



Sweden

PR Country Landscape 2013

# Global Alliance for Public Relations and Communication Management

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# Acknowledgments

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## Overview

The public relations industry in Sweden has grown significantly in the past two decades. The country's technology-heavy industries and tech-savvy culture have led Swedish PR agencies to quickly adopt online tools in campaigns for clients. And that has, in turn, enabled Swedish PR practitioners to move ahead of their European competitors in online sophistication.

In fact, Sweden is so interested in social media and building an online community that the country's Twitter feed was lauded in a *New York Times* article.

[http://www.nytimes.com/2012/06/11/world/europe/many-voices-of-sweden-via-twitter.html?\\_r=1](http://www.nytimes.com/2012/06/11/world/europe/many-voices-of-sweden-via-twitter.html?_r=1)

A different citizen, ranging from 16 to 60 years old, manages Sweden's official Twitter handle, @Sweden, each week. The program, called Curators of Sweden, was created to present the country to the rest of the world on Twitter. It shows how Swedish citizens embrace technology and online communities, using them to reach out to all parts of the globe.

However, like many people who practice public relations today, Swedish practitioners struggle to find the best ways to measure the impact of their work. Media placement counts are made more challenging by the small number of publications in Sweden. This means that to get a story for a client or employer into a Swedish media outlet, it must truly be newsworthy. And like their colleagues around the globe, Swedish practitioners also struggle to measure the return on investment (ROI) of their use of social media.

This landscape is a brief overview of Sweden and the country's public relations industry, including how it is influenced by Sweden's government, economy, history and culture.

### Current Public Relations Status

#### Evolution of Public Relations in Sweden

Sweden's public relations industry is relatively young. The tradition of communication in the public sector dates from the 1950s, with a boom in the 1970s. Most of the top PR firms have been established since 1994, but enthusiasm for technology means that Swedish PR practitioners may be ahead of even the most mature markets in their use of blogging and other online channels to reach consumers.

In that same time, the number of consumer PR agencies grew, and larger full-service agencies developed into strategic consultancies. Then a recession hit Sweden in the early 2000s and many small PR firms disappeared from the market while larger and more established agencies were forced to broaden the services they offered. International PR firm networks also started to move into Sweden to assist Nordic companies and organizations in communicating to global audiences.

Source: <http://www.webershandwick.co.uk/outcomes/issue13/article2.html>

### Current Public Relations Status

The Swedish economy is now strong again and the PR market in Sweden again is growing fast, with new niche agencies popping up on a regular basis (healthcare in particular is still dominated by small specialist agencies) and the full-service agencies seeing a boom in business. There is a very positive feeling in the industry, particularly among specialists and those full-service agencies with experience using PR as a tool to support clients' commercial and business goals both at home and internationally. The largest Swedish PR agencies each had a net income last year of 150 million kronor, or around 15 million euro.

The biggest growth areas are consumer goods and technology. Services such as lobbying and investor relations are still in demand, but what clients want most is market-driven PR to help them avoid losing their market positions missing opportunities, or risking their reputations.

The Swedish media landscape also can present challenges because it is relatively small compared to that of other European countries. There are just seven national daily newspapers, 32 lifestyle magazines and three national television channels. Journalists in the region are also known for their very high integrity, and this, combined with the limited number of outlets, can make it hard for PR consultants trying to pitch stories.

Source: <http://www.webershandwick.co.uk/outcomes/issue13/article2.html>

The number of professional and academic journals devoted to or which include public relations is growing, no doubt due to the maturing of the public relations profession in Sweden.

## Professional Associations

### Sveriges Kommunikatörer (Swedish Association of Communication Professionals)

Sveriges Kommunikatörer is an organization for professional communicators who operate in companies, the public sector or other organizations, or as consultants. 12 Press Officers founded SACP in 1950. With 5,000 members, it is the leading organization for professional communicators in Sweden, and the second largest in Europe.

Sveriges Kommunikatörer's goal is to relay the benefits of effective communication in relation to competition, subsequently enhancing communication efforts by professionals and organizations. Sveriges Kommunikatörer also offers support through customized educational and training programs and networking opportunities to increase an exchange of ideas and experiences.

Sveriges Kommunikatörer has several components to enhance members' communication skill sets. In addition to education and networking meetings and seminars, Sveriges Kommunikatörer also participates in industry research and captures trends in the communication field by conducting surveys on how many organizations are investing in and using communications; how much communicators are in demand from a CEO/leadership perspective, and benchmarks from Sveriges Kommunikatörer members.

In 2010 the Global Alliance for Public Relations and Communications Management (GA) launched an initiative it named the Stockholm Accords because the accords were adopted at the GA's World Public Relations Forum held in Stockholm, Sweden.

The Accords, a collection of common professional standards for the global practice of public relations, were drafted by a group of 29 communications professionals representing more than 40 countries

This initiative is becoming a reference framework for all public relations experts and communicators, not just those representing private enterprise but also those in the public sector and with NGOs.

<http://www.sverigeskommunikatorer.se/Om-oss/>

### Public Relations Consultancies in Sweden (PRECIS)

The Association of Public Relations Consultancies in Sweden, known as PRECIS, is an industry association for consultancy firms specializing in providing advice in the public relations sphere with the aim of building, maintaining and protecting their client's relationships with audiences that include both customers and potential customers, internal personnel, owners and markets.

PRECIS aims to represent the interests of its members and the industry by promoting the value of public relations in achieving companies' and organizations' goals and by working to ensure that public relations is used by both member companies and their clients in a professional manner in accordance with industry standards. PRECIS' role also includes providing guidance for clients seeking partners.

Membership of PRECIS indicates, first and foremost, the consultancy's desire and commitment when it comes to development and quality. Member companies undertake to operate in accordance with PRECIS' industry standards.

