

Creative Partnerships for Effective Research Programs

Anders Lundström
Senior Advisor
Scania, Sweden



The Challenge



MOBILITY

Of goods
Of people

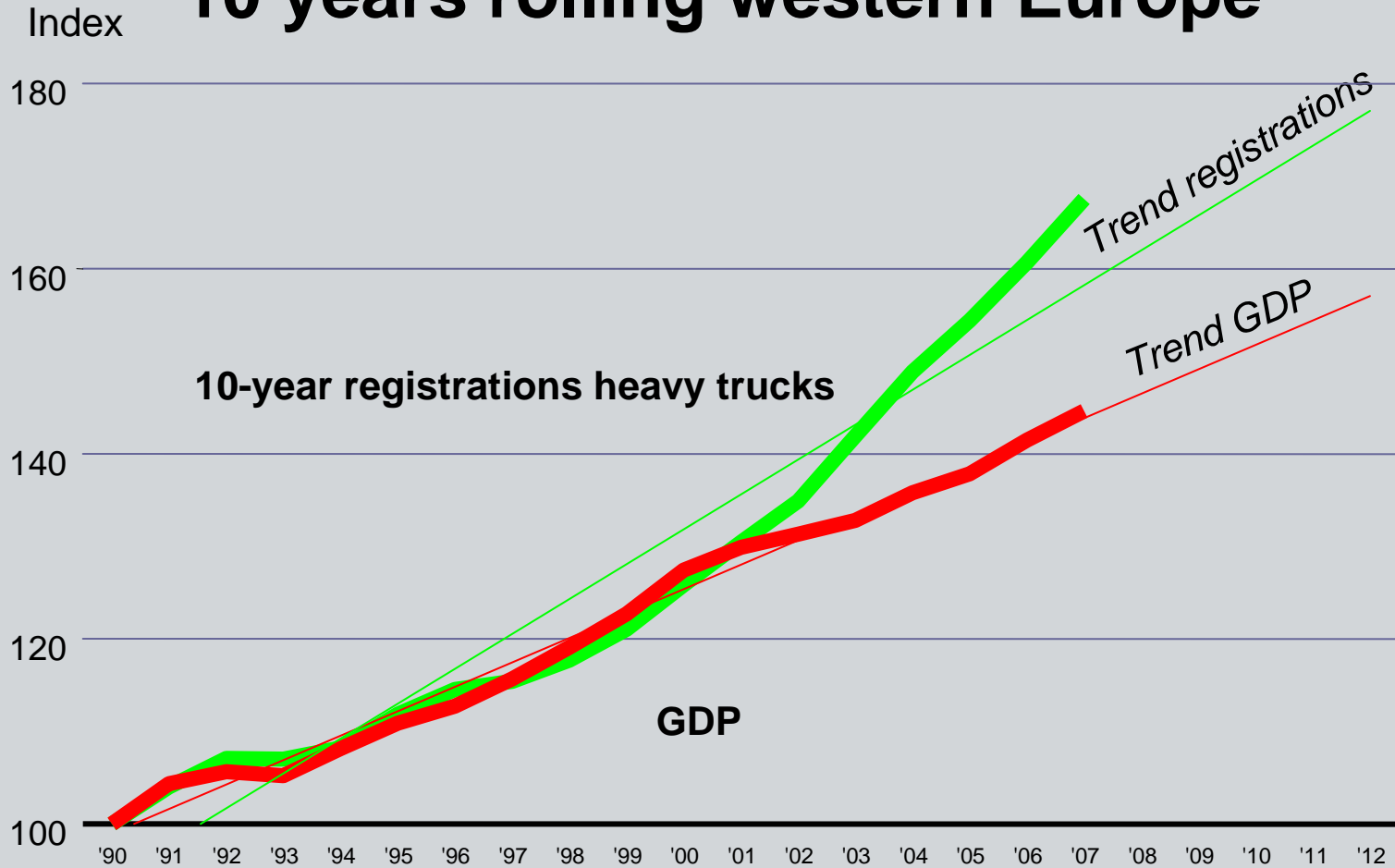
COST

Willingness to pay

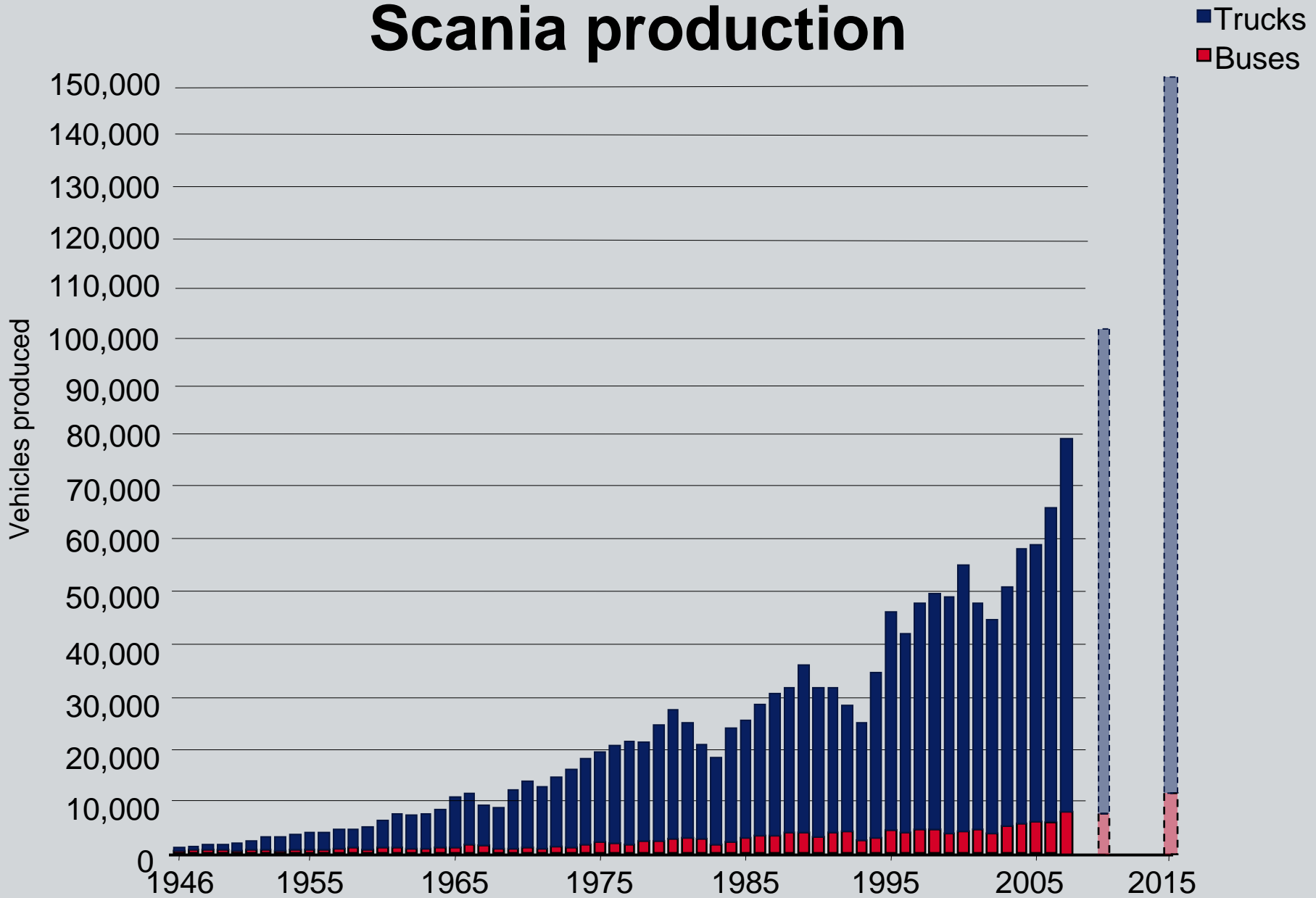
IMPACT

Emissions
Fatalities
Congestion
Noise
Fuel consumption
Carbon dioxide

