

**STEERING COMMITTEE**

The project's Steering Committee includes representatives from leading operators, technology companies and consulting firms, researchers and relevant government agencies. The project involves work committees, seminars and workshops as well as various online forums.

- Chairman: *Staffan Truvé*, SICS
- Anders Bruse*, TeliaSonera
- Östen Mäkitalo*, KTH
- Peder Ramel*, Tre
- Lars Stugemo*, HiQ
- Marianne Treschow*, PTS
- Ulf Wahlberg*, Ericsson

- From IVA:
- Staffan Eriksson*, Head Project Manager
  - Östen Frånberg*, Project Manager
  - Eva Stättin*, Communications Manager

- With support from:
- Com Hem, Ericsson, HiQ, ISOC-SE, PTS, SICS, TDC, Telenor, TeliaSonera, Tre and VINNOVA.

**THE AMBIENT SWEDEN PROJECT'S** objective is to both secure and advance Sweden's positions with respect to the Internet of the future. Based on the present situation and the latest research findings, the project will set priorities and ensure that the responsible organisations and individuals implement the requisite measures so that Sweden can be a leading Internet nation in 2015.

**THE ROYAL SWEDISH ACADEMY OF ENGINEERING SCIENCES, IVA**, is an independent arena for the exchange of knowledge. The Academy's mission is to promote the engineering and economic sciences and the development of industry for the benefit of society

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[WWW.IVA.SE/AMBIENTSWEDEN](http://WWW.IVA.SE/AMBIENTSWEDEN)

# AMBIENT SWEDEN

**Sweden – a leading Internet nation in 2015**



ROYAL SWEDISH ACADEMY OF ENGINEERING SCIENCES

with support from



AMBIENT SWEDEN

## About Ambient Sweden

Sweden has much to gain from being a leading Internet nation. The Internet is becoming more and more integrated into our everyday lives – both at home and at work, not just in Sweden but everywhere in the world.

To ensure we maintain a leading position, we need to fully understand our strengths and weaknesses in the field.

In the IVA *Internet Foresight* project, we have identified Sweden's strengths and looked at threats and opportunities. We have also defined the concept of a "leading Internet nation," i.e. what is required in terms of infrastructure, usage, knowledge and leadership in order to be a leader in the field.

The project's objective is to both secure and advance Sweden's positions with respect to the Internet of the future. Based on the current situation and the latest research findings, the project will set priorities and ensure that the responsible organisations and individuals implement the requisite measures so that Sweden can be a leading Internet nation in 2015.

There are several areas where, if we work in a strategic way, we can be a leader in the international arena. Success is dependent on cooperation between a number of players. In the *Ambient Sweden* project, researchers from the academic world are working with experts from the user and operator side.

## About the six tracks

The project is being run along six different tracks with clearly defined focus areas: new opportunities for the private and public sectors, common platforms for services and infrastructure, development within schools and in working life, research and innovation, international profiling and, not least, confidence and effective regulations and legislation.

### Track 1: New opportunities for the private & public sectors

Work objectives:

- e-services. A directive issued by the Swedish Government in the form of a government policy to enable users to access the services or information they are seeking.
- Further develop Mobile 2.0 for services adapted for higher speeds.
- IT for sustainability. Monitor and influence technical infrastructure development, making it as energy efficient as possible.

Track leader: *Olle Olsson*, SICS

### Track 2: Common platforms for services and infrastructure

Work objectives:

- Establish a meeting place for service market players in order to achieve interoperability and create joint services.
- Monitor any other standardisation initiatives.
- Promote advanced traffic exchange between operators.

Track leader: *Tove Madsen*, Acreo and *Göran Olofsson*, TeliaSonera

### Track 3: Development within schools and in working life

Work objectives:

- Introduce computer studies and influence school administrators and politicians
- Introduce IT-based teaching and create an environment where it is natural to use computers and the Internet to support education, not only for technical subjects.
- Swedish government agencies should lead the way in promoting a more flexible working life

Track leader: *Bo Boivie*, HiQ

### Track 4: Research, innovation and enterprise

Work objectives:

- Promote Internet innovation and research to position Sweden as a world leader.
- Work with the forces that are focusing on promoting an innovation-friendly climate.

Track leader: *Ulf Wahlberg*, Ericsson och *Staffan Truvé*, SICS

### Track 5: Effective regulations and legislation

Work objectives:

- Draw up proposals for directives for a commission that will work on an information security act.
- Drive an e-ID initiative to create an e-ID solution that can be used outside government institutions.
- Introduce a system for quality labelling of Internet connections.

Track leader: *Katarina Renman-Claesson*, Konstnärernas Riksorganisation and *Helena Andersson*, MSB

### Track 6: International profilation

Work objectives:

- Organise and support a network that coordinates all relevant national activities to more efficient promote Sweden's interests in Internet.

Track leader: *Östen Frånberg*, IVA