<http://www.precis.se/standards.htm>

<http://www.precis.se/>

### Distinctive Features of Public Relations in Sweden

Sweden has an open government, which means there is transparency and that citizens have the same expectations of transparency in government administrative documents and in the rule-making process as they do in the private sector. Sweden is the first country in the world to have introduced legislation establishing this right, and it is now part of its Constitution. Public affairs is a particularly well-developed PR specialty. There is no regulation of lobbying, and although the subject of regulation arises from time to time, there is little support for regulations such as those that exist in the European Union or United States of America

Government spending remains critical to the public relations industry's overall health. Government and government authorities in Sweden spend a lot on PR, a trend over the last 10 years.

Even with an open government, Sweden has had PR issues surrounding communication. The FRA law (Försvarets radioanstalt) is a Swedish legislative package that authorizes the state to wiretap

all telephone and Internet traffic that crosses Sweden's borders without a warrant. It was passed by the Parliament of Sweden on June 18, 2008, and took effect on January 1, 2009. The law was introduced as anti-terrorism legislation, and gives the government agency Swedish National Defense Radio Establishment (referred to as FRA in Swedish) the right to conduct intelligence operations to intercept Internet traffic at exchange points at Swedish borders. Some experts argue that it is impossible to differentiate between international traffic and traffic between Swedes, and claim the law oversteps the bounds of what is permissible anti-terrorism activity.

<http://www.prweek.com/uk/news/979004/Focus-On-Sweden/>

<http://unpan1.un.org/intradoc/groups/public/documents/un/unpan000761.pdf>

<http://news.bbc.co.uk/2/hi/europe/7463333.stm>

## Corporate Social Responsibility

Global surveys regularly put Swedish companies among the world's leaders when it comes to corporate social responsibility (CSR) for taking issues such as climate change, equality, human rights and anti-corruption into account in their business activities. An emphasis on monitoring and reporting on CSR is another distinctive feature of Swedish PR.

CSR is growing among corporations of all nationalities, but Swedish companies were among the first to show that competitiveness does not have to come at the expense of compassion. For instance, home furnishings chain IKEA is considered one of the world's best companies when it comes to the way it deals with environmental and labor issues.

Other examples include Swedish fashion retailer H&M. It introduced a code of conduct for CSR issues back in 1997 that apply to all its suppliers and subcontractors in Asia and Europe. It is based on the United Nation's Convention on the Rights of the Child as well as the International Labor Organization's Declaration on Fundamental Principles and Rights at Work. Telecoms giant Ericsson was one of the first companies to support the United Nations Global Compact and has implemented its own code of conduct globally in order to protect human rights, promote freedom of association, ensure responsible management of environmental issues and prevent corruption.

Extensive environmental protection and active measures to improve work environments and investments in "clean tech" are all examples of how laws and regulations can encourage responsible corporate behavior. But many Swedish companies chose to do more than legally required.

By placing CSR requirements on its own enterprises and promoting sustainable initiatives in general, the Swedish government aims to inspire all companies to increase their sustainability efforts. The Swedish government encourages the private sector to follow the Organization for Economic Co-operation and Development (OECD) guidelines for multinational companies, and to apply the 10 principles regarding respect for human rights, employee rights, environmental responsibility and anti-corruption from the UN Global Compact.

Leading by example, Sweden became the first country to have a coordinated government function for corporate responsibility when the Ministry of Foreign Affairs launched its Global Responsibility unit in 2002.

Sweden also was the first country to demand sustainability reports from state-owned enterprises. The reports must comply with guidelines from the Global Reporting Initiative (GRI). The GRI seeks to uphold global standards in sustainability reporting and make it easier to assess and compare companies from social, environmental and economic perspectives.

[http://www.sweden.se/eng/Home/Business/Ethics\\_and\\_Business/](http://www.sweden.se/eng/Home/Business/Ethics_and_Business/)

## **Education and Professional Training of Public Relations Practitioners**

### **Department of Journalism and Mass Communication, Göteborg University, Sweden**

Göteborg University has approximately 38,000 students and 5,900 employees. It is the largest university in Scandinavia. With its eight faculties and approximately 40 departments, Göteborg University is also the most wide-ranging and versatile university in Sweden, offering unique opportunities for cooperation and development. The distinctive characteristic of university education at Göteborg University is the close interaction between teaching and research. Students are kept informed of the latest developments in the field they are studying and researchers gain inspiration from their student's expectations and needs. At Göteborg University research and teaching are regarded as equally important, and there is ongoing pedagogical development work.

Much of the research is attuned to the needs of Swedish society: government and public authorities, the media sector, professional organizations, etc. But faculty and students also maintain and develop capacity for basic research on journalism, the media and communication.

The Department of Journalism and Mass Communication (JMG) offers courses that provide practical skills and knowledge and equip students to think independently and critically. JMG takes a social scientific approach to teaching working closely with the public-at-large and the media.

JMG offers a media and communications studies program, up to the master's level, where program and freestanding courses are available.

The program is practical and focuses on the study of people, media and communication with different perspectives; development of rhetorical and analytical skills through role-play; debate writing; and publicity and communication strategies. Courses also explore the rapidly changing media landscape.

<http://www.jmg.gu.se/>

[http://www.gu.se/english/about\\_the\\_university/?languageId=100001&contentId=1&disableRedirect=true&returnUrl=http%3A%2F%2Fwww.gu.se%2Fomuniversitetet%2F%3FlanguageId%3D100000%26contentId%3D-1](http://www.gu.se/english/about_the_university/?languageId=100001&contentId=1&disableRedirect=true&returnUrl=http%3A%2F%2Fwww.gu.se%2Fomuniversitetet%2F%3FlanguageId%3D100000%26contentId%3D-1)

### **Strategic Communication, Campus Helsingborg – Lund University, Sweden**

The University of Lund is the biggest university of Sweden and also one of Europe's leading universities. At the University of Lund there are 47,000 students and 7,200 employees on its campuses in Lund, Malmö and Helsingborg; 4,200 of those students and 200 employees are

situated and active at Campus Helsingborg. Campus Helsingborg has both a wide and a more specialized profile/section; In addition to providing education and research within the fields of social work, educational science and technology, the campus focuses on such professional disciplines as strategic communication, fashion studies and service management.

