Sweden



Swedish corporates least satisfied with Open Innovation projects in Europe

Swedish companies report the lowest satisfaction levels of Open Innovation projects in all of Europe, according to the results of the Sopra Steria Open Innovation Report 2025.

The Nordic nation also ranks third lowest in Europe in terms of project success with only 44% of corporates reporting such collaborations reach their objectives all or most of the time.

A key factor behind this underperformance is a lack of strategic prioritisation, with just 53% of Swedish corporates considering Open Innovation to be important or very important to their business strategy. Many cite top management's lack of focus as the primary obstacle to effectively collaborate with startups.



of Swedish corporates reach their objectives all or most of the time - third lowest in Europe

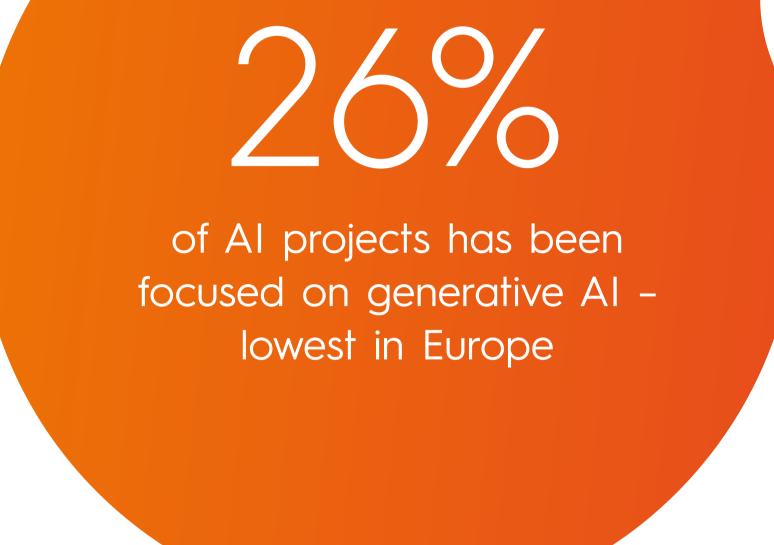


of Swedish corporates deem Open Innovation important to strategy – second lowest in Europe

Third lowest level of successful collaborations

This strategic shortfall is particularly evident in Al partnerships. Among Swedish corporates that have engaged in AI collaborations over the past two years, only 26% have worked on generative AI projects-the lowest proportion in Europe.

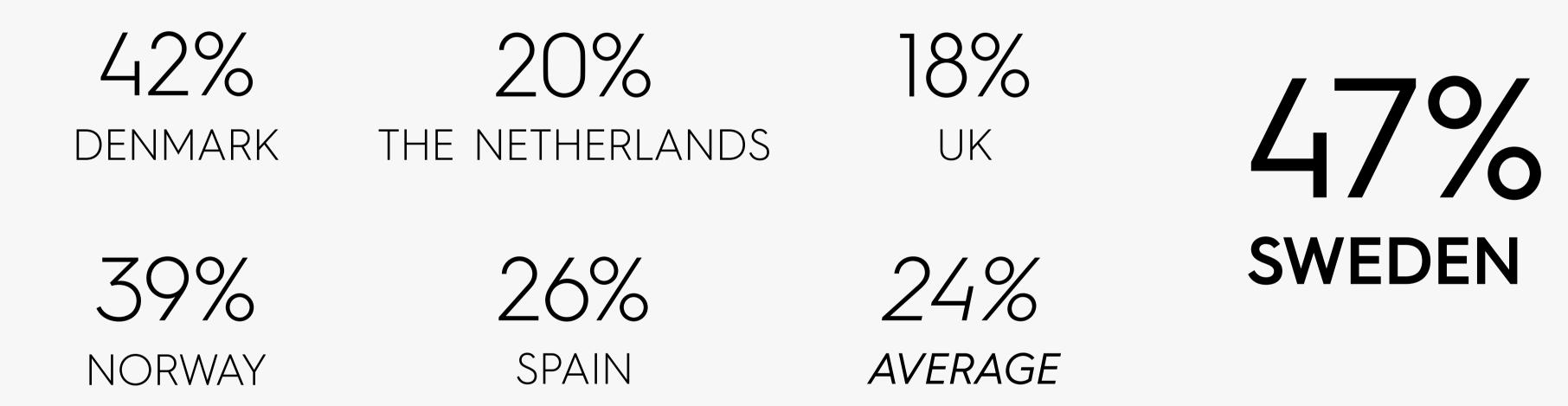
Q: Overall, how often in your collaborations with startups did you achieve your objectives? Companies answering Always and Most of the Time



