

SWOT-analyses, Seagull WP 4, March 2003

The Södra möre area in Torsås municipality and Södermöre ward in Kalmar municipality

Summary:

To sum up, we can establish that the **strength** in the region is that it has great potential and that future speaks in favour of the region. Varied scenery, large agricultural areas, plenty of space and a relatively unexploited stretch of coast. Moreover, we also have a differentiated arena for trade and business with many entrepreneurs and a pronounced spirit of enterprising. The latter also reflects the active and well-organised network for clubs and associations, in which the region will take care of the active and inventive citizens.

Perhaps the most noticeable **weaknesses** are those concerning infrastructure and service. The relative smallness of the region in terms of population also affects the cost for service and communication. In order to attract new establishments and new citizens the demands are more and more directed toward an increased level of service and better possibilities for good communications.

The **threats** are of different kinds. If ventures in infrastructures are not forthcoming it will mean that the attraction for settling down on the countryside is diminished.

In reality, the region has every **opportunity** for a bright future. The interest in living on the coast is really on the up rise, as well as the simple and short distance commuting to the cities of Kalmar and Karlskrona. The large cities' high costs of living and their difficulties in enticing with attractive living arrangements. The regional broadband purchasing ensures that the region should not have any problems with attracting new establishments by companies.

Geography and Natural Resources, the area of Södra möre

| S | W | O | T |
|---|---|---|---|
| <p>GEOGRAPHY AND NATURAL RESOURCES: Strategic location in the south east of Sweden between Kalmar and Karlskrona. Borders on the coast in the east, a stretch with good possibilities of development A mix between agricultural districts and woodland</p> <p>Several streams with good opportunities for fishing Good hunting opportunities Several large water catchments</p> | | | <p>GEOGRAPHY AND NATURAL RESOURCES: Water catchments in the area entail restrictions in utilization for farms and enterprises with business within the protected area</p> <p>Villages in the water protection area find it more difficult to attract enterprises due to restrictions</p> |

Trade and business (tourism), Employment, Educational level. Södra more.

| S | W | O | T |
|--|--|--|--|
| BUSINESS: | BUSINESS: | BUSINESS: | BUSINESS: |
| Several well established enterprises and a differentiated arena for trade and business with many entrepreneurs and a pronounced enterprising spirit | The service industry is underdeveloped | By stimulating tourism and IT-services an increased entrepreneurship will be stimulated | Disappearance of shops and other elements of the private service sector |
| Many small-scale artisans and a well defined crafts tradition | There are few attractive jobs | Diversify the structure for trade and business and aim to develop the service industry | Inability by society to adapt quickly enough to the demands of change that are insisted on could lead to a stagnated development |
| Good climate for cooperation between municipalities and trade and businesses | | | |
| EDUCATION: | EDUCATION: | EDUCATION: | EDUCATION: |
| Close to colleges in Karlskrona and Kalmar. Good opportunities for distant learning | Low level of education, which leads to difficulties in recruiting, qualified manpower | Initiate an increased cooperation between neighbouring colleges in order to develop attractive education | Lack of qualified manpower is a direct threat on trade and business and hinders expansions and progress |
| TOURISM: | TOURISM: | TOURISM: | TOURISM: |
| Tourist information and several tourist attractions | The Södra möre area in Kalmar municipality does not have any distinct tourism venture to build upon | Continue to develop tourism in order for more people to find the region | |
| Large estates, coastal area with public beaches, nature reserves, fishing and hunting, light houses, the land of handicraft around Gullabo, historical borderland Denmark/Sweden golf course, glass kingdom, and forests | The smallness of the region results in difficulties in marketing the region and making it visible, and therefore a weak and indistinct trademark | To construct a joint marketing strategy for the municipalities in the area | |

Living, public services, commercial services, Södra möre

| S | W | O | T |
|---|---|---|--|
| LIVING AND PUBLIC SERVICES: | LIVING AND PUBLIC SERVICES: | LIVING AND PUBLIC SERVICES: | LIVING AND PUBLIC SERVICES: |
| Many attractive places to live in | Weak level of construction of new housing | Better market the region's attractiveness of living in order to entice residents from Kalmar and Karlskrona | Schools and other public service establishments are closing down |
| High accessibility thanks to the finely meshed road network, good childcare and eldercare, and a low cost of living | A lack of places to live in restrains the number of people moving to the area | Better develop the possibilities for a near-to-coast and attractive living | Local politicians do not realise the possibilities with the region |
| Great choice of clubs and associations | | Work towards giving rural areas a prominent placing as an alternative to large cities | Inability to establish co-operation between public, private and governmental sectors |
| Active cultural life with active culture workers | | | This lack of a comprehensive view restricts the long-term progress |
| COMMERCIAL SERVICES: | COMMERCIAL SERVICES: | COMMERCIAL SERVICES: | COMMERCIAL SERVICES: |
| | Low number of local convenient stores in small villages | Make entrepreneurs in the service sector realize the opportunities with establishment in the area | Continued decrease of local convenient stores in the villages |

Social economy, democracy (NGOs), Södra more

| S | W | O | T |
|--|---|--|-----------------|
| DEMOCRACY: | DEMOCRACY: | DEMOCRACY: | DEMOCRACY: |
| About 14 local development groups and non-profit village communities giving personal contributions in order to develop their local community | | Give assignments to local development groups to work with mobilization, programme writing, and realization of development plans | |
| These groups have also developed and started a working network among them | | Use the local capital for development that exists out in the country | |
| Closeness to decision-makers and people in key-positions | | Stimulate through arranging forums and creating new meeting places in the rural areas | |
| Södra more is a democracy project in itself in Kalmar municipality with the purpose of: Strengthening democracy, vitalising politics on a central and local level, creating opportunities for an efficient organization with high quality | | The rural areas have to receive bigger opportunities for investing in development and infrastructure as well as stimulate local businesses | |
| Short distance to several democratic arenas | | | |
| Short decision-making process | | | |
| SOCIAL ECONOMY: | SOCIAL ECONOMY: | SOCIAL ECONOMY: | SOCIAL ECONOMY: |
| | There are many clubs and associations in the area but the number of active youths is low. | | |

Demography/ flow of people. Södra möre

| S | W | O | T |
|-------------|--------------------------------|--|--|
| DEMOGRAPHY: | DEMOGRAPHY: | DEMOGRAPHY: | DEMOGRAPHY: |
| | Population growth is negative. | New technique, independent of work place, may turn the trend around. | Difficulties in keeping public and commercial service levels up due to a continued negative trend. |

Infrastructure (access to electricity, supply of clean water)

| S | W | O | T |
|--|---|--|---|
| INFRASTRUCTURE | INFRASTRUCTURE | INFRASTRUCTURE | INFRASTRUCTURE |
| Good accessibility thanks to a finely meshed road network | European highway 22, the aorta in the area, does not live up to standard | Continue to work towards not overlooking the region as far as investments on infrastructure is concerned | Progress is threatened by infrastructural investments that were not forthcoming |
| Access to airports in Kalmar and Ronneby | The broadband development is not in phase with larger neighbouring cities | Continue to work for the development of public communications | |
| Access to railroad in Kalmar and Karlskrona | | | |
| Harbour in Bergkvarna with access to harbours in Kalmar and Karlskrona | | | |
| Possibilities for broadband for companies and private persons | | | |
| ELECTRICITY AND WATER: | ELECTRICITY AND WATER: | ELECTRICITY AND WATER: | ELECTRICITY AND WATER: |
| Good access to electricity and good supply of water. | | | |