The strategic communication program is the first of its kind in Sweden. If a student is interested in developing an ability to mediate and communicate across cultural and social borders, something that is increasingly demanded in today's globalized society, this program provides appropriate professional preparation. The goal of the strategic communication program is to make students become critical thinkers at the same time they are becoming competent communicators.

In contrast with more traditional information/communication programs, this program offers a wider array of professionally oriented courses. Students will not only study theoretical areas such as rhetoric but also practice-oriented courses such as web design and visual communication. During the program, theoretical knowledge about marketing, public relations and internal communications is connected to the "real world" professional life. Internship periods and guest speakers from business, industry and the public sector also occur during the program.

Through this program the students will get a holistic perspective on different organizations' need for communication. They also have the opportunity to study abroad for one term. The program expects that its graduates will work as communicators, public relations officers, marketing communicators or web editor in both private and public sectors.

<http://www.ch.lu.se/index.php?id=8>

<http://www.ch.lu.se/index.php?id=640>

<http://isk.lu.se/index.php?id=3600>

<http://isk.lu.se/index.php?id=1972>

### **The information and PR Program, Mittuniversitet - Mid Sweden University (Sundsvall), Sweden**

The Mid Sweden University (Sundsvall) became on January 1, 2005 the youngest university in Sweden. The university offers a wide range of education programs within a variety of disciplines: social science, behavioral science, media, health care, technology and engineering, teacher-training, IT, natural science and language. The university focuses on developing programs that have a close interaction with research, have clear professional identity and cross over and mix with different academic areas. Additionally, the university wants to develop the students' contact with working professionally during their education and encourages the opportunity of doing an internship.

Research is a vital part of the Mid Swedish University and its faculty research is of the highest national and international standard. Research is conducted in both the natural science field and



also the human and behavioral science field. Much of the research is collaborative with other universities as well as with the business and industry and government sectors. The extended collaboration between companies, organizations, authorities, associations, schools and private individuals that the university has established is intended to stimulate the region and the country's growth.

Because the information and PR industries in Sweden are very versatile and constantly changing, there is significant demand for communicators/public relation officers, project managers, marketing communicators and PR consultants. The communication program of the Mid Swedish University has a very clear PR focus. For the past six years, the media and communication programs of the university have been ranked as the top programs around the country thanks to the close connection and cooperation with the real world. Graduates are in demand when they graduate.

Within this program, the students are given one term during which they do practical work with a big PR conference, *Communicare*. There the students get to try many different tasks such as marketing communication and event management. In addition, the students get to practice their writing in different forms, such as text for the internet, social media, articles and press releases. It also is a great opportunity to get in contact with future employers. A 10-week internship also is included in this program as well as other projects that are closely connected with commissioning bodies and companies within the field. In addition to gaining practical experience, students complete practical writing and graphical design courses.

The students also study more theoretical and conceptual communication such as communication in organizations, communication in society, marketing communication and political communication.

<http://www.miun.se/sv/universitetet/Om-oss/>

<http://www.miun.se/sv/Utbildning/Hitta-din-utbildning/ATLAS-Visa-program/?KatalogProgramId=1587#about>

### **Department of Media and Communications, Umeå University, Sweden**

The Department of Media and Communications is a leading center in the field of media and communications, renowned nationally and internationally for its high quality original research and its teaching excellence. It encompasses diverse social scientific approaches to media and communications, offering interdisciplinary graduate-level teaching to an international body of students through the delivery of a range of specialist programs at the master's level and through doctoral research training. Three of its master's programs are particularly relevant for preparing future PR practitioners.

### **MSc Double Degree in Global Media and Communications with Annenberg School, USC or Fudan University**

- This unique two-year program enables students to study for one year at London School of Economics in London, the UK's media capital, and one year at either the Annenberg School for Communication, University of Southern California (USC) or at the School of Journalism at Fudan University, Shanghai.
- The program aims to provide:
  - Critical exploration of mediation in the global context, examining processes of globalization in relation to organization, production, consumption and representation in media and communications.
  - The opportunity to study a range of courses, flexibly tailoring the program to develop specialist interests, culminating in an independent research project on a topic in global media and communications.
  - Preparation for high-level employment in media and communications related professions anywhere in the world.
  - The opportunity for internships in Los Angeles or Shanghai.

### **MSc Media and Communications (Media and Communication Governance)**

- This program offers an intensive, year-long exploration of a wide range of contemporary issues in media and communications specifically concerned with the emergence of new forms of media and communication governance.
- The MSc Media and Communications program aims to provide:
  - A broad based understanding of the institutions and regulations that structure the development and forms of media and communication systems. The program covers policy, regulatory, legal and economic aspects of media and communication services.
  - An up-to-date engagement with diverse theoretical, conceptual and empirical developments in research on media and communications, specifically relating to communication governance at the regional, national and international levels.
  - A mix of core and optional courses, culminating in an independent research project in media and communication governance, that provides an ideal preparation for research or employment in media and communication and related fields of policy, regulation and/or information systems analysis.
  - The flexibility to tailor the program to pursue particular topics of interest by selecting from a wide range of courses taught by leading experts in the Department of Media and Communications and other departments at LSE.

