

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Infrastructure	<p>Although the cargo traffic has increased steadily since 2000, the same road and rail structure is still used in 2020.</p> <p>Main highway connections have been widened to three lanes, but no new connections have been built.</p> <p>Due to the decreasing public transport in the countryside, train connections were cut. The promoted and requested Jade Weser port has been put on ice till 2015. Then new efforts have started for implementation.</p> <p>Almost all supporting infrastructure for trading centres , transport, education and leisure facilities still show big gaps.</p>	<p>Almost all infrastructure facilities have been developed to a large extend. Existing roads and rail connections have been extended and many new connections have been built such as the A22 with a new Elbe crossing.</p> <p>The construction of Jade Weser port has been completed and is running to capacity. A second extension is under construction.</p> <p>In 2015 a fast train connection Amsterdam-Hamburg-Copenhagen was opened.</p> <p>Also new flight connections – have been implemented and small airports have become of international importance like the airports of Groningen (Eelde) and Esbjerg-Billund. Infrastructure measures have been undertaken comprehensively to support the service sectors.</p>	<p>There have been quite some investments made in infrastructure measures.</p> <p>Roads have been maintained to a good standard and small train connections have been reactivated which has led to a high quality public transport also in the countryside.</p> <p>The fast train connection Amsterdam-Hamburg-Copenhagen has been opened recently. Also the construction of the last sections of the A22 are finished.</p> <p>With regard to a sustainable development concept, the Wadden Sea region has implemented an interregional harbour cooperation scheme. Therefore it has not been necessary to built new harbours. .</p> <p>Several measures for the improvement of infrastructure in town and village centres have been undertaken over the last years.</p>	<p>Existing infrastructure has been maintained as good as possible.</p> <p>Small industrial areas were provided by the municipalities. Some railway connections in the countryside are run by private companies and are a dominant factor in public transport. No new long distance connections have been built, but public transport is working with high density and moderate quality.</p> <p>The Jade-Weser port has been built in a smaller version to get on the container business.</p> <p>For a further extension, no investors have been found.</p> <p>The development of the service sector, mainly in health and education, has been quite slow? over the last decade, because the necessary infrastructure was not provided by the regional public administrations.</p>

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Freight Transport	<p>The world wide annual international trade growth is some 4.5 %. Due to lower growth rates, the increase of freight transport in the EU has been moderate. Transport by vessels (global market) plays an important role. Additional investments have been made, particularly in container transport and connecting facilities. The implemented ruling of motorway toll for trucks in the EU has led to a decrease of road transport while container freights by ships and trains have increased from 2005 on. Many goods are transported by containers now which makes the distribution more efficient on a lower cost level.</p>	<p>The world wide annual international trade growth is about 7 %. Globalization and the higher wealth of individualistic consumers have led to a boost in international freight transport and between the EU countries. The growing diversification of (tailor made) goods and the available IT technology to order on the world market, has led to smaller but more frequent long distance (intercontinental) shipments of goods. Big investments in all transport sectors have been made to meet the needs of economic activities.</p>	<p>The world wide annual international trade growth is some 2.4 %. As a result of the increase of trade within the expanded EU market and the high economic growth, the number of transported goods is higher than in the first half of the 2000s. The increase has, however, not been as high as projected before the accession round of 2004, mainly because of a continuing decrease in global trade. Within the EU both sea and inland ship traffic have increased considerably. However, the size of container and bulk ships has not increased because of the strongly reduced global ship traffic. Generally, the number of traffic movements has increased more than the total number of goods.</p>	<p>The world wide annual international trade growth is some 3.7 %. The biggest growers are the transport of raw materials, the transport of mass products from Eastern to Western Europe and the import of very specialized high-tech goods like hospital equipments. The amount and the average distance of intra-Europe transport are growing. Imports of IT equipment, cars and consumer electronics from the US and Asia have decreased. All available infrastructure facilities are used for freight traffic: road, rail and ship. Small harbors have been reactivated for cargo handling. Due to the political tension, harbors have also become important for transshipment of military goods.</p>

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Chemistry (plus petrochemistry)	Moderate growth rates of GDP but cutback of employees. Specialized small enterprises have shown a better development than more general ones. The area of Delfzijl is important for the Wadden Sea region.	High growth of chemical industry, global markets and high growth rates require chemical products for further processing as well as new products. Easy access to global markets. New enterprises in biotech sector.	Relative high growth rates although regional markets disturb the growth. Many niche markets and small enterprises in Northwest Europe, using gas and wind power for pressing. New sector segments have been established.	Almost no changes since 2000. Growth rates in line with inflation rates. Export problems on the world market. This has led to great number negative economic effects in the Wadden Sea region.
machine construction + metal industry	Low economic growth and innovation have also found expression in this sector. There has been little growth in turnover over the last decade. CNC and laser techniques have not further been developed. Quality products from the WSR are still respected on the world market.	Positive growth rates because customer industries are healthy. Use of new materials and techniques pushes the market. Even bulk purchasers have their income. Since 2015 there has been strong competition with the plastic processing industry .	Moderate growth rates due to general economic situation. Product innovations (equipment construction) regarding energy saving and little impact on environment. In this segment, the domestic market is of great importance.	Low growth rates because of weak economy. But the technological innovation has provided chances for this sector with new products. Young entrepreneurs have taken the risk of investing in laser and plasma technology. Small services for industry segment.
general and luxury food industry	The food industry is under pressure, particularly in a weak economy. High competition and high decrease in employment. Concentration on few companies in the low price sector. Dutch Wadden Sea region under pressure because of dependency.	Moderate development of this sector. Both, high quality products and low price level food have had growing rates. Increasing market for functional (like instant food) and novel food (gene modified food). Eastern Europe is the market for quality food from WSR.	Development of niche markets in the WSR. The market has separated in quality food and cheap mass products. The regional market supports the production of specialized food like more healthy products. Frozen food industry shows moderate growth rates,	The conventional food industry has concentrated on low price products. Additionally, some new market segments have developed quite well. Demographic development limits the market. Cluster of food industry in the WSR, e.g. Bremerhaven for seafood manufacturing.

