

Annual Report 2020-2021

TOGETHER WE ACHIEVE WHAT WE CANNOT
**HIGH COAST
INTERNATIONAL
HUB™**
ALONE WE CANNOT

How can we create a vision of internationalism that is broader and breaks through silos and sub-optimisation?



Executive summary

High Coast International Hub launched projects

- Website, social media (2,578 visitors)
- Surveys (177 responses)
- High Coast International Club (104 members)

High Coast International Hub projects to be launched

- High Coast International Day (est Q3 2021)
- The Hub, Phase I (est Q3 2021)

Costs

Q1-2= 1,252.75

Q3-Q4= 36,000

Intro

In April 2020, a workshop gathering various competencies and personas—municipality, private sector, individuals, Swedish and internationals—was called convened in the Öviksindustrigrupp offices to address a singular question. How can we, as the High Coast, make internationalism more successful? How can we facilitate internationals bringing their talents to our companies and retain those talents or setting up businesses? How can we create a vision of internationalism that is broader and breaks through silos and sub-optimisation? How can we educate Swedish society of this mission and the benefits of internationalism?

The outcome of those discussions and the work after by a smaller work group of Sam Coleman, Rory Moore, Anna Edblad and Hanna Flemström-Coleman became the project known as The High Coast International Hub. With kind start up funding from Världsklass Örnsköldsvik, the following is the work of this important first year and its impact.

Workshopping and collaborations

Throughout the course of this year, the High Coast International Hub set out to meet with as many stakeholders—municipality and regional, private and politicians—to present the ideas of the initiative, get feedback and build a strong coalition.

Public	Regional	Private sector	Political
Tillväxtavdelingen	RVN	Öviksindustrigrupp	Social Democrats
Kultur & Fritid	HK Dest	Devocy	Center Parti
Digitalisation Unit	High Coast Invest	Processum	
Fleraspråkigt Centrum	Bizmaker	TRR	
Sörliden Valla Samverkansförening	HK Turism	CoreIT	
Världsklass	Broninnovation	Clavister	
	High Coast Dev	DC Consulting	
		YourWill	
		Knightec	
		Rexroth	
		Musikmakarna	
		Arknat	
		ÖA	
		BAE	
		Nyföretagcentrum	

Donations

A number of organisations have kindly donated time, licenses and support.

CoreIT- Two Microsoft teams licenses.

Devocy- 10 hours of design time.

Design by Klang- 10 hours of website design.

Kultur & Fritid- One part time volunteer from the European Solidarity Corp

Organisation Foundation

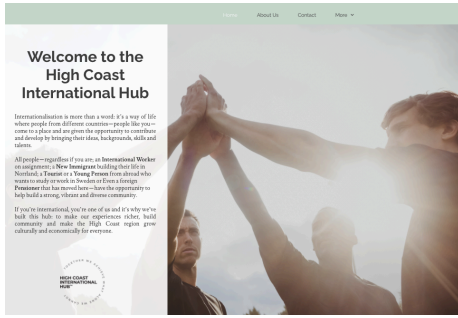
For the first part of the High Coast International Hub, the organisation has been incubated under the Destination Jobb initiative, a cooperation with the kommun and Öviksindustrigrupp. A High Coast International Hub NGO (ideel föreningar) was created in June, with a board of Rory Moore, Sam Coleman, Anna Edblad, Jennie Saporito and Hanna Flemstrom-Coleman with advisors such as Lena Finne-Jansson, Anneli von Wachtenfeldt, Claudia Häggström and others to make the organisation more effective.



Surveys

The project has relied strongly on a bottom up survey to all the international personas (International workers, entrepreneurs, youth, tourists, pensioners, new immigrants) and as such, conducted a successful campaign to solicit responses and gave productive comments and insights. The surveys were in EN, SE with one in DE and the results will form the basis of a report to be created this summer.

Main KPI: 177 responses, 46 comments and suggestions.



Website and social media

A website, www.highcoasthub.com was created that has the full manifesto, membership and other project pages to describe the whole High Coast International Hub experience and objectives. This site is being SEO optimised to provide those looking to find opportunities and community a chance to reach out and contact the High Coast Hub staff. Additionally, social media accounts on Facebook created digital engagement.