### **MSc Politics and Communication**

This program offers an intensive, year-long exploration of the relations between politics, media and communication. Students gain an advanced understanding of theoretical and applied knowledge in the intersecting fields of politics and communication research. Students have the flexibility to pursue particular topics of interest in the fields of media, politics and communication, culminating in an independent research project in politics and communication. They also have the opportunity to take courses taught in the Department of Government as one of the program options. The program provides an ideal preparation for research work and employment in media, politics, communication and related fields.

<http://www.umu.se/medio/>

### **Department of Media, Journalism and Communication, Stockholm University, Sweden**

Two-year Master's program in Media and Communication Studies

- The program presupposes a B.A. including three semesters of undergraduate study in Media and Communication Studies or equivalents. A broad familiarity with the area is thus required for admission. The overall objective of the program is to give deeper and critical insights into developments in the field and make students qualified for independent and advanced work inside and outside of media organizations.
  - The theory courses during the first semester relate to subject areas and debates in the contemporary research scene, such as globalization studies. The objective is to stimulate and provide a solid background for later thesis work.
  - During the second semester the students are offered optional specialization courses such as Media Philosophy and Media and Crime. It is also possible to include courses in other departments at Stockholm University conducive to the completion of the required thesis. The courses available each year are dependent on staff resources.
  - In the second and/or third semester two core courses are compulsory. One of them is Research Ethics, the other Academic English.
  - In the third semester various methodology courses are offered. They build on the students' experiences of applying methods in their undergraduate studies, which means that the training to some extent is individualized, with focus on qualitative and/or quantitative methods. Applied studies are emphasized in the form of minor group projects appropriate for structural, production, content and/or audience studies. The overall objective is to provide a good understanding and know-how of a broad range of social scientific and humanistic methods and of explanatory as well as interpretative methodologies.
  - The fourth semester is devoted to thesis work. In most cases the final examination is based on a scientific article each student writes summarizing the student's master project, which is expected to be submitted and published by an international journal.

<http://www.jmk.su.se/>

## National and international public relations agencies

(These are among the largest agencies in Sweden.)

### Andréasson Public Relations AB

- Established 1989 with 16 employees (15 consultants).
- Sectors: Technology (Information, Telecommunications and Consumer), financial services, professional services, tourism, media.
- Functions: Strategic communications, brand-building PR, media relations, investor relations and public affairs.

<http://www.andreassonpr.se/>

### Aspekta AB

- Established 1994 with 17 Employees.
- Functions: Strategic communications, public affairs, media relations, strategic intelligence and investor relations.

<http://www.aspekta.se/>

#### Axicom AB

- Established 1999 with 7 employees.
- Sectors: Information technologies, electronics, consumer technologies, mobile and wireless messaging, positioning, media relations, media productions, content productions, copywriting. Associates/Networks Axicom AB is a subsidiary of Axicom Ltd ([www.axicom.com](http://www.axicom.com)) which operates wholly owned offices around Europe and has a network of partners around the globe.

<http://www.axicom.com/>

#### Bite Communications

- Established 2002 with 7 employees
- Functions: Corporate communications, consumer relations, media relations, investor relations, consumer and travel and leisure sectors.

<http://www.bitecommunications.com/>

#### Burson-Marsteller AB

- Established 1980 with 13 employees
- Burson-Marsteller AB is a subsidiary of Burson-Marsteller Inc. (New York) which consists of 45 wholly-owned offices and 49 affiliate offices, together operating in 57 countries across six continents.

<http://burson-marsteller.se/>

#### Cloudberry

- Cloudberry consists of eight PR consultants and two junior consultants. Headquarters are situated in Stockholm, where the majority of the team works. There also is an office in Malmö in the south of Sweden.
- Cloudberry handles multiple biotech and healthcare companies within the region.

<http://www.cloudberry.se/>

## Cohn & Wolfe

- Established 1985 with 39 Employees
- Sectors: Consumer, technology, pharmaceuticals, financial services, transport and distribution.
- Functions: Corporate communications, crisis management, government communications, media relations and media training.

<http://www.cohnwolfe.com/>

## Diplomat Communications AB

- Established 2004 with 21 employees
- Functions: Corporate communications, media relations, public affairs, investor relations and consumer relations.

<http://www.diplomatcom.com/en/>

## Edelman

- Established 1994 with 10 employees
- Sectors: IT, consumer, business to business and healthcare
- Functions: investor relations, public relations (strategic communication, media relations, event and crisis management), and publishing.
- Associates/Networks: Edelman Public Relations.

<http://edelman.se/>

## Grayling

- Established 2003 with 41 employees
- Functions: Strategic communications, corporate communications, investor relations, marketing PR, media relations, public affairs, crisis and issues management, and internal communication
- Other offices : Engelbrektsgratan 5, 211 33 Malmö Phone +46 40 20 44 00

<http://www.grayling.com/RegionalNetwork/EMEA/Sweden/>

## Gullers Grupp Informationsrådgivare AB

- Established 1989 with 36 employees
- Sectors: Transport and distribution, energy, building management services, pharmaceuticals, telecom and IT.
- Functions: lobbying, corporate communications, crisis management, environmental communications and consumer relations.

<http://www.gullers.se/>

## Hill & Knowlton Sweden AB

- Established 1996 with 25 employees
- Functions: Media relations, issues management, corporate **communications, crisis management and government communications.**

<http://www.hillandknowlton.se/>

## Kreab & GavinAnderson

- Established 1970 (Kreab) / 1981 (Gavin Anderson) with 400 Employees world-wide
- corporate communications, financial communications and public affairs

[www.Kreabgavinanderson.com](http://www.Kreabgavinanderson.com)

## Prime International

- Established 1998 with 118 Employees
- Sectors: Technology-data/telecommunications, entertainment, consumer-F.M.C.G., professional, and consumer-durable.
- Functions: Media relations, consumer relations, corporate communications, political lobbying and crisis management.

