

The Swedish Business Link – Innovative cooperation for development of public e-services for business



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Poznan, November 16, 2011

Verksam.se – the Swedish Business Link to Government

Agenda

- Short introduction to the Swedish Agency for Economic and Regional Growth
- Verksam.se – Information and e-services from Swedish authorities
- Background information
- What is Verksam.se – content, tools etc
- Multichanneling of information and services
- Future Development
- Success factors and problems – Lessons learnt



Background information

- Swedish Government's Action Plan for eGovernment
- Digital Agenda for EU and Sweden
- The eGovernment Delegation
 - As simple as possible for as many as possible
 - Coordinate IT-based projects of government agencies
 - Standardisation, interoperability
 - 29 strategic projects
- Several uncoordinated portals, websites
Low level of usage (users not aware of available services)
- Low understanding of the entrepreneurs process to start up, operate and develop his business

Verksam.se – the Swedish Business Link to Government...

- ...a strategic eGovernment initiative built and operated by three agencies
 - the Swedish Companies Registration Office
 - the Swedish Tax Agency and
 - the Swedish Agency for Economic and Regional Growth
 -offers structured information, services and tools on how to start and run a business
 - offers tools to draw up a business plan and register a business
 -presents information and services on one website - one door
 -is based on customer process and needs considering, starting, running, developing and closing down

Verksamst.se – the Swedish Business Link to Government

Information and e-services
from authorities.



Verksam.se – for whom?

- For the one who already is an entrepreneur
- For the one who is considering to start a business
- For the one who is helping other entrepreneurs

The Swedish Business Link to Government

Verksam.se

- for those who run or are about to start a business

On this website three government agencies have brought together and structured information and services of value to you. Find your way using the headings **Considering, Starting, Running, Developing and Closing down**.

Website
feedback

EUGO Part of
the EUGO
network

1 Considering

Are you considering it? This section is an introduction to life as an entrepreneur in Sweden.

2 Starting

Be prepared! This section helps you to plan your start and get your business off the ground.

3 Running

Do it right! This section gives you tips about accounting and taxes and contributions.

4 Developing

Moving forward! In this section you find out more about funding and how to lead a growth company.

5 Closing down

Do you want to stop? This section gives you tips about closing down your business.

Verksam.se is a collaboration among three government agencies:



Verksamst.se

In Swedish | Content A-Z | FAQ | Contact | About the website

Search...

Considering Starting Running Developing Closing down

You are here: Considering

Considering
Being an entrepreneur
How Sweden is governed

Tools
Find advisors
Find permits

Website feedback

I am considering starting a business.
What do I have to bear in mind?

From idea to business
This quick guide gives you a picture of the path from an idea to your own business along with brief information.
[From idea to business](#)

Running a business
This section tells you more about some of the requirements you must meet before starting your business in Sweden.
[Being an entrepreneur](#)

Brief facts about Sweden
At national level Sweden is governed by the Government and the Riksdag. Elections are held every four years.
[How Sweden is governed](#)

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 Bolagsverket Skatteverket TILLVÄXT VERKET

Verksamst.se

In Swedish | Content A-Z | FAQ | Contact | About the website

Search...

Considering Starting Running Developing Closing down

You are here: Starting

Starting

- Planning your start
- Types of business
- Opening a branch
- Imports
- Franchising
- Buying a business
- For foreign citizens

Tools

- Find advisors
- Find permits

I have decided to start a business.
How do I go about it?

Website feedback

Planning your start

This section gives you tips about what you can do to make the start of your business as successful as possible.

[Planning your start](#)

Permits and licences

Some businesses need to have a permit from, register with or make some other notification to a public authority.

[Find permits](#)

Business registration

Do you want to register a business in Sweden? Here you will find relevant information and application forms.

[Business registration](#)

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- Bolagsverket
- Skatteverket
- TILLVÄXT VERKET

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Considering Starting **Running** Developing Closing down

You are here: Running

Running
Business Documents
Accounting
Taxes and contributions
VAT
Employing staff
If a dispute arises

Tools
Find advisors
Find permits

Website feedback

I am running a business. What's the best way for me to do it?

