



## Newsletter, March 2022, international edition

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### Editor's corner

**Surgeon and Chairman of the Board Peter Fritzell** reports on important events in Strömstad Academy.

**Vice-Chancellor and Information System Scientist Per Flensburg** informs about current events in Strömstad Academy. The marketing group has been dissolved. A preliminary program for the Science Festival on 20-23 June in Strömstad is presented.

March's chronicle in Strömstads Tidning was written by **business economist Rune Wigblad**. He argues for a major expansion of photovoltaic systems.

**Educator Åsa Morberg** reports on the extensive work of the Marketing group. In AAS-series no 63 she has published *Ämnet som nästan blev - metodiken i lärarutbildningen efter 1988 - som återkom genom ministerbeslut* <http://stromstadakademi.se/AAS/AAS-63.pdf>. She is also reviewing a book on teacher education in practice and puts forward proposals for changes in Strömstad Academy's organizational structure.

**Economist John Fletcher** presents a subjective interpretation of the concept of marketing.

**Pediatrician Gudmund Bergqvist** recommends the following link on democracy and the threats against it. <https://www.ft.com/content/d0331b51-5d0e-4132-9f97-c3f41c7d75b3>

Redaktör: Anders Gustavsson  
Layout: Per Flensburg

In the AAS-series no. 64 **Oceanographer Gunnar Kullenberg** has published *Ocean Science and International Cooperation; Historical and*

Personal Recollections, extended abstract <http://stromstadakademi.se/AAS/AAS-64.pdf> . Kulenberg has also published Mål no 14: Oceanen och de marina resurserna är inte längre oändliga: kan hållbar utveckling uppnås? as no 65 in the AAS-series <http://stromstadakademi.se/AAS/AAS-65.pdf>

**Physicist Ari Lampinen** reports on news from United Nations Framework Convention on Climate Change, UNFCCC, where he is contact person for Strömstad Academy.

**Linguist Jens Allwood** and Magnus Gunnarsson have published Bildning – en begreppsanalys as no 66 in the AAS-series. <http://stromstadakademi.se/AAS/AAS-66.pdf> Allwood informs about a forthcoming discussion seminar on migration and integration at Marston Hill in Mullsjö on 6-7 May 2022.

**Pharmacologist Marylou Wadenberg** presents a report on the activities of the Strömstad Academy's working committee during the first quarter of 2022.

**Chemist Ulf Berg** presents a call from the Nominating Committee.

In the AAS-series no 62 **Ethnologist Anders Gustavsson** has published Missbruk av alkohol. Berättelser under sent 1800- tal och tidigt 1900-tal <http://stromstadakademi.se/AAS/AAS-62.pdf>

The anthology "Pandemics - past and present for the future" has been published and presented through a press release. <http://stromstadakademi.se/Pandemierforhand.pdf>. The book can be ordered via Strömstads Bokhandel: [std.bok@telia.com](mailto:std.bok@telia.com) or Bokus.com. The price is SEK 249. <https://www.bokus.com/bok/9789189331006/pandemier/>

I want to urge a previous call for all members to verify and complete their personal information on the Academy website. Also try to recruit new members to the Academy, not least young scholars. Please, send suggestions to **Vice-Chancellor Per Flensburg** [per.flensburg@stromstadakademi.se](mailto:per.flensburg@stromstadakademi.se)

I wish new contributions to the April issue 2022 of the Newsletter sent to my e-mail address with deadline on 26 April 2022: [anders.gustavsson@ikos.uio.no](mailto:anders.gustavsson@ikos.uio.no). Send short articles, opinion articles and/or reviews of new scientific literature. Swedish contributions should have an English translation.

Please, also send contributions to the Academy's publication series Acta Academiae Stromstadensis, AAS, and the video series SAV to the e-mail address: [gudmundbergqvist@hotmail.com](mailto:gudmundbergqvist@hotmail.com)

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## Chairman's report

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### Colleagues in Strömstad Academy,

I begin by referring to my column in the Newsletter in February 2022.

The war that Russia started against Ukraine continues, and Europe is receiving more and more refugees. I mean, in my opinion, that the Academy should support Ukraine in every way possible.

In the last month, the Academy has had, on 15/3, a Board meeting at Rune Wigblad's place in Gothenburg, both physically and digitally. A total of 16 members participated, and the focus was on everything positive that the Academy can offer, for example in the form of scientific publications, anthologies and public debates.

It feels crucial that we focus on continuing to market these our existing products, and to defined target groups. It is also something that the Marketing Group, in accordance with its mission, works with.

The Vice-chancellor and Pro-Vice-Chancellor are now working on the practicalities of the Science Festival in Strömstad the week before midsummer. It really is a privilege to meet as usual again after these two pandemic years!