<http://www.primegroup.com/tjaenster>

## Media Landscape

### Leading Media Outlets

#### Print

*Aftonbladet*

<http://www.aftonbladet.se/>

Aftonbladet is a Swedish tabloid founded by Lars Johan Hierta in 1830 during the modernization of Sweden. It is one of the larger daily newspapers in the Nordic countries.

<http://en.wikipedia.org/wiki/Aftonbladet>

#### Television

TV 4

<http://www.tv4.se/>

TV4 Group is one of the Nordic region's leading television companies. In addition to the main channel TV4, which over a number of years has been Sweden's largest TV channel, the TV4 Group's portfolio includes more than 40 TV channels in the Nordic region - in the free-TV, basic cable and premium segments.

<http://www.tv4gruppen.se/>

## Radio

Sveriges Radio

<http://sverigesradio.se/>

Swedish Radio broadcast 270,000 hours of radio annually in 42 channels with 400 programs.

<http://sverigesradio.se/sida/default.aspx?programid=3113>

## Newspapers

The Swedish newspaper market has remained strong throughout the digital transformation with more than 75 percent of the adult population reading a newspaper on a daily basis. There are about 150 printed papers; 60 of these, however, are only published once or twice a week with low circulations.

The market is divided into five main segments.

1. The metropolitan morning papers: dailies published in the three main cities of Stockholm, Göteborg and Malmö. Includes Svenska Dagbladet (110,782 copies/daily in 2011) *Dagens Nyheter* (292,100) in Stockholm, *Göteborgs-Posten* (216,000) in Göteborg and *Sydsvenskan* (111,000) in Malmö. These are quality papers published seven days a week. The group represents 23 percent of total newspaper circulation in Sweden.
2. The metropolitan single copy sale papers: two tabloid dailies published in Stockholm, *Aftonbladet* (377,000, the biggest Swedish newspaper) and *Expressen* (262,300), including its local editions in Göteborg (GT) and Malmö (Kvällsposten), all publish seven days a week with a focus on entertainment, crime and sports. They also contain, however, debate on culture and opinion material. The group represents 15 percent of total newspaper circulation.
3. The regional and local papers: all other papers published at least three times a week, the biggest being *Helsingborgs Dagblad*, Helsingborg (74,800), *Dalarnas Tidningar*, Falun and *Nerikes Allehanda*, Örebro (both 62,000). Most papers in the group are published six days a week, and sold almost exclusively on subscription. They represent 37 percent of total newspaper circulation.
4. The low frequency papers, comprising all general newspapers published once or twice a week, both local papers in the metropolitan areas and small regional papers, all of them with small circulations. The group represents 5 percent of the total newspaper circulation.
5. Free dailies form a group of their own, since their circulation is calculated differently from paid newspaper and is based on distributed copies. The biggest paper is *Metro* (643,000), with editions in Stockholm six days a week (launched in 1995), *Göteborg* (1998), Malmö (1999), and nationwide (2004) five days a week. The smallest is the local *City Landskrona* (4,000) five days a week. The group represents 20 per cent of the total newspaper circulation.

[http://www.ejc.net/media\\_landscape/article/sweden/](http://www.ejc.net/media_landscape/article/sweden/)

<http://www.eurotopics.net/en/home/medienlandschaft/schwedenmdn/>

<http://www.ts.se/Mediefakta/Dagspress.aspx>

## Television

About 85 percent of all Swedes watch television daily for an average 110 minutes. The figures are relatively stable in the last decade. In a comparison with other European countries, the time spent watching television is low in Sweden.

Swedish broadcasting initially developed as a government monopoly. In 1969 a second channel was added including so-called “windows” for regional news. Commercial competition increased when cable networks began to distribute satellite channels. In 1987 the first Swedish satellite channel, TV3, began broadcasting from the United Kingdom. In 1992 public service radio and television was divided into two companies, one for radio and one for television. Further, there is one public service company for production of educational programs. A commercial terrestrial TV channel, TV4, was approved in 1992.

Today the main broadcasters are TV1 (public service) (23 percent of the TV market in 2011) and TV4 (20), competing with five Swedish satellite channels, the biggest of which are TV3 (7) and Kanal 5 (7) and the smaller TV6 (5) and TV8 (3). Of those, TV4 and TV6 are so-called free channels, which together with the public service channels are available at no cost in the terrestrial net.

Characteristic of the Swedish media landscape is the relatively strong role still played by public service media companies. *Sveriges Television* and *Sveriges Radio* are financed by fees and show no advertising, while control structures are geared to keeping political influence as low as possible. The rise of private television and radio stations - primarily *TV3*, *TV4* and *Canal+* - since the start of the 1990s has also strongly influenced programming at the public stations.

TV4 holds the license for terrestrial commercial television until the year 2014. Only news and some public affairs programming are produced within TV4. It has 16 local windows, broadcasting about one hour each weekday. TV4 has expanded by offering movie, lifestyle and sports channels. The TV4 family today consists of six channels, covering in 2008 a little more than 25 percent of the Swedish television market. It is owned mainly by the Swedish media conglomerate Bonnier AB.

[http://en.wikipedia.org/wiki/Television\\_in\\_Sweden](http://en.wikipedia.org/wiki/Television_in_Sweden) (via MMS - Swedish TV research organization)

## Radio

Radio in Sweden was established in 1925 as a private company, owned, among others, by the newspaper industry. Strong government control resulted in a broadcasting monopoly. Advertising was banned from radio from the start. In 1978 nonprofit organizations were given the right to develop so-called neighborhood radio, later community radio outside the government service



system. In 1993 private commercial local radio was introduced. Experiments with digital radio have been carried out since the late 1990s, but no decisions on future actions have been taken.