Employing staff
Do you need staff? This section gives you information about employing staff and being an employer.
[Employing staff](#)

Keeping correct accounts
Accounts give you useful information about your business. Read our practical tips about keeping accounts!
[Accounting](#)

Taxes and contributions
The rules on reporting your taxes and social security contributions depend on the legal structure of your business.
[Taxes and contributions](#)

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Verksamst.se In Swedish | Content A-Z | FAQ | Contact | About the website Search...

Considering Starting Running Developing **Closing down**

You are here: Closing down

Closing down
Stopping
Selling
Bankruptcy

Tools
Find advisors

Website feedback

I am going to close down my business.
How do I go about this?

Selling your business
Selling your business requires good planning along with consideration for tax, legal and emotional aspects.
[Selling](#)

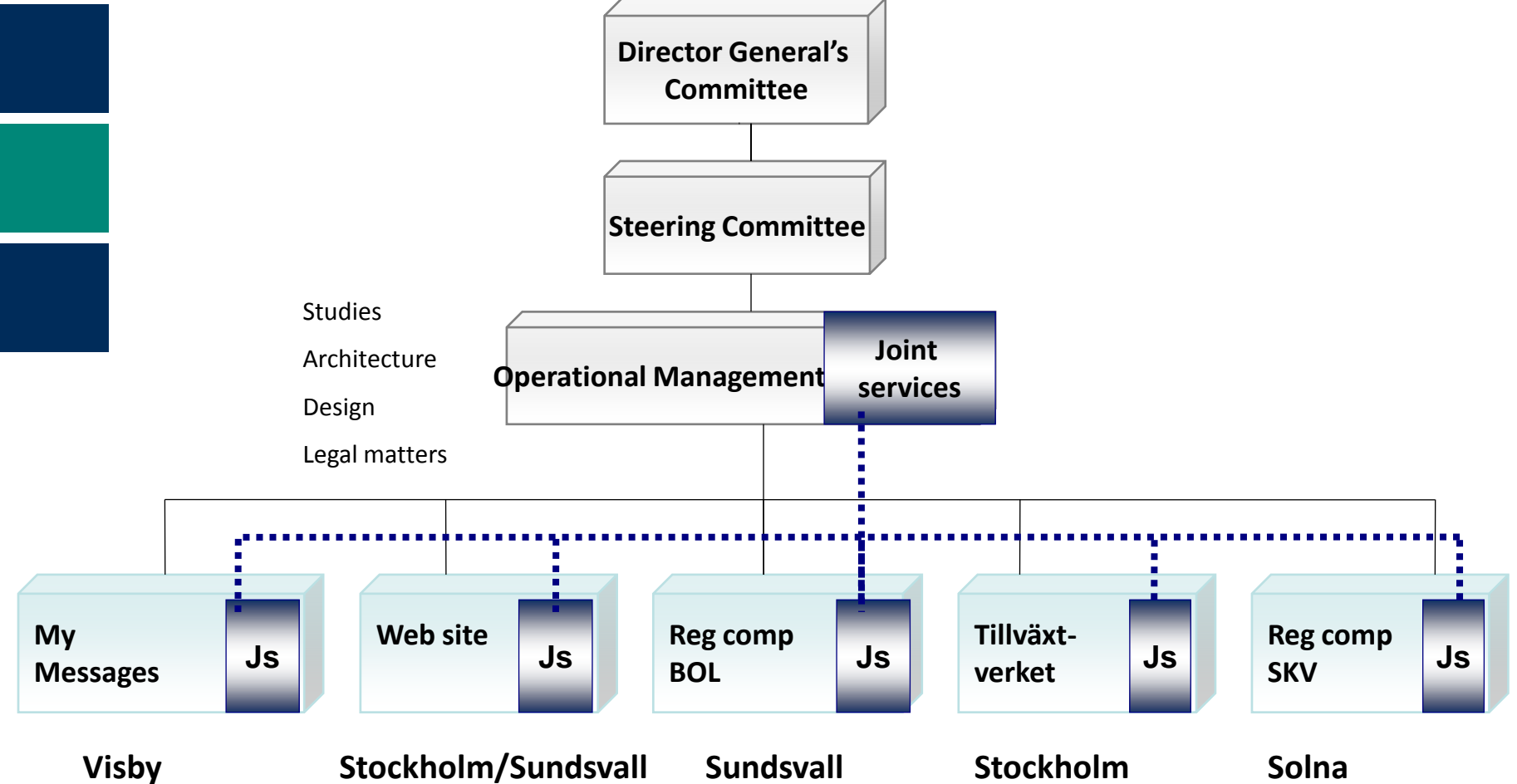
Closing your business
How you go about closing your business depends on what business type you are using for your business.
[Stopping](#)