Registrations and GDP 10 years rolling western Europe

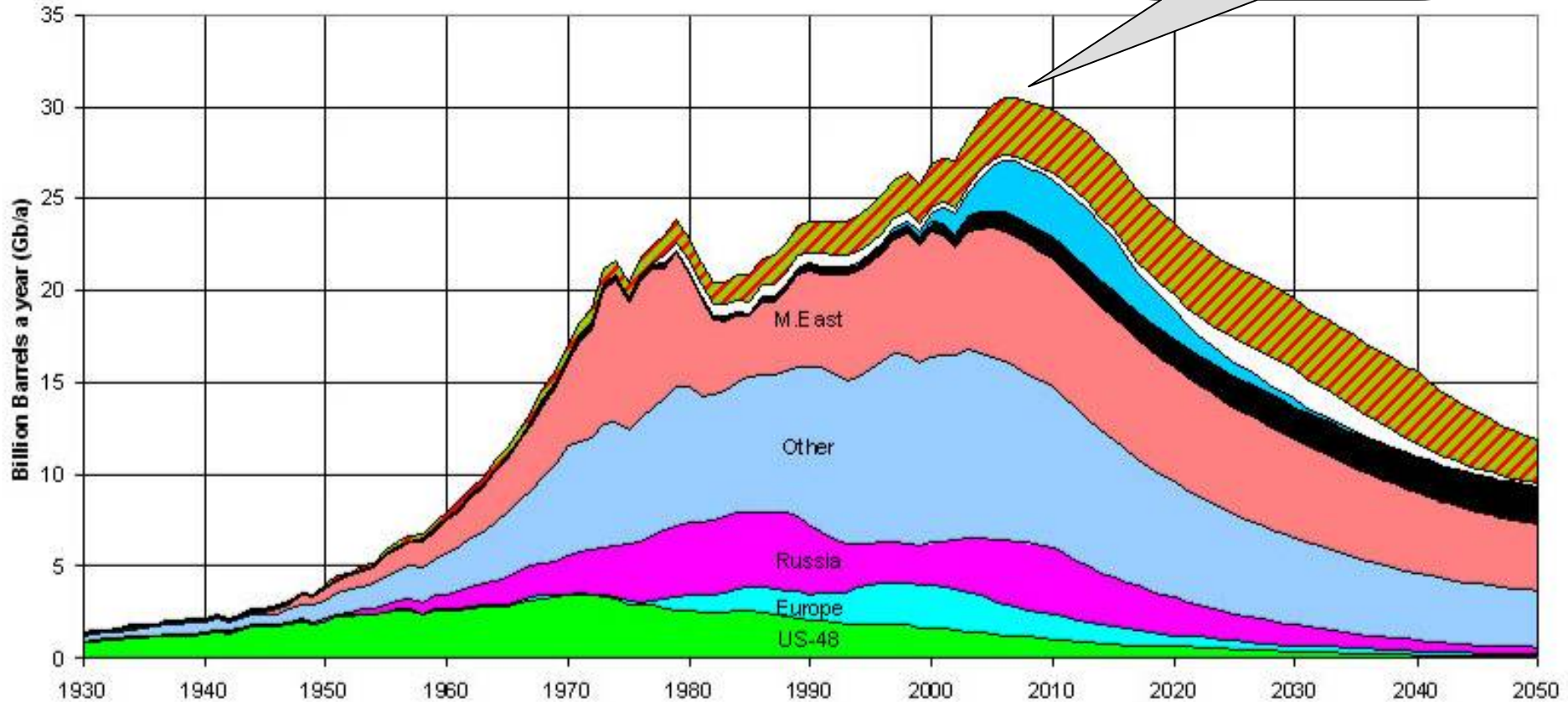


Scania production



Oil and gas production

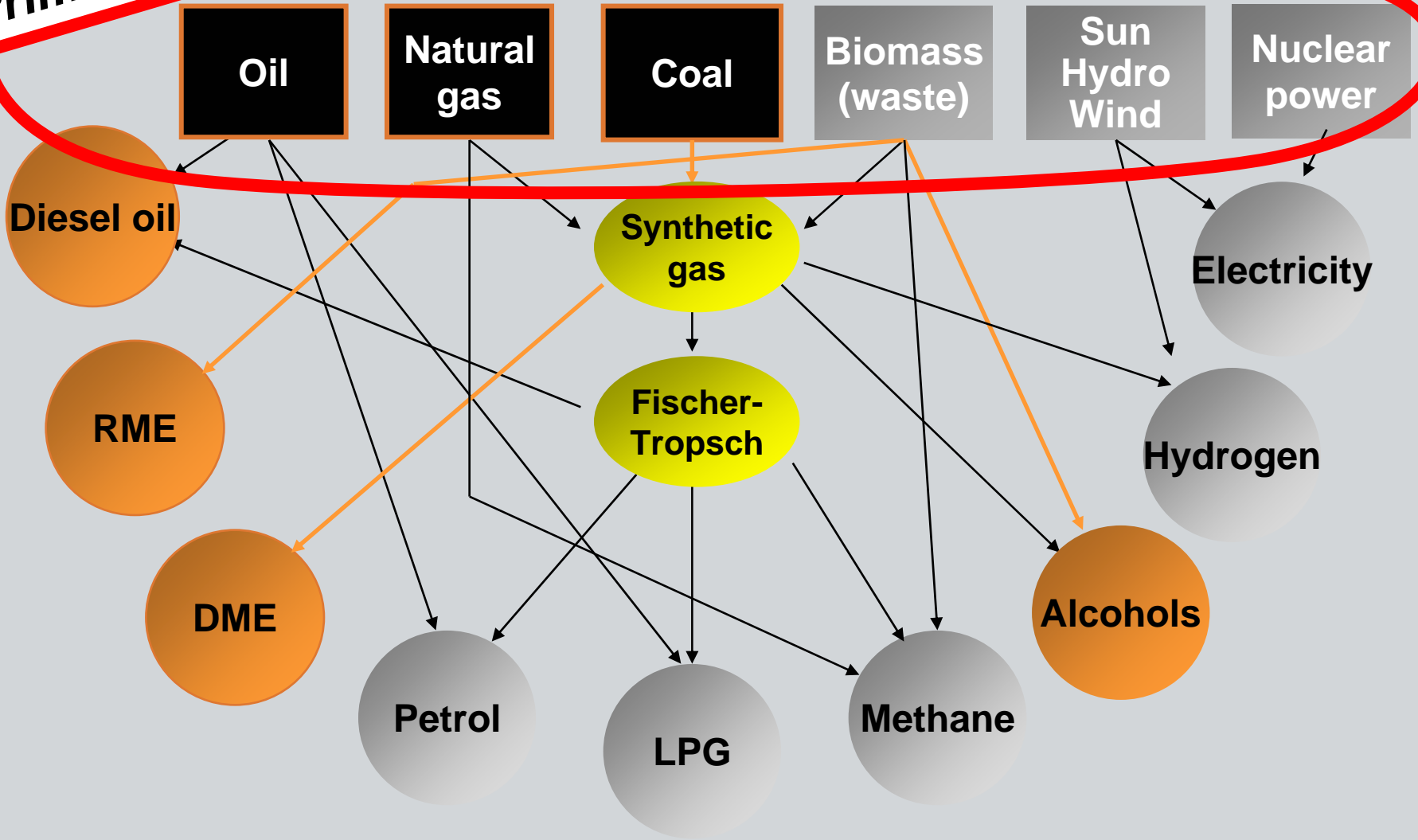
Expected production peak in 2008



Source: Uppsala Hydrocarbon Depletion Study Group, Oil and gas liquids 2004 Scenario, Updated by Colin J. Campbell, 15 May 2004