In conclusion, I would like to extend a warm welcome to new members of Strömstad Academy!

We will return shortly with practical information about the Annual Meeting.

*All the best, Peter Fritzell*

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## Vice-Chancellor's report

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### Vice-Chancellor's report

The past month has been eventful. As you may have noticed, my recent reports have not been very uplifting. I have whined and complained about lack of feedback when I ask for suggestions and views, both on the website and suggestions for the goals of the Academy. And when I submit a proposal, it is sharply criticized in AU already after two lines. However, we usually do not have time for more before the meeting time ends. I want to point out that I like to be criticized, it usually causes an improvement and even better so if the criticism is constructive and not just negative. But an administrative document cannot be criticized in the same way as a scientific paper. What I can't accept, however, is unfair criticism.

I, just like the Marketing group (MG), want to develop the Academy in accordance with the documents we have developed in MG, especially the strategy and policy documents. Parts of the Board and AU have sharply criticized it and at the last AU meeting, the Chairman claimed that MG is causing a polarization in the Academy and that it is the Future group resurrected. Despite my sharp remarks, the Chairman persisted! It was the straw that broke the camel's back, and the next day I announced my resignation as Vice-Chancellor and that I would also leave the Academy. It was no longer fun to be part of Strömstad Academy. However, I was persuaded to remain in office until the annual meeting and to be involved in arranging the science festival. I will therefore stay on as Vice-Chancellor for the time period until the end of the year, but then I will probably leave the Academy.

For the time being, I will not take any initiatives to develop or change the Academy. Although the last Board meeting gave some hope that development could take place, I am skeptical of this possibility. Too many good suggestions have just lain dormant.

As a consequence of the criticism of the Marketing group, I will leave this group. One of the members, Sarah Philipsson, has also left both the group and the Academy. Other members are also leaving the group, which is thus dissolved.

I have been Vice-Chancellor of Strömstad Academy for a little over a year. It has mainly been a joyous year. Admittedly, I have spent many hours in front of the computer screen, but it has been fun and I have happily taken on the tasks entrusted to me. I had ambitious plans to develop the Academy and there was a solid work, from the Future Group, to start from. There was even a board decision that we would do it. My vision was a strong and cohesive Academy that jointly fought for seniors' right to do research and prove this through qualified research

results. But two things have been depressing: The meetings with AU and the lack of response I received from the members of the Academy regarding basic and important things. The AU meetings were not particularly effective, most of the time was spent going through the previous minutes. New proposals did not get the time needed to be penetrated and even worse was the Chairman's constant innuendos to the Marketing group (MG). When he claimed at the last AU meeting on Thursday that the Marketing group was causing a polarization in the Academy, I considered leaving the Academy immediately and at the sitting meeting. But I thought better of it and decided to sleep on it. The next day I realized, apart from the fact that MG did not have the Chairman's confidence, the group was de facto causing a polarization in the Academy. The best way to unite the Academy is for the MG to split up. When I made this decision, a weight fell from my shoulders, and I felt like I had the first day off since I became Vice-Chancellor.

The second reason is the lack of response. I will mention two such occasions. When MG would write its regulatory documents, these must reflect the Academy's goals and purpose. Things were a bit vague about this in the by-laws, so I made a call in the monthly Newsletter, yes, I think it appeared in two Newsletters, to find out the reasons why the members joined the Academy. One answer was received! Indirectly in discussions, a little more emerged, so much so that it was possible to make some kind of categorization of the type of different members we have. This led to MG's three regulatory documents, that were promptly criticized and degraded in AU. "Partly" because we did not have time anymore. There is nothing to be upset about, the academic system harshly criticizes all changes to thereby sift through the absolute best arguments for or against the change. But administrative documents are something else. In fact, everyone has to make constructive suggestions and not just criticize. My next example concerns the website. It was decided at an AU meeting that the website would be redesigned and become more outward reaching. I made a proposal and asked for comments. One point of view came, and it was KG who thought a certain icon was more appropriate. So that one it was. KG also had some views on the text, which I took into account. We have then gone through the actual text and layout in MG and now the page is established. But no comments.

There is actually a third reason as well, which is really a consequence of the second. I, and I know several others with me, including our Chairman, wants to develop the Academy. Maybe not quite in the exact same direction but still reasonably close. Yet it does not happen. Nevertheless, all ideas for change are slowed down, criticized and reduced without constructive counter-proposals. Decisions are not made! There are not many decisions that the Board has managed to make during the time I have been involved. I do not want to spend my last years in life with endless argumentation for ideas I consider good. I would rather then do something else.

