



PRESS RELEASE - 2013-01-17

Bearing Consulting to work on a framework for expanded growth for East Sweden Business Region (ESBR)

Through public procurement Bearing Consulting has secured an exciting project with focus on business development, entrepreneurship, and organisational development for the expanding East Sweden Business Region (ESBR). ESBR is a cooperation between local and regional partners where issues relating to sustainable development of attractive environments for both corporations and inhabitants of the region are addressed.

Bearing Consulting delivers process support to the collaboration project between the East Sweden Region (Östsam), the 13 Municipalities in the region and the Swedish Agency for Economic and Regional Growth (Tillväxtverket). It aligns the "Horizon 2020 - the Framework Programme for Research and Innovation" with the strategies of the region.

Identification of future strategic strengths and growth opportunities for the ESBR are part of the project, as is ensuring the compliance to the new Europe 2020 RIS3 (Smart Specialisation) framework, the national as well as regional innovation strategy, and the regional developmental programme.

Bearing Consulting will support the process of developing the regional leadership into a coordinated work model promoting growth in the East Sweden Business Region.

Peter Larsson, project manager for the East Sweden Business Region:

"The regional leadership needs to be developed by means of clearly identifying responsibilities and mandates within the publicly financed growth supportive system. At the same time, we must learn how to bridge the gaps between the people who use the supportive system, and the support they need to succeed, in order to promote growth for the region. The competence and experience which Bearing Consulting has in these areas, specifically in their methodology for place management and regional development, including their impressive international network, are clearly valuable tools which we, through this cooperation, have been able to add to our plethora of project management tools."

For more information contact:

Lars-Göran Larsson, projektledare,

tel: +46 731-82 83 84

e-mail: lg.larsson@bearing-consulting.com

Contact Bearing Consulting

United Kingdom

11 Pilgrim Street
London EC4V 6RN
United Kingdom
Ph: +44 208 133 3125
Fax: +44 845 280 3818

Sweden

Jakobs Torg 3, 1tr
111 52 Stockholm
Sweden
Ph: +46 84 11 87 10
Fax: +46 85 010 9637

Spain

Ronda Universitat 33, 1-1B
08007 Barcelona
Spain
Ph: +34 93 487 0478
Fax: +34 93 396 1973

Switzerland

Schutzenmattstrasse 53
4051 Basel
Switzerland
Ph: +41 22 575 2023
Fax: +41 22 594 8005

South Africa

Parktown Quarter
Cm 3rd & 7th Ave
Johannesburg 2193
South Africa
Ph: +27 11 447 4630
Fax: +27 86 550 6730