

# Welcome!



## What I am going to talk about

- Some facts about The Municipality of Södertälje
- Driving forces behind our work
- Why do we need to change?
- Questions?

## Some facts about The Municipality of Södertälje

- 90 000 inhabitants
- 47% are either born outside of Sweden themselves or both parents are born outside of Sweden
- 80 different languages
- 40 minutes outside Stockholm – but not a suburb!

## Driving forces behind our work

- **Citizen's Perspective**
- **Working Environment**
- **Creativity**
- **Tolerance**

## Why do we need to change?

1. Demography
2. Change of tasks
3. Demands from employees
4. Globalization





For the EU to maintain its population intact and preserve the welfare net immigration must be 1.6 million per year.

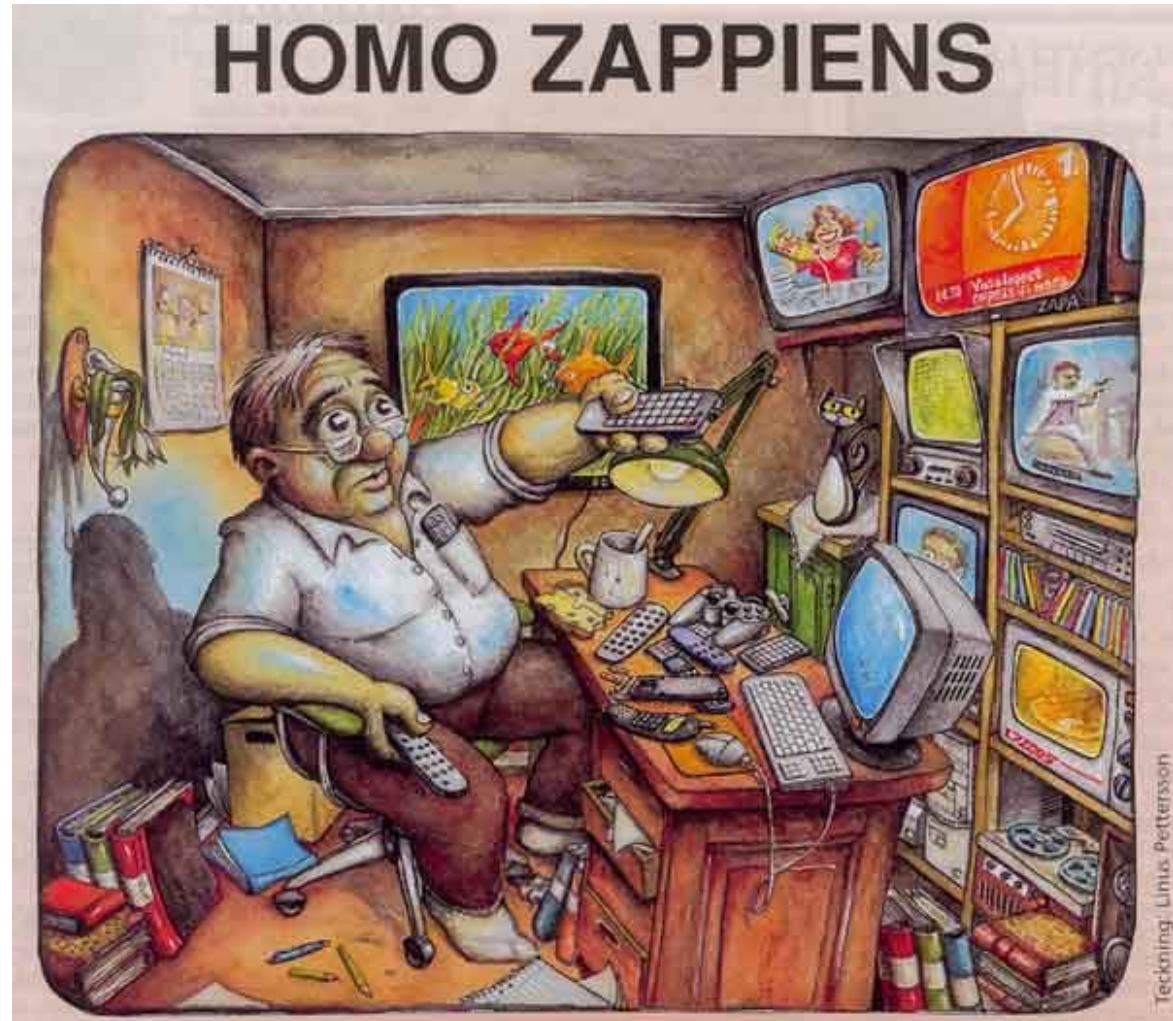


## Change of tasks and globalization

- New technology
- New customer groups
- Global shift work
- .....
- New technology enables working from distant
- Companies either establish in other countries, or move from Sweden.