Peter provided a fourth reason: It should be fun to be part of Strömstad Academy! For me, it's not fun anymore. It's not fun to go to a meeting with the Board or AU with a lump in your stomach and wonder how you would be turned down this time. The last Board meeting was definitely better and a meeting we had with the Editorial Board was really good.

In summary, my reasons for not running for re-election are:

1. Poorly prepared matters in AU mean that the Board cannot make decisions about the development of the Academy.
2. Lack of interest from the members of the Academy to work on developing it.
3. Distrust of the Marketing team.
4. It's not fun to be the Vice-Chancellor anymore.

For these reasons, my decision stands: I do not stand for re-election as Vice-Chancellor! And despite my sometimes harsh words above, I still want to thank you for many pleasant and stimulating discussions! We have had the opportunity to meet physically a few times and online quite a few times. Many webinars have provided new perspectives and new ideas and it has been fun. I thank you for that and wish the Academy good luck in the future!

I will continue to devote myself to the think tank Tvärtänkt and I have a hope that Strömstad Academy and Tvärtänkt could complement each other. Tvärtänkt is focused on debate and pointing out dysfunctional conditions in society. An idea from Tvärtänkt could be further developed by Strömstad Academy and become a heavy scientific contribution. Cross-thinking could capture an idea from Strömstad Academy and develop it in a different context. In any case, every member of Strömstad Academy is welcome to publish in Tvärtänkt. Send suggestions and contributions to per@tvartankt.se!

*Per Flensburg*

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## John Fletcher: What is marketing?

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### What is 'marketing'?

*John Fletcher*

The concept 'Marketing' has developed from the need to find somebody who wants to buy something that I can deliver. 'Marketing' can be defined in various ways. I have chosen two obviously extreme definitions:

- A. 'Marketing' means selling what you are told to sell.  
*This is the peddler definition. "Here is a Hoover – sell it!"*
- B. 'Marketing' means convincing the world that the organization/corporation is – and will remain - able to supply a product or a service which will give the buyer economic/social/political advantages.  
*The actual sale takes place within the framework of the desired image and is the result of the 'marketing' work.*

The scientist defines his/her own task. The purpose is to win and spread novel knowledge. (There is, of course, contract research which is offered by an organization which has expert knowledge within a specific field and the equipment to carry it out. The service which is being offered in this case is help in conducting research for which the buyer lacks the necessary knowledge or resources.)

The entrepreneur also defines his/her task, but does it with a clear purpose, to meet specific needs in society in a way that lets him/her make money.

The scientist thus sees 'marketing' to be a matter of spreading the new knowledge in the best way possible. "Here is knowledge, spread it!" This is akin to the peddler's job – although on a much higher intellectual level – figuratively: "Here's a Hoover, sell it!". The scientist him- and herself being the brand name. This brand increases in value with the number of reports and quotes.

For the entrepreneur it is a matter of shaping what it takes – within the organization as well as outside – to convince the potential customer that the products/services which are (or might be) offered will give the buyer an added value. This requires:

- ❖ Prices that offer the buyer added value;

- ❖ The buyer's need of – or curiosity regarding – the product/service;
- ❖ Confidence that the buyer will have access to the entrepreneur's services in the future;
- ❖ Active personal networks.

The Academy's choice of goals, ie the answer to the question; "Which is our target group – and why do we want to reach that group?"

The Marketing group has chosen to base its work on the broader view, on what it will take to establish a 'brand' which inspires trust and a willingness to listen. This explains why we have addressed a number of issues which might, at first glance, appear not to belong to marketing. This seems to explain why we have received criticism, primarily from the Chairman of the Board who claims that we are divisive. It would appear that he is thinking more in line with the peddler point of view: "Here is a product! Sell it!"

You may have noticed that I haven't used the words 'recruitment' or 'financing' (until now). The reason is that such activities aren't natural parts of 'marketing'. At the same time, you can't 'market' unless you run a successful recruitment, and you can't market or recruit without financing.

Financing needs to build on the Academy's ability to provide strong enough reasons to convince a potential financier.

There has been an active email discussion during the last few weeks regarding how free I am to pursue issues that interest me without 'asking for permission'. I obviously can't enter into agreements that bind the Academy – but what freedom do I have within those boundaries?

There is no lack of important issues to address!

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## Åsa Morberg: Report on the marketing group's work

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### Report on the Marketing group's work

*by Åsa Morberg, Associate Professor and member of the Strömstad Academy Board*

I have been a member of the Marketing group, I have been involved in marketing throughout my career and am still involved in marketing my own companies, other associations and in fact also universities. The marketing group is led by Per Flensburg, our Vice-Chancellor, members of the group are Åsa Morberg, Marylou Wadenberg, Sarah Philipsson, John Fletcher and Carl Olivestam, who, however, recently sadly resigned his membership.

