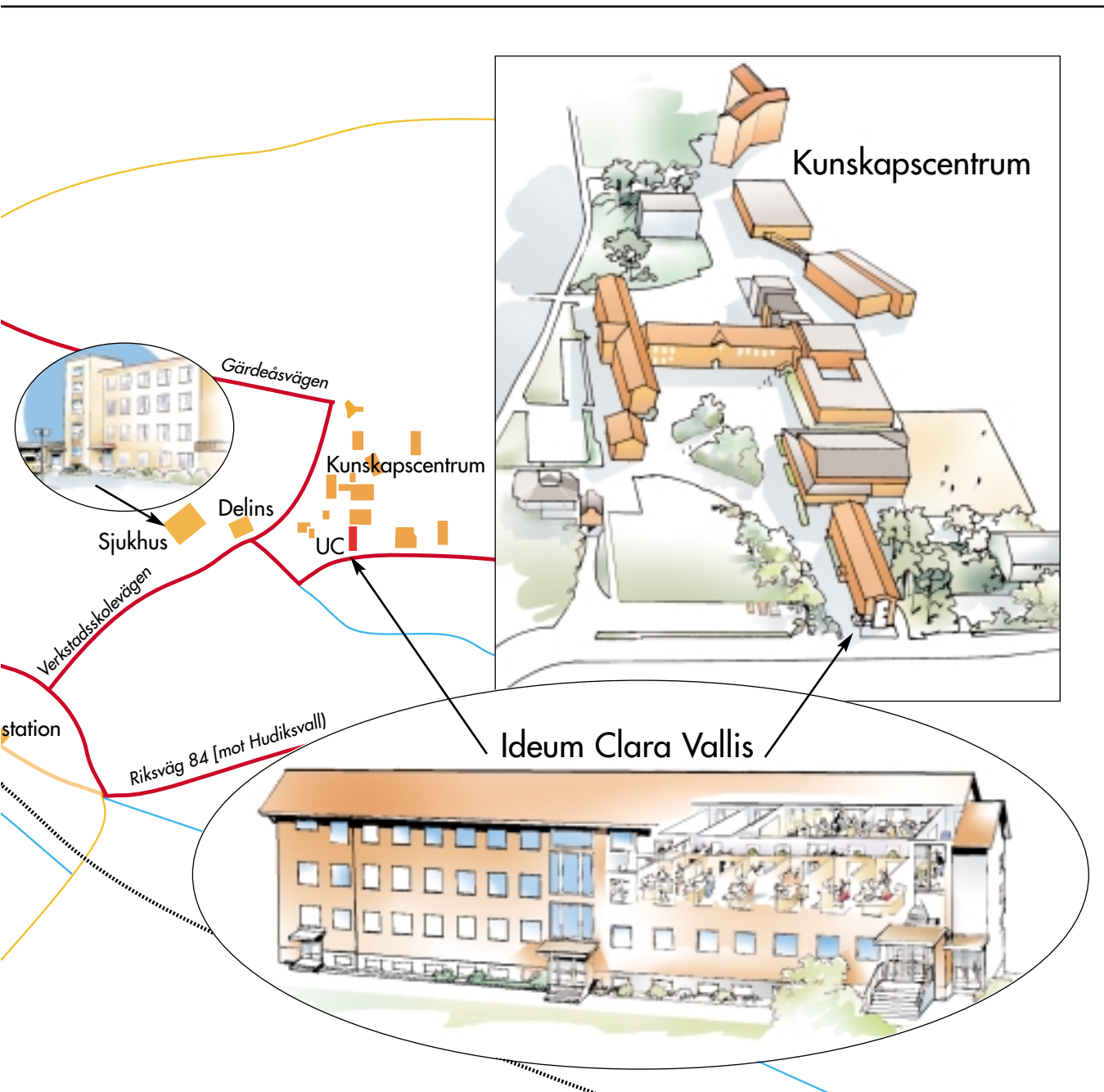
Unique study opportunities – study in Ljusdal!

ICV operates in a small flexible group to identify key areas for specialised training. Requirements are ascertained together with the business community and with our local approach that is both forward thinking and worldwide. The goal is a tailor-made higher education programme and competence development.

We want to create good, marketable university courses based in Ljusdal, together with seminars and specialised training courses. Our main partner will be the university in Gävle but we are also in contact with a number of other universities in our work.

Some examples:

- We have produced a unique 5 point university course in pre-project methodology which gives skills in the work required before a project is launched, how to find a suitable financier and to apply for financing.
- We are creating a specialised training course within advanced database development to meet the needs of local companies working with databases to ensure they have the skilled manpower that they need. We are working in areas where we already have highly developed skills and a strong salesmanship.
- We arrange seminars in co-operation with local company's requests and wishes. At our seminars, which are based out at the local companies, we invite external speakers to lecture within the areas of development, IT and staff welfare.



Ideum Clara Vallis will be run as a project of NärLjus until the spring of 2004. The financiers of the project are Ljusdals Kommun (Ljusdals local authority), Länsstyrelsen (the County Administrative Board), NärLjus, Kunskapscentrum, the EU and private companies in Ljusdal.



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Mål i Södra
Skogslänsregioner