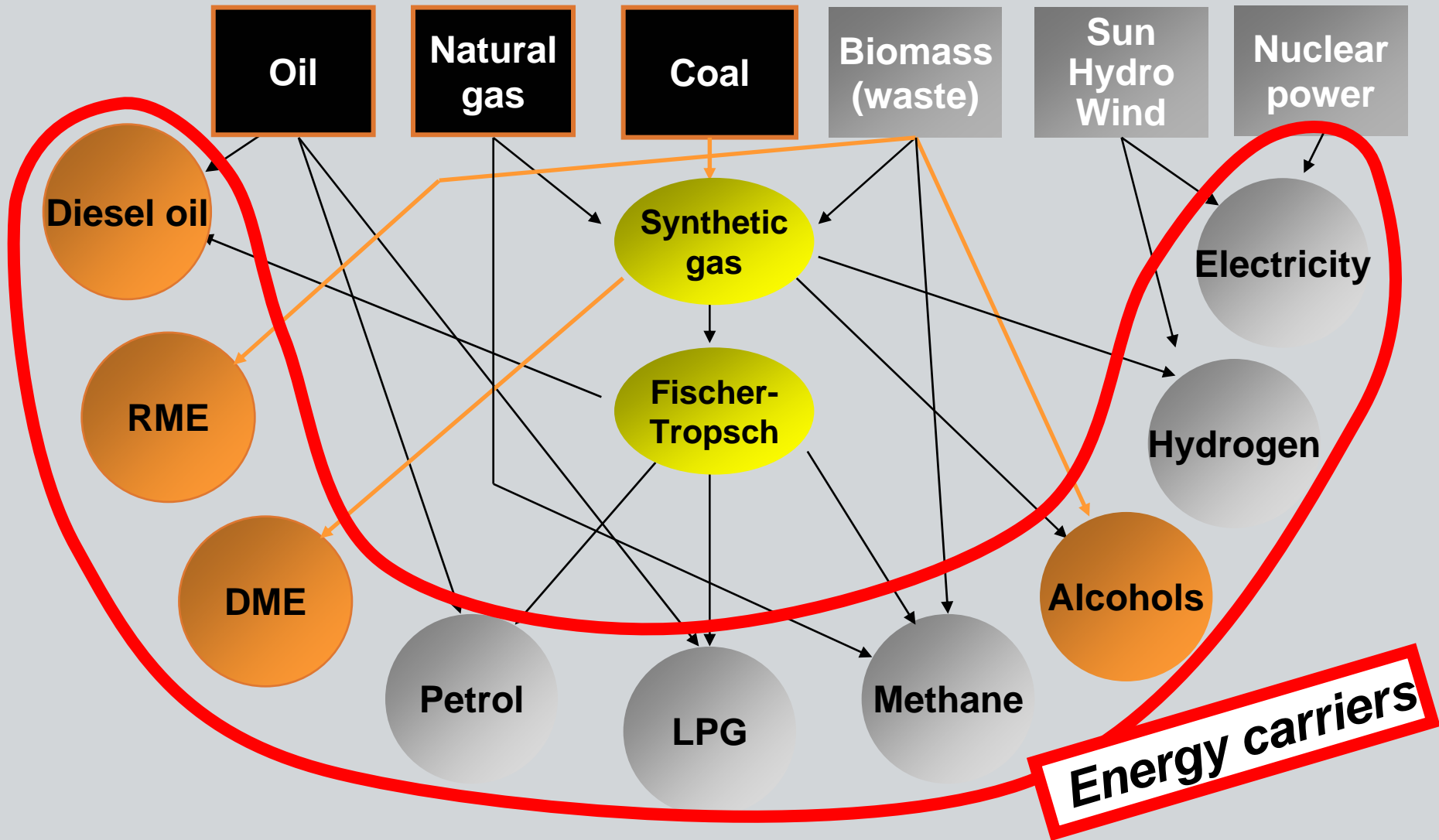
Fuels and energy carriers

Primary energy