The group's work has been led by Per in a professional way, since then John has contributed through his unique expertise in marketing through his experience from the business world. Sarah is an associate professor in marketing and has a great deal of knowledge and expertise in the field. Marylou also has solid expertise in the work of the marketing team. The group has met on Thursday afternoons with different themes, according to Per's invitations.

It is not entirely easy to market Strömstad Academy, but under Per's leadership we still got started quickly. We have presented a plan for our work. Strömstad Academy lacks administration, an organization for external activities, a fixed range of activities, and other things that are important for a marketing group to build its work on. The marketing team always needs to make sure that someone is doing what is being marketed. In short, the marketing group's focus is based, in my view, on the view that an organization is successful by understanding the customers' needs and wishes and in that way get a higher satisfaction from the customer than the competitors. Customer orientation creates both competitiveness and future profitability.

Marylou and Åsa were interviewed in the magazine Curie about the anthology Researcher Careers. That article went well and helped in a good way to make the anthology known. It was noticed by the Swedish Research Council gratifyingly enough and there have been many discussions about the book. As a further spin-off of this, Marylou has been invited by STARS (starsnetwork.org) a transatlantic (Sweden / USA) association for collaboration between researchers and academics, for discussions about academics' work routines and conditions in the US compared to Sweden.

Åsa Morberg was commissioned to contact Region West to try to get an answer on whether the region can support Strömstad Academy. The region has a development plan for Region West. In that plan, a desirable development is projected for the region. If Strömstad Academy can support the desired development, all you have to do is outline projects and apply for funding in close collaboration with the region. For this, however, contacts must be made with region west by the Academy's management. There are various opportunities for financing, among others. through feasibility studies and projects. The development plans are on Region West's website. Johan Fletcher has also in a meritorious way inventoried financing opportunities that seem very promising. He has many valuable contacts through his business experiences, Financing has been a large and important area for the marketing group. Strömstad Academy largely lacks funds for its operations.

We have all worked with the new website that was designed for the recruitment of new members. Per Flensburg led our discussions and together we designed the texts we negotiated. One presentation is Strömstad Academy, which explains why you should become a member of the Academy and a little about our products and why they are worth buying, we tried to produce. The purpose of the website texts is to draw interest from prospective members, but also to provide prospective customers with important information about what Strömstad Academy has to offer and the advantages they have over products offered by Others so that the customer eventually wants to buy.

Articles are also part of the group's activities. Åsa Morberg has published several articles during the time the marketing group has been working. There are about ten articles. One of the articles has resulted in an invitation to the Ministry of Education for presentation.

The marketing group necessarily needs to engage in other things than marketing because there is nothing fully developed to market, but it is created and developed. Every part that is to be marketed must be developed. This is clearly regulated in the marketing group's assignment. As approved by the March Board meeting in 2021. The board of Strömstad Academy needs reports. This report can also go to the board, even if it was intended for the Newsletter in the first place. Trust, support and generosity need to characterize the development work of development groups.

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## The marketing team report

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### Marketing team report

The marketing group wants to contribute to developing the Academy in accordance with the regulatory documents we have produced, above all the strategy and policy. Parts of the Board and AU have criticized these documents and at the last AU meeting, the Chairman said that the MG is creating a polarization in the Academy and that the MG is a Future group resurrected . No one objected, except the Chairman of the Marketing group. This can only be interpreted

ted as meaning that the Marketing group does not have the management's trust and can thus not continue its operations. We therefore regard the group dissolved.

The Marketing Group (MG) has largely operated in 2021. During this time, we have done the following:

- Produced a simple material that members can use to inform about SA.
- Used a free trial period at MyNewsweek to promote the pandemic book. Nearly 400 e-mails went out.
- Strömstads bokhandel has our books on display in a shop window and also on its own shelves inside the store.
- Debate articles in DN and SvD about pandemics have been commented on with reference to our book.
- Large article in the Swedish Research Council's magazine, Curie, where Åsa and Marylou talk about research careers.
- Designed a marketing strategy, a marketing policy and a marketing plan as a basis for external marketing. The purpose was partly to make the Academy known, and partly to recruit new members.
- Establishment of a simple web shop on the website to be able to sell books online.
- Written texts on book info, which book publishers can adopt.
- Made a new start page on the website, which presents the Academy to the public.
- Established an opportunity for the public to ask questions to the Academy.
- Established a simple web-shop for our publications.

Most of this has been reported in the newsletters. With that said, we are leaving the Marketing team.

