

SWOT-analys, Seagull WP 4, mars 2003

Geography and Natural Resources, The County of Kronoberg

The county of Kronoberg is one of three counties in the province of Småland, in southern Sweden. The geographic location brings closeness to the continent: Denmark is two hours away and Germany four.

	W	O	T
Beautiful scenery with many woods and forests and many lakes Great stock of wood	Small county Large woodland in certain areas	Plenty of land for construction Beautiful scenery. Close to the Continental Europe	Does not make use of what nature has to bring Government does not permit expansion of natural resources Small county
In the middle of Småland, close to the Continental Europe			

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

The private industry is dominated by mechanical engineering. In total, about 27 % of the employed are working with mechanical engineering. Most of the industries are subcontractors for, the automotive industry among others. Most of the industries are small. In total, 80 % of the industries have less than 10 employees and only 1 % has more than 200 employees. This means that the industries do not have any product development on their own or any marketing effort. The direct export share is only 6 % of production. The county of Kronoberg have a bigger share of people employed (66%) in the private industry than the country as a whole.

Trade and business as well as the educational level vary a lot, as the county consists of one bigger city and several small places. The service companies are situated in the town of Växjö, that consequently has a higher level of education, while the mature engineering industries can be found in the rural districts. Statistics show that, in the ages of 25 to 64 years, 50 % of the population have upper secondary education, while 28% of women and 23% of men have a higher education.

The county of Kronoberg consists of a highly segregated labour market, with women working within nursing and care, and men within private trade and business. Both tourism and the service sector are developing industries.

In 2001 a total of 2.8 % of the people of working age, 20 to 64 years old, were openly unemployed. If you add the people involved in various labour-market projects, the share reaches 4.4 %.

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
Flexible trade and business	Low educational level among men		Tough competition for sub contractors
Low un-employment		Many entrepreneurs	
Spirit of enterprise	Difficulties for co-operation between trade and business and universities and colleges.		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
Insensitive for different market trends	Many sub contractors		
Strong networks of companies, clusters			

Demography / flow of people, The County of Kronoberg

The county of Kronoberg is a county that has increased their population altogether. This is due to the fact that Växjö has become a university town with an increase of 10000 students over the past 10 years. In the other municipalities the population is decreasing steadily. This is especially due to the fact that young people move away, particularly young women. Depopulation is the biggest among small population centres in rural districts.

The county of Kronoberg has a smaller proportion of population between the ages of 25 to 44 years than the rest of the country at large, but a higher proportion of the age group of 65 years and older.

The geographical location could result in that the proportion of immigrants is higher than in the rest of the country as a whole. However, this is not the case. In total, 16 % of the population are of foreign extraction.

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 Kronoberg

In Kronoberg, 3.2 % of the county's surface is built-up area. More than 50 % of the citizens live in the chief towns of the municipalities while the rest of the population live in rural areas and villages. Construction of new housing reached its peak in the beginning of the 1990s, in terms of small houses as well as apartment buildings. Since then it has decreased considerably. Växjö university campus is an exception, as the demand for housing has increased due to an influx of new students and expansion of trade and business.

There is a wide selection of different types of housing in Växjö, the centre of the region and as well as in the chief towns. There are rental apartments, co-operative apartments, duplexes, terraced houses and houses with extraordinary gardens – that is approximately 1000 square metres. In the chief towns in rural areas hardly any new buildings are being built.

However, the demand for private houses and estates in the countryside has increased the past years. Beautiful scenery, nice villages, relatively low prices and acceptable commuting distance are important factors when moving to Kronoberg from, for instance, a big city region.

A common problem for the rural areas is the difficulty in getting banks and credit institutes to participate in the building of new houses.

Since population has decreased, the supply of public services has as well. In terms of the municipalities' responsibilities for school, childcare and elder care, large efforts are made in order to maintain a high level of service. Other services, such as postal offices, banks and convenient stores are facing a negative trend that is linked with the failing foundation of population and the large number of people commuting to the bigger cities to purchase products and services in connection with driving to and from work.