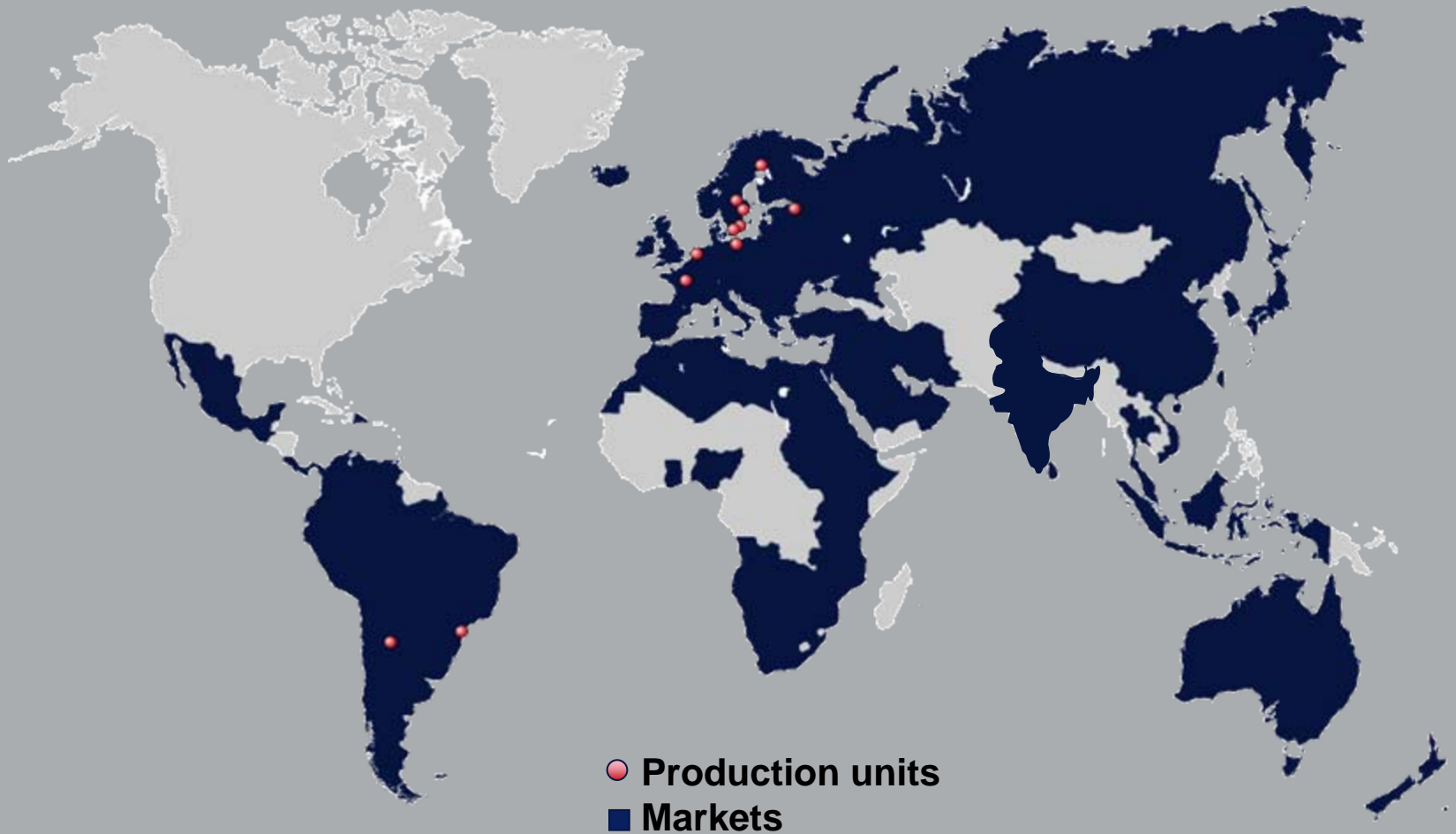
Source: Rolf Egnell, Lund Institute of Technology