*Per Flensburg, Åsa Morberg, Marylou Wadenberg and John Fletcher.*

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## Åsa Morberg: Proposal for the development of Strömstad Academy

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### **Proposal for the development of Strömstad Academy**

*Åsa Morberg, associate professor and board member of Strömstad Academy's board*

The proposals I make here also go in a special letter to the board meeting and to the annual meeting, if applicable. It is of course possible to debate and come up with other alternative proposals. I do not intend to spend my time debating different solutions. It is, of course, open to all members to improve the academy in the way that they themselves think seems good.

### **Proposal for a digital annual meeting in June 2022**

The annual meeting usually consists largely of the members who have positions of trust in Strömstad Academy. This is not good for the discussions at the annual meeting of the academy. Now it will be a science festival with a physical presence. My suggestion is that the annual meeting will also be possible to always participate in online. It is good for the union democracy and above all to get more people to get involved in the academy. It can contribute to a better discussion. The charter apparently allows this, since we had a digital annual meeting last year.

## **The Nomination Committee of Strömstad Academy, ahead of the annual meeting in June 2022**

The task of the Nomination Committee is to prepare the Annual General Meeting's election of the Board. It does this by washing up, evaluating and asking questions before the annual meeting and proposing candidates at the annual meeting. It is an important job that helps the annual meeting to elect a good board. An association never gets better than its leaders. Finding the right people for the board and other elected functions is therefore a very important task. The Nomination Committee is appointed by the annual meeting. Its task is to give proposals at the next annual meeting for a good and well-composed board, good auditors and any other functionaries mentioned in the articles of association. How the nomination committee is elected and how many people it is to consist of is also stated in the articles of association. A nomination committee is not subordinate to the board. You cannot sit on the board and a nomination committee at the same time. The Nomination Committee has its mandate directly from the annual meeting and reports to this. The assignment is limited to proposing candidates. It is very important that the people who are not elected in any way are unruly. Close relations with elected representatives are unequal.

## **An alternative calendar for Strömstad Academy with more frequent board meetings and more frequent member meetings for more efficient management**

Strömstad Academy has largely only the science festival as its member activity. It is a kind of main activity for the association. There is also a division into local groups that work independently and very differently. In my opinion, more frequent member meetings are needed to get better cohesion in Strömstad Academy. In this way, the members also get more similar conditions for their membership and better value for their membership fee. In this way, Strömstad Academy also gets better contact with its members. The board meetings have no long-term planning. They are decided gradually. There are very tiring discussions online about whether members can participate or not. Board work has also been very problematic and good association practice is not customary. My proposal is therefore that the board meets once a month and alternates with member meetings once a month. It must be efficient and well-prepared board meetings. There should usually be proposals for decisions. Board meetings are not preparatory bodies, but matters presented must be well prepared. Board meetings should be a maximum of 1.5 hours long and the set time should always be held. No transfers when it comes to scheduling. 8 board meetings in one financial year should be enough.

My suggestion is then that about 8 member meetings are planned for a maximum of 1.5 hours at a time via the internet. Of course, it can be meetings as well. Member meetings shall have a clear purpose, but shall not be recorded in the minutes. The purpose may be to inform or discuss something interesting that affects the activities of Strömstad Academy. It is only our imagination that sets the limits for what member meetings can be used for. Member meetings can serve as a glue in the academy's activities. A seminar can also be a form of member meetings with discussion based on a previously sent text, where different conclusions can be drawn and then tested against each other all to increase the quality of the text. Strömstad Academy has no scientific seminar where you can try out your scientific articles. Member meetings could serve as a scientific seminar. The chairman does not have to be responsible for member meetings at all. It can be the principal or the person appointed by the management.

### **In summary**

the annual meeting should be digital, the nomination committee should review eligible candidates and avoid conflicts of interest and board members, and planning should be done for

more frequent and shorter board meetings that are well prepared, and a number of member meetings should also be included in the planning.

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## **Ari Lampinen: Opportunities for contributing to UN work**

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### **Opportunities for contributing to UN work**

*Ari Lampinen*

Strömstad Academy (SA) fellows interested in participating United Nations (UN) work have several alternative ways to do so.

SA has observer organization status with UNFCCC (UN Framework Convention on Climate Change), i.e. the UN climate treaty created in 1992 at the 2nd UN environmental summit in Rio de Janeiro. It means that SA fellows may contribute to the UNFCCC process in several ways, including taking part in events organized by UNFCCC as members of SA delegation. In 2021 SA had delegations at two UNFCCC conferences. SA fellows interested in becoming formally involved in the UNFCCC process, but have not done so before, are requested first to review basics of the process as available at the <unfccc.int> website and then contact Ari Lampinen for practicalities. Formal engagement in the UNFCCC process requires adequate knowledge of the process and involves heavy UN bureaucracy.