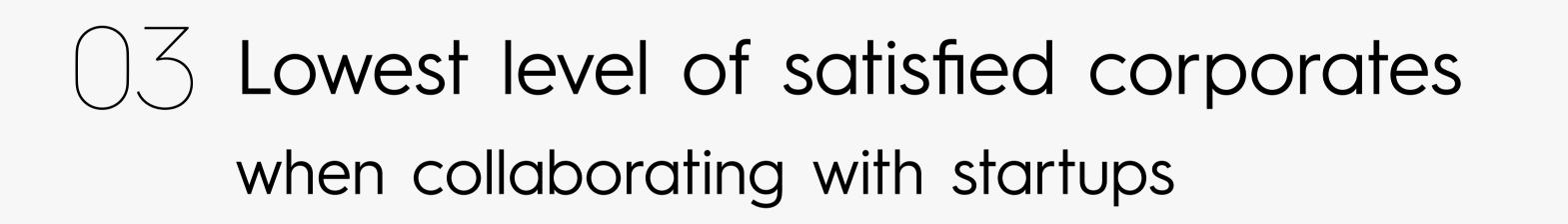
36% Norway	44% Sweden	58% The Netherlands	67% Denmark	<b>74%</b> Germany	<b>75%</b> ик	65% Average

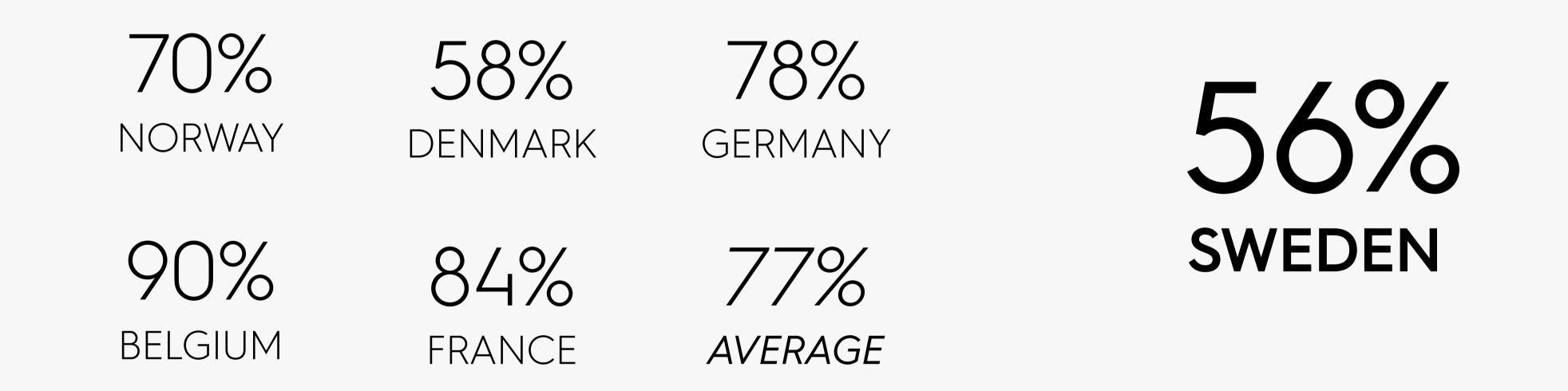
## Only European country

to find top management's lack of strategic focus the biggest barrier for collaboration



Q: Of the following, which are the biggest barriers (obstacles) for your organisation when collaborating with startups? Companies identifying Lack of strategic focus from top management.]





