

SWOT-analys, Seagull WP 4, mars, 2003

Geografi och naturresurser, Älmhults kommun

S	W	O	T
The chief township is situated close to a main train station and it's easy to transport goods and people all over the country. In the north of Älmhult we have Växjö and in the south we have Kristianstad and Hässleholm.	The trains could be used more frequently and at more convenient times. People attend to transport themselves by car. Departures are not secured and often delayed.	The influences from people who come from other countries have demands of the possibilities to commute. Ikea's transports to other parts of Sweden are nowadays almost entirely done by train.	The national strategy for general structure of traffic by train is difficult to influence. If we don't find solutions for the commuter's, it'll mean that they are not able to continue work at Ikea for instance
Älmhult is not far from the south of Sweden and easy to connect with Europe.		More opportunities to influence people from southern Sweden to settled down here.	Lot of people goes trough Älmhult only.
Some 889 square kilometres of the wooden-landscape provides the inhabitants with fresh air and high quality of life.	The landscape area tends to be looked upon as dark and dull.	The main wooden industries are able to continue explore and flourish. Also possibilities for expanding businesses in the future.	The environmental threats are of vital importance and needs to attend to. Overexploiting has to be minimised in order to keep the forest healthy.
Lots of lakes, different sizes, and with many different sorts of fishes.	Tourists and people in the areas who use the nature in their spare time attend to misuse it. The nature is often damaged.	Organising this spare time activities is vital for the surviving of our nature.	Here we must seek limitation and be ware of the effects of expanding the tourist visitations in the areas.
A wonderful nature combined with small country-towns and small agricultural-areas.	Areas are woundable and not easy to build new houses and expand in. Only small areas for agriculture products.	Diversifying the agriculture market. Increase the possibilities for Eco-products, grown in a naturally way.	This is a well known signature in our part of the country. If we change the picture of the landscape it could mean that we loose our attraction.
Stonemasonry, iron trade and wood industry are essential to the economy.	Exploitation in a heavy way could imply a decreasing of the benefits of the area. Mail dominated companies.	With gentle hands we can still and further on exploit the nature surroundings.	Sustainable societies and an environmental awareness must be the leading thread in all projects.

Because of the nature surroundings that are extraordinary, in the summertime you'll find places to swim and pick mushrooms, berries or go hunting.	In exploitation and development it's of great importance to implement businesses that are able to accept certain limitation in growth.	Lot of areas are not yet exploited and have possibilities to swallow more industries when it comes to tourists activities.	Sustainable societies and an environmental awareness must be the leading thread in all projects

Näringsliv (turism), sysselsättning, utbildningsnivå, Älmhults kommun

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<p>Ikea is the largest private company in Älmhult.</p> <p>Also tree other big companies are subcontractors for Ikea in Älmhult.</p> <p>High educational level as well as medium level.</p> <p>Main attraction and visiting object for more than 600 000 tourists a year.</p> <p>The biggest employer in Älmhult municipality.</p>	<p>The woundable situation of the subcontractors.</p> <p>Focus on one big company means that other companies perhaps don't get so much attention, as they need.</p> <p>Foreign owned.</p>	<p>The ethical variation of people. Worldwide perspective. Influence of high standard. The attraction of other companies from other parts of the country.</p> <p>More people decide to settle down in Älmhult municipality.</p>	<p>If Ikea decides to move some of there main under companies to other parts of Sweden. If they change sub-contractors.</p>
<p>High variation in other private companies such as:</p>		<p>Every 12th resident of the Municipality, owns there own company.</p>	
<p>Agriculture, forestry and fishing,</p> <p>Wooden industries like Möckeln sawmill.</p>	<p>Exploitation of nature resources.</p> <p>To small areas for agriculture.</p>	<p>Tourism and visiting are still very low.</p> <p>In the field of Bioenergetics, there is</p>	<p>The ownerships are either very small or very big. The owners are not very keen on</p>