However, SA fellows can ignore all of the above and still participate UNFCCC and other UN conferences, because UN conferences include extensive program for the general audience. Attending them has no bureaucratic or knowledge requirements. Acute example is the Stockholm+50 conference to be held in Stockholm in June 2022. It is the first UN conference in Nordic countries since 2009, when UNFCCC conference was held in Copenhagen and part of its program for the general audience took place in Malmö. Therefore, it offers very rare easy opportunity for majority of SA fellows to take part.

The Stockholm+50 conference is organized by decision of the UN General Assembly (UNGA) in 2021. It is organized to celebrate 50 years of UN environmental negotiations and treaties since the 1st UN environmental summit in Stockholm in June 1972. UN achievements since 1972 include outcomes of the 2nd UN environmental summit 20 years later in Rio de Janeiro, such as the UN climate treaty (UNFCCC).

Stockholm+50 conference also includes 50-year celebration of UNEP (UN Environmental Programme). UNEP has served as the permanent UN organization responsible for environmental issues since it was established in Stockholm in 1972. For this reason Stockholm+50 conference is organized jointly by governments of Sweden and Kenya, which serves as the host country of UNEP headquarters.

Triple 50-year celebrations are completed by WED (World Environmental Day) to be held in Stockholm on Sunday, 5 June. WED was established in Stockholm in 1972 as annual UN event for increasing public awareness of environmental issues globally. It ends the Stockholm+50 week and is the main day for events organized for the general public, but those events will be distributed over the whole week. Programme organized for the general public will be published at <worldenvironmentday.global> website regarding WED and at <stockholm50.global> website regarding other events.

Global government level conference will be held on 2-3 June. Topics include development of UN level environmental policy in general, implementation of existing UN environmental treaties in particular and also new UN treaty processes that have started, but not yet completed. However, new UN treaties will not be negotiated there.



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## Jens Allwood: Invitation

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### **The West Sweden Regional Group of Strömstad Academy invites members to A Discussion Seminar at Marston Hill in Mullsjö about MIGRATION AND INTEGRATION MAY 6-7, 2022**

Based on the responses we received to our questionnaire in the January and February Newsletters, we now invite all interested members to a seminar on MIGRATION AND INTEGRATION, May 6-7 at Marston Hill in Mullsjö.

We will possibly also have a short report on the progress of the anthology on Scientific Methods and continue the discussion of the purpose of Strömstad Academy.

The structure of the seminar will be that all participants are invited to make short contributions which we will then discuss.

(You can, however, also participate in the seminar without making an initial contribution.)

The seminars are planned lunch to lunch, including two lunches, dinner, coffee in the breaks, get-together in the evening and one night's stay. The price is 1500 SEK (minimal cost).

For two different presentations of Marston Hill, see [marstonhill.se](http://marstonhill.se) or [marstonhill.com](http://marstonhill.com)

The seminar could possibly be the basis for a multi- or interdisciplinary anthology.

If you are interested in participating, send your answer in an email to [jens@allwood.se](mailto:jens@allwood.se) (preferably also to [elisabeth@allwood.se](mailto:elisabeth@allwood.se) and [gudmundbergqvist@hotmail.com](mailto:gudmundbergqvist@hotmail.com)).

Welcome!

*Jens, Elisabeth, Gudmund*

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## Preliminary program for the Science Festival 2022

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### Preliminary program 2022

This year's science festival will be held at the traditional time before midsummer. It begins with the annual meeting on Monday, June 20, traditionally in Father's hall. The festival itself takes place at Skagerack until Thursday lunch. We do not think very many would stay in the afternoon.

It will be possible to participate digitally at the annual meeting, but not at the festival itself. Eventually we will film it and then publish the films.

We have no special theme other than that the fee should be as low as possible, preferably none at all. The cost depends on how much grant we receive. In return, the participants themselves are responsible for food and coffee. As usual, we arrange a joint gala dinner on Wednesday night. It may cost a maximum of SEK 400.