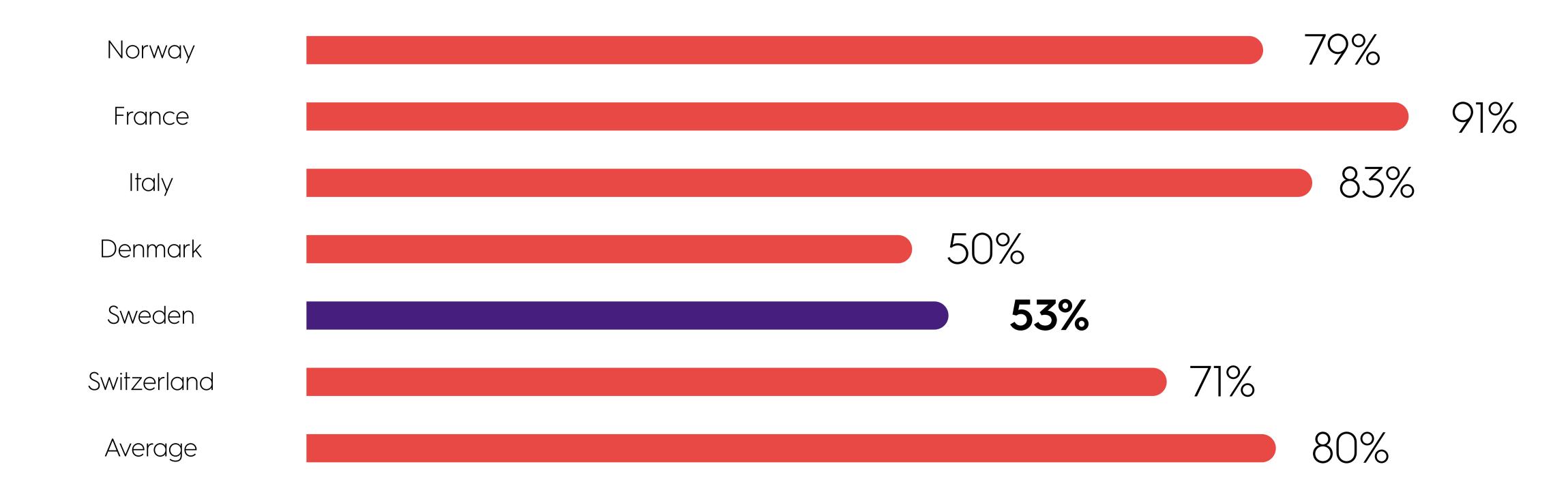
Q: How would you rate the experience of collaborating with startups? Companies answering Satisfied.





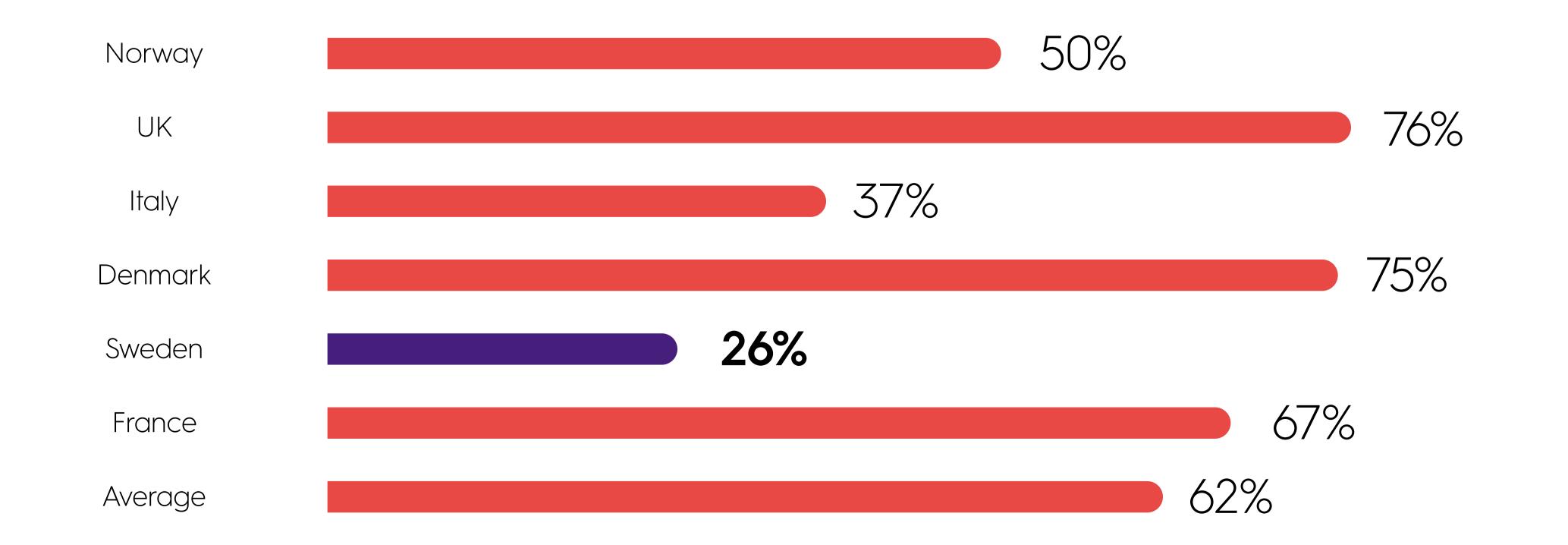
who deem Open Innovation important to strategy

Q: How important is startup collaboration for your organisation's strategy? Companies answering Very important (mission critical) and Important, but not mission critical.



has conducted generative AI projects

Q: On which AI topics have or are you collaborating with startups? Companies identifying Generative AI.





This survey was conducted among 1,643 public and private organisations and startups in 12 European countries: United Kingdom, France, Italy, Spain, Germany, Sweden, Norway, Denmark, Belgium, the Netherlands, Luxembourg, and Switzerland.

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