In 2008 radio reached 74 percent of all Swedes with average daily listening time about 115 minutes. The time spent on radio listening has gradually dropped in recent years, probably because of the expansion of mp3 players (which in 2008 had a daily reach of almost 20 percent) but also because of the internet.

In the radio market the government company Sveriges Radio (Swedish Radio) is the dominant actor. It has close to 60 percent of the radio audience market. It offers three national channels: P1 (news, culture and public affairs), P2 (classical music), P3 (youth) and one regional channel, P4, which offers news and current affairs programming in 25 regions. P4 also contains some national programming including news and sports. It is targeted at an age group of 40 plus and is the individual Swedish radio channel with the highest ratings (about 35 percent in 2008).

Since the introduction of commercial radio, four Swedish networks with national ambitions developed, but later merged into two: MTG Radio and SBS Radio.

MTG Radio has 46 stations; its main stations are RIX FM, Lugna Favoriter and NRJ. SBS Radio has 40 stations with Mix Megapol and The Voice as the most important. These main networks extend national programming to local stations. The network with highest reach is Rix FM which is broadcast on more than 40 of the MTG stations. Originally private radio targeted younger listeners below 30 years old but have gradually tried to reach older age groups as well. The private radio market has from its start been under economic pressure. Stations have not attracted as large an audience as expected and their percentage of media advertising has been only 2 percent (as of 2008), less than half of the European average. Most stations have incurred substantial losses, the exception being a few stations with a strong local profile.

## Blogs

The fastest development in Sweden is taking place on the internet, which is used by well over 80 percent of the population. Blogs are highly popular: estimates put the number of Swedish blogs at over 350,000. Most dailies and radio stations have their own blogs, which exist alongside blog portals like *Newsmill*. The most popular blog is written by *Blondinbella* on her shopping and partying experiences.

[http://www.ejc.net/media\\_landscape/article/sweden/](http://www.ejc.net/media_landscape/article/sweden/)

## Economy

Sweden is an export-oriented mixed economy featuring a modern distribution system, excellent internal and external communications and a skilled labor force. Timber, hydropower and iron ore constitute the resource base of an economy heavily oriented toward foreign trade. Sweden's engineering sector accounts for 50 percent of output and exports. Telecommunications, the automotive industry and the pharmaceutical industry also are of great importance. Services account for 70 percent of GDP and employment, followed by industry (27 percent) and agriculture (2 percent).

The Swedish economy slid into recession in the third quarter of 2008 and continued to move downward in 2009 as deteriorating global conditions reduced export demand and consumption. Strong exports of commodities and a return to profitability by Sweden's banking sector drove the

strong rebound in 2010 which continued in 2011. The government proposed stimulus measures in the 2012 budget to curb the effects of a global economic slowdown and boost employment and growth.

The 20 largest Swedish-registered companies ranked by volume of business in fiscal year 2011-12:

- Volvo
- Ericsson
- Vattenfall
- Skanska
- Volvo Personvagnar
- H & M Hennes & Mauritz
- SCA, Svenska Cellulosa Aktiebolaget
- TeliaSonera
- Electrolux
- ICA
- Sandvik
- Preem
- Scania
- Nordea Bank
- Atlas Copco
- SKF
- Securitas
- ABB Norden Holding
- Nordstjernen
- Sony Mobile Communications

[http://www.largestcompanies.com/default\\$/lev2-TopList/lev2Desc-The\\_largest\\_companies\\_in\\_the\\_Nordic\\_countries\\_by%20turnover%20%28excl.\\_national\\_subsidiaries%29/AdPageId-102/list-2/cc-SE/](http://www.largestcompanies.com/default$/lev2-TopList/lev2Desc-The_largest_companies_in_the_Nordic_countries_by%20turnover%20%28excl._national_subsidiaries%29/AdPageId-102/list-2/cc-SE/)

## Economic History

In the 1980s, a real estate and financial bubble formed, driven by a rapid increase in lending. A restructuring of the tax system in order to emphasize low inflation combined with an international economic slowdown in the early 1990s caused the bubble to burst. Between 1990 and 1993 unemployment skyrocketed, causing the worst economic crisis in Sweden since the 1930s. According to an analysis by George Berglund published in *Computer Sweden* in 1992, the investment level decreased drastically for information technology and computing equipment except in the financial and banking sector, the sector that created the crisis.

[http://www.nytimes.com/1992/11/20/news/20iht-swed\\_2.html](http://www.nytimes.com/1992/11/20/news/20iht-swed_2.html)

Economic reforms enacted during the 1990s seem to have created a model in which extensive welfare benefits can be maintained in a global economy. The Swedish economy has extensive and universal social benefits funded by high taxes, close to 50% of GDP.

(Steinmo, Sven. 2001. "Bucking the Trend? The Welfare State and Global Economy: The Swedish Case Up Close." University of Colorado, 18 December.)

## Country Background

Sweden is the third largest country in Western Europe, inhabited by approximately 9.5 million people, and a constitutional monarchy form of government. The country's name in conventional long form is "Kingdom of Sweden." Regarding religion, Sweden is very secularized. The Church of Sweden is Evangelical Lutheran and it co-exists with many other religious beliefs

[http://www.scb.se/default\\_\\_\\_\\_2154.aspx](http://www.scb.se/default____2154.aspx)

**Capital City:** The capital of Sweden is Stockholm, which also is the most populated city in the country. The Stockholm metropolitan area has a population of 2 million and is home to 22 percent of Sweden's population as of 2012. Stockholm, like all of Sweden, is a part of the Central European Time (CET) zone, which was adopted in 1900. CET is six hours ahead of the Eastern Standard Time (EST) zone.