Bankruptcy
If your business can not pay its debts, it risks being declared bankrupt. Read more about what this involves.
[Bankruptcy](#)

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Organization





Service oriented architecture

Joint services for authorities:

- My messages

Verksam.se

- My pages
 - Identification of user
 - Show ongoing activities
 - Launch e-services
 - Register business plan
 - Register company

E-services:

- Point of Single Contact
- Swedish Tax Agency
- Swedish Companies Registration Office
- Swedish Agency for Economic and Regional Growth

Service oriented architecture – User involvement

- Key factors technical approach:

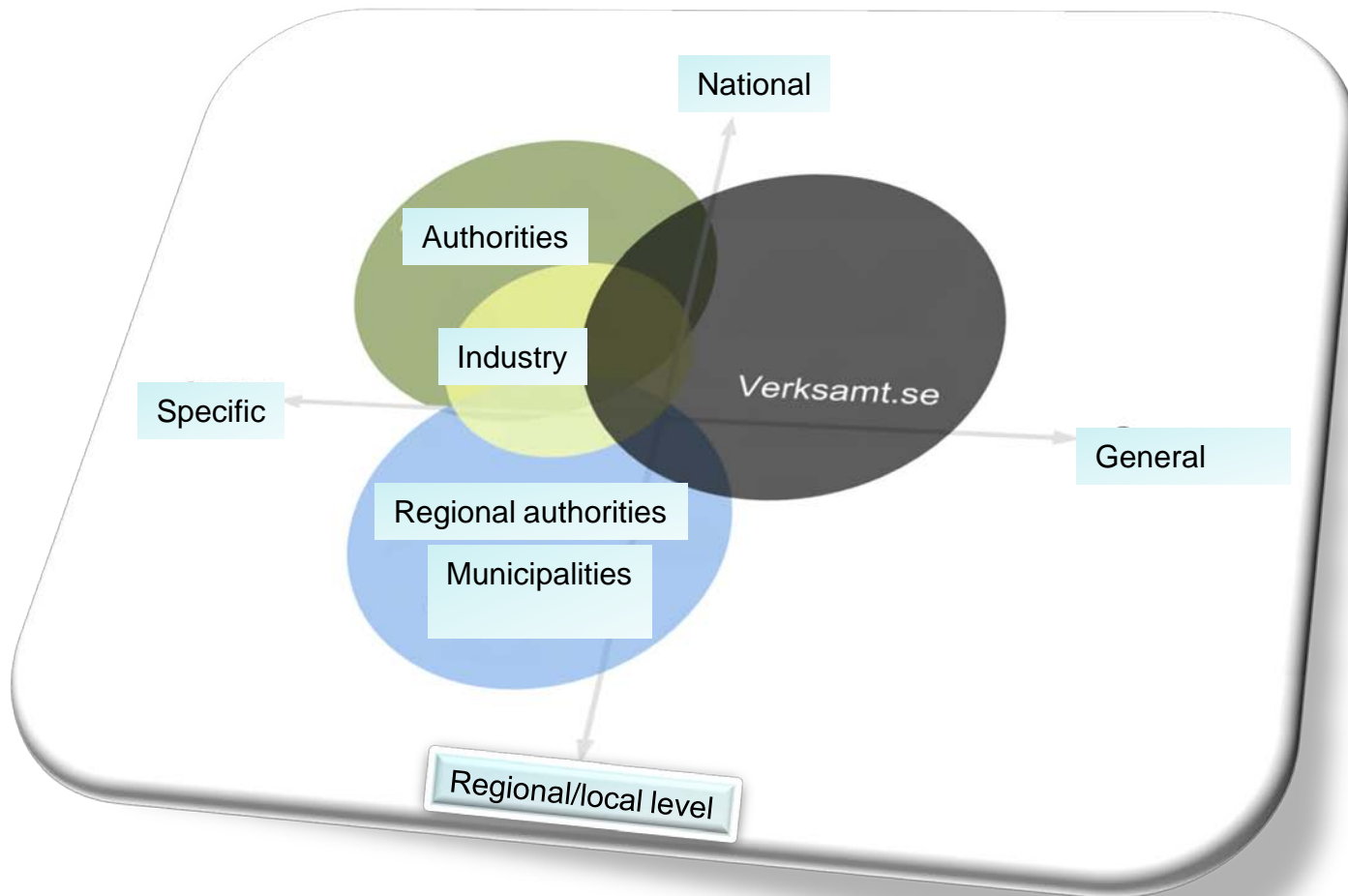
Accesibility, open standards, open source initiatives

