



PRAGUE

Team Sweden in Prague during spring 2017

Dear Friends,

I hope that 2017 has started well and that you are looking forward to an exciting year.

At the introductory breakfast meeting at my Residence last September, we discussed the importance of promoting good corporate governance and social responsibility. We also spoke about sustainable business and the increasing strives towards a circular economy. Paying attention to these issues makes long term business sense and it is also what is expected of Swedish business, operating in Sweden or abroad.

In order to highlight this, and with the ambition to create a dialogue between business, policymakers and academia in Sweden and the Czech Republic, Team Sweden has decided to dedicate much of the promotion work during the spring to these themes. During the first week of April a number of activities will be clustered under the headline *Working for #Agenda 2030*.

Working for #Agenda2030

Agenda 2030 is the global sustainable development agenda which was adopted by all UN members in New York 2015. The 17 goals set out in the agenda acknowledge the interdependence between States but also between various actors within each State. Sustainable production and consumption as well as sustainable industry, infrastructure and innovation are part of the goals of Agenda 2030.

Team Sweden's strategy is to cluster many events within a short period (10 days) in order to get greater visibility and create a stronger impact. The events are reinforcing each other. (Events on the same themes have however already taken place and are also planned for later in the year.)

5 March 2017

The April program

In order to reach out and engage young people and families, the Embassy will open its garden on **Saturday 1 April** and welcome people to take part in circular economy in its most basic form; a yard sale and a work shop reusing old materials to make new things. There will also be music, the traditional Swedish fika and a “Fish pond” for children, creating a space for meetings and discussions on what we can do together for a more sustainable lifestyle.

On **April 3** we officially inaugurate our efforts with a seminar on Agenda 2030 and circular economy with representatives from our government authorities, companies and NGOs. Innovative, sustainable fashion and design will also be on display.

On **April 5** we are co-arranging a seminar on waste management with the Czech Ministry for Environment, following up on previous activities in this field and involving both city planners and companies.

On **April 7** we are arranging a seminar on CSR with the participation of the Swedish Ambassador for CSR, Ms. Diana Madunic, her Czech counterpart and Swedish companies on the forefront regarding CSR. The seminar will work both as an exchange of information and a source of inspiration.

In the same week the Nordic Chamber of Commerce is arranging a seminar on management and Nordic leadership also on **April 5** and then on **April 12** they will organize an event with focus on Industry 4.0 and innovation.

A full program will be provided within the coming weeks. Some of the events will be on invitation only, but if you are interested in participating in any of these events, please contact Ms. Amelie Heinsjö (Amelie.Heinsjö@gov.se) for the embassy events and Ms. Lea Turcarova (lea.turcarova@nordicchamber.cz) for events organized by the Chamber.

We remain open to additional ideas and comments from your side.

On behalf of Team Sweden in The Czech Republic,



Viktoria Li
Ambassador