Sweden in the Box

- Product design

for promoting Swedish culture to Chinese people

by

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Abstract

Project starts with the Swedish food to study the Swedish diet culture and the traditional customs. Based on the theory of the sustainable development, the project makes a deep discussion about how to introduce the Swedish culture to China, which aims to expand its influence in China, improve the Swedish popularity in China and promote the development of Swedish tourism.

The project sets Embassy of Sweden in China as a project partner and ultimately provides the product solutions which can improve the economic benefits for Swedish Embassy in China.

Project aims to promote Swedish culture to Chinese people. Try to promote Swedish culture by products. As a related industry chain, which help and cooperation can be used in China and achieve the sustainable development of a product in a field.

As a designer, when we improve the design, we should make multi angles analysis and assessment of the ecological, economic, cultural and social fields at the same time. Creative thinking can be used to solve problem, to convey the theory of sustainable development.

The design of sustainable development make the idea of sustainable development be emerged into the process of the product design, make ecological environment and economic development become a causal organic whole, which can make effective utilization of the resources and the energy to reduce the environmental pollution to a minimum.
Product innovation design which is based on the product design to adapt to the current social trends is the innovative design field, which is derived from the Theory Inventive Problem Solving, it is a part of industrial design.

Define the nation branding, which refers to the overall image that a country is in the minds of the citizens, it is the sum of the tangible and intangible value that the people feel of a country.

Nation branding is using a powerful, attractive and distinctive way to show the image of the country. Therefore, in order to enhance the value of the nation branding, all countries attach great importance to the construction of the nation branding.

**Key words**  Sustainable design, Product innovation design, Culture promotion, Nation brand
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1. Introduction

1.1 Brief project description and presentation of results

Project starts with the Swedish food to study the Swedish diet culture and the traditional customs. Based on the theory of the sustainable development, the project makes a deep discussion about how to introduce the Swedish culture to China, which aims to expand its influence in China, improve the Swedish popularity in China and promote the development of Swedish tourism.

The project sets Swedish Embassy in China as a project partner and ultimately provides the product solutions which can improve the economic benefits for Swedish Embassy in China.

1.2 Personal background and motivation

Sweden is a highly developed capitalist country, with the tendency of social liberalism, the pursuit of equality and the establishment of a number of social welfare system. According to the data of Human Development Index published in United Nations Development Program in 2014, Sweden ranked twelfth in the world, while China ranked ninety-first(Hdr.undp.org, 2014). The gap between Sweden and China is self-evident, as an overseas student from China.

As an international student from China, I have studied in Sweden for two years so I can always feel the charm of Swedish culture. I hope that from the design field, from my point of view, through my influence, it will let Chinese know more about Sweden and pass the
theory of sustainable development of innovation in Sweden to more Chinese.

I appreciate Swedish positive attitude towards life. And this can be felt from their dinning-tables. At their tables, we can always find traces of carefully arranged. The selection of napkin and the combination of dishes are arranged according to different celebrating themes, which makes people feel warm. In my point of view, their attitude towards festivals can be named as the sense of ritual. Add some sense of ritual to lives can make dull tables more interesting. Therefore, I hope that I can transfer this idea to every Chinese family through my project.

Moreover, I will return to China soon when I graduated from here. When I talk with my Chinese friends who also study in Sweden, we believe that we will miss semla, glögg and other Swedish food very much. Furthermore, we will miss the lazy time to pika with friends and go to Christmas market together. I hope that when I go back to China, I can find more information, places and restaurants to know about Sweden. And then, I can share my experience with my friends and families so that they can know what Sweden is.

1.3 Aims and purposes

Project aims use product design to promote Swedish culture to Chinese people.
Sweden has a leading position in science, technology, literature, economics and other areas in the world. Since the nineteenth century, with the growth of the capitalist economy, with the addition of keeping the political neutrality of the world, the economic development of Sweden has gradually accelerated. By the middle of the twentieth century, Swedish economy developed more rapidly, and Sweden became a developed capitalist country. In the 1970s, Sweden implemented a new industrial restructuring strategy, further increased the intensity of scientific research and its investment, and actively developed modern high-tech industries, Sweden became a modern welfare society. (Liang, 2007)

While China belongs to the developing countries since 1949. As a Chinese student, I hope I can introduce Sweden’s advanced technology and information to China so that more and more Chinese people can understand Sweden. However, promoting Sweden’s advanced concepts is a challenge for me. Followings are my elementary thoughts about how to achieve that.

First of all, I hope that the concept of sustainable development can be expressed in a concrete way, making the concept become a more specific and more easily understood and accepted product. During the university and graduate, I mainly study the field of product design, which is also the field I am good at. Sweden's most attention is the theory of sustainable development, how to combine it with the product design and transport this idea to the Chinese people is a big challenge for this project.
Secondly, the Swedish government is also committed to promoting their culture to foreign countries over the years. The focus is what efforts they have done in nowadays and how they do that. In connection with Chinese national conditions and the market, whether the Swedish government should make some adjustments or not; what if there are some challenges; and what kind of way can be more efficient and effective to spread the theory and culture of Sweden in China.

Thirdly, try to promote Swedish culture by products. As a related industry chain, which help and cooperation can be used in China and achieve the sustainable development of a product in a field.

1.4 Delineation of study and project field

I chose Swedish traditional food as my project clue and starting point, because it is an easy way to be accepted by Chinese people. The project will cover traditional stories and traditional activities so that it can guide Chinese to pay attention to Sweden and Swedish culture and improve their interests in Swedish culture. Therefore, it can promote culture industrial within Sweden and China and create the Swedish cuisine culture identity in China.

The final outcome of my project will be concluded with product design, packaging design and graphic design, which combines tableware and visualization. The key point of this part is about product functionality and visual information transfer. I will focus on
the use, reuse and recycling fields. Every step will be covered about sustainable thinking that includes theory, materials and use.
2. Theory

The project takes the sustainable thinking, the sustainable development design, Life Cycle Assessment, up-cycled, the product innovation design, nation branding and Value Constructs, as the design theory basis, the research discusses how to apply these theories to the entire design solutions. From the ecological, economic, social and cultural fields, we explore the implementation of the project.

2.1 Sustainable Thinking

Designers who can serve the needs of specific populations, work in different contexts, and reimagine the use and reuse of resources are increasingly in demand by clients who are looking for outputs that minimize their impact on the planet, while maintaining their competitive advantage. These designers combine innovative creative thinking with analytical problem-solving skills to produce outputs that are business ready and ethically driven. (Sherin, 2013)

As a designer, when we improve the design, we should make multi angles analysis and assessment of the ecological, economic, cultural and social fields at the same time. Creative thinking can be used to solve problem, to convey the theory of sustainable development.
2.2 Sustainable development design

Sweden has a long history of international commitment to pursuing active global cooperation on sustainable development. This profile area focuses on ecological sustainability, the environment and climate. Sweden is at the forefront of developments in new environmental technologies and sustainable system solutions. (Sharingsweden.se, n.d.)

This shows the importance of the idea of sustainable development in Sweden. In my project, it should be based on this theory, reflecting in every aspects of the concept, the application, the implementation, and others of the whole project.

“Sustainability is commonly defined as the balanced use of social, environmental and economic capital.” Therefore, in my project, it should be reflected in social, environmental and economic. “The key to understanding sustainability is to recognize the power of social, environmental and economic considerations working together.” Apart from adopting theory from these three aspects, the relationship among them should be discussed. “We must strive for a holistic balance that respects the interdependent relationships characterizing both human needs and natural systems.” More possibilities and solutions for the same product should be found in different areas. “Sustainability can mean so many different things that it challenges practitioners to be visionary, adaptable and innovative.” If we want to achieve sustainable design, we must pay attention to innovation, “describe the introduction of a new idea, service, device or
product.” (Sherin, 2013, pp.12-13)

In a word, the design of sustainable development make the idea of sustainable development be emerged into the process of the product design, make ecological environment and economic development become a causal organic whole, which can make effective utilization of the resources and the energy to reduce the environmental pollution to a minimum.

2.3 Life Cycle Assessment (LCA)

![Figure 1 Life cycle assessment](image)

Life Cycle Assessment (also known as Life Cycle Analysis, cradle-to-grave analysis and eco-analysis) (Figure 1) is a technique for holistically assessing the impact of a product or
service from its creation through its use and end-of-life issues. Energy usage, raw material extraction, materials processing, manufacture, distribution, use, repair and maintenance, and disposal or recycling will all be assessed and analyzed. LCAs are used to help designers, materials engineers and managers understand all the steps in the life cycle of a product, to improve processes, and to make informed decisions. (Sherin, 2013, p.94)

This theory can be applied to my project. In the final production of products, we should start from the product material, experience the whole process of LCA, and examine whether it is consistent with the theory of sustainable thinking. Products not just mean that the production and sales is the end of designers’ mission, we still have to do a good job of planning and arrangements of its use and recycling. This can be considered comprehensively to complete this product for the life cycle of this product is from its birth to the end. Besides, we can measure the advantages and disadvantages of an existing product through using this theory to clear product design requirements, and improve the program ultimately.
2.4 Up-cycled

Up-cycled is a term that refers to the process of converting discarded or waste materials into new usable products (often with better environmental attributes). (Sherin, 2013, p.81)

Up-cycled is the innovative theory which derives from the basis of life cycle. The essence of that is after the recycling of waste materials, making directed waste materials as one of the raw materials of another product. This new theory has more specific requirements on the waste recycling, and it is a new breakthrough in the field of ecology and society.

In Cradle to Cradle: Remaking the Way We Make Things (McDonough and Braungart, 2002) present the not-so-positive side of recycling. McDonough and Braungart proposed that recycling has always been defined as ‘down cycling’ of materials in the current trend. This means that in the whole production system, wastage can’t get the most effective reuse. The material was degraded once again until it can not be used anymore.

Therefore, the theory of up cycled is proposed which is aiming at the disadvantage of life cycle. And this needs to be studied in my project.
2.5 Product innovation design

2.5.1 Concept of Product innovation design

Product innovation design which is based on the product design to adapt to the current social trends is the innovative design field, which is derived from the Theory Inventive Problem Solving, it is a part of industrial design.

Wang Shouzhi who is the design historian and the professor of Art Center College of Design, he puts forward that the essence of design is problem solving in the book of The History of Modern Design.

This shows that we can define the essence of product innovation design, which is a series of the process of finding problems, analyzing problems, and solving the problems creatively. For product design, the problem that needs solving involves all aspects. In addition to the function, shape, material, color, ergonomics, we also need to consider the consumer psychology, design psychology, product semantics, the design of symbol and so on. Along with the social progress, the quality of the human material life and their spiritual life unceasingly increases. Demand for products is constantly increasing. Therefore, in this sense, product innovation design is also a creative activity to meet the needs of people’s life.

2.5.2 Characteristics of Product innovation design

From the analysis of the enterprise, the market, the consumer, the economy, the designer and the design methodology, we can know the
characteristics that product innovation design should have. The following is how I apply this innovative theory to my project.

1) From the perspective of enterprises, it can create high adder value for the products.

As Eric Gravier who is vice president of McDonald's sustainable development and public relations department said: "the so-called 'sustainable development' is no matter what we operate today, we can continue to operate it tomorrow and to do it better."

This requires enterprises to continuously inject new vitality into the brand, form its own unique competitive advantage, so that the brand can have the long-term development, which can ensure the sustainable operation of the brand and promote the sustainable development of the brand.

My project is to make the design scheme for Swedish Embassy in China (Beijing), then what benefits can be brought to Swedish Embassy is the key that whether my project will be accepted by them. How my project (the puzzle box) performs to be realistic in Swedish Embassy. It can create high adder value for the products.

2) From the perspective of the market, we can maintain a strong attraction and constantly stimulate consumers’ desire for consumption.

In June 2014, when Marcus Engman was interviewed by Qdaily, he said that he believes the existing product development process of
IKEA is very complete. By comparison, our storytelling ability is too weak. I think we can make more changes in the product idea in the future.

In the project, according to the Swedish different celebrations in every season, we will launch a series of products. As Engman said, we should treat every product as a story. The continuous renewal of products will keep the consumers’ desire of purchasing products, to ensure the growth of the sustainable market share of the products.

3) From the perspective of the consumers, we can continually obtain new products to meet the needs of material and spiritual life.

Philips design director Stefano Marzano(1998) talked in the book of *Creating value by design*, that we must pay attention to the consumers, make sure that what we do meet their needs, let the product development and design return to the origin of the design, respectively meet the actual needs of the consumers, and understand that the market is made up of different consumers, the changes of the customers is are the changes of the market, the changes of the market are the changes of the enterprises. We should enhance the interaction with consumers in the process of product development and design. Therefore we are concerned about the consumers’ behaviors and we must pay attention to the consumers’ satisfaction while using the products.

The most important purpose of the project is to promote Swedish culture. It is not only a gift to Swedish Embassy in China but also a
kind of information carrier, carrying the Swedish cultural spirit. Therefore, from the perspective of the consumers, the designers should find the most easy way which can be accepted by consumers to transfer information. A product should not only meet the needs of consumers in function, the information transfer of the social culture and the life concept is also particularly important.

4) From a macro perspective of economic development, we should make the economy of the whole country show a strong competitive power.

After reading and feeling the Swedish culture, Chinese consumers will have affection and curiosity of Sweden, which determines that they will pay more attention to the country, these sustainable behaviors will bring sustainable commercial profits for the Swedish national economy.

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Figure 2 Number of Oversea Visitor Arrival by Country/Region
Take the tourism industry as an example, Figure 2 from National Bureau of Statistics of China shows that the number of Chinese outbound tourism from 1995 to 2013 increased by nearly 4 times. Red line points out that nearly 20 years, the number of the tourists traveling to Sweden increased nearly 5 times. But compared with Russia, Germany and other European Union countries, the number of the Chinese traveling to Sweden is still relatively less. Therefore, improving the recognition of the whole country will bring greater economic benefits to Sweden.

5) From the perspective of designers, we are continually inspired to create.

As a designer of the project, I try to absorb inspiration and experience from all fields. We can utilize the concept of sustainable development and creative thinking to design the products which have effects on ecological, economic, social and cultural fields.

6) From the perspective of design methodology (Figure 3), the key of the product innovation is to realize the acquisition and collision of the market, scientific research and production, we attach great importance to the creative thinking, which is conducive to form a unique design style and enhance the international competitiveness of local design.
If a product, an enterprise or a country wants to stand out in the crowd, it must have its unique style and identity. The German Mercedes-Benz has been in an impregnable position for a long time in the automotive industry, one of the main reasons is the designers’ rigorous and rational design thinking creates the excellent quality of the product. Japan's Sony, its series of audio-visual products are sold around the world, which is inseparable from the small, convenient and fine design style that Sony advocates. And the reason why IKEA furniture series is popular in the world is because it consistently advocates the style of "sustainable design". These are the most important ways to promote a product, an enterprise, or a country.

Figure 3  Character of innovative product design
2.6 Nation branding

Define the nation branding, which refers to the overall image that a country is in the minds of the citizens, it is the sum of the tangible and intangible value that the people feel of a country.

With the development of economic globalization, at the same time that the products, capital, technology, information and personnel cross-border flows is faster and more convenient, the competition between countries or regions to compete for market, investment, talents and even tourists is increasingly fierce, there is no doubt that a positive image of the country will increase the competitiveness of the country. And nation branding is the final result of building a national image. It is the same as that the brand of goods is the competitiveness of enterprises, nation branding is an important factor in the competitiveness of the country. Because when people have a good brand impression on a certain brand, it will produce economic value and social value.

“Each promotion activity can contribute towards greater understanding and knowledge in different specialist areas, helping us to constantly learn from the activities carried out and improve.”(Sharing Sweden, 2015)

Nation branding is using a powerful, attractive and distinctive way to show the image of the country. Therefore, in order to enhance the value of the nation branding, all countries attach great importance to the construction of the nation branding.
“Reputation is the new currency when countries are beginning to understand that soft power could be more forceful than the hard power that so often failed during the last years.” (Sharing Sweden, 2014, p.4)

Olle Wästberg (n.d.) said that, “The creative industries also help to create a modern image of Sweden as an imaginative and innovative country.”

Sweden and most countries have found that it is necessary to emphasize their individuality so that they can have international competitiveness. To strengthen the image of Sweden, they must create a clear position of Sweden in the minds of people, a unique location that is different from Sweden and other countries.

![Figure 4 Four profile areas of promoting the image of Sweden](image)

Figure 4  Four profile areas of promoting the image of Sweden
Wästberg choices four words to define the image of Sweden in the report (Figure 4), in order to improve the core value of Sweden nation branding. 1) Innovative, people should choose new thoughts and new point of view to treat problems. 2) Open, there are always differences between culture and life, so people should keep a positive and open mind to create a new platform for communication. 3) Caring, it provides security for people to protect the needs of everyone. 4) Authentic. We should be in a natural, simple, and honest state to face people and things around us, so as our own value.

And the innovative is my attention and recognition. We should not be limited to the existing impression of Sweden, but also to look for new breakthroughs and new challenges. To enhance the image of Sweden from various fields so that a complete national brand of Sweden can be formed.

Sweden plays an important role in the cultural and creative industries. And these industries also play an important part in the growth of Swedish economy. They are driving forces for innovation in other sectors of society and industry.
Case study 1, FutureBrand

“Nation brands have a competitive advantage. When people rate a country as a ‘brand’ they are also more likely to visit, recommend and do business with it than the other countries in the ranking.” (Country Brand Index 2014-15, n.d.)

FutureBrand is one of the institutions which is currently committed to long-term research about the national brand strategy and the management of the leaders in the world, studies the brand value of a country from multiple perspectives, including the research and discussion about the culture, the history, the tourism and "made in" research and discussion, which provides information and experience for people to choose a country to work, study, travel and invest. And it can help a country develop the possibility of the growth in regulatory, economic, and social conditions.

Since 2005, the Country Brand Index (CBI) is of FutureBrand company, every year it makes a survey of the world's 118 countries as nation branding and gives the analysis and ranking. They propose that "when people rate a country as a ‘brand’ they are also more likely to visit, recommend and do business with it than the other countries in the ranking." so that people can regard the countries as a tangible product that is country brand, provide their competitive advantages and disadvantages and can be more convenient to compare similarities and differences among countries.
The main drivers of ‘country brand’ are perceptions of making high quality products and hope to live or study from that. All of these reinforce the idea that to be qualified as ‘country brand’. People need to be willing to choose your products and services and prefer your stores as a place to live and learn.

Figure 5 is the basis of methodology of how to measure nation branding. FutureBrand judges a country from six fields. The politic, environment, health, learning, investment, science and technology, history, culture and other aspects are that the people most want to know, which is also a key factor to determine the influence of a country. People choose a country to live, dwell, invest or travel, the determining factors given in the figure are the basis of people.

According to FutureBrand’s report of 2014 and 2015, Sweden's ranks fourth while China ranks twenty-eighth in the global. Report points out that in Sweden, there is a high standard of living, the gap
between rich and poor of the residents is smaller, Good industry and good labour and social laws.

Figure 6  Swedish summary of perceptions

Figure 6 is FutureBrand to Swedish summary of perceptions, from the figure we can see Sweden have excellent development in the field of quality of life and business potential, but in contrast, tourism and culture are weaker. My project, the promotion of Swedish culture is even more important.

Moreover, report has also given the formation of a national brand "Key findings", one point of which emphasizes a country as a brand needs a strong brand recognition, which can leave a deep impression on people. Sweden's most stressed theory is innovation and sustainability, in my project, it will be reflected in terms of product innovation and sustainable thinking and other aspects.
2.7 Brand identity

Brand recognition is the first proposed by French scholar Kapferer(1994), he points out that brand identity means that the brand has its own style, its own unique, different ambitions and aspirations. Professor David A.Aaker(1996) argues that brand identity is made up of the brand core identity and brand extension, the brand core identity reflects the core connotation of the brand, which is the most important and the most stable element, it is the representative of the brand" nature "and the essence, which stipulates the basic information of brand extension and brand communication. Integrate the discussions about the brand identity of Kapfferer and Professor David A.Aaker, we can see that the brand identity is a kind of essential attribute of the brands, it can also be regarded as a strategic tool to establish the brand.

Project will be combined with the brand image and the brand spirit of Swedish Embassy in China, from the theory, function, material and visual aspects, to comprehensively consider the establishment of a product image.
2.8 Value Constructs

From the perspective of economy, product design is a bridge between science and application, technology and life, enterprise and market, production and consumption, and it is a tool to promote economic growth. In today's world economy, the manufacturing industry and the service industry occupy an important position, and in the market competition of the two departments, it needs the close cooperation of the production, the design and the sales, so that the interests of consumers and producers achieves a balanced overall.

Figure 7  Disciplinary Approaches to Value
Value is therefore perceived as the capability of things to satisfy the physiological, cognitive and emotional expectations (or needs) of people (Boradkar, 2010). Figure 7 is the idea drawing of the product value. As a product, we should explore its value from some point of view, and let partners and consumers have the urge to buy this product.

This figure clearly shows the meaning of the project value. This figure demonstrates the product value from six aspects which includes semiotics field, labor (marx) field, philosophy field, design field, business field, and anthropology field. The information it presented has many commons with sustainable thinking. In anthropology field, this figure mentions social value, cultural value and political value. A product is not only needs to be considered sustainability in the concept, production, use, recycling and sales, but also need to be considered in the establishment and acquisition of value. A project plan is related with the interests, labor, design and business. And these should be considered firstly. But from a higher level, from the view of sustainable, philosophy field, anthropology field and semiotics field are should be explored. Therefore, this is also an important support argument in this paper theory.

As for the design, product should be considered and examined from the area of functional, strategic, environmental, brand, aesthetic and other areas. Get the program that is more in line with the target market. Among them, the functionality and innovativeness of products are most important. Besides, the environmental effect - that is, the choice of materials and the influence of sustainability in terms
of production and recycling), brand recognition- binding partners’ enterprise culture and brand culture, the aesthetics -- to meet the function, discuss about shape, color, material, comfort and other aspects to complete design.
2.9 Design methodology

In the theory of product innovation, it emphasizes that the demand of the users is the essence of the design.

This report takes the method of literature reviews, questionnaires, interviewing, stakeholder maps and case study to analyze and demonstrate. On the part of design process, I added methods of user testing, prototyping desirability testing in order to test and improve the product plan.

1) Literature reviews

Literature reviews are an indispensable design approach in academic paper, and it is a key process in any design project, and it is a research method which aimed at a specific theme to collect the comprehensive research result. (Martin et al, 2012, p.102).

Theory and methods of research need to be supported by documents which are used for reference usually. At the same time it also needs to refer to the opinions of the other authors. About my project, I should draw lessons from the beneficial theory, criticize the unreasonable parts and then form my own view. In particular, the project investigates in four aspects: based on the design theory; sustainable theory; the ways and methods of Sweden promoting culture to the world in the past; which enterprises work on promoting Sweden culture at present. Besides, the key of the project is how to combine the design and culture promotion.
2) Questionnaires

There are two aspects that need to be considered when creating questionnaire. The first one is the selection of respondents. To ensure the objectivity of questionnaire, extensive researches on target market is necessary. The other one is designing questions. In the design of questionnaires, the purpose of this questionnaire, the impact of project, and the proof of problems that investigators hoped should be considered. (Sharing Sweden, 2015)

Because this project involves the study of consumers, it needs to be analyzed from the demographic significance. The questionnaire should be prepared according to the purpose of the study, collect demographic data, use statistical charts and other quantitative techniques to deal with data, and use mathematical and statistical methods to analyze the data.

For the Chinese market, investigating Chinese people's understanding of Sweden, the degree of the establishment of the Swedish nation branding in China, the degree of the Chinese people’s understanding of the Sweden, the main ways of obtaining information for Chinese users at present and so on, the information can get the most direct and objective feedback from the questionnaire.
3) Interviewing

Sherin (2013) talked in the chapter of *Tools for growing a business and predicting success*, “Communication is visible, tangible and represents an intelligent and positive investment.” Design is a bridge of communication between the products and the users, good communication can make the products more perfect.

After getting the related information of the products and establishing the initial product concept, we will do interviewing for the target crowd and make detailed observations and understanding about respondents as the users’ perceptions and feedback of the initial product concept and extract the effective information to provide ideas for the improvement of the product concept.

4) Stakeholders Maps

![Figure 8 Human Actors in the Product Lifecycle](image_url)
As well as identifying end users, it is critical to include people who will benefit from the project, those who hold power, those who may be adversely affected, and even those who may thwart or sabotage designed outcomes or services. (Martin and Hanington, 2012, p166)

Figure 8 divided stakeholders into three main areas: production, consumption and distribution. This figure helps me to find out the stakeholder that is related with this project.

The meaning of stakeholders maps is the designers not only consider of design but also figure out the relationship among design, technique and users. Only considering comprehensively can realize the maximization of product value. We should pay attention to the relationship among designer, Swedish Embassy and visitor in this project.

5) Case studies

These instances, or cases, may be of individuals, organizations, entire communities, events, or processes. The details of cases emerge during data collection and analysis, which typically include the following features. (Martin and Hanington, 2012, p28)

This part is to find, analyze and explore past cases and literature to understand the current phenomenon and to make comparison, access to information and inspiration. For example, how the Swedish government promotes the culture, what methods it takes, and the
main contents that it has pushed. I can find some professional information and methods in this part.
3. Context

According to my project, the discussion of relations of ecological, economical, social political, cultural context and sustainability is given, Swedish diet and festival culture; current situation of cuisine culture in China. The investigation of things that Sweden did to promote its culture and challenges it met has be done.

Analysis and summary the existing takeaway box from the product design, color, craft, decoration and material aspects globally. Find out how they achieve the goal by investigating and analyzing peripheral products of culture promotion of current market and figure out the advantage and disadvantage of products.

3.1 Cultural and social-political context

Culture that has been labeled by multiple accounts as one of the most complex words in the English language (Williams 1976; Eagleton 2000) Eagleton (2000: 34) defines culture “loosely” as “the complex of values, customs, beliefs and practices which constitute the way of life of a specific group.” He adds, “culture is just everything which is not genetically transmissible”

a culture has two aspects: the known meanings and directions, which its members are trained to; the new observations and meanings, which are offered and tested. These are the ordinary processes of human societies and human minds, and we see through them the nature of a culture: that it is always both
traditional and creative; that it is both the most ordinary common meanings and the finest individual meanings. (Boradkar, 2010).

Tradition and innovation are not only reflected in culture. In a broad sense, everything needs to be traditional and innovative - to preserve the original tradition and to create new ideas. In promoting the development of culture, people should always remind themselves of these two points: retained things which are the unique culture of Sweden, no matter it belongs to past or present. Innovation of how to have ways and means that can help Chinese people be more receptive. From the perspective and the logic of Chinese people to recombine Swedish culture, it creates a more suitable way for Chinese to accept and understand Sweden.

In 1871, British anthropologist Taylor put forward early classical theory of narrow sense of culture in the “Original culture”, which means “culture is a complex collectivity that includes knowledge, belief, art, morals, law, custom, any skills and habits as a social member”. We can see that culture covers art, music, architecture, media, literature, clothing, customs, festivals, food, movies, fashion, sports and other fields. And which aspect can be the breach of project is one part in this project.
3.1.1 Chinese cuisine culture

As a Chinese, when I talk about Chinese cuisine culture, there are lots of pictures come up with my mind. There are different eating habits in different regions and different special food in different festivals. Chinese cuisine culture includes all aspects of life. It's the composition of my life and I grew up with that. For me, the memory of food is not just the memory of taste, it's the scene and mood when I was eating and people accompany me. In my hometown, there is a kind of special breakfast '煎饼果子'. It is a kind of thin pancake which is mixed with the egg and flour and be fried. Add some fried stuffings and sauce in that then wrapped them together. It is a very famous snack in my hometown. If someone asked me to recommend a typical breakfast shop, I must say it is the one at the apartment below mine. Because the flavor of this store accompanies my growth. It brings me not only with the memory of flavor, but also the memory of my childhood.

Diet occupies a very important position in people’s daily life. It not only meets the basic needs of human life. There are many other activities after meeting this demand. Cuisine culture includes the food producing process, consuming process, and formed the respective characteristics of traditional customs and customs on the basis of that. Human society has developed up to now, diet is no longer simply to allay one’s hunger and meet the living needs of people. It becomes an important aspect for people to enjoy life and
seek pleasure. At the same time, it also formed their eating habits, eating ideas and etiquette system.

In China, there is a very famous documentary *A Bite of China*. It is the cuisine documentary which is produced by China Central Television. The main content is to introduce the delicacy all over China in the form of documentary. This documentary starts from the perspective of culture, telling characters and stories that is closed to ordinary people, walking into the process from the acquisition to the manufacture and food sharing, narrating about Chinese cuisine philosophy and love of life. It is full of humanistic care and affection. The success of this case gives me some inspirations.

Marshall McLuhan in the book of *Understanding Media* mentioned that *the Medium Is the Message*. This documentary uses this theory exactly. In this documentary, it serves as a medium of communication, which carries the information of Chinese culture and shows Chinese belief and spirit to the world. ‘Food is the medium, the medium is the message.’

This documentary not only gets a warm response in foreign countries, it has caused a great sensation in China. It shows that culture can cause the attention and resonance of Chinese audience from the perspective of diet. From here we can see that, dramatization and visualization of the necessarily transferred information is a more acceptable way for Chinese consumers.
Therefore, it is more easily to expand other fields of Swedish culture by basing cuisine culture. It is also a more acceptable approach for Chinese people to understand Swedish culture. Disseminating cuisine culture is the first step for Chinese people to understand the Swedish culture more easily.

3.1.2 Swedish cuisine culture

Traditional Swedish home cooking (which is called as husmanskost) is simple in comparison with other European cuisines. The climate and location of Sweden have the primary responsibility for the development of its cuisine. The stocked food supplies of early inhabitants, which is to prepare for the start of the country's long and cold winters, is made up of preserving meat, fish, fruits, and vegetables.(Foodbycountry.com, n.d.)

“Swedish traditions are firmly rooted in history, yet constantly changing. Some customs and traditions are maintained for the sake of the festivities, and the importance of clinging on to something familiar.”(sweden.se, 2013)

Many customs in Sweden are closely related to seasonal changes. After long and dark winter, the Swedish will in the most warm form to celebrate the arrival of summer in Midsummer. During the day of Advent, Swedish will light candles, and pay their respects to Lucia who wears a white dress and a crown of candles.
Besides Christmas, Easter, Midsummer and Walpurgis Eve, there are also another three important days in Sweden. In these days, Swedish will enjoy Cinnamon bun day (October 4th), Pancake day, Semla Week (Fettisdagen) and Waffle day (March 25th). This means that you can devour delicacy all day and don't feel guilty.

Figure 9 shows the main festivals and celebrations of Sweden in one year. Besides Christmas, Easter, Midsummer and Walpurgis Eve, there are also another three important days in Sweden. In these days, Swedish will enjoy Cinnamon bun day (October 4th), Pancake day, Semla Week (Fettisdagen) and Waffle day (March 25th).
According Chinese eating habits, their acceptances of these festivals and the events from Embassy of Sweden. Therefore I decided to apply these four festivals and their representative food into my project. And their representative food are Midsummer and strawberry cake, Christmas and saffron buns, cinnamon bun day and Semla week. In addition, there is the Swedish meatballs that is the most typical Swede and the most well-known from Chinese.

The food which launched in four representative holidays is suit for Chinese taste and easy to cause the Chinese interest and empathy.
3.2 The application of design theories in project

This whole project introduces the design theories from product design and packaging design. This chapter mainly illustrates the theory on product design and packaging design according to defining, analyzing characteristics and giving examples. We can figure out the opinions which support the project to apply in design process.

3.2.1 Product design

Product design is not an easy task. The stakeholders involved all demand something different from the product designer and from the design process. The manufacturer is concerned with production cost; in the end, the manufacturer wants an economically produced product. The purchaser looks at price, appearance, and prestige value. The end user is concerned with usability and functionality of the final product. The maintenance and repair department focuses on how well the final product can be maintained: is the product easily reassembled, disassembled, diagnosed, and serviced? (Norman, 2013, p.28)

Norman believes that the production cost, procurement price, appearance, prestige value, usability, functionality, maintenance, service and so on, all of these perspectives are basic elements that form a product and measure the success of a product.

Combine with my project, six elements are my key consideration.
1) Production cost

Products in the production process, every step will produce cost, including the cost of raw materials, production, packaging, transportation, sales and so on. From manufacturers to distributors to retailers to consumers, every step of the business process will produce cost. As a project designer, I need to fully consider the choice of raw materials, the simple and high-speeding craft, the environmental protection and practicality of the packaging, the convenience and security of the transportation. I will make efforts to reduce cost to a minimum.

2) Procurement price

Price to purchaser can also be the product value, there are two main factors that determine the value of the product. First, the cost of production, the cost of each link in the production process determines the product's material prices. Second, the emotional elements of the product determine the added value of the product.

According to the statement of 2010 Taiwan Cultural and Creative Industries Development Annual Report (Li, 2010, p.157), product in addition to reflecting its intrinsic value outside, should also be the consumer goods that can convey views, symbols, and lifestyle, should have the emotional expressions with culture, selection, creation and pleasure.

The article points out that the so-called emotional level is the deep psychology and cultural reasons of the consumers while they using
this product, this level means personal or social motivation. Personal motivation can be linked to psychological or emotional meaning, and social motivation is about the meaning of symbol and culture. On the whole, the emotional level is the overall impression of the deep meaning of the product shape, color and other characteristics and product when people contact with the products, through the integration of the information and its existing, so that it results in some special feelings. When the emotion produces, no matter the practical value of this product is high or low, people will be willing to pay a higher price than simply considering the practical value.

Therefore, in the process of product design, we should be targeted to make the positive emotional factors integrate into the product, which deeply attracts the emotion of the consumers' knowledge and love so as to increase the added value of the product, in the mental and emotional level, give the consumers the value that is higher than the cost of the product itself and reach the purpose of the product profits in the end.

3) Appearance

The appearance of a product is the most intuitive impression of the consumers for the product, the factors of appearance mainly refer to the shape, color, crafts, decoration, material and other aspects of the product.

In addition, in the aspect of the decoration, contacting with my project, we can make the Swedish culture story and visualization,
endow the products in the form of visualization, increase the amount of information of the product, increase the ways of spread.

4) Prestige value

Project undertakes the mission of the spread of the Swedish culture, in other words, it is the carrier of Swedish culture. A product’s prestige value is mainly reflected in the degree of the products’ cultural resources, designers through creative design, value-added development and other methods express the culture with the design language directly. At the same time, making what the people see and feel about the Swedish culture extend to the daily life is the supplement and extension of cultural experience. Products meet the needs of people's material level, while culture is to meet the needs of people's spiritual level. The design of the product should be based on the meaning of the traditional culture of Sweden, which is in order to show and spread the culture of Sweden.

5) Usability

In simple terms, it is a measure of the operation and implementation of the product. IKEA company's product design concept has a very important point, that is, “the interaction between the product and the customer”. （reference）All furniture is assembled by the customers alone, which requires designers to consider when designing a product, after the customers purchase the product, whether it can be simple, easy, convenient and quick to complete the product assembly.
In my project, as a present for Swedish Embassy, the product is a souvenir for visitors which should be simple, expedience and convenient fix.

6) Functionality

Functionality is the basis of product design and it’s also one of the important factors that people decide to buy or not. The functionality of a product determines its use cycle, and product’s functionality is generally reflected in the structure of the product. My project is based on Swedish culture, by the creative design giving the product function, and developing the functional diversity of products, thus causing the attention of consumers and stimulate their desires to buy it. Therefore, the functionality of the product is a very important part of my project.

Case study 2, life cycle issues in toy design

| 01 | Sourcing of raw materials: Consider using low impact, natural (e.g. wood, felted wool) and/or recycled or discarded materials. |
| 02 | Manufacture/production: Can the toy be made by the user (DIY)? Can it be produced in a way that has minimal or no impact on the environment? Can the toy be made using cottage industry techniques or provide individuals with the means to improve their economic situation? |
| 03 | Longevity: Can the design encourage longer use? Can it be reused? Can components be added or subtracted? Can the toy be used in more than one way? |
| 04 | Disposal: Your plan may include a trade-in program and/or system for giving the toy to another child and/or if it is made of natural materials, the toy may naturally return to the environment. |

Figure 10 Life cycle issues in toy design
This case (Figure 10) is about toy design, children typically move from one developmental phase to another fairly quickly. This can mean that a treasured plaything of toy may become uninteresting or no longer usable in a matter of months. For this project, you will design a new toy, or redesign an existing one, to address one or more life cycle issues (Sherin, 2013, p. 97). Case from four aspects puts forward the thought about the problems and challenges that we may encounter in the process of the product design, these problems can be more specific to help me improve my project. How to realize and apply the theory of the life cycle under the background of the sustainable thinking, I put my project into the scene and give the corresponding answer.

01 Sourcing of raw materials:

It is worth noting that the product of my project produces in China, it should be combined with China's social background, the application of research materials, to find the most valuable raw materials.

02 Manufacture/production:

One of the most important features of the IKEA is all furniture are required to assemble by themselves, and the users can have fun in the process of the furniture assembly, It can improve customers’ interest and impress if they take participate in fixing the products.
Applied to my products, whether it can be combined with the concept, to enhance the users’ participation, allowing users to feel the spirit of the brand of Sweden.

03 Longevity:

Puzzle box is mainly used to a gift for visitor, but also carry out new profit channels for Swedish Embassy in China, when considering the sustainable development, the case puts forward an innovative idea of prolonging the service life of the products, increase the functionality of the products and increase the rate of use of the product. These are the most direct way to reflect the theory of sustainable development, which is also the most advocated in Sweden, when users use the products, they will feel the application of this concept.

04 Disposal:

Product renewable, recyclable or recycled materials are an important aspect of reflecting the sustainable development, case gives the introductory problem, which will provide more possibilities for my project. All of these are based on research.
3.2.2 Packaging design

In this project, packaging as part of the product, it should pay more attention to reflect the functionality of packaging design. In the following part, the importance of packaging design will be introduced from five aspects.

1) The protection function

This is the most basic function of packaging. It can protect products free of external damage such as drench, damp, breakage, vibration and so on to ensure product integrity.

2) The convenience function

This is the important feature that reflects the humanized packaging. From all aspects of the production, transportation, storage, display, experience, use, maintenance, recycling, it should reflect the convenience of packing and improve the efficiency of use.

3) The transportation function

The transportation function and convenience function of product packaging are inseparable. The package needs to be considered about products’ weight, volume (shape and size) and so on, but also should satisfy the demand of conveyance.
4) The environmental protection function

It is the part that can reflect the sustainability mostly. The selection of raw materials, usage amount, and the influence of environment should be taken into consider.

5) The experience function

This can encourage users to have a deeper understanding of product and package through experience. In the process of the experience, be familiar with products and increasing awareness of brand can enhance the effect of packaging experience. This is also a process that brings pleasure for consumers and increases the value of packaging.

Behavioral economist Ariely, Kamenica and Prelec (2008) found that people need to spend a lot of effort to assemble and install IKEA furniture, but they prefer the furniture that is assembled by them. It is easy to overestimate the value of goods after working. He calls it as “the IKEA effect”. Working will lead people to overestimate items themselves and will bring attachment and pride about products.

Therefore, in consideration of be facilitate of consumers’ touching, handling and installation, lots of packaging adopt the packaging structure design which is easy for dismounting and combination.
3.3 Ecological context

In the previous chapter, it emphasized the importance of raw material for product design. From the ecological perspective, the selection of raw materials directly affects the production, manufacturing, recycling and other factors. So this is the part which can show the customers the design theory.

This project chooses wood as the raw material; the following are the introductions of advantages and characteristics of using wood.

3.3.1 Wood characteristics

1) Functional characteristics

Wood is a kind of natural material which has lower production cost, low energy consumption, non-toxic, non-pollution, etc. Wood has advantages such as light weight, resilience, good toughness, impact resistance, neither too hard, nor too soft, easy to process, plasticity, heat insulation, heat preservation performance. The wood itself has natural figure, gloss and color which is decorative and easy to color and paint.

2) Emotional characteristic

From the perspective of artistic expression, the touch, vision and texture color of wood brings us the sense of natural, harmonious and cordial. Wood is also a kind of energy conservation and environmental protection material; it is easy to be harmony with the
surrounding environment. In the past, wood has been widely used in various places in life, mainly includes the structural engineering and decoration engineering, such as building structure, roof, bridge, floor, kitchen utensils and appliances, furniture, etc. In Sweden, it is rich in forest resources. According to the report of Statistics Sweden on November 27, 2015, the forest coverage rate of Swedish is 69% which is the first one in Europe. In this project, wood as the symbol of Sweden I choose as the raw material is on behalf of the Swedish national image.

3) Color characteristic

The color of traditional wood is varied based upon the category, geographical features and climatic conditions. It brings us different visual enjoyment which is neutral, warm and makes people feel eager to close to nature. The artificial color of tradition wood is processed through the modern processing technology, such as painting, burnishing and other ways to make it more gloss and smooth.

3.3.2 Wood processing and recycling

Waste wood as raw material reduces the demand for timber resources and the pollution to the environment, reduces the cost of production. This achieves certain economic and social benefit for enterprises. Wasting recycling and fully utilizing resources is Up to the present global industry development policy and it is important to promote the sustainable development of the timber industry.

1) Service life
Using some special processing to extend the wood service life can directly reduce the negative impact for the environment. The extension of product life cycle and aging time delay can effectively reduce the amount of waste and processing.

2) Removable and recyclable

The removable and recyclable of wood products is an improtant guarantee to recycle. In the product design stage, we need to consider the possibility of the product life cycle, all of the recycling process after being abandoned and consider the waste product whether can easily decomposition and reuse.

This needs to pay attention to the processing of raw materials and recycled, in this project, there are two options of raw materials, one of them is Balsa wood which is the final selection of raw materials, and another is wood plastic composite.

Wood plastic composite consists of polypropylene and wood fibers from sawmill waste. Using wood fibre makes plastic products stronger and less expensive. And it helps put waste to good use. But because of the low density of the material, it can hardly be made for thin wooden board and printed. So the plan has been given up.
3.4 Ecological field

In the ecological field, Sweden has been advocating the sustainable development theory. Sweden Pavilion of Shanghai, China World Exposition in 2010, and the official site of Sweden (Chinese official website), gives a good example of how to transfer this theory to China.

3.4.1 The world Exposition Shanghai China 2010, Swedish pavilion

The Swedish pavilion shows meetings between city and nature, the optimism and strength which can be created from the place they come. Sweden pavilion has been divided into five rooms and each room has respective theme: the atmosphere, problems, solutions, spirit of innovation and your challenge.

Room 3, the solutions theme, shows various solutions that Sweden has employed to solve their pollution problems. The exhibition also presents Symbio City, which is a Swedish concept of sustainable urban development.

Room 4, the spirit of innovation theme, shows the factor, which contributed to Sweden, being one of the most innovative societies in the world. Cultural and social characteristic, which based on collaboration, is fancy and respect for every one.
In this World Expo, the Swedish Pavilion mainly shows their attention to the environment and the importance of innovation to Chinese people (Pavilion.expo.cn, n.d.). Over the years, Sweden has become one of the most successful countries all over the world in the use of sustainable ideas for all kinds of innovative technologies and the focus on sustainable lifestyles. By telling stories, people can feel efforts of the environment and innovation in Sweden. In addition, the venue also organized a series of activities to celebrate, including Jubilee Day, Expo National Day for Sweden, National Day of Sweden, Royal wedding, Midsummer Eve. These festivals and activities are also related to culture closely. This also shows once again that the festival and the hosting of activities are a very good way of cultural communication.

3.4.2 Official site of Sweden (Chinese version)

Figure 11 The home page of official site of Sweden (Chinese version)
Figure 11 from the home page of official site of Sweden (Chinese version). The sentence in yellow line means that “We are Sweden, not Switzerland.” But we cannot found this sentence on the international version. The information and dynamic state of ecological, economical, social-political and cultural fields in Sweden can be found in webs, which present Sweden in multiple perspectives.

In the website, the culture part is divided into several categories, including travel, festivals, food, literature, and technology. In the part of the festival, the site set up a topic - Celebrating the Swedish Way. Every festival tells about its origin and festival special food. Most of them are also equipped with video so that people can have the most intuitive feeling of the festival atmosphere. The origin of festivals is also a part of history, which is a quick way to learn about a country.

In the classic Swedish food part, taking the meatball as example, the website introduces the reason of why Swedish like meatballs. And on the left of website, there is a link shows ‘Swedish Christmas celebrations are closely linked to food. Read more about the traditions here.’ It can be seen that food and celebrations are an integral part of culture.
3.5 Economical context

In economical field, Swedish government actively establishes their national brand, enhances the image of Sweden, and improves their competitiveness in the world to popularize Swedish culture. Provide convenience for people who want to work, live, travel, study, and immigrant or invest in Sweden so that lead to the development of their economy.

3.5.1 Swedish Institute

The Swedish Institute follows some key areas: innovation, environment and sustainability, creativity, culture and society. The Swedish Institute is allocated for promoting the overseas development of Swedish cultural and creative industries.(Swedish Institute, n.d.)

The Swedish Institute belongs to Swedish government agency. It shoulders the mission of promoting the Swedish image all over the world. Different from traditional international exchange, which aims at political and economic fields, members of Swedish international exchange aim at seeking cooperation with other countries and establishing long-term relationship through strategic dialogue and communication in the field of culture, society, research, higher education, business, innovation, democracy and global development.
Through exhibitions, meetings, discussion and activities, SI annually initiates a great number of events and projects in order to spread knowledge about Sweden and promote cooperation with other countries.

In addition, another website in the SI website can be found, http://sharingsweden.se/.

The Swedish Institute provides lots of information about Sweden. The material is intended for people who are interested in Sweden. On this website, they have organized all of their materials on the basis of topics to help others to find materials about presentations, discussions and some events. They have put toolkits together, which are ready sets of tools and instructions on a certain topic and it will provide both ideas and materials for some themed events.

There is a very special page in this website: TOOLKITS. There are so many information and resources about Sweden and it is also very easy for people to find out. Toolkits cover the political, social, cultural, literary, artistic and all aspects of Sweden. It is a very valuable site.

Critically, there is a little Chinese knows this website as a national standard website. As a researcher, I found this site through links of three sites. Increasing the propaganda strategy is my opinion on this website.
In this website, there is part named as Materials on Brand Sweden strategy which is the strategy of SI that specifically aimed at promoting Sweden to foreign countries.

These two points are important methods to establish the theory of national brand. In this project, designing an iconic logo will provide a basis for Chinese to learn about Sweden.

![Figure 12](image.png) A new visual identity for Sweden, design by SI

At first, SI designed a new visual identity for Sweden (Figure 12). It deepens people’s impression of Sweden visually.

Secondly, they worked out strategy and handbook for the promotion of Sweden abroad.
3.5.2 Swedish Embassy

Events from Swedish Embassy (2015)

13/12/2015 SWEA's Lucia celebration and Christmas market (Figure 13)

SWEA, the Swedish Church and the Swedish School in Beijing hosted a Lucia celebration and Christmas market in cooperation with the Embassy of Sweden in Beijing

25/11/2015 Minister for Rural Affairs Sven-Erik Bucht's visit to Beijing (Figure 14)
The Minister for Rural Affairs Sven-Erik Bucht visited China 24-27 November.
28/10/2015 Nordic Design and Innovation week 2015 - A celebration of the Nordic way

22/10/2015 "Move with Sweden!" - Alumni Event (Figure 15-1, 15-2)
Up to 80 alumni gathered at the Swedish Embassy and participated in a fun workout with Heyrobics. The event is an annual event co-organised by the Embassy of Sweden and the Swedish Institute.

24/09/2015 The Swedish Design Scene (Figure 16)

![Figure 16](image)

The event "The Swedish Design Scene" was held by the Embassy of Sweden at FikaFika, a café run by three Swedish alumni. The seminar was presented by curator Gustaf Kjellin and journalist Daniel Golling.

06/06/2015 Swedish National Day Celebration (Figure 17)

On Saturday 6 June the Embassy of Sweden in China welcomed more than 2200 guests, including many children to the Swedish National Day festivities.
The Embassy honored 65 years of diplomatic relations between Sweden and China and celebrated a healthy lifestyle.

09/05/2015 65 years of Sino-Swedish relations (Figure 18)
On 9 May 1950 Sweden became the first Western country to establish diplomatic relations with the People’s Republic of China. 2015 marks 65 years of diplomatic relations.

28/04/2015 Countdown to Sweden Pre-Departure Event (Figure 19)

Close to 200 soon-to-be students and Swedish Alumni gathered at Kerry hotel in Beijing on 28 April to prepare for the upcoming studies in Sweden and to exchange experiences.

12/03/2015 Cross Cultural Workshop (Figure 20)
The Embassy of Sweden in partnership with Swedish Alumni Network in China and the Swedish Institute, hosted a workshop in Cross Cultural Communication. The workshop was led by John Fu, expert in cross-cultural communication.
Above are the main events of Swedish Embassy in 2015, which attracted much involved public. During these activities, brochures and gifts were sent out to the visitors. Most of the gifts are environmental-friendly bags, pens and candies but not typical and systematic. The advertising of overall image of Swedish and Swedish Embassy is not enough, although the information of these activities itself had been transmitted. However, my project is more systematic and enable people to have a rather complete impression about Sweden and the Swedish Embassy, which is conducive to the establishment of a more vivid image of Sweden in their mind.
3.5.3 IKEA company

In 2015, IKEA was voted by Millward Brown as one of the most valuable retail brands in the world. Its brand value was 17,025 billion dollars and ranked fifth. They have the responsibility for popularizing Swedish brands. We will discuss the efforts they had taken from two aspects in the following.

1) IKEA (China) has established a good corporate image, brand image and a large number of consumer groups in China.

Companies in product design and marketing ideas are very consistent with innovation, creativity and sustainability of Swedish spirit. IKEA focus on brand marketing. It uses brand symbols to build the IKEA shop into minds of consumers. The scholar Ursula Lindqvist (2009) from University of California pointed out in the book “Cultural Archive the IKEA Store”, the IKEA store is archives of the Swedish national culture. In his view, the Swedish national culture is peaceful, homogeneous, hard-working and pursuing the equality and human rights. The IKEA store played a very important role in the establishment of foreign countries, the replication and dissemination of Swedish culture. In other words, IKEA store becomes the main carrier of spreading Swedish culture. Another writer believes that 285 shops of IKEA is a symbol of living space of Swedish culture. Whether the design features of stores outside, yellow-blue collocation, the route setup, space design of the internal space of stores, or the presentation of those Swedish characteristics national
household goods, they are the external manifestation of the Sweden culture. Swedish national culture is propagated to the world by these vectors. It can be said that, on behalf of the International Democratic image of Sweden, IKEA has become a movable archive that can be copied. (Lindqvist, 2009)

2) Restaurants are becoming more and more important for IKEA

IKEA restaurants(Figure 21) hold activities which represent Swedish traditional culture and offer characteristic food. The activities include Fika time, Lucia day, Christmas eve, etc. During these activities, employees would wear traditional dressing and celebrate with the customers and inform them with Swedish culture. These are the efforts they took.

Figure 21 Activities and buffet in IKEA(China) Restaurant
3.6 Contemporary work

This chapter mainly analyses the current existing tourism cultural products, from modeling, color, craft, decoration, material aspect is how to reflect the spread of culture.

There are so many kinds of souvenirs. They can be cataloged as handmade articles, semi-handmade article, machined article by the mean of manufacturing. Italia masks and puppets belonged to handmade article, Dutch wooden shoes and Swedish wooden horses belonged to semi-handmade article, and the fridge magnets, key chains can be cataloged as machined ones. They can also be cataloged as flat ones, tridimensional ones and comprehensive ones. Flat souvenirs include postcards, brochures and posters, while the tridimensional ones include art wares and sculptures. Comprehensive ones include mugs and T-shirts. Souvenirs can be cataloged as ceramics, metals, glass, carvings, etc.

All the catalogs are complicated, the followings are examples for my studying on my project.

Figure 22  Matreshkas
Matreshkas (Figure 22) are wooden toys from Russia. Nowadays it is not only art ware but the symbol of Russian culture. The characteristic picture, dressing and color are the expression of the Russian culture. The matreshkas are just decoration because they have no function.

Wooden shoes (Figure 23) are the “Spirit” of Holland, they reflected the national culture and civilization. The culture lies in the color, sculpt and pictures. But it lacks daily function, so they are just treated as decoration like we do to the Matreshkas.
I found the design with Fuji, Japan (Figure 24) is very interesting, although it is not colorful, but it has advantages of being functional and convenient. So I took it as one of the successful cases.

Figure 24 Product design with Fuji, Japan
These two masks are from Italy and Japan (Figure 25), they both are the symbol of their cultures, the price is varied by the different manufactured procedures. The more delicate, the more expensive.

Figure 26 Product design with booth of England
The design of these four product are coming from booth of England(Figure 26), they will impress people with their shape and color. They will also benefit from their function.

This product’s name is T-BOX(Figure 27), it was designed for NATUZZI by Chinese designer Yang Mingjie, 2012. T-BOX was made up of 40*40 cubes. There is a T shaped holder in the center, which enhanced the intensity, meanwhile it can be used as a point of strength. The compound mode is very flexible, it can be used as bookrack, tea table and cabinet, etc. The design has decreased the cost, it also has shortened the assembling time and space, which is its advantage.
All these products have provided me with a lot of inspiration. Now I will take the color and function into consideration. And I will also remember to their shortages.
4. Project & Process

Learning to effectively manage the design process will allow practitioners to create successful outcomes that take social and environmental values into account, while helping clients and stakeholders understand how designers achieve preferable results. (Sherin, 2013).

1) Discover - raise questions, starting points
2) Research - sustainable context, contemporary work, stakeholder map
3) Ideate - problem definition, evaluation of whether design deserves to exist

Figure 28 Model of the design process
4) Theory and Method - frame work, case studies, questionnaire

5) Concept - analysis, propose viewpoint

6) Prototype 1 - product research, model

7) Text 1 - text concept, interview & feedback

8) Revise and Deliver - design requirement, define stakeholders, goals and objectives

9) Prototype 2 - model, visualization

10) Text 2 - modeling, functional, material exploration

11) Product - product design output, exhibition, visualization

All the above is the time and task planning of entire project and used theory and method. The followings will introduce design method respectively, and how I use that in the project.
4.1 Questionnaire

I did a questionnaire and got answers from 258 Chinese persons. The investigation is about Chinese awareness of Sweden, the main source of Swedish information, whether interested in further understanding of Swedish culture and so on. There are eight questions in questionnaire, and they are divided into single choice, multiple choice and fill in the blanks. The main age of respondents is from 18 to 30 years old, accounted for 43.8%. Followed respondents are from 30 to 50 years old, accounted for 37.1%. Bachelor degree or above accounted for 50.4%, with the experience of studying abroad accounted for 18.6%. Followings are the analysis of some representative problems.

Question No.3. What is your first impression of Sweden?(no tips)

As a blank question (Figure 29), I wish to know the first reaction of Chinese when they see Sweden. When it comes to Sweden, what is
the first thing that comes up with their minds. According to their answers, 30.1% of their first impression is environment, which including the weather is cold, there are a lot of snow, the air is very fresh, lots of forest and so on. 29.6% of these people have no impression about Sweden. They just said Sweden is a good country, Sweden belongs to European countries, or they are confused about Sweden and Switzerland. That is the reason “We are Sweden, not Switzerland.” is presented on Swedish official websites. About 1/3 of people have a certain understanding of IKEA, Swedish social economy and other aspects. They know that the high welfare in Sweden, Swedish happiness index is high, or know some sports stars, major cities or food and so on.

This question is very helpful for project and late product designs. First of all, I need to know Chinese current understanding of Sweden. Starting from their existing knowledge, let them be more familiar with Sweden so that I can attract their interests. In addition, the red part of the pie chart, which represented people who do not understand the Swedish, is my focusing target. Stimulating their awareness through some eye-catching, vivid graphics or color, so that they can have a good impression and interest of Sweden.

Question No.5. Give you some hints. Look at the following things about Sweden, which one do you know? (multiple choice questions)

Compared with Question No.3, after adding some choices, answers are mainly focused on three options(Figure 30). First, Swedish happiness index is high and welfare is very well. Second, Sweden
has good air and the weather is very cold. Third, IKEA company.

These three options are learned by nearly 70% of people. This also shows that Chinese are very concerned about happiness index, welfare, and other social issues. In the next place, there are 34.9% of people know about Swedish meatballs. The rest understanding of the Trojan, midsummer or other aspects accounted for about 20%.

So based on the above two problems, we find that for Chinese, the most attraction of Sweden contains two aspects. The first one is the beautiful scenery and fresh air in Sweden, and the second one is the Swedish social happiness index and high welfare. Therefore, I get two important key words of this project: nature and happiness. Product will be designed focusing on these two words.
Question No.7. After getting the information that given by above questionnaire, do you have a little interest in Sweden, do you want to know more about it?

56.3% of them said they are very interested(Figure 31), very curious, and would like to know more about Sweden. This shows that Chinese have great interests in Sweden, which is a very good information for me to promote my project. This also let me know that this project is valuable and there is a market for it. In addition, it is worth noting that there are 29.3% of these people showed their interest in Sweden, but they will not learn about Sweden actively. So in the project promotion, the way of publicity should be given more attention.
Question No.12. If you have ever studied or lived in Sweden. When you return to your country, what do you miss most? (Fill-in-the-blanks tests)

![Chart showing the responses to Question No.12]

This question (Figure 32) is the last one of the entire questionnaire. It's mainly for people who ever lived in Sweden, or have the experience of studying in Sweden. There are many very interesting answers which can be discussed as topicality themes in the long-term development of the project. For example, some people said that he most fondly remembers is "the time and the youth", some people say "the train travel", "the leisurely and carefree life". These views can externally reflect the most attractive places for Chinese who have lived in Sweden.

Therefore, from these 8 issues, we can broadly understand that Chinese still have a certain understanding of Sweden, whether its environment, social or political fields. But there are still a lot of people in the stage of confusion. They only know that it is a high
welfare and beautiful country of Europe. They lack a recognition of the identity of Sweden. How to establish a Swedish identity to Chinese "national brand" is a problem that should be considered in the project.
4.2 Mood Board

In my design, the wood material is the first choice to create a natural, fresh scene. This scenario also fits the Swedish nation.
image. In addition, we hope to add more main features to this product, hence improving the adoption rates and prolonging life.

The puzzle frame (Figure 33-2) inspired me that all families may want to have one, I will apply it in my own project. Besides, the design of combining vision with product will be helpful to transfer messages.
4.3 Product Concept

1) Hand-painted performance comes with further conception of Art. Showing Swedish food by using hand-painted of single line makes Chinese users increasingly fell genial and fresh.

Figure 34-1 information on the front of the puzzle
There are two boxes in each gift for the visitors. The figure 34-1, 34-2 shows that the puzzle box is presented to the visitor in accordance with season and time from 4 different fields with the time going yearly, such as Semla Week from February to April, Mid-Summer’s day from May to August, Cinnamon Bun day from September to November and Lucia day from December to January. There are advertising as well as promoting festival and food in each season, which can bring freshness to visitors. After that, new festivals or information will be put forward in the future.

There are three pieces of main information printed on the back of this product. One is the logo of the Embassy that represents the brand image of Swedish and the Embassy. Second is the main activity schedule for the whole year organized by the Embassy which is aim at attracting people to participate in and promote Swedish culture. Third is the added information from the platform of the Embassy’s public social network, which enables visitors to keep a closer eye on the latest developments of the Swedish.
Another prototype of the box comes from Swedish meatballs whose back has a design as one postcard in order to add entertainment. (Figure 35) When the visitor mails it out, the Swedish image is widely delivered to more people that could make the value of spreading information maximized.

