

## Torsås Municipality and Södermøre Ward

### SWOT ANALYSIS

Strengths – weaknesses – possibilities – threats – an attempt of analysis for Torsås and Södermøre

To sum up we can establish the fact that the **strength** for the region is that it has a great potential and that the future speaks for its advantage; a varied landscape, large agricultural areas, plenty of space and in a relatively way well used coastline. Further we have a differentiated trade and industry with many employers and a pronounced enterprising. The latter also reflects the wellorganised and active life of the many non-profit organisations, where the region shall take care of the ideas of active citizens.

The **weaknesses** that are maybe most obvious are those that concerns infrastructure and service. The relatively low number of inhabitants in the region also affects the costs for service and communications. To attract new inhabitants and businesses requires an increased service level and possibilities of good communications.

There are different kinds of **threats**. The absence of infrastructural investments means that attraction to settle down in the countryside decreases. Another threat is the low profitability in the farming sector.

#### **Strengths**

Good handcraft tradition

Well-established industries

A differentiated trade and industry

Attractive places to live in

Low costs of living

A good cooperation climate between the municipalities and the local industry

A strategic position of the communities – good communications to the contiguous cities of Kalmar and Karlskrona

The nearness to tourist attractions like Öland, the kingdom of Glass and the land of Handicraft

The possibility of distance studies

Broadband possibilities for both industry and private persons

The area has many attractions:

- Big country estates (Värnanäs)
- The coastal area (seal- and cormorant populations)
- The Gullaboarea (the land of Handicraft)
- The peninsula of Örarevet
- Iron extraction during the iron age
- Historical borderland Sweden/Denmark
- The wood district
- The kingdom of Glass
- Rivers with fishing possibilities
- Lighthouses
- Hunting
- Local history associations etc
- An active cultural life with active cultural workers
- Short ways to come to a decision
- Edifying and working networks
- Short distances to other arenas of democracy
- The nearness to decision-makers and key persons
- Many attractions for tourists

## **Weaknesses**

- A negative development of population
- Low level of education
- The communications
- The infrastructure
- A weak private service sector
- The population demography
- The telecommunications network
- A low degree of new established companies
- The lack of buildings
- Few new building ambitions
- The attitudes
- Few attractive vacant jobs
- The smallness of the region, the difficulty of being seen and to market the region
- A weak or indistinct trademarket

## **Threats**

- The absence of infrastructure investments
- The closure of schools and other municipal service functions
- That the politicians do not see the possibilities of the region
- That shops and other private service trades disappear
- If we not succeed to change the negative development of the population
- If we not succeed to establish more of cooperation between municipalities and other public bodies

## **Possibilities**

- The tourist trade – to find more to the region
- That the countryside gets a more prominent position as an alternative to the big cities
- The new technique that makes you less dependent of workplaces
- To make companies, mainly in the service sector, interested in establishing in the area
- The wind powers increasing importance
- The lack of good living possibilities in Kalmar and Karlskrona
- The possibility to establish “niche” farming
- To establish a cooperation in the tourist trade for the Møre region