[http://www.nytimes.com/2007/06/18/travel/18iht-rmon8stockholm.6190834.html?\\_r=1](http://www.nytimes.com/2007/06/18/travel/18iht-rmon8stockholm.6190834.html?_r=1)

**Other major cities by population:** Gothenburg is the second largest city in Sweden. It is on the west coast of Sweden and its population is 918,000. Malmö is the third largest city in Sweden with a metro population of 647,300, located in southernmost Sweden. Uppsala is the fourth largest city in Sweden with 140,454 residents and is located near the southeastern coast.

<http://www.sweden.se/eng/Home/Quick-facts/>

**Total Area:** Sweden's total area is 450,295 km. It is the 56th largest nation in the world. Land makes up 410,335 km, while water makes up 39,960 km.

<https://www.cia.gov/library/publications/the-world-factbook/geos/sw.html>

**Population:** Sweden's population is 9,103,788. The annual population growth rate is 0.168%

percent as of July 2012. The average life expectancy of Swedish men is 79 years; for Swedish women, 83 years.

**Urbanization:** *In Sweden, 85 percent of the total population lives in urban areas, as defined by Sweden. The rate of urbanization is .6 percent annually, which describes the projected average rate of change of the size of the urban population.*

<https://www.cia.gov/library/publications/the-world-factbook/geos/sw.html>

<http://www.indexmundi.com/sweden/urbanization.html>

**Sex Ratio:** The current sex ratio of Sweden's population is .98 males to 1 female. The birth ratio is 1.061 males to every one female born. A 2012 estimate is that an average of 1.67 children are born to every woman.

**Ethnic Groups:** The Swede ethnic group makes up 85 percent of Sweden's population. The Sweden-Finns are the largest ethnic minority in Sweden making up 5 percent of the population. There are about 20 ethnic groups including Assyrians, Norwegian, Danes, Croats, Albanians, Serbs, Turks, Roma, Estonians and more.

[http://unstats.un.org/unsd/demographic/meetings/egm/Symposium2001/docs/symposium\\_13.htm](http://unstats.un.org/unsd/demographic/meetings/egm/Symposium2001/docs/symposium_13.htm)

**Religion:** A strong majority of Sweden is Lutheran at 87 percent. The other 13 percent practice Roman Catholic, Orthodox, Baptist, Muslim, Jewish, and Buddhist religions.

[www.thelocal.se/26878/20100527/](http://www.thelocal.se/26878/20100527/)

**Languages:** The official language is Swedish, which is very similar to Norwegian and Danish. Because of the large group of Sweden-Finns, Finnish immigrants and influences, Finnish is recognized as a minority language. Other minority languages include:

Sami (Lapp), Finnish, Meänkieli (Tornedalen Finnish), Yiddish and Romani Chib (a Gypsy language).

A study conducted in 2005 by the Eurobarometer reported that 89 percent of Swedes had the ability to speak English.

<http://www.thelocal.se/20404/20090701/>

<http://www.visitsweden.com/sweden/Sweden-Facts/Worth-knowing-about-Sweden/Facts--figures/>

**Literacy:** Sweden's literacy rate is 99 percent: 99 percent of the country's population age 15 and older can read and write.

**Education:** In Sweden, the school system is largely financed by taxes. Children between the ages of one and six are guaranteed a place in public kindergarten classes. Children six to 16 attend a compulsory comprehensive school. After completing the 9th grade, about 90 percent of students continue to a three-year upper secondary school. Around one third go on to higher education at universities and colleges throughout Sweden.

<http://www.oecd.org/dataoecd/42/8/39700724.pdf>

[http://www.economist.com/node/11535645?story\\_id=11535645](http://www.economist.com/node/11535645?story_id=11535645)

## Telecommunications

Sweden has one of the most advanced telecommunications infrastructures in the world, most likely as a result of being one of the first countries to deregulate the industry with the 1993 Telecommunications Act. This act was revised in 1997 and there is ongoing legislation being passed to keep Sweden's laws up to date with the advanced technology.

There are conflicting statistics on the use of fixed telephony and wireless within Sweden. Although the numbers differ slightly from various sources, it is clear that Sweden has one of the highest rates of technology penetration in the world.

The high level of competition in the telecommunications market has been a major factor in the country's advanced infrastructure and technology. TeliaSonera (formerly the Swedish Telia and Finnish Sonera) is the largest provider of telephony in Sweden. There are approximately 40 operators competing for market share with TeliaSonera. The Swedish wireless industry is extremely strong in terms of services and product development. This is reflected in the high percentages of mobile phone access across the country.

Sweden's Government Broadband Strategy set an objective that 90 percent of Swedish households have access to world-class broadband by 2020. 68 percent of households have a broadband connection.

Sweden's economy topped the list of World Economic Forum's *The Global Information Technology Report 2012*, which measures the extent to which 142 economies take advantage of information and communication technologies to increase their growth and well-being.

<http://www1.american.edu/initeb/nm3209a/telecom.htm>

<http://www1.american.edu/initeb/nm3209a/itpolicy.htm>

<http://www.europolitics.info/business-competitiveness/68-of-households-have-broadband-connection-art321237-9.html>

<http://www.weforum.org/issues/global-information-technology>

## Access

Sweden has 149 airports with paved runways and 81 unpaved airports.

The Stockholm metro, with 100 functioning stations, is the only subway system in Sweden.

As of 2009, internal roadways total 572,900 km.

### **Ports and Terminals**

The waterways in Sweden total 2,052 km and are navigable for small steamers and barges.

