

# Interreg BSR project Smart-up



## SWOT analysis & synthesis of **Liepaja** **region**

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# SWOT analysis process in Liepaja



The scenarios as a part of  
strategic work in the region

**SWOT**

Scenario 1

**Protectionism and the traditional state**

## Strengths

- Strong national cultures and national identities
- Local resources' using
- Protection of Europeans language
- Rising of Local governments' role
- Decisions are made closer to citizens
- Available human recourses because of immigration
- Low labor costs
- Active and close cooperation in national levels

## Weaknesses

- Science and innovation level decreasing
- Dissatisfaction in several communities; protests
- Weak economy and territorial cohesion
- Weak international cooperation in different fields, including – research, innovations and business development
- Low level of democracy and press freedom index
- Uncompetitive education – starting from primary to tertiary education

## Opportunities

- Concentrate resources (including human resources)
- Use national grants to provide RIS3 development
- Use existing international connections and infrastructure (transport) networks
- Development of regional state unions and foundations – Baltic State Union, Baltic Sea Region Union etc.
- Stopping of urban and rural areas shrinking
- Development of macroeconomic strategies
- Cities drove economy
- Development of “city states”

## Threats

- Europa's international role (economics, military, innovation etc.) decreasing
- Emigration of intellectuals
- Europa's polarization
- Local and global conflicts all around Europe
- There will not be financial resources to provide national foundations for economic cohesion
- Development differences between “old Europe” and the “new Europe”

Scenario 2

**Polarized individualism and expert power**

## Strengths

- Labor force is high qualified individual professionals
- High competitiveness in labor forces
- Available education
- Research, development and education are growth sectors
- Public institutions both state and municipal are governed very efficiently
- Sustainability - protection of nature and caring of climate changes
- High internationalization in various fields
- Efficiently governed urban areas
- High quality in service
- Highly developed tourism (including business tourism) and aviation
- Individual freedom is protected and developed

## Weaknesses

- Weak social policy and social protection of people
- People has lost their work-rest balance
- National State revenue services issues to manage taxation
- High competitiveness in labor forces
- Demography
- Society polarization
- People all the time have to provide requalification
- Society is political passive; people are not interested in political processes
- It is hard to provide new initiatives in large scale of areas
- Global cooperation's (including digital technologies) are with huge and uncontrolled impact
- Public institutions and their implemented policy are losing impact and value
- Aging of society

## Opportunities

- Europe comes the Worldwide leading region in service economy
- Development of research and innovations
- High developed business
- Europe is a magnet of Worldwide talents
- Life-long learning
- Technologies development
- Development of smaller scale metropolises and cities
- Development of circular economy

## Threats

- Organizations and business should provide daily change management, therefore is threatened they development
- Threatened Europe's financial stability
- "Traditional professions" disappearing
- High unemployment rate
- Europe as the place of expensive living
- Public sector policy doesn't protect different scale of society groups
- Lost of local patriotism

Scenario 3

**Reliance on local communities**



## Strengths

- High efficiency
- High level voluntary service
- Self-coordination by local communities
- Decision making happens in local communities; people are involved in political and decision making processes

## Weaknesses

- Vast unemployment
- People and societies are lost their orientation
- Vast protests
- Lost national countries idea and necessity
- Government debt continues to increase
- Trust of institutions as well as experts is low
- Vast resources decentralization
- Weak economy
- Extreme resource sharing and collectivization change human mind and carrying of things (state)
- High bureaucracy

## Opportunities

- Barter economy development
- Local resource efficient using
- Transparent governance of cooperatives and kolkhozes
- People coming as owners (share holders) of cooperatives or cooperate business companies
- Development of sharing economy and more effective using of resources
- EU foundation as the “carrot” for local changes
- Development of local leadership

## Threats

- Popularity of Communism ideology
- Lost national countries idea and necessity
- Increasing of fake news and new type of conflicts
- Crash of financial stability
- Increasing of grey economy
- Low efficiency
- Development of “theft culture”
- Geographical polarization
- Nationalization of enterprises
- Local communities needs for “external enemy”

Scenario 4

**Global and networked tech-imperialism**

## Strengths

- High efficiency and productivity
- Data based decision making process in business and politics
- E-citizenship and e-governance
- Intelligent robots and systems provided
- VR helps to protect nature
- Highly developed education and healthcare systems
- Intensive networking in realtime
- Freelance economy development

## Weaknesses

- Unbalanced urban development – big cities come bigger
- Hegemony of large companies
- Expensive living
- Capital and finances out off control
- Uncontrolled taxation system

## Opportunities

- Human resource concentration to the intellectual works and "added value" business development
- Internationalization of business environment
- Development of space technologies and space colonization
- Data and information recycling
- Data warehouse building in post-industrial cities
- Development of quantum physics and information karma research
- Alternative for internet and other data sources and systems
- Development of social technologies

## Threats

- Society has lost orientation of living and working
- Robots replace human resources
- Uncontrolled data experiments (new chemical weapons)
- Uncontrolled experiments with time and space
- Information and knowledge terrorism

Scenario 5

**Growth and EU-driven international co-  
operation**

**Strengths**

- Stability
- Close cross-sectoral cooperation
- Sustainable energy using
- Implemented cohesion policy
- Developed information and data systems help to governments make a efficiency decisions
- Efficient energy systems
- Highway data systems
- Higher security in the region
- Global influence of EU

**Weaknesses**

- Decision making is far-away from local needs
- Inefficient society initiative's foundations
- National governments lose they determations
- Society polarization – society is losing their motivation and orientation

**Opportunities**

- EU becomes a federation
- Developed and supported public-private partnership
- Investments in the information systems' infrastructure, not in the roads
- Development of the data systems and data gateways

**Threats**

- Local communities lose their power
- Decision making processes are far away and outraut from real life
- National and biosocial conflicts

**SYNERGY**

## Strengths

- Labor force is high qualified
- High efficiency – decisions are made using data
- Sustainable energy using
- E-citizenship and e-governance
- Individual freedom is protected and developed
- IT development; data highways and integrated systems all around EU
- Close cross-sectoral cooperation

## Weaknesses

- Hegemony of large companies
- Expensive living
- Capital and finances out of control; uncontrolled taxation system
- Society is political passive; people are not interested in political processes
- National governments are losing their sovereignty
- Decision making is far-away from local needs; bureaucracy
- Unstable situation; threatened security

## Opportunities

- Common and integrated data systems providing all around Europe; from traditional rounds to the data and information highways
- Integrated EU development and stability
- Europe's development – talents magnetization, efficient energy using, IT (VR) development etc.
- Investments in R&D

## Threats

- Geographical polarization and weak cohesion
- Conflicts – biosocial, national, information and data terrorism etc.
- Emigration of intellectuals
- Europe's international role (economics, military, innovation etc.) decreasing
- Lost national countries idea and necessity
- Robotization