Some 60 employees.	Mail dominance.	still a lot of expanding to do.	opening up to the general public.
Manufacturing, mining and quarrying. Möckeln Svenska AB. Some 33-35 employees f. i. Industry for mining and crushing stone masses. Complete system for sawmills and recycle-industries	Exploitation of nature resources. Small companies and a small market when it comes to mining and quarrying. Mail dominance.	The recycling Industries in the world are growing. They need good solutions to live up to their responsibility. This market is an opportunity to explore.	
Electricity, water supply and waste disposal. Big producer of electricity: Sydkraft power AB. German owner. Offices all over Sweden. Thousands of employers. Small producer in watercourses: HB Kimmelsbygd PowerStation. 3 persons employed. The municipality of Älmhult. Producers of Water and heating.	Exploitation of nature resources. Depending on facts of Requiring. Depending on the general legislations. The competition is next to excluded, because the owners of the companies, who provide the residents with electricity, are too big and also foreign. Their main offices are situated in bigger cities. They have very little insight of the problems in the country.	If the municipality is able to provide a good drinking water it's for the benefit of the residents. In future, water is gold and possibly to bottled up. The heating-distribution is possibly to increase further more. Plans are made to use Naturally produced gas from Bioenergetics for heating, is provided in the southern parts of Älmhult.	The airborne transmitting systems are in danger every winter because of the forests and bad weather. In some areas it is difficult to cut down big trees to care for the electric wires. Often trees fall down on the wires and in the countryside, the farmers and families have problems to cook and keep warm. This is exhausting every time it happens. The water is sensitive to all kind of pollutions and needs to be protected. Acidification is a problem we experience due to the air from Europe. Because of this we have to take Preventions.
Constructing: Many small and medium sized companies	Requires people with high educational level.	Influences from high educated people, make us push ourselves to go in action.	
Trade, transport and communication	Depending on the level of requiring the services.		The costs are increasing and affect the prizes of the daily base living in the municipality.

Financial and business service activities. Medium and small sized companies.	Depending on the market and the development of other services.	The variety of different companies is our sign. This makes way for others to follow.	
Health and social works. Small and medium companies.		For women this is a market that has abilities.	
<i>Tourist attractions:</i> The birthplace of Carl Linnaeus, Linnaeus Råshult. Some 25-40 000 visitors in 6 months. Ikea Store. Some 6-700 000 visitors a year. The founder of Ikea, Ingvar Kamprad was born in Älmhult.	The areas around the birthplace are very delicate and woundable. Carefulness is required. A heavy traffic situation is often the result of many people in cars.	A project that is ongoing will show us if it's possibly to extend this attraction further. Linnaeus is well known all over the world and many scientists take advantage of this possibility to come here. We have our target here, when it comes to make them stay and not only visiting. We ought to make them interested in other things in Älmhult.	It's sensibility. The supply and service of many people who need to eat and drive.
<i>Nature reserves:</i> HÖÖ an Island in lake Möckeln. Large population of juniper trees and almost 200 different species of plants have been recorded.	Sensible areas. Carefulness is required at all time.	Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries.	Here we have to limit in some way the number of visitors.

<p>“Krunan” with deciduous forest and a black granite bedrock. Favourable environment for plants, animal life including snails and insects.</p>	<p>Sensible areas. Carefulness is required at all time.</p>	<p>Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries.</p>	<p>Limitation of visitors is required. It is still possible to increase the number of visitors.</p>
<p>“Siggaboda” a mixtur of primeval Forest and beech Forest. An abundance of rare insects, mosses and fungi.</p>	<p>Sensible areas. Carefulness is required at all time.</p>	<p>Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries.</p>	<p>Limitation of visitors is required. It is still possible to increase the number of visitors.</p>
<p>“Taxås” An area of land and water. Taxå is known for its spectacular view over the hole of Möckeln.</p>	<p>Sensible areas. Carefulness is required at all time.</p>	<p>Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries.</p>	<p>Limitation of visitors is required. It is still possible to increase the number of visitors.</p>
<p>Vakö Marsh is one of the largest treeless marshes in the county. Many plants, animals who are dependent to have access to an environments ravaged by fire, grows here.</p>		<p>Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries.</p>	<p>Limitation of visitors is required. It is still possible to increase the number of visitors. This area is so big that it’ll probably not be damaged, if we increase the number.</p>
<p>“Gustafsors” the remains of the old small scale industries. Ruins of the 18th century. Now known for its unique fishing. Anglers come from far and near to fish with spinner or fly.</p>		<p>Public rights in Sweden make it possibly to visit the areas without fee. This is something we should market against other countries. If we gathered the organisations who take care of the watercourses, its´ likely that we could create more tourist attraction due to fishing.</p>	<p>Require careful handling.</p>
<p><i>Recreation facilities:</i> Äskya golf course</p>		<p>We could expand these activities. Opportunities are</p>	