Day	Datum	Time	Activity	Place
Mo	20-juni	13:00-18:00	Annual meeting	Fars sal
Tu	21-juni	9:00-10:30	Opening and 2 presentations	Skagerack
Tu	21-juni	10:30-11:00	Coffe	Skagerack
Tu	21-juni	11:00-12:00	Presentation of project	Skagerack
Tu	21-juni	12:00-13:30	Lunch	Skagerack
Tu	21-juni	13:30-15:00	Presentation of project	Skagerack
Tu	21-juni	15:00-15:30	Coffe	Skagerack
Tu	21-juni	15:30-17:00	3 presentations	Skagerack
Tu	21-juni	19:00-21:00	Music	Church
We	22-juni	9:00-10:30	3 presentations	Skagerack
We	22-juni	10:30-11:00	Coffe	Skagerack
We	22-juni	12:00-13:30	Lunch	Skagerack
We	22-juni	13:30-15:00	3 presentations	Skagerack
We	22-juni	15:00-15:30	Coffe	Skagerack
We	22-juni	15:30 - 17:00	Installation of new members	Skagerack
We	22-juni	17:00-18:00	Mingel	Skagerack
We	22-juni	19:00 -	Dinner (voluntary)	T b a
Thu	23-juni	9:30-10.30	The future of the Academy	Skagerack
Thu	23-juni	10:30-11:00	Coffe	Skagerack
Thu	23-juni	11:00-12:30	2 presentations	Skagerack

It is now important that there are enough speakers. We prioritize new members, but there should be room for several more. Bode Janzon and Anders Gustavsson have already announced that they want to give their respective lectures. The idea is like last year: The lecture takes 20 minutes and then there is room for 10 minutes of questions.

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## Call for the nomination committee

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### Call from the Nomination Committee

Since Per Flensburg has declined re-election as Vice-Chancellor of Strömstad Academy, everyone is encouraged to help select good candidates for the election this summer! This also ap-

plies to other positions of trustees except the Pro-Vice-Chancellor who was elected for two years last year.

Suggestions and comments are welcome to the undersigned.

*Ulf Berg*

Convening of the Nomination Committee

[ulf.berg@chem.lu.se](mailto:ulf.berg@chem.lu.se)

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## Activities in the Executive Committee

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### Summary of activities in the Strömstad Academy Executive Committee/AU during first quarter (Q1) Jan-March 2022.

*Marylou Wadenberg*

The Executive Committee/AU consists of Per Flensburg - Vice-Chancellor, Peter Fritzell - Chairman of the Board, Anders Gustavsson – Pro-Vice-Chancellor, and Jens Allwood – Deputy Chair. Marie-Louise/Marylou Wadenberg serves as Secretary of the Board and of AU. The Academy treasurer KG Hammarlund also attends the AU meetings on a regular basis. AU runs digital meetings (GoToMeeting) generally once a month.

The agenda for these first quarter (Q1) meetings has, among others, focused on the following items:

- Review of written Memo from previous meeting
- Marketing/the Marketing group (M-group)
- Academy by-laws – possible changes
- Preparing items/matters for the March Board meeting
- Economy/reimbursements in the Academy
- Membership – terms; how to handle difficult issues
- The Academy as a referral consultation body
- Additional issues

### General Information:

AU works between Annual Meetings, the highest decision-making authority, with a mandate from the Board, and regularly executes decisions made by the Annual Meeting and the Board. Meetings (during the Q1 2022 mainly being digital using the platform GoToMeeting) start with a brief review of previous written memo. Then items on the agenda are reviewed and discussed concerning what has happened since last meeting and how to proceed. Some decisions can only be made at a Board meeting. In those cases AU works on/prepares these matters for the next upcoming Board meeting. Occasionally joint positions/decisions may be carried out per capsulam by means of a memo from AU addressed/sent to the Board for a decision, or via the Board itself if there was not enough time to discuss this matter at the ordinary Board meeting.

Responsibility, for and being in charge of the different main items on the agenda, is distributed between the individuals being part of AU as follows:

- Per Flensburg holds, together with the Pro-Vice-Chancellor (and in some cases the Chair), the overall responsibility for: planning of the Academic Ceremony, the Annual meeting and

the Science Festival in Strömstad; he is also responsible for the website maintenance and layout of the newsletter, and to some extent keeping in touch with the Strömstad Municipality and the Strömstad Highschool. Per also handles certain records (such as the list of members).

- Anders Gustavsson holds the overall responsibility for: planning of the Academic Ceremony, the Annual meeting and the Science Festival in Strömstad (together with Per Flensburg), for lectures, and, within the framework of the Editorial Board, for writing series/anthologies, and for the Newsletter.
- Deputy Chair Jens Allwood holds, together with the Chair, responsibility for Board meetings; and, together with the Vice-Chancellor and Pro-Vice-Chancellor, for Annual meetings. Former Deputy Chair Mariana Back stays on running the Google Drive place with the Academy's documents, and works on the recruitment of members for chronicle writing in 'Strömstads Tidning'.
- Chairman of the Board Peter Fritzell, AU Chair and convenor, holds responsibility for Board meetings; and together with the Vice-Chancellor, Pro-Vice-Chancellor and Deputy Chair, also for Annual meetings. He also keeps a close oversight over the regular agenda items at AU meetings (please see above).

