



SWOT-analys, Seagull WP 4 – THE COUNTY OF KALMAR

An analysis made by The municipality of Torsås and Södermöre Ward in the municipality of Kalmar.

Kalmar County

Since long back in history the strategic position at the Baltic Sea and close relations with the Baltic States have had a great influence on trade and shipping within the region. This advantage becomes more interesting as the links between the European countries are strengthened. A well functionally co-operation between companies and authorities prepares the Baltic States to adapt to new conditions, and also to speed up a development aiming for a membership in the European Union.

Area and population

With an area of 11 171 km², Kalmar County covers 2,7 percent of all land in Sweden. By the end of 1998, Kalmar County had approx. 241 000 inhabitants, which is equal to 2,7 percent of the Swedish population. The density in Kalmar County is the same as the Swedish average, 22 inhabitants/km². Largest city is Kalmar, the seat of the provincial government (approx. 60 000 inhabitants).

Nature, a most important asset

Several unique archipelagos break the long coastline. A grand view over forest panoramas, open landscapes, mountains and valleys together with countless numbers of lakes and streams makes this region to an exciting surroundings to live in. At the same time all this resources becomes a most valuable asset for tourism. An attraction in particular is Öland, the "Island of sun and winds", which is linked to the mainland by one of the largest bridges in Europe.

Long industrial tradition

By devoted work of many people Kalmar County has developed a long industrial tradition. Co-operation, skill, rich power of invention, and of course a strong believe for the future, are characteristic features which guarantee a solid platform for new business starts of different kind.

Inside the county you'll find famous companies as Electrolux, Saab-Scania, Adtranz, Orrefors, Gunnebo and many other. The art of engineering is still basic for the industry. Many of the companies' dates back to local small smithies around the iron mills. Wood, glass and furniture's, along with fishing, trade and shipping are also by tradition important branches. Nowadays an increasing number of small and medium sized enterprises, specialized in service, electronics or computers, complete the industrial life of Kalmar County.

Good Communications

The region has well-developed communications on land, at sea and in the air. The highway E22 is crossing the landscape and is functioning as an artery for the entire southeast region of Sweden. The airport offers both domestic and international flights daily to all major cities in Europe. There is also some smaller airports for regional and national traffic. Ferry for passengers, cars and lorries departures daily for Gotland from Oskarshamn, the biggest harbour in the region. A railway between Kalmar and Gothenburg connects the Swedish east coast to the west coast, and in Alvesta you cross the main railway

to Stockholm and Malmö. Since 1996 there is also trains from Kalmar to Linköping, and further on to Stockholm.

Education

For many years there has been a strategic new approach in dimensioning higher education in order to match demands from labour market today and tomorrow. The University of Kalmar expands constantly, and both new and important resources for research are added.

Attractive areas for tourism

Kalmar County is one of the most attractive areas for tourism in Sweden. Most visitors go to Öland and its unique nature. The "Kingdom of Glass" has its tremendous creativity. The world of Astrid Lindgren in Vimmerby attracts children of all ages. Kalmar Castle with its origin in the medieval Hansa Union lets you experience the life of kings, knights, tradesmen and peasants in the old days. Finally, the fabulous beautiful archipelagos of Tjust or Misterhult give you a real sense of divine presence in the nature. Very popular events in summer are for example the Rock festival in Hultsfred, or the Song festival in Västervik.

Geography and Natural Resources, The County of Kalmar

The county of Kalmar is one of three counties in the province of Småland, in southern Sweden. The geographic location brings closeness to the continent.

S	W	O	T
Beautiful scenery with many woods and forests, many rivers crossing the landscape and a long coastline Great stock of wood	Small county	Plenty of land for construction	Does not make use of what nature has to bring
	Large woodland in certain areas	Beautiful scenery and variety in the landscape	The parliament does not permit expansion of certain natural resources
In the eastern part of Småland, close to the Continental Europe	The county located a little bit offside	Quite close to the Continental Europe The nearness of the Baltic Sea and the surrounding countries	Small county

Trade and business (tourism), Employment, Education level, The County of Kalmar

S	W	O	T
Good trade and business	Segregated work life for men and women	Develop new tourist and service businesses	Mature arena for trade and business
Good cooperation with the university	Low educational level	Opportunities for further co-operation between trade and business and universities and	Tough competition for sub contractors

		colleges.	
Low staff-turnover	Lack of dynamic	Many entrepreneurs	Lack of venture capital
Strong brands	Low rate of export	Increased governmental investments in infrastructure	Many small businesses without their own export and product development
Many small businesses	Few own products	Large potential for developing new branches in the industry.	Low educational level
A great number of companies working towards environmental aims	Undeveloped infrastructure		Conservative thinking
The geographical nearness of the European market	Difficulties to keep well educated young people in the region		Low rate of newly started enterprises

Demography / flow of people, The County of Kalmar

S	W	O	T
The expansion of the University	Inability to maintain young people	Make use of university students	Depopulation in parts of the county
		Make use of immigrants	Age structure, with many elder

Living, public services, commercial services, The County of Kalmar

S	W	O	T
Large selection of housing	No flats with right of tenancy in the countryside	Expanding the selection of, and increasing the quality of living arrangements	Competition from other regions and big-city areas
Varying types of nature; rivers, woodland, the coastal area, cultivation	Relatively low value on private homes and houses in the countryside	Marketing of coastal living environments	Deteriorated economy in the municipalities and restrictions on saving
Beautiful living environment	Few pieces of lands ready to be built upon in rural areas	Well developed digital communication	Worsened labour market
	Difficult to be granted a loan for building a new house	Flexible public transportation	Few new businesses
	Bad public transportation	Tourism – ancient cultural sights	”Resistance to change”
Acceptable commuting distance	Difficult to receive bank loans to start up new businesses	More service businesses that increases the supply	Resistance of co-operation

		of services	
	Lack of new ideas when starting up new service sectors		
	Lack grocer's in the countryside		
Good service for children and elders	Lack of good infrastructure		
Good selection of education.	Lack of good road level		

Social economy, democracy, The County of Kalmar

S	W	O	T
Local knowledge database, for example www.sisyla.se	Time-consuming process of mobility	Keeping local services	Old ways of thinking hinders reconstruction
Influence of local growth	"Heavy administration"	Creating job opportunities	To many competitive organisations
		New thinking concerning organisation and administration	Lack of individual initiatives
		Strengthens local identity	A great number of young well educated people are moving out of the county
		Expanding local selection	
		Higher level of participation in local government democracy processes	

Infrastructure (electricity and water), The County of Kalmar

S	W	O	T
Many good deep harbours in the county	Too much heavy traffic on roads	Good train connections	Worse economy for National Road Administration
	Weak feeding of traffic to distant trains	Cheaper aviation	Fewer train connections, more expensive tickets
Aviation	Expensive flying	Broadband for everyone	No aviation
Tele/ Mobile communications	Broadband not fully expanded	Public transportation	No expansion of broadband
Electricity supply	Old airborne power lines	Better road standard	More expensive electrical power
County water and drainage	Lack of good road and fast train connections	Develop ferry connection within the Baltic region	

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