- Federated architecture for 3rd generation eGovernment

- Distributed responsibility for development and management of e-services and content. E-services are provided as portlets integrated into Verksamst.se

- End user has access to all services at one place in a similar way
- Offers an overview of work in progress and current status of information to and from different authorities
- Re-use of personal data from one e-service to another i e from the tool to create a business plan to the e-services for company name and tax registration

No wrong door

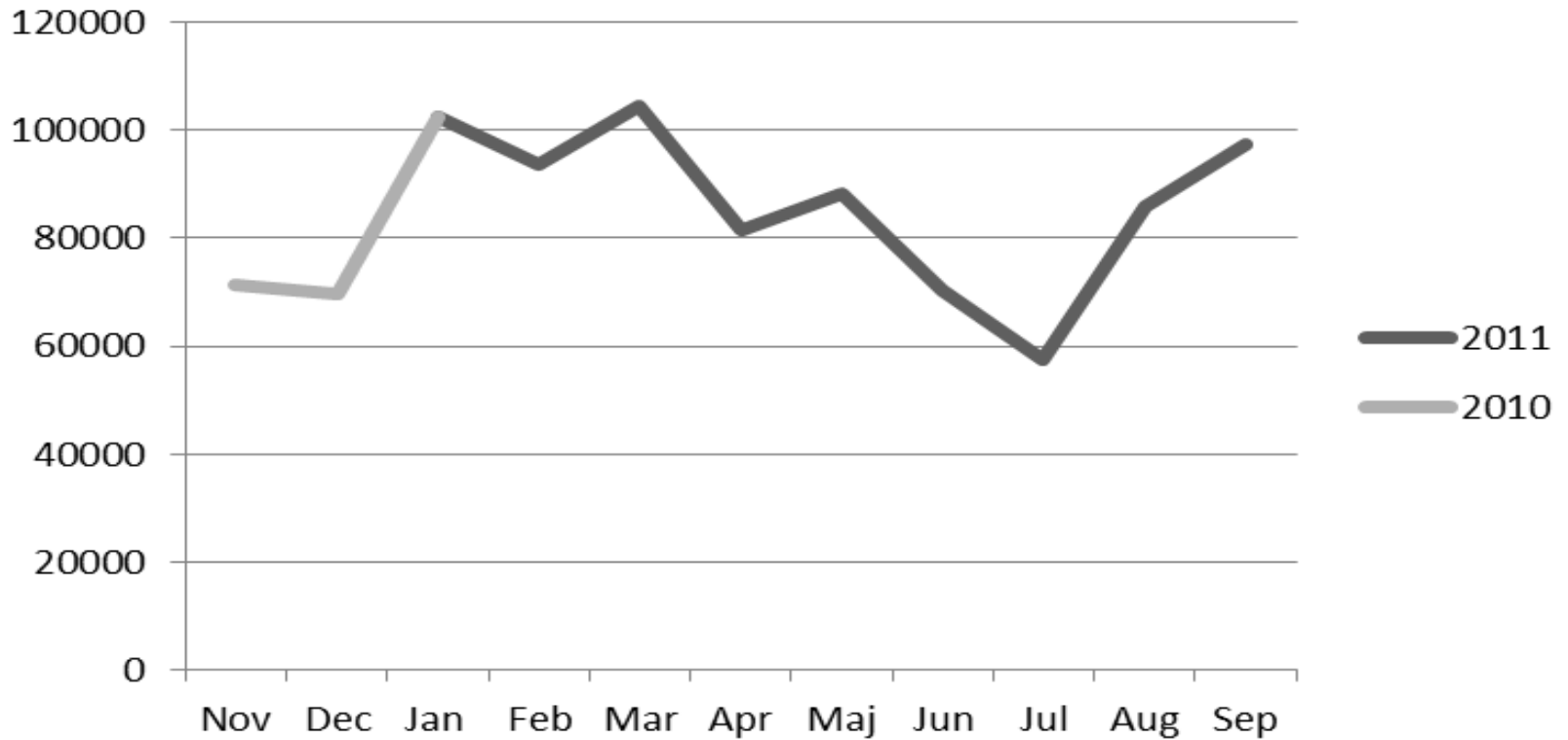


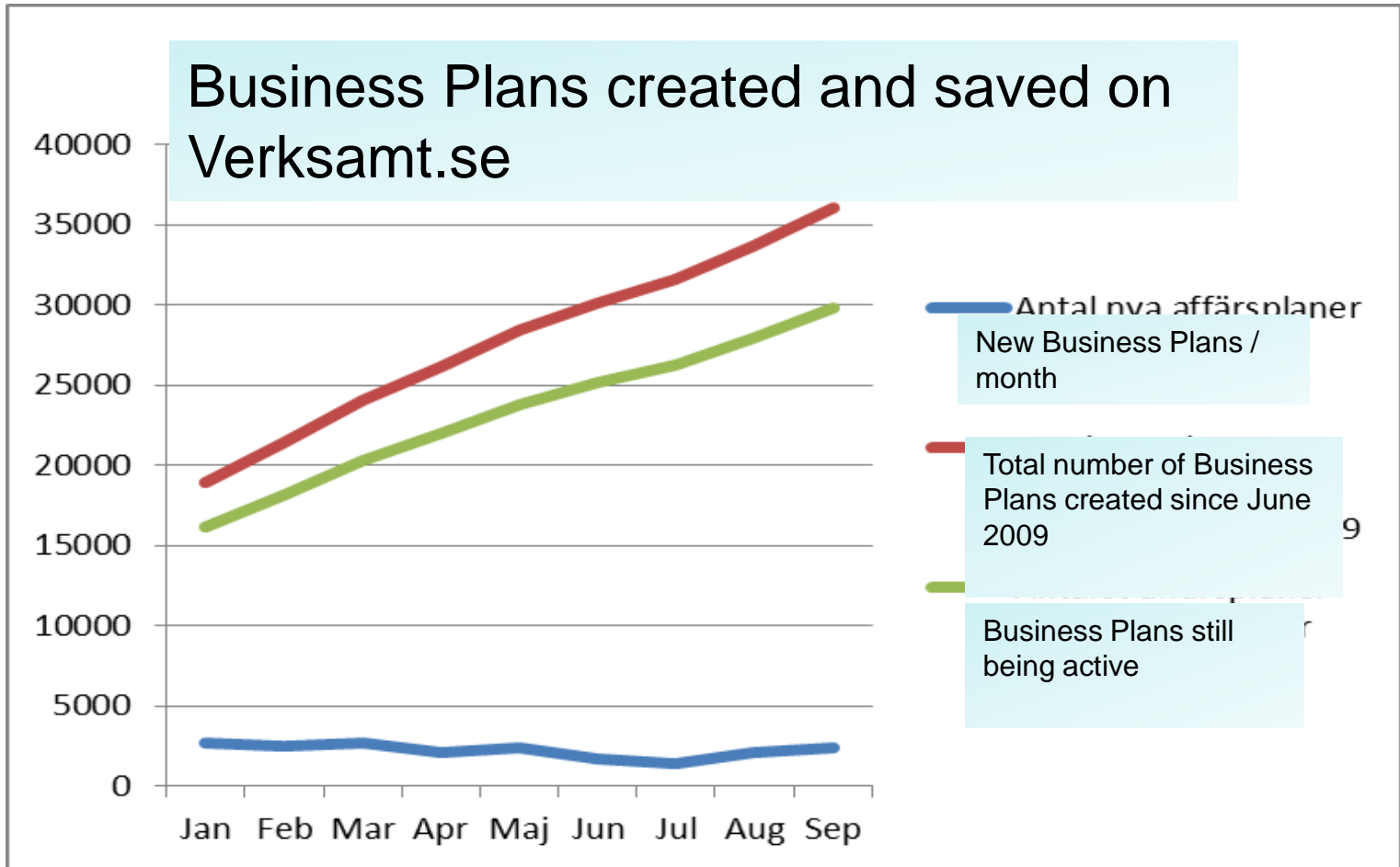


Some figures...

- Budget 2011 – approx 7 million USD
- 100 000 unique visitors per month
- 30 000 active Business Plans

Unique visitors verksamt.se







Other projects...

- Regional information
- Personalisation
- Safe electronic communication system – “E-box”
- Services Directive – Point of Single Contact - validation of signatures, Trusted Lists within for use in MS
- More business scenarios
- Smart e-applications
- Multiple signatures
- My procurations