Working Groups (ordinary), such as review of texts written in English (Marylou and John Fletcher), Local Chapters (Bode Janzon), courses (Åsa Morberg, Carl Olivestam), and Koster (Gudmund Bergqvist), in some cases have someone in charge (in parentheses) that is not part of AU. These individuals then most often report to Peter Fritzell and Anders Gustavsson.

The local chapters, Gothenburg and Falun currently being the most active ones, send invitations to webinars on various topics. Video records are posted on the Academy website (<http://stromstadakademi.se/wp2/>) and when appropriate also published in the video series (SAV) and on the Academy youtube-channel.

Important results during this first quarter (Q1) 2022:

- The Marketing Group (M-group): Per (the group convenor) has, mainly together with Åsa Morberg, created policy and strategy documents as well as a marketing plan (regulatory documents). The wording in these documents has been discussed at the AU meetings (in particular regarding the marketing plan). Per has also produced a written report stating work results, so far, carried out by the M-group. There are different opinions on how to best run the marketing of the Academy. This has actively been discussed both within the AU and the Board. As a result, two M-group members, Carl Olivestam and Sarah Philipson, have left the group. The Board has had an ongoing discussion about this issue. The reason for the divisiveness seems to be that there are two major differing approaches/aspects at hand here causing the arguments. One being: The Academy already has a 'package' that can be marketed right away; the other being: changes in by-laws are needed to make The Academy more attractive to different target groups. The discussion is ongoing.
- The Academy website/home page: Per Flensburg ([per.flensburg@stromstadakademi.se](mailto:per.flensburg@stromstadakademi.se)) is responsible for managing the website. He has posted a prototype testpage for a website platform providing info to the public about the Academy. He has asked AU members and other Academy members to visit the website, review the testpage and give feedback on what is good as is and what can be improved. As the website is an important part of marketing the Academy, the M-group has been working on the wording of the different texts in digital meetings, and the platform is now posted publicly on the website. Feedback and opinions are still wellcome.

- Economy/membership fees/membership terms: The Academy Treasurer, KG Hammarlund, presented the status of book keeping records at the Board meeting on March 15, 2022. There has been a discussion at the AU meetings on how to handle the problem with members not paying their membership dues. There was also a discussion on situations/behavior among members that could possibly lead to a membership termination.
- The Academy by-laws – possible changes: Per Flensburg (the Vice-Chancellor) has presented suggested changes in by-laws. These have been discussed.
- Brainstorming-meetings to identify/create plausible interdisciplinary projects within the Academy: Chairman Peter Fritzell previously started an initiative for meetings to discuss and form interdisciplinary groups with Academy members that could start various projects within this concept. Currently the following information is available:

The project focused on psychiatry and alcohol/drug-dependence – goal #3 (subtargets) in Agenda 2030, will, initiated by the project member Lennart Wetterberg, act as a consultation body for the SOU 2021:93-referral/committee report entitled: "Från delar till helhet – En reform för samordnade, behovsanpassade och personcentrerade insatser till personer med samsjuklighet" or the so called Samsjuklighetsutredningen (The Co-morbidity Investigation). The comment letter on the interim report is due on April 30, 2022. Project members are: Marylou Wadenberg, Ulf Berg, Gudmund Bergqvist, Anders Gustavsson and Lennart Wetterberg. Marylou serves as convenor/moderator. The Academy Honorary Professor Elaine Bearer is also part of the project group.

The Board had a combined digital/physical meeting (at Rune Wigblad's place in Gothenburg) on March 15, 2022. A total of 16 members attended. For the meeting, the AU had prepared (among others) the following items:

- Academy Membership
- Economy – Report
- The website. Content and usability
- The Academy as referral consultation body
- Reimbursement for work/work expenses to Board members

In summary: In addition to regular issues, the most important issues for AU this Q1 2022 have been:

- i) to discuss terms for Academy membership – how to handle challenging situations.
- ii) to discuss how to best handle the problem with members not paying their membership dues.
- iii) to discuss the mandate of the M-group and suggested additional tasks.

### **Additional issues**

1. Members are active providing contributions/chronicles for 'Strömstads Tidning'; presentations posted on social media (Youtube) are also ongoing.
2. Members, for example Rune Wigblad, are active participating in media debates.

AU has in Q1 2022 had meetings via GoToMeeting:

On Jan 25 and March 3

Marylou has been keeping written memos during the AU meetings. These have been revised by Peter Fritzell and then e-mailed out to the 4 representatives of the AU, and to the Treasurer KG Hammarlund.

All registered meetings have been on a virtual basis (via GoToMeeting).