Gelöscht: good

			particularly the fish industry.	
	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
electric appliance and instruments	This industry sector has had quite good turnovers in comparison to other sectors. The WSR is in line with the national developments, but in general, the branches suffer from the weak economy.	High growth rates in this sector. Healthy economy and increasing technology market supports development of electric industry. New fancy products attract consumers.	Moderate growth rates in line with the EU economy. The Sector is based on high quality and as suppliers for bigger industry.	The weak economy has negative effects on this sector in general. Due to high innovation, niche markets have opened. Small companies have advantages because they are very flexible to the regional market.
paper and publishing	Zero growth rates from 2000 to 2020. Concentration of few publishers in Europe with negative effects on WSR. Electronic media in competition with press media.	Moderate growth rates. Sector can exist beside the electronic media segment. Few big firms for bulk products and small entrepreneurs cover the specialized market. Many new services for consumers.	Society sticks to the well known products. While GDP in this sector has slightly increased, employment rates have decreased. Exiting companies have slowly but constantly integrated new media.	After a strong decrease regarding the turnovers, new markets have established from 2012 on. Small firms deliver the market with lined up products (advertising) and electronic newsletter services.

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Service sector (retail and trade, health, education, public administration, business services)	<p>In general, service is the fastest growing sector. About 70% of employees are working in this sector. In a cautious world, higher growth rates of service sector than industry sector in general.</p> <p>Trade is suffering from weak economy. Business service has grown moderately in urban areas, but not in WSR. Health care is a growing sector due to demographic development, many private employers (churches). Public administration has declined in order to save money, also in the WSR.</p>	<p>The service segment dominates the whole industry sector. High growth rates particularly in Denmark and Germany because in 2000 they were not on the level of The Netherlands in this segment.</p> <p>Many services for the growing economy. Trade has strong competition on global market but increasing GDP in total. New supply chains have been implemented. High growth rates in business segment: accounting, security, IT services, etc are needed. Healthy economy with positive effects on health care. Private initiatives in this market.</p> <p>The share of public administration in the service sector has been stable over the last 15 years.</p>	<p>The service sector is a growing market but more on the regional level. Fulfilment of basic requirements and not the use of high-tech services are important. Trade is specialized on standard convenience products and low-budget offers.</p> <p>The business sector suffers from low innovation and is concentrated in cities like Groningen, Wilhelmshaven and Esbjerg. Health care is important to satisfy the people, big share of private organizations. Public administration similar to the situation in 2000, which means negative growth rates.</p>	<p>The service sector has the biggest share in the GDP development. Regional market in combination with high innovation provides profitable niche markets. The overstretched trade market demands unusual solutions with part time jobs, B2B services and 24 hour work. Nevertheless, decreasing growth rates. Business service segment has developed in a more positive way . New IT developments, security demands and advertising agencies contribute to the positive development. Health care and public administration have lost influence.</p>

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Leisure industry	<p>After a decrease in 2000 to 2005, the tourism sector has increased moderately. People make shorter trips and spend holidays in Europe, in which the northern countries are the winners. Hiking and trekking holidays save money and are preferred. Luxury and winter holidays as well as sun & beach trips do not play a role.</p>	<p>Over the last two decades the tourism industry has shown enormous growth rates. Several trips per year within Europe and overseas are common. City trips are also highly appreciated. Many investments in hotels, leisure parks and in all kind of other facilities have been made. Even luxury tourism has found its share.</p>	<p>Tourism industry has increased moderately. A high increase, particularly in outdoor activities and weekend tourism. The Wadden Sea region is a favourite destination. The feeling of an healthy environment with good quality services attract the people. Wellness and fitness holidays in combination with a relaxing surrounding have had high growth rates.</p>	<p>Break down of tourism industry in the first decade of the new millennium. After 2010 establishment of niche markets with small enterprises. Wellness, all kind of activities play an important role. The trips have become shorter to save money. Some people use holidays for education. The Wadden Sea region has a better potential than other regions.</p>
Harbor development	<p>Despite the weak economy, slightly increasing growth rates in transshipment over the last 15 years. Freight traffic due to global markets is carried out through harbors. WSR harbors are doing quite well, Bremerhaven and Hamburg are the main container terminals. Employment in the harbor section has continuously decreased.</p>	<p>Harbor development with high growth rates. Almost everything is transferred through harbors to international destinations. New facilities for chemicals, container and bulk goods. Particularly the container traffic increased substantially. New terminals or even harbors have been built over the last 20 years (Jade-Weser port). All harbors in the WSR benefit from ex- and import business.</p>	<p>Moderate to high growth rates of almost all harbors in the Wadden Sea region. New logistic systems have been implemented even in small harbors which still play their role in cargo traffic and niche markets for tourism, local fish production, etc. Chemicals, break bulk and container are the dominant goods. A better harbