



**LUND**  
UNIVERSITY

# Become a corporate partner

LUND UNIVERSITY SCHOLARSHIP COMPETITIONS



# Lund University – the number one choice in Sweden for international students

Lund University was founded in 1666 and is ranked among the world's top 100 universities. The University has 42 000 students and more than 7 500 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund University is consistently the most popular choice for international students coming to study in Sweden, attracting students from over 130 countries. This creates a global classroom environment where students encounter different cultural perspectives and can start building their international network.

The University has a clear international profile, with over 600 partner universities in 70 countries. We are also the only Swedish university to be a member of the strong international networks League of European Research Universities (LERU) and Universitas 21 (U21).



As a study destination, Lund University offers one of Scandinavia's broadest ranges of programmes and courses taught in English, including exchange, study abroad, Bachelor's, Master's, PhD and professional studies.

Steeped in centuries of tradition, the University has had the privilege of educating Nobel laureates, prime ministers, a president and several notable leaders in society.

## LUND UNIVERSITY 350TH JUBILEE

On 19 December 1666, the regency of King Charles XI of Sweden took the decision to found Lund University, and the University was officially inaugurated 28 January 1668. Lund University will celebrate its 350th anniversary from December 2016 to January 2018.

## LUND UNIVERSITY IN BRIEF

**FOUNDED:** 1666

**MOTTO AND SEAL:**  
*Ad utrumque (paratus),*  
prepared for both

**WORLD RANKING:** 60 (QS 2014/15)

**NUMBER OF STUDENTS:** 42 000 students (15% international students)

**NUMBER OF STAFF:** 7 680



## FACULTIES

- Economics and Management
- Engineering
- Fine and Performing Arts
- Humanities and Theology
- Law
- Medicine
- Science
- Social Sciences
- Also linked to the University are several centres and research institutes such as the International Institute for Industrial Environmental Economics (IIIEE), MAX IV Laboratory and the Raoul Wallenberg Institute for Human Rights, among others.

# Sponsoring scholarship competitions

Every year Lund University organises scholarship competitions to attract top talent from around the world. As a corporate partner you will reach a wide network of bright minds. Their skills and innovative ideas will assist your organisation in solving real problems or developing new business ideas.

## CORPORATE PARTNER BENEFITS

- Use the competition to attract and recruit talent to your organisation for internships or job positions.

- Solutions to real business cases or Corporate Social Responsibility (CSR) challenges.

- Marketing activities that reach up to 15 million students in 190 countries through the 3000+ universities in the network of our competition partner, Sqore.

- Our competitions generate a lot of publicity. Lund University, Lund University Foundation, Sqore, and the corporate partners announce the competitions in traditional marketing channels as well as through social

media. Thousands of participating students, their families and friends actively share the competition in social media and by word-of-mouth.

- Build brand recognition and improve sales by reaching important target groups around the world. These student applicants are your future loyal customers.

- A new way to reach international audiences all over the world and get them familiar with your company.

- Demonstrate goodwill - you are supporting a top talent and giving the winner a chance of a lifetime - a Master's degree at a top-ranked university.

**“This competition not only helped us to find the right talent to support our CSR program, but a talent who also shares the same values and vision as we do, in creating a better everyday life for people.”**

Eliza Fazia, Marketing Manager, IKEA Indonesia, corporate sponsor of the Blue Bag Water Award in 2014

## Competition process

- Students in the regions that you are targeting enter the competition, complete the competition steps and engage in the essay/case question that you have identified together with Lund University.

- Students apply online to the selected Master's programme/programmes at Lund University.

- A winner is selected and receives a scholarship to cover the tuition fee of the programme. The corporate partner sponsors the tuition fee and Lund University funds the competition.

- Winners start their studies to deepen their knowledge and skills and become attractive future employees.

## COMPETITION STEPS

1



Prospective students find out about the competition and register online

2



Participants test their skills and knowledge in multiple tests and case questions designed for the specific competition

3



Participants are ranked based on their performance

4



A winner is selected based on competition results and programme eligibility

5



The winner receives the scholarship and can start the studies and, if applicable, a company internship



Between 2010 and 2015 Lund University launched 7 scholarship competitions and 10 participants from 9 countries were selected as winners.



Reach out to a global talent community of 550 000 and 3000 university and marketing partners. On average we get 30 000 unique views on the competition websites and 1000 participants in each competition.



Participants solve real cases in subjects of their interest and 83% are more likely to apply for work or studies at the company or university sponsoring the competition.



“These two years have been the most transformative and memorable of my life! I am grateful for the opportunity to study in Sweden with the help of the scholarship provided by Lund University. The scholarship allowed me to pursue my passion for people and the planet!”

Steven Curtis , winner of the Challenge Your Perspectives competition in USA in 2013. He received a scholarship to study the Master's Programme in Environmental Management and Policy.



“The competition triggered me to think more about the problems in the world and how we can find solutions for them. It is so nice to see that big companies are getting involved and taking their responsibility. They are showing that they are not just thinking about their profits, but also about how we can build a better world together. All companies should do this! ”

Arlisa Febriani, winner of the Blue Bag Water Innovation Award in Indonesia in 2014. The competition was sponsored by IKEA Indonesia and Arlisa received a scholarship to study the Master's Programme in Water Resources Engineering.



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