with driving range and 18 holes, shop and restaurant.		varied.	
Education level in the municipality of Älmhult 2001. Total population, Age 16-64 years		Nearby in other towns we have access to Universities and other Schools that have a high ranking. In an hour or two you can reach Växjö, Lund, Malmö and Copenhagen. It's also possible to commute.	<i>Compulsory school</i> <u>Number</u> <u>%</u> 2792 30 <i>Upper sec. school</i> <u>Number</u> <u>%</u> 4552 49 <i>Third level, 2 years or more.</i> <u>Number</u> <u>%</u> 1315 14
----- <i>Total numbers of engineers. Engineers of higher education, Industrial and management. Engineers chemical and geological.</i>	----- <i>Mail dominance. Mail dominance.</i>	-----	----- <i>Number</i> 124 <i>Number</i> 23 <i>Number</i> 10
Total amount of unemployed in the Municipality, men, women and youth in percent. Total % 2,3 Number 211 Tourism visiting statistics year 2002. A total number of visitors served by the tourist office In Älmhult. The office is situated in the municipality office. Total number: 2 854 From all countries in Europe and the entire world. Total amount of	Mail dominance but it is harder to find occupation for women and youth. Not all are accounted for because, we only registries one person even if it is the hole of the family who is visiting. This shows some wrong indicators. To get the right picture you'll have to triple the total registries, at least.	We should focus on the service-sector more. We must establish a good climate for businesses that can create more opportunities for women. We can indulge people to go to several places and to enjoy several activities. We have opportunities to influence in a positive way. The personal are the faces to the public and they are ambassadors in the municipality. Ongoing projects to increase the visiting Of tourists in our	The women and young people moves to other parts of the country. Normally to study or to get a more qualified work. We must work more with equality issues. Al other activities in the region that compete with us. We are too small. Its expensive to arrange services and other guided tours e.g. Language problems. Takes a lot of time and effort that we don't

<p>people served by telephone.</p> <p>Total number: 1 421</p> <p>Total amount of people served by fax or mail.</p> <p>Total number: 212</p> <p>Compare in time by the year 1995- 2001, Both personally requires, phone and fax/letters/mail.</p> <p>Europe and the entire world.</p> <p>Total number 1995: 2579</p> <p>Total number 2001: 3 507</p>		<p>municipality is of highest interests. This is our future income when it comes to change experience with other countries and other cultures.</p> <p>We are taking the first steps towards a new tourist program and joints actions for the region.</p> <p>Opportunity to market the municipality is open wide.</p>	<p>have.</p> <p>Demands a strong effort to combine political and economical goals.</p> <p>People who work must have a salary.</p>
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Bo, samhällsservice, kommersiell service, Älmhults kommun

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<p>Varied houses, rentable and for sale. Situated in the country or in the centre town.</p>	<p>Legislation makes it hard to increase the building by lake or water.</p>	<p>Various costs, cheap and expensive.</p>	<p>The prizes attend to rise.</p>
<p>Two major landlords In the municipality. They build and have a rental service.</p> <p>Älmhultsbostäder is a major owner of the facilities. Approximately 1400 apartments of various sizes. Both centred and</p>	<p>They attend to be spoiled and don't try to achieve good relationships toward the tenants when the apartments are filled up.</p> <p>A tendency to give</p>	<p>The building market In Älmhult is expanding. Älmhult is tightening the areas that are yet to be used in a short term, for buildings.</p> <p>Smaller private landlords have a possibility to expand and grow.</p>	<p>The taxes for letting out houses have a tendency to seem high.</p> <p>Difficult to find objects for rent.</p> <p>Attitude problems towards the renting system in Sweden.</p>