However, it should be noted that there is large potential for the setting up of small service businesses within traditional public services, such as care and nursing. This could contribute to securing the local service.

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; lakes,	Relatively low value on private homes and	Marketing of living environments	Deteriated economy in the municipalities and

woodland, cultivation	houses		restrictions on saving
Beautiful living environment	No pieces of lands ready to be built upon in rural areas	Well developed digital communication	Worsened labour market
Good infrastructure	Difficult to be granted a loan for building a new house	Flexible public transportation	Few new businesses
Good labour market	Bad public transportation	Tourism	”Resistance to change”
Acceptable commuting distance	Difficult to receive bank loans to start up new businesses	More service businesses that increases the supply of services	Resistance of co-operation
High road level	Lack of new ideas when starting up new service sectors	Marketing of “community schools””	
Good service for children and elders		Interactive education	
Good selection of education.			

Social economy, democracy, The County of Kronoberg

The term social economy is a relatively new term. The word describes the part of the national economy between private and public sectors. The activities are normally run as organisations, co-operatives, foundations and networks. Today, the increasing number of local developmental groups is strongly associated with the national economy. By means of national economy opportunities to create growth, keeping jobs, and the strengthening of a local feeling of belonging are created.

Local development, in terms of human resources and social resources, is a potential increment for new creations and to recreate things. National economy provides the rich selection of clubs and associations in the county with opportunities for participation in the development of the local society and the municipalities.

Examples of activities within the national economy are: day-care co-operatives, eldercare, economic organisations for rural convenient stores, co-operative for local producers of provisions and so on.

S	W	O	T
Local knowledge database	Time-consuming process of mobility	Keeping local services	Old ways of thinking hinders reconstruction
Influence local growth	”Heavy administration”	Creating job opportunities	
Strengthens local identity		Expanding local selection	
		Higher level of participation in local	

Infrastructure (electricity and water), The County of Kronoberg

From the beginning of last century up until today, there is a constant expansion and development of the county infrastructure in Kronoberg.

The road network may be considered to be expanded, but is constantly undergoing change and development in order to live up to the demands on quality, accessibility and security.

The finely meshed networks of roads in rural areas needs care and up-keep in order to provide for settlement and commuting.

Railroad traffic in Kronoberg is an important factor in the regional progress and provides for big possibilities for long-distance commuting, quick access to big-city regions, and quick transit to transportation with distant destinations.

From an environmental point of view it would be desirable with an expansion of rail bound traffic in the county in order to cut down on heavy transportation on the roads, as well as decrease the considerable stream of car commuters.

Växjö Airport has great significance on regional progress and increases accessibility for population and trade and business.

The communications net for telephone and cellular industries is more or less fully expanded in the county even though improvements are made as soon as the quality is poor.

The work of developing the net for Digital communication is carried out in the municipalities. Every rural centres and population centres have access to broadband. Purchasing and planning is made for an extension of the access and private connections.

The electricity for the public sector, trade and businesses and households is provided by government owned or private owned energy companies since the deregulation.

Electric power is the biggest energy source and consume cost have increased considerably for the energy consumers. Overall, it could be said that electric power is a highly reliable power source, but during heavy storms during winter the airborne electricity net is unable to deal with the strains. This results in long periods of power failure for companies and household in certain areas.

Most of the different kinds of households and businesses are connected to the public water and drain system. In rural areas and at certain conditions private constructions are used instead. For example, closed draining systems, or a drainage with infiltration devices combined with drinking water wells.

Water supply is good and the quality is good.

County and municipal authorities are in charge of making sure that the drainage systems are working properly and that the water is of good quality.

S	W	O	T
Good roads.	Too much heavy traffic on roads	Good train connections	Worse economy for National Road Administration
Fast train connections	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		More expensive electrical power
County water and drainage			