There are ports and harbors in the following places:

- Gothenburg
- Gävle
- Halmstad
- Helsingborg
- Hudiksvall
- Kalmar
- Kapellskär
- Karlshamn
- Karlskrona
- Malmö
- Norrköping
- Nynäshamn
- Stockholm
- Sundsvall
- Sölvesborg
- Trelleborg
- Varberg
- Västerås

## Major Holidays

Public Holiday	Date of Observation
New Year's Day	January 1
Epiphany	January 6
Good Friday	The Friday before Easter Sunday
Easter Sunday	The Sunday closest to the full moon that occurs on or closest to March 21
Easter Monday	The day after Easter Sunday
Walpuris Night	April 30
International Workers' Day	May 1
Ascension Day	Sixth Thursday after Easter Sunday
Pentecost	Seventh Sunday after Easter Sunday
National Day of Sweden	June 6
Midsummer's Day	The Saturday between June 20-26
All Saints' Day	The Saturday between October 31-November 6
Christmas Day	December 25  (Even though it is not a public holiday, December 24, Christmas Eve, is when Swedes celebrate Christmas and almost everything is closed.)
Boxing Day	December 26

## National Anthem

English Translation	Swedish Lyrics
Verse 1	
<p>Thou ancient, thou free, thou mountainous North Thou quiet, thou joyful [and] fair! I greet thee, most beautiful land upon earth, /:Thy sun, Thy sky, Thy meadows green.:/</p>	<p>Du gamla, Du fria, Du fjällhöga nord Du tysta, Du glädjerika sköna! Jag hälsar Dig, vänaste land uppå jord, /: Din sol, Din himmel, Dina ängder gröna.:/</p>
Verse 2	
<p>Thou art enthroned upon memories of great olden days, When honored thy name flew across the earth, I know that thou art and wilt remain what thou wast, /:Yes, I want to live I want to die in the North</p>	<p>Du tronar på minnen från fornstora dar, då ärat Ditt namn flög över jorden. Jag vet att Du är och Du blir vad Du var. /:Ja, jag vill leva, jag vill dö i Norden.:/</p>
Verse 3	
<p>I forever want to serve thee, my beloved country, Loyalty until death I want to swear thee, Thy right I will protect with mind and with hand, /: thy banner, the heroes carry high.:/</p>	<p>Jag städs vill Dig tjäna, mitt älskade land, Dig trohet till döden vill jag svära. Din rätt skall jag värna med håg och med hand, /:Din fana, högt den bragderika bära.:/</p>
Verse 4	
<p>With God I shall fight for home and for hearth, for Sweden, the beloved native soil.</p>	<p>Med Gud skall jag kämpa, för hem och för härd, för Sverige, den kära fosterjorden. Jag byter Dig ej mot allt i en värld</p>



<p>I trade thee not, for anything in a world /: No, I want to live, I want to die in the North.:/</p>	<p>/: Nej, jag vill leva, jag vill dö i Norden!./</p>
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<http://www.nationalanthems.me/sweden-du-gamla-du-fria/>

## Culture

One of the key characteristics of Swedish culture is that Swedes are egalitarian in nature, humble and find boasting absolutely unacceptable. In many ways, Swedes prefer to listen to others as opposed to ensuring that their own voice is heard.

When speaking, Swedes speak softly and calmly. It is rare to witness a Swede demonstrating anger or strong emotion in public. Swedes rarely take hospitality or kindness for granted and as such, they will often give thanks. Failing to say thank you for something is perceived negatively in Sweden.

Behaviors in Sweden are strongly balanced towards “lagom” “everything in moderation”. Excess, flashiness and boasting are abhorred in Sweden. As an example, “work hard and play hard” are not common concepts in Sweden. People work hard but not too hard; they go out and enjoy themselves but with restraint.

Due to the strong leaning towards egalitarianism in Sweden, competition is not encouraged and children are not raised to believe that they are any more special than any other child.

## The Family

The family in Sweden is extremely important and as such, the rights of children are well protected. The rights afforded to Swedish families to ensure that they are able to adequately care for their children are some of the best family rights in the world. An overview of these rights is as follows:

- Either the mother or father is entitled to be absent from work until their child reaches 18 months old.
- Either parent has the right to reduce her/his workload by 25 percent until their child reaches 8 years old (and is formally ready for school).
- A parental allowance is paid for 480 days, which is intended for both parents. Sixty of these days must be used by the secondary caretaker. For this reason, this element of the allowance is often known as “Daddy’s months.”
- A parent has the right to up to 60 days off per year to care for a sick child.
- A number of people in Sweden challenge the degree to which these rights are truly positive because statistics suggest that women often fall way behind their male colleague in respect to position and pay.

<http://www.kwintessential.co.uk/resources/global-etiquette/sweden.html>

## Business Culture

Egalitarianism is an important factor in the office as well as in Swedish society as a whole. Swedish business life is more relaxed and egalitarian than that of many nations with which the country trades. The boss is one of the team, decisions are reached by consensus, the vacations are long and the coffee breaks are sacred.

Women are often found in leadership positions: about one in five board members and one in three managers in Swedish-listed companies is a woman. While this is not true gender equality, it is double the European average. A World Economic Forum report has called Sweden and its Nordic neighbors “top performers and true leaders” on gender equality.

<http://www.kwintessential.co.uk/resources/global-etiquette/sweden.html>

<http://www.sweden.se/eng/Home/Business/Business-culture/>

Sweden’s culture, based on Hofstede’s cultural dimensions, would be classified within the power distance realm: [it is possible] that societies with higher levels of collectivism also can develop excellent public relations practices as long as the levels of other dimensions (such as power distance) are lower.

Likewise, the number of women in leadership roles in the field suggests less conflict, as Hofstede cites more masculine cultures tend to take a more aggressive approach to problems and situations, which leads to greater conflict and higher levels of confrontation against the source of the issue or problem.

Hofstede distinguishes culture as a “systems of values” and values as the building blocks of culture. Therefore, Sweden’s egalitarian approach to life and business creates the foundation for the public relations field.

(Verčič, K. S. (2009). *The Global Public Relations Handbook* (2nd edition ed.). Routledge.)

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country's infrastructure, economy, history, government, culture, etc. The report includes a section about media and telecommunications.

## Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

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