

## SWOT-analysis, Seagull WP 4, March 2003

### Geography and Natural Resources, The County of Blekinge

S	W	O	T
<p>Great location in a Baltic sea perspective</p> <p>Great stock of wood with great growth makes fine supply for wood products</p> <p>Valuable cultural heritage</p> <p>Small-scale landscape with varying types of nature and an attractive coast.</p>	<p>The area does not attract the younger population</p>	<p>Develop the tourism based on nature and culture</p>	<p>Undeveloped infrastructure</p>

### Trade and business (tourism), Employment, Education level

S	W	O	T
<p>Great work skills in industrial work and craft.</p>	<p>Traditional industry and lack of enterprising spirit.</p> <p>Few new-starters</p>	<p>Develop branch of business where the region have comparative advantages</p>	<p>If the rural areas do not get the same access to ICT</p>
<p>IT cluster in the region</p>	<p>Low educational level among population and workforce</p>	<p>Increase new starters of enterprise and develop the private service sector</p>	<p>Negative attitudes to changes</p>
<p>Pilot-region for ICT-projects in the EU-RISI region</p>	<p>Lack of adventure-capital</p>	<p>Increase the level of processing in the industry and adapt the processing environmental</p>	
<p>Bitvärldshus as local service and development centre in rural areas</p>	<p>Small work market for women</p>	<p>Develop the tourism based on nature and culture</p>	
<p>Ten Networks with 350 tourist entrepreneurs</p>	<p>Small private service sector</p>		
	<p>Difficult to grant entrepreneurs in present system</p>		

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### Living/public service/commercial service

S	W	O	T
Small-scale landscape with varying types of nature and an attractive coast	Difficult to organise collective services in sparsely populated area	Further develop the co-operation between rural areas and the cities	Receding demand for commercial and public service
Valuable cultural heritage		Increase the accessibility to commercial and public service using new technology	

### Social economy/democracy (NGOs)

S	W	O	T
Ten network with 350 tourist entrepreneurs	Difficult to organise collective services in sparsely populated area	Further develop the co-operation between rural areas and the cities	Negative attitudes to changes
Bitvärldshus as local service and development centre in rural areas			

### Demography/flow of people

S	W	O	T
	The area does not attract the younger population	Receding demand for commercial and public service	
	Unequal age structure	Further develop the co-operation between rural areas and the cities	
	Small work market for women	Attract the students at the university to stay in the region after	

**Infrastructure (access to electricity, supply of clean water)**

S	W	O	T
Good accessibility to electricity		5 Increase the accessibility to commercial and public service using new technology	If the rural areas do not get the same access to ICT
Good supply of clean water in the region.			Disadvantaged infrastructure
Pilot-region for ICT-projects in the EU-RISI region			