## Demands from employees

### Homo Zappien Born between 1980



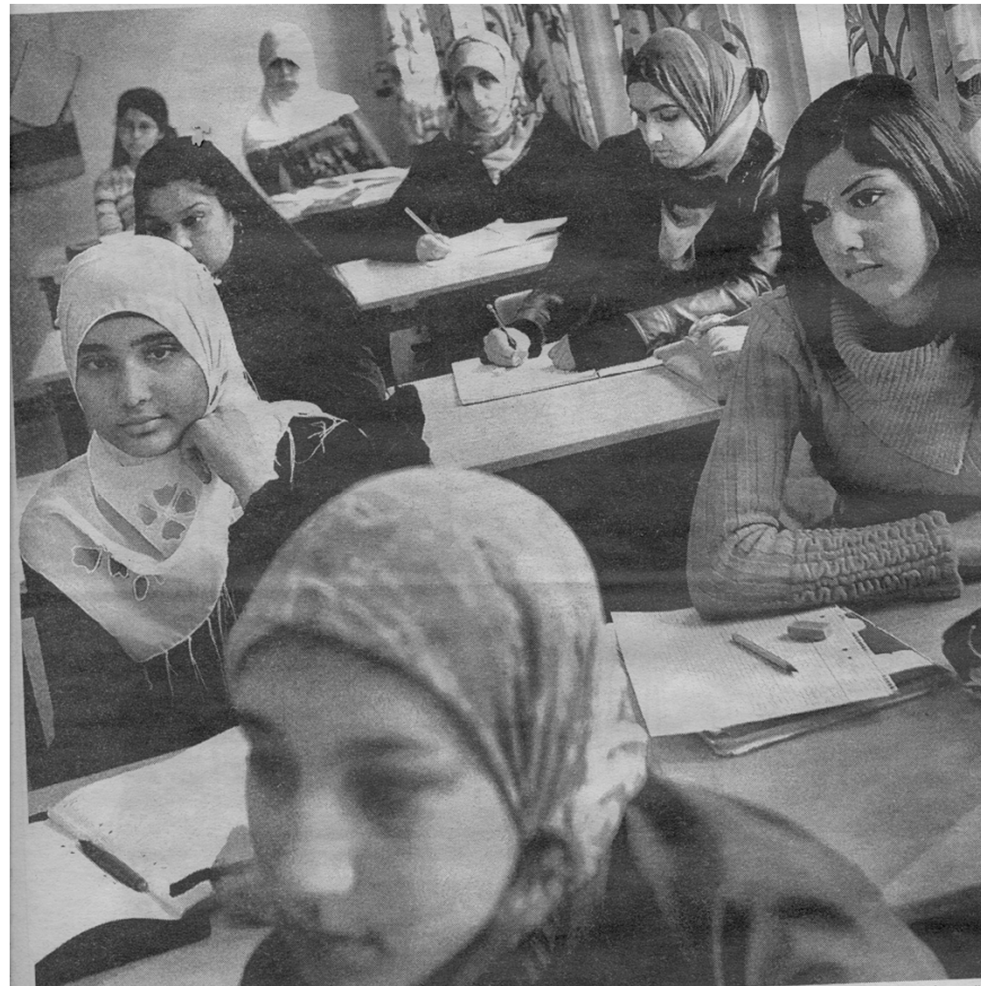
Source: Kairos Future



## **1980-90-talisten - Homo Zappien**

- Relationship Oriented (often grown up in stepfamilies)
- Technology oriented  
Do not believe in authorities
- Not loyal – but security is also important.
- Gender equality is important
- Diversed friends
- 10% were born abroad
- Have traveled extensively

Source: Kairos Future

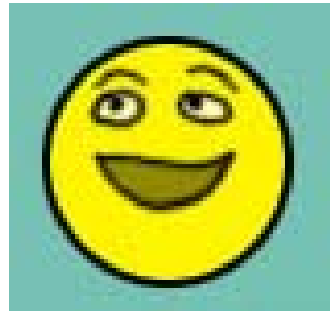


## Customer groups

**If you have a headache**



**Take a pill**



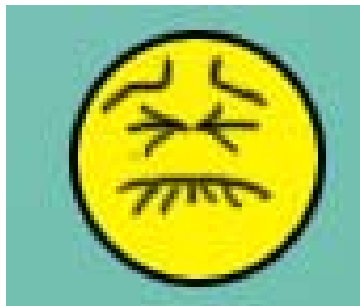
**Relieved and happy**



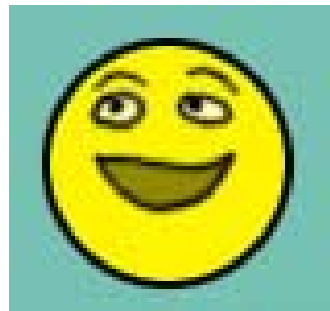
## Customer groups



**Then you will be  
In pain!**



**Take a pill**



**When you are happy**






**Last but not least it is all about  
Human Rights!**

## Mät dina fördomar

**<https://implicit.harvard.edu/implicit/>**

Project Implicit®




**Demonstration**

The demonstration site for the Implicit Association Test. Click this button to learn more about implicit associations and try out some sample tasks. Or, go directly to our featured task: [U.S. Election 2008](#).

**Research**

The research site for Project Implicit. Click this button to participate in on-going research measuring implicit associations for a variety of topics.



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