

SWOT-analysis, Seagull WP 4, March 2003

Geography and Natural Resources, The Island of Bornholm

S	W	O	T
<p>Great location in a Baltic sea perspective</p> <p>Good nature for different kinds of animals and plants</p> <p>Good environmental protection</p> <p>Bornholm represents almost all nature types that exist in the Scandinavia</p>	<p>The area does not attract the younger population</p>	<p>Develop the tourism based on nature and culture</p> <p>Make environmental certification</p>	<p>Pesticide pollution from the Baltic Sea threatens the drinking water</p>

Trade and business (tourism), Employment, Education level

S	W	O	T
<p>Surrounding nature attracts a lot of tourists</p>	<p>Lack of adventure-capital</p>	<p>Develop branch of business where the region have comparative advantages</p>	<p>Less economic support from the government</p>
<p>Stable and flexible labour</p>	<p>Can not make any long term planning do to the weak labour sector</p>	<p>Good connection with the mainland gives good tourism opportunities</p>	<p>Harder to maintain governmental activities</p>
<p>Active cultural and association tradition</p>	<p>Small private service sector</p>	<p>Increase the level of processing in the industry and adapt the processing environmental</p>	<p>Vulnerable fishery and agriculture because of the evident global competition</p>
<p>It is affordable to live on the island</p>		<p>Develop the tourism based on nature and culture</p>	<p>Difficulties with new recruitments of labour</p>
		<p>Better communication infrastructure gives the opportunities to work from home</p>	

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	
		Increase the accessibility to commercial and public service using new technology	

Social economy/democracy (NGOs)

S	W	O	T
	Difficult to organise collective services in sparsely populated area	Further develop the co-operation between rural areas and the cities	
	Industrial and the private sectors are very small		

Demography/flow of people

S	W	O	T
	The area does not attract the younger population	Receding demand for commercial and public service	Younger people leave the island to study in the mainland
	Unequal age structure		
	Limited possibilities for further education for younger people		

Infrastructure (access to electricity, supply of clean water)

S	W	O	T
Good accessibility to electricity	Lack of technical development	Creation of better communication	
Good supply of clean water in the region.			