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# Triple Helix success brought the Facebook Data Center investment to Luleå Science Park

PARALLEL 2

Factors of location in city-STP relationships

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Luleå Science Park, Sweden

**Triple Helix success brought the Facebook Data Center investment to Luleå Science Park**  
**The City of Luleå, Luleå Economic Development and Luleå Science Park brought one of the largest Data Center in the world to the Luleå-region in Sweden, A billion dollar investment. With Facebook located in the Science Park and just a 300 meters from Luleå University of Technology the shaping of a new innovation city and IT ecosystem accelerated very fast.**

The region is the fastest growing region in Sweden, the University has grown with 18% in one year and some IT-programs with more than 120%, the Science Park has grown with 20% more companies and The Luleå Business Agency has grown with 52% new paying partner-members. All in the year of 2012. It looks cool from the outside, but inside Luleå Science Park is burning with world-leading research, innovation and enterprise. Here we build and back up sizzling hot networks where the interaction between people, ideas and skills builds creative platforms. It is a hotbed where companies are born, grow, and go out into the international business world. It's how we make winners. We house 98 companies with +1100 employees.

Luleå Science Park is an international meeting place for successful business. We work to be Sweden's most attractive environment for starting up and running knowledge-based enterprises. Even though our buildings are at an arctic latitude, and the world's northern most Science Park, there is a warm atmosphere for knowledge based companies - many of them global leaders in technological development. 10% of Ericssons research are located in the park and just 300 meters away we have Luleå University of Technology (LTU) with 19000 students. LTU have created startups later acquired by Google and other leading global enterprises.

The region is known for its higher education, which is an important component for data center establishment in the area. Luleå University of Technology – Sweden's first technology university with several master level programs. It also conducts research and innovation within diverse fields such as distance-spanning technology (CDT), long-term digital preservation (LDP), algorithmic engineering and lower energy consumption from web technologies.

The winter snow, ice and cold are among our main natural assets. In summer, it gets about 60 Celsius degrees warmer and the sun is with us almost round the clock. The weather and nature make a unique backdrop for research and innovation, for example in energy-lean solutions for tomorrow s world. Decades of development within the region's steel, pulp and mining industry has engendered one of the most stable electricity grids in the world, which is vital for data center operations. Its capacity and redundancy is extremely high, and there has not been a single disruption within the high voltage lines since 1979 . Sweden is also one of the most secure and stable places in the world — geologically, politically, socially, economically and digitally. This combination is an excellent base for the valuable information stored in data centers.

**We want to tell the story about:**

- How we worked together bringing the investment to Luleå.
- How the project was created.
- How the team was selected.
- Why we started a new company "The Node Pole" targeted on bringing more data centers to the region, after Facebook.
- How we started to generate a new wave of companies moving in to Luleå, from other parts of Sweden and other countries. New ecosystems within IT and Data Centers are forming.
- How we prepare for future growth of the Science park with several areas of innovation in the region.

• How we work with the university both in terms of education, startups and future investments. A new city with a growing tech community takes form in a growing tech industry. The city of Luleå, Economic Development, The Science Park and the Technology University join forces and take lead. The Facebook investment are the latest milestone in the future growth in the city of Luleå. 1941 a steelplant was build, it was very important for the future growth at that time, research within steel was as driver for Luleå Technical University that was built in 1971, it now holds 19000 students. 2011 Facebook started their investment in Luleå and we have within the year of 2012 experienced rapid growth. Future is bright and the Science Park are expanding with companies within the digital creative industry, new business networks are evolving and relationships with international partners are expanding. New young companies and the international mix creates a stronger demand for developing a even more attractive Science Park and "life between buildings". *Business Relationships, Trust, Execution and Passion have been an important part of the success story*

**Images:**

- Picture of where the Data Center are located in the park and the nearby University: <http://thenodepole.com/wp-content/uploads/2012/10/FacebookNeighborSite.jpg>
- Mainbuilding at Aurorum Science Park: [http://sverigesradio.se/diverse/appdata/isidor/images/news\\_images/98/1339803\\_52\\_0\\_292.jpg](http://sverigesradio.se/diverse/appdata/isidor/images/news_images/98/1339803_52_0_292.jpg)

**Video:**

- Luleå press conference with Facebook: <http://www.youtube.com/watch?v=gpCcij4wPmw>
- Why Facebook choose Luleå and Sweden to build their first data center outside USA: <http://www.youtube.com/watch?v=ZR7dXefmDtw>
- Interview with Leif Johansson Chairman of Ericsson at the Facebook data center: <http://www.youtube.com/watch?v=l6cPDmk2lc0>
- Flyby of Facebook in the Science Park: <http://www.youtube.com/watch?v=Sp1x3RSKEng>
- Movie about Luleå - Sweden: [http://www.youtube.com/watch?v=8QzQMhH\\_SEw](http://www.youtube.com/watch?v=8QzQMhH_SEw)

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