<p>in the small villages in the country.</p> <p>EWJ, is the second biggest owner of apartments. Some 2-300 in Älmhult alone. Mainly in the centre.</p>	<p>special treatment in a negative way.</p> <p>Attitude problems.</p>	<p>The houses can be let out or sold very quickly.</p> <p>Programs to identify objects.</p> <p>Foreign owners can perhaps be persuaded To start there companies here instead.</p>	<p>Gently building is required and we must be careful and not damage our environment.</p> <p>The foreign owners don't pay income taxes.</p> <p>They only chair the good parts of the society and don't pay anything back.</p>
<p>The municipality of Älmhult provides a good service to our inhabitants, including: Water, heat, waste and fire brigade.</p> <p>A good social service and a good and various schools for the children and teenagers.</p> <p>Low unemployment.</p>	<p>Needs more taxpaying habitants.</p> <p>The pyramid is turning upside down. The population are getting older and fewer children are born.</p> <p>The older population still needs more and heavier service. The costs for providing these services rise.</p> <p>Attitude problems are the hardest to influence and change.</p> <p>Takes one- to five minutes to get a negative attitude but it takes a hundred years to get ride of it.</p> <p>Education is the answer to deal with this situation!</p>	<p>Programs for increasing the number of inhabitants.</p> <p>We have to work on our attitude towards the elderly residents. This is a target group that includes more possibilities than thought of.</p> <p>They pay taxes, they shop a great deal and they travel a lot, provided that they are healthy.</p>	<p>Changes in the job market. Fewer jobs will decrease the possibilities for new people to want to settle in Älmhults municipality.</p> <p>The medical centres are minimizing their local services. Mainly because of the costs. Some changing in routines is deeply affecting the service in the municipality. This affects everyone in Älmhult. It is harder to get service if you live outside the centre.</p>
<p>Supply of food, alcohol, clothes, shoes, furniture and medicine is over all good.</p> <p>For now we have access to big national</p>	<p>The competition between the major stores, both Swedish and foreign owned, gives the opportunity for the household to shop at</p>	<p>The competition between the major stores, both Swedish and foreign owned, gives the opportunity for the household to shop at a fairly low</p>	<p>If we experience a decreasing in the development of the region.</p> <p>This is the main treat and goes for every possibly issue in the</p>

<p>wide food chains and suppliers.</p> <p>Maxi ICA, Willy's, Konsum COOP and Liedl, the German food supplier. The chain NETTO is to establish in autumn 2003.</p>	<p>a fairly low cost. However this fact is also combined with an overexploitation Of companies. This could soon mean that some of the shops won't be able to survive with closedowns as a result.</p>	<p>cost.</p> <p>People aren't forced to go to other big cities to shop in a supermarket.</p>	<p>municipality.</p>
<p>Tree smaller stores in the countryside of Älmhult are the only ones that are left out of six.</p> <p>One in Häradsbäck provides food and games and some tourist service.</p> <p>One in Liatorp provides food, games and package delivery. It works like a small post office, as well. Also it provides clothes and tourist service in some kind.</p>	<p>They have experienced a major increasing in the competition already. It's very hard to make a living out of it.</p> <p>Due to this supplying problem it is hard to obtain the service as it was before, like five years ago.</p>	<p>Programs to develop the countryside are initiated.</p> <p>The associations and the people of the villages could take more responsibility.</p> <p>Perfect opportunity for the food supply busses (2 in Älmhult) to take more market and expand if possibly.</p>	
<p>One drugstore for liquor is accessible.</p> <p>One chemist store is also available. If you need medicine in Sundays it's possibly to find it at the major pharmacy in Växjö where you also find the major hospital in the region some 60 km from Älmhult.</p>	<p>Still very regulated. No competition so far, still exemption from EU.</p> <p>Regulated by legislation. No competition so far.</p>	<p>Programs for young people have started already according to the drug problem.</p> <p>Also health programs are initiated and takes place in the municipality.</p>	<p>Drug related studies shows that, in Älmhult we experience some problems with the drinking of alcohol. Especially the young males are heavy drinking. Also young female attend to drink too much. These tendencies have to be dealt with soon.</p>
<p>Associations in Älmhult are various and a way of living. Some 219 different</p>	<p>Here is a problem with the daily-based meeting places. Not everyone likes to be</p>	<p>In Älmhult most of the people welcomes all sorts of activities. A Bowling arena is</p>	<p>The inhabitant's must realize that it's vital to visit a pub/pizzeria/restaurant/</p>