Main KPI: 2,578 website visits

High Coast International Club

This special club has successfully recruited internationals to be part of their experience of the High Coast. It conducted one hybrid event (some participants in-person and others engaging on a zoom call) for winter bathing and more live events are planned after COVID-19 restrictions are listed.

Main KPI: 104 members

Future activations 2021



High Coast International Day

The High Coast International Day is being planned for September 4th, COVID-19 permissions willing. As one of the first public events to be executed after the pandemic, the expectation is the turnout will be strong, especially with media sponsors ÖA co-hosting the event.

The Hub

The beta launch, a booth presence in Arken, is now confirmed for August. The phase II of the project, the pop-up structure in the Target, is progressing with sponsors and support coming from different NGOs and private actors (ARKNAT, Musikmakarna, Lättelemt etc).

Financials

Q1-Q2 2021 costs (actual)	Q3-Q4 2021 costs (Expected)	
IT costs (website, email hosting etc)	1152,75	High Coast International Day 30000
Facebook ads	500	The Hub 6000
Total	1252,75	36000

Acknowledgments

Last but not not least, we wanted to say thank you—by name—to all those that helped us in this foundational year with time, support, ideas and inspiration.

Public organisations

Vanja Östman, Frida Knutsson, Johan Eklund, Lena Finne Jansson, Lars Lundgren, Charlotte Westberg, Dennis Thydell, Marlene Jonasson Bolstad, Loredana Gorea, Tillväxtavdelingen; Sune Westberg, Anette Eikelboom Sällström, Kim Nilsson, Monica Wallin, Jan Lindström, Phanarat Sirathip, Loutfie Barakat, Kultur & Fritid; Jens Danielsson, Anneli von Wachenfeldt, Maria Nygren, Sandra Lindförs, Jonas Näslund, Paula Favarin, Martin Wallgren, Patrik Jansson, Kommun; Mats Lindström, Arbetsförmedlingen Örnköldsvik; Helena Elfvendal, High Coast Invest; Olle Lidgren, RVN; Claudia Häggström, Nyföretag Centrum; Hanna Dermes Gibson, Lisa Nilsson, Coompanion; Mikael Englund, Höga Kusten Turism; Mia Karlsson, Cecilia Lideskog, Höga Kusten Destination; Niclas Wästlund, Thomas Larserud, Vuxenutbildningen; Anette Forsberg, CESAM; Per Nylén, Social Democrat leader, Anna-Britta Åkerlind, Center Parti.

Companies

Henrik Olsen, CoreIT; Peder Suderström, Devocy; Fredric Wedin, Verkstallandebyran; Jennie Söderström, Broninnovation; Sandra Bygdén Shameh, Linn Grundberg, Hanna Thelenius, Johan Boman, Örnköldsvik Allehanda; Martin Björklund, ARKNAT; Mari Schäder, Knightec; Karin Johnson, Processum; John Vestberg, Ida LeRuyet, Torbjörn Fahlén, Clavister; Jonas Wikman, BAE; Thomas Eriksson, NYFOSA; Tomas Lind, TRR; Ulla Sjöström, Oscar Sundelin, Musikmakarna; Johan Vestberg, Bizmaker; Joel Baudin High Coast dev; Stina Haglund, YourWill; Anna-Karin Byström, DC Consult; Ann Klang, Cognity.

High Coast International Hub ambassadors and board members

Anna Edblad, Öviksindustrigrupp; Rory Moore, Red King Konsult; Hanna Flemström-Coleman, Kultur & Fritid; Jennie Saporito, Saltmagasinet; High Coast International Hub

Ambassadors Joan Epenu; Blair Christianson; Neil Johnson; Tyson Leruyet; Alicja Siarkiewicz; Ewa Sienkiewicz; Mohamed Ali; Hendrik De Rycke; Toufic El Harake; Yosef Mansour. Special thanks to Sandra Yniguez of European Solidarity Corp :)

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