Multichanneling strategy for Business Information

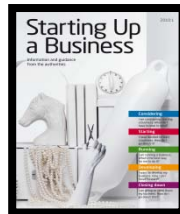
Internet



Local
offices



Print



Start Up Line 020-35 10 10

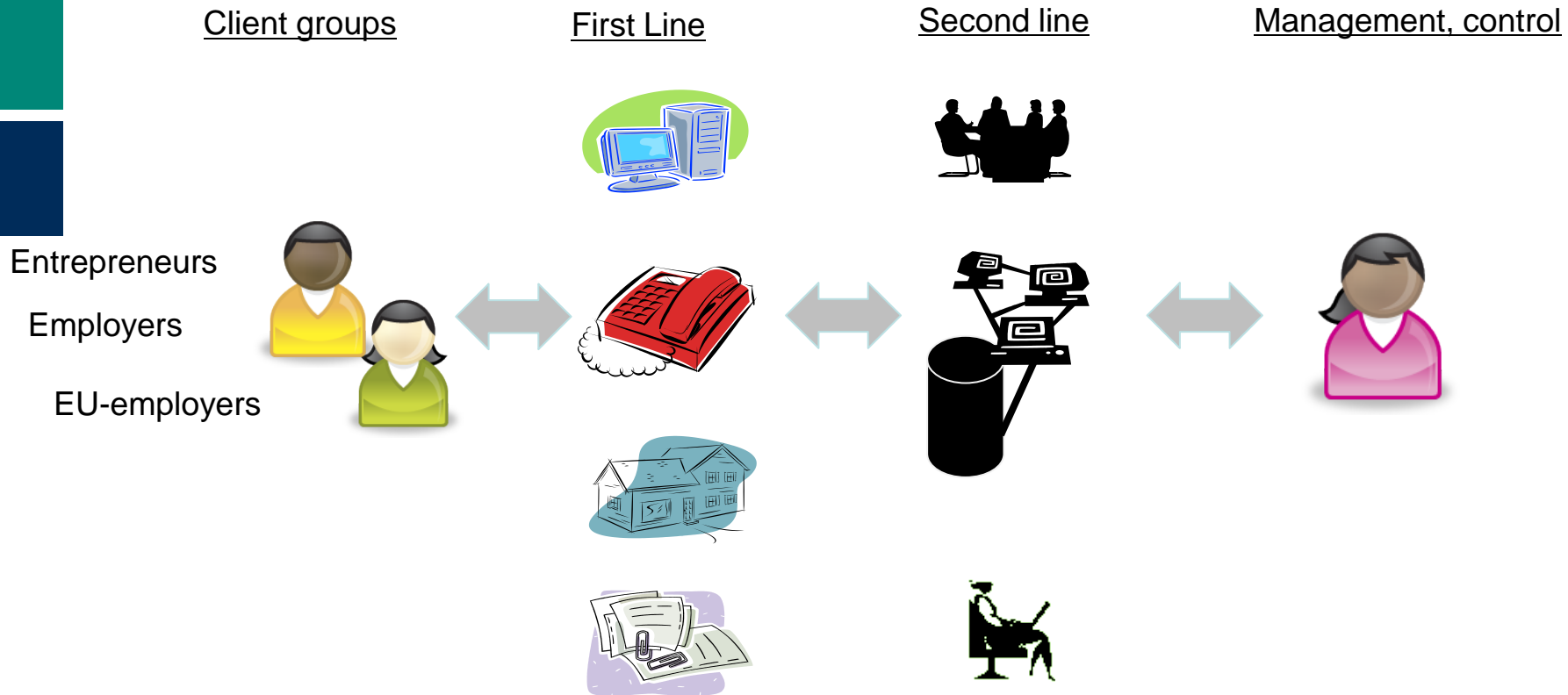
Meetings

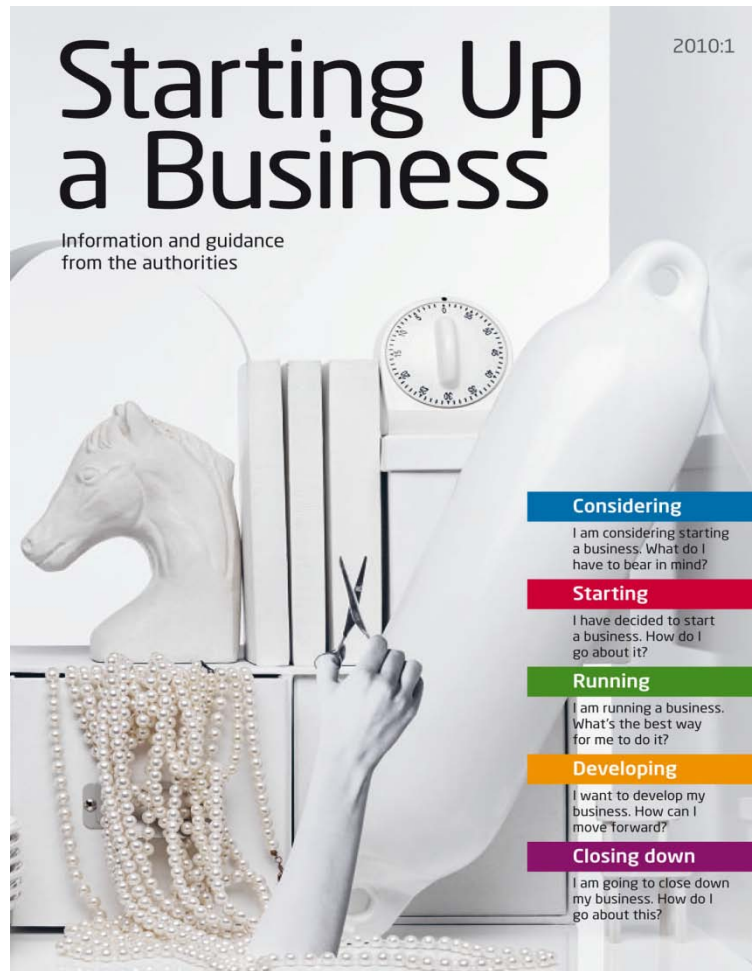


Libraries



Co-ordination of the meeting with clients in different channels





Starting Up a Business
Brochure, distributed in
about half a million copies
in 2010

In Swedish and English and
"Easy to read" version

Regional version

Starting Up a Business Day

6 Government Agencies

23 000 participants since
2005

Coordination and training of
front office staff –
participating in Starting Up
a Business Day





Lesson learnt

- Cooperation is difficult but rewarding
- Management & Control
- Working methods
- Technical solutions
- Legal matters
- Financing
- Organization
- Administration
- Culture

2011

Pre-Conference to the 6th European Ministerial eGovernment Conference
Innovation for eParticipation

Thank you



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