<p>associations for sports activities, outdoor/indoor, Culture and social association. They are available in our homepage and easy to get in touch with. For families, young and old it's vital to be organized in an association.</p>	<p>organized. It's of interest also to find some meeting places that are not regulated all the way through. There's no anonymity and people forget how to make contact in a more spontaneous way.</p>	<p>eventually at hand and some other activities are planned for. Due to the demands of the businesses and the general public it's bound to develop. Studios of all kind, for young people, are wanted.</p>	<p>exhibition and discotheques and so on, if it's open. If not...no one can make a living of it. The associations also have a responsibility to engage themselves.</p>

Social ekonomi, demokrati, Älmhults kommun

S	W	O	T
<p>Apolitical associations that mainly take parts and work for the development of the society are approximately 6 ordinary.</p> <p>The number of Political organisations are eight. All the political colours are Represented.</p>	<p>Most of the members are in general of high age and needs more young people to take part of the work.</p> <p>Both young and old are welcome to take part of the work for the society. It could however be more interesting if younger people were to enter the stage.</p>	<p>They can be developed and renewed. Many people are engaged in other associations that have potential to be involved more. The needs for implementing attitude changing projects are one solution. The associations also have to open there minds toward the companies in the district. Some projects have been tried with different results, to establish a kind of parliament for young people with political ambitions. The conclusion of this is not yet evaluated.</p>	<p>Peoples time schedule are very tight nowadays. Its not very often they can find time to idealistic work.</p> <p>The younger generation don't find interest in the organized political work. All the politicians are middle-aged or older.</p> <p>It's is threat that the young angle is not considered in the decision progress. We have to make the political life more vivid and vital and less organized.</p>
<p>Associations for</p>		<p>The people are</p>	<p>Also here we can</p>

<p>school and parents are also available in every district. A number of 13 different parenting associations.</p>		<p>members of our society and work with different kinds of skills. This is a vital group to fill up the social associations. They are to be involved in the work with developing all parts of society. This is an important group for the future.</p>	<p>detect some exhaustion when it comes to involvement in the spare time. To be a parent today is not easy. The demands are high and often both parents are working. Not much spare time to deal with.</p>
<p>Democracy projects such as working to flatten the organization and to widening the horizon and open up to the public is on going. The parliamentary group is working with the issues inside the local council. Also a vision group works with the main issues of emancipation, ethics and development of the municipality. Their all politicians.</p>	<p>Democracy takes time.</p>	<p>These groups are very interesting because here it's possibly to work in a more open way. They are to present programs for the future to the local authority. A mix of people, all kinds of ages and all kind of skills, with a connection through daily life work in the municipality. This is surely an opportunity.</p>	

Demografi (befolkningsutveckling), in- och utflyttning, Älmhults kommun

S	W	O	T
Total amount of inhabitants in Älmhult Municipality the year 2003 is estimated to be 15 444.	The population figures show an increasingly elderly population. The pyramid is upside down.	It's of great importance that we can take joint actions to prevent further loss of young people. Companies, schools and municipality have an overall responsibility to engage them selves in this work. We must also accept losing the young ones for a while and then open the possibilities for them to come back easy when they are ready to do so. If they liked it here when they where teenagers, they will remember. Many actions in the municipality concern these matters.	Unemployment, low salary, fewer children born and low attraction concerning jobs for women are some of the issues we have to handle and prevent. Also the service sector concerning the medical healthcare of the inhabitant's is of importance. The supply of food, communication, water and electricity are also vital. Even if you live a little far out in the country.
Male: 7 788	Male figures are higher than female. Average income, male over 20, year 2000, is 213 293 SEK. <i>Source: SCB</i>		Compared with the hole of Sweden it's a low salary still. This will in a long term affect those who consider settling down here.
Female: 7 656	Female figures are decreasing more than male. The possibility for an income and a good job is vital. In general the female have an income much below the male. Average income, female over 20, year 2000, is 138 957 SEK. <i>Source: SCB</i>		Female attracts male. If we don't have the women here we're most likely to loose the men as well. It's difficult for women to earn a good salary due to a traditionally attitude. This is also in the mirror of errors that we have to deal with soon.