Future fuels and energy carriers



Source: Rolf Egnell, Lund Institute of Technology

Almost global



Products and services



Trends



Urbanisation



Technical development



Consolidation



Tailor made to customer

Environment



Transport productivity



One stop shops

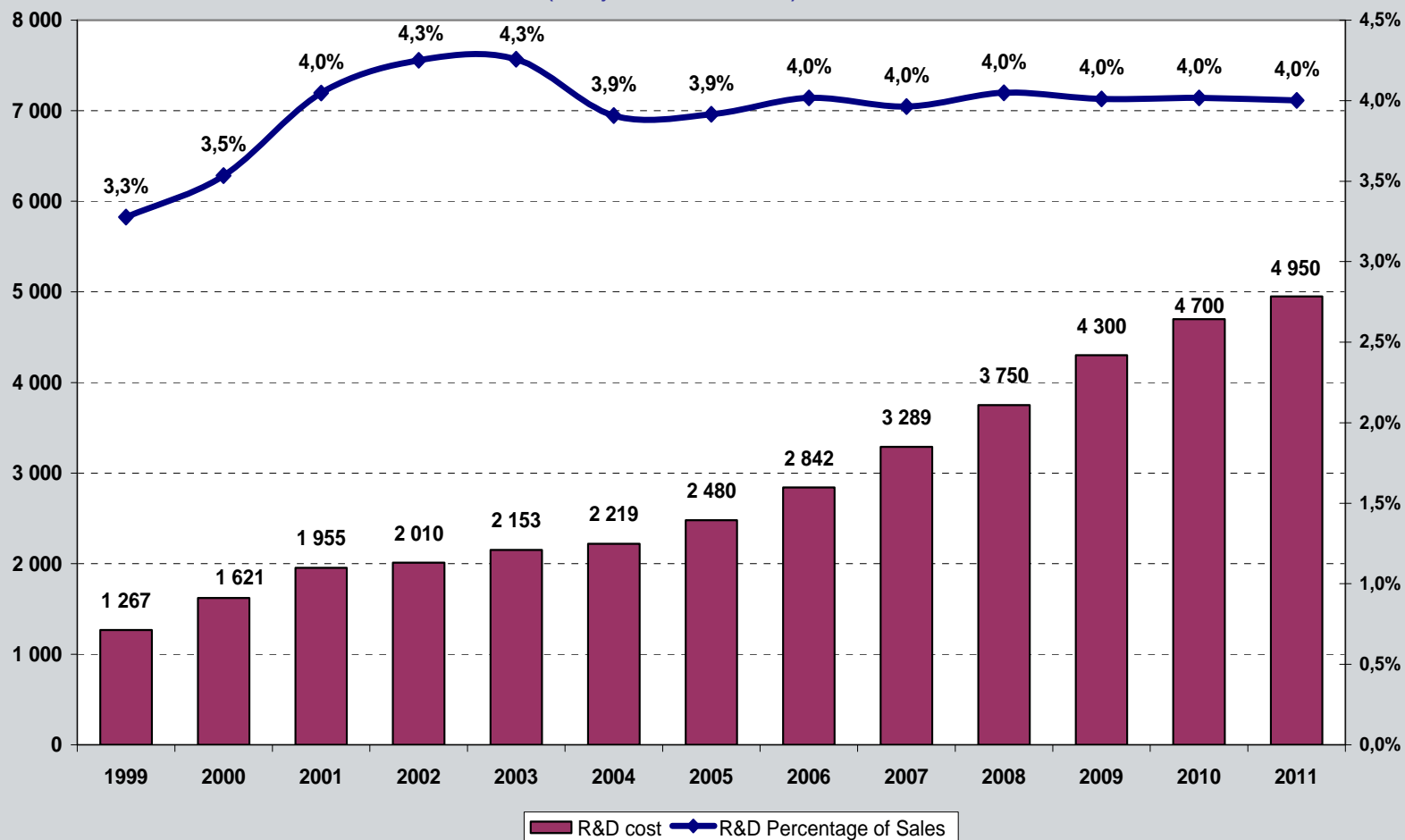


Scania and R&D spendings

- R&D investments ~ 4% of revenues since 1970's
 - **Comply with new legislation**
 - **Secure competitiveness**
 - **Meet customer demand**
 - **People and location?**

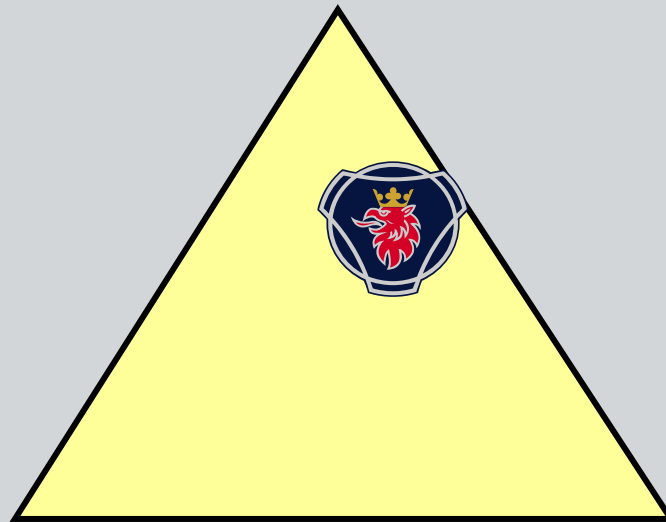
Scania Group

- R&D gross cost and percentage of sales -
(no adjustments for inflation)