2) Modular is one of the concepts(Figure 36, 37) of my product. It can be easily assembly. The shape of the product is designed to be similar to jigsaw or “unit block” of the logo. Thus, users can piece
several products into one. Collecting more boxes lead constant stitching of other products, which could increase its value and perform the sustainable design conception advocated by Sweden.

Moreover, modularization is a procedure to put standard and general parts together, which means I must take the diversity of the product into consideration. So it is a way to achieve the diversity based on the standardization.

Figure 36 Design concept of modular
Figure 37  Product Scenarios

Figure 38  Dimensions of puzzle box
3) In order to let the product be reusable, the dimensions fit other product (Figure 38), for example, drawers. It builds a connection between the puzzle box and other products, which makes the product has a added value.

4) Based on the theory of sustainable design, the material is environmental friendly.

![Figure 39 Balsa](image)

I decided use Balsa (Figure 39) as product final material. Balsa has many advantages which are grow fast, low cost, light weight, easily manufacture.

5) This product operates cutting and hand painted by laser cutting. Color-pigment which means UV color printing technology is needed to aim at Embassy logo. These two technologies enjoy great general in China with low cost.
6) This puzzle box can be flat packaged. The space is saved during transportation process.

7) The costs of the whole product, which includes raw material, manufacture and transportation, are controlled under 2 Yuan.

8) The Embassy just need one or two weeks in advance as the short period of operation. If large-scale operation is needed, the cost of production will be reduced by 20%-40%.

9) The product is packed in a recyclable Kraft envelope instead of plastic package. Kraft envelope is easy to be recycled and shows the conception for environmental protection of Sweden advocate. There is the printed logo of Embassy on the front of the package (Figure 40-1) to enhance the visitors’ impression of the Embassy’s brand image. And there is printed diagram for assembling of product on the upper part of the back (Figure 40-2), which is convenient for users to assemble. In the lower part of the back, there is the scenarios of this product, which providing some inspiration to visitors when they are using it.
4.4 Interview

Interview is the way to get user information directly. In the interview, we should pay attention to encourage respondents to say what they really want to say. “Give the interviewee an idea of the bigger picture as far as possible – it helps to focus their answers and also gives them a sense of being important”. (Handbook for Monitoring and Evaluating Promotion Activities p18-19)

We should look for respondents on purpose and prejudge the direction of feedback. This interview mainly discussed the dining situation of respondents in IKEA, their views of the takeaway service, and their feedbacks of product concept and prototype.
I interviewed 6 people for their opinions on my puzzle box prototype.

They found my design is very interesting, some of them thought I should enlarge the size, the others thought adding the official contact of Swedish Embassy would be a great idea. I will refine my product based on their assessment.
4.5 Stakeholders Maps

Swedish government actively promote their national brand as well. For example (Figure 42), Embassy of Sweden in Beijing, Shanghai, many activities will be held annually, the invited college students, enterprises and mass will communicate with each other. My project can also be presented to them as gifts, or presenting delicatessen of Scandinavia style to China in a major city.
4.6 Modeling making

I tried different structure to the puzzle box (Figure 43). The structure is assembly and detachable, which gave users series of possibilities to create their own way of using.

Figure 43  Modeling making of puzzle box

Figure 44  Modeling making of puzzle box
Tried to different material (Figure 44), and testing the wood thickness, power and speed of laser cutting.

Figure 45 Final products

Figure 46 Products scenarios
4.7 How my project performs to be realistic in Swedish Embassy

Staffs from the Embassy can put the products in one bag with the brochures of this activity and send out them to visitors before starting. Besides, these products could be placed at the entry for visitors to obtain during activity. What’s more, staffs can place a few boxes which have been pieced completely to show functionality so that visitors directly understand the function of the box.

Additionally, the product can be sold as an Embassy’s peripheral product as its design ability, artistry and functionality. It is not only advertise the image of Swedish and the Embassy’s activities , but also comes with economic benefits by following these.
5. Summary and Discussion

Embody the whole project the use of sustainable thinking in design theory, and given the feasibility of sustainable development in each step. Combined the theory of nation branding, we convert the Swedish culture into products that easily accepted by Chinese people and the popularity can be realized. Looking for stakeholders to improve the viability and integrity of project.

5.1 Discussion of learning outcomes

At the beginning, I can not find the project’s start point and the purpose exactly. So the process of gathering information and defining project’s key words is slowly. With deepening the research, report’s framework is gradually clear and the project is underway.

The greatest achievement is learning and applying the sustainable thinking the design theory of sustainable development design. The sustainable development is vital to a product, an enterprise even a nation. In addition, I am very grateful to learn and apply the theory of nation branding. As a designer, I not only design a product, but also design a concept, a pattern, a habit significantly. Influence people’s behavior fundamentally, so that more people can absorb helpful ideas and spread to others.

I have a deeper understanding of the product design. As a designer, from the form of product itself, function to the initial cost of raw materials and the final goods service, after sale, you need to have
broad considerations. In Life Cycle Assessment theory and Product Innovation Design theory, those are discussed and researched in depth.

In design process, the initial research is smooth, but in modeling making, there are many deficiencies of product outcome.

1) The hand drawn line in puzzle box is a little thin lacking of a sense of layering and breathing, people can not feel the visual impact. What’s more, the version font is too small, and the recognition is not so high, adjustment should be made.

2) Laser cutting needs to be adjusted, therefore printed out with high noticeable color.

3) As the edges of the product are not smooth enough to touch and will easily hurt the hands, polishing or chamfering work inside after cutting.

4) During cutting the board, pay attention to the grains on its surface so as to reduce deformation effectively.
5.2 Analysis of the potential for future work

In further, we should focus the choice of raw material and recycling. According to different external patterns, making corresponding adjustments.

In addition, the product has two main characteristics that reflecting in the theory of sustainable development and change.

1) adding more functions, prolonging the life, thus improves the utilization of the product fundamentally. And improve the added value of products, extend product life cycles, to maximize the value of products.

2) The flexibility of pattern and information in puzzle box. As to product operators, they can design diverse styles of programs according to different promotional activities. Thus making sustainable earnings of product.

Recycling the wasted wood is fit to China. The wood come from:

1 Leftover from wood-working factories, wasted wood from construction.

2 The wooden material after removal, such as staircases, doors, windows, floors.

3 Abandoned furniture such as cabinets, chairs and beds.
4 Abandoned packing case from logistic, exhibition and supermarkets like wooden cases, trays, plates.

5 Disposable chopsticks and toothpicks.

The material I want to use will express my idea of sustainable development. But the channel I recycle my material must have a specific plan.
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Appendix

Questionnaire

瑞典知多少（What do you know about Sweden）

1. 年龄  *Age*
   a. 18岁以下  *Under 18 years old*
   b. 18岁至30岁  *18 - 30 years old*
   c. 30岁至50岁  *30 - 50 years old*
   d. 50岁以上  *50+

2. 教育背景  *Education background*
   a. 本科以下  *Following undergraduate*
   b. 本科及以上  *Bachelor degree and above*
   c. 本科及以上（有海外留学经历）
      *Bachelor degree and above (with the experience of studying abroad)*

3. 提到瑞典，你的第一印象是什么？
   *What were your first impression of Sweden?(no tips)*

4. 那瑞士呢？  *How about Switzerland?*

5. 给你一些提示，下面有关瑞典的事，哪些你有所了解呢？
   *Give you some tips, look at the following things about Sweden, which one do you know?*
   a. 幸福指数很高  *Have high welfare*
b. 空气好，很冷，风景美
   Have fresh air, too cold, beautiful landscape

c. IKEA （宜家家居）

d. 瑞典肉丸  Swedish meatballs

e. 瑞典木马  Swedish Trojan

f. 瑞典仲夏节  Swedish mid-summer

g. 其他  Other

6. 以上问题你的信息来源于哪里？
   Which ways are the main source of Swedish information?

a. 朋友，亲戚  Friends, relative

b. 网络（微博，微信） Internet (Weibo, WeChat)

c. 电视，电影  TV, movie

d. 记不清  Don’t remember

e. 旅行去过  Have been to travel

7. 得到这些信息后，你对瑞典产生一点兴趣，想多了解一些吗
   After getting the information that given by above questionnaire, do you have a little interest in Sweden, do you want to know more about it?

a. 有兴趣，很好奇，想多了解
   Very interested and curious, and would like to know more about Sweden

b. 有兴趣，不会主动了解
   Interest in Sweden, but I will not learn about Sweden actively

c. 无所谓  Not to matter
8. If you have ever studied or lived in Sweden. When you return to your country, what do you miss most?