Scania external R&D priorities

Strategic recruitment

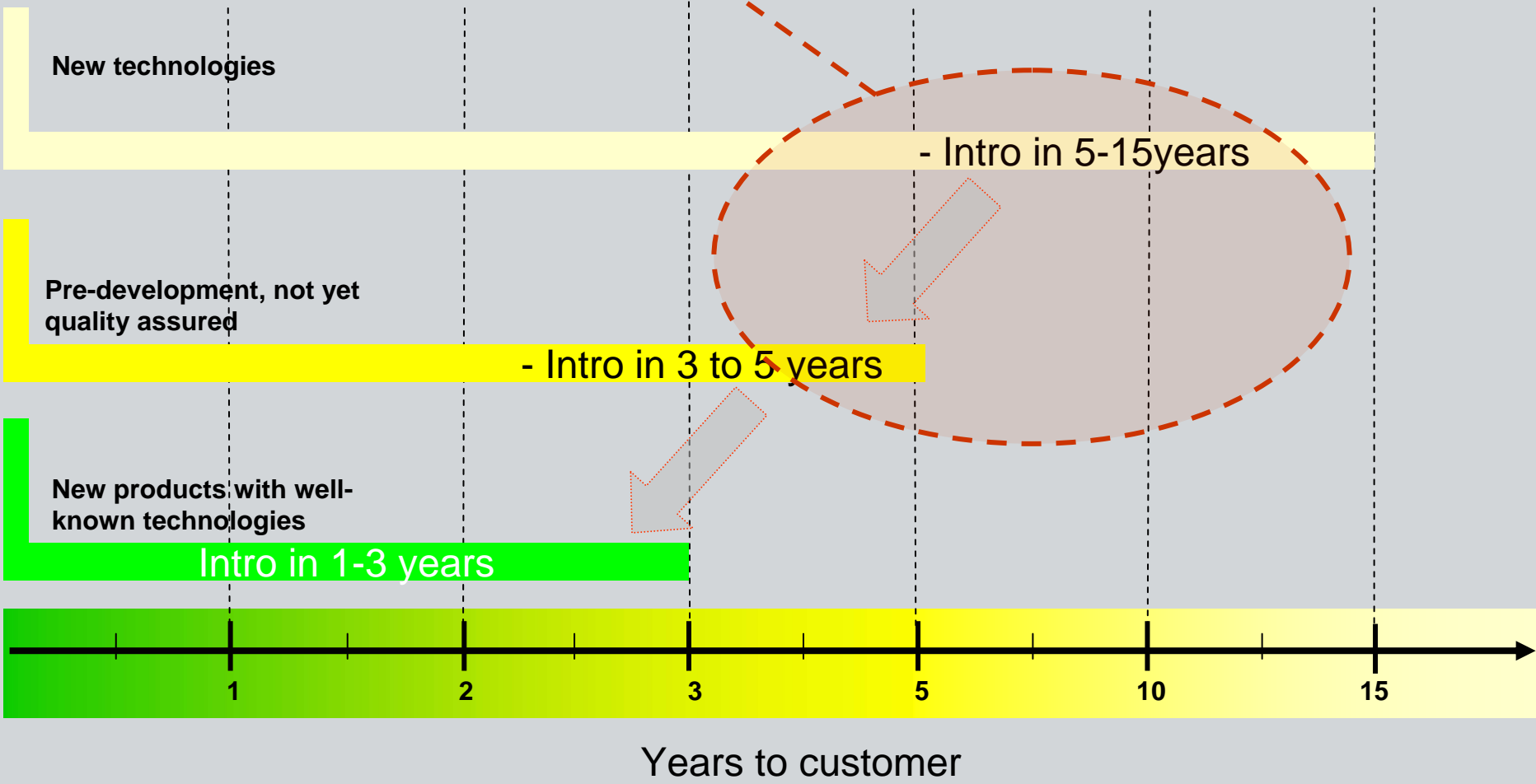


External financing

Results & knowledge

Scania and external R&D

External R&D field of vision



Swedish Engineering Academies

- Universities "follow the money"
- Sometimes single-mindedly: "IT, Bio, Nano"
- 12 Swedish academies are permitted to graduate "civilingenjör", master of science in engineering, at least 6 too many
- Long term educational and research competence at stake: interact or move abroad !

Scania and University interaction

- Financing of key professorships: combustion engineering, structural reliability
- Financing (usually 50/50) of graduate students
- Create direct interaction between Scania development managers and engineers and university researchers and teachers
- Invite teachers to spend time at Scania



CHALMERS



EU / FP7 ?

- Scania joined EUCAR, research branch of ACEA january 1st 2008
- Better be “in pissing out” than the opposite
- EU research process very complicated: the Cinderella syndrome
- Too early too evaluate

Summary

- Scania has to interact with external research bodies to have access to the best competences.
- Department to institution the most effective way of interaction (but our best people for this is usually also the best people for our internal R&D)
- Governments can support this by programmes like PFF – Programrådet för Fordonsteknisk Forskning
- If Nordic stakeholders want to be players in the European research arena they better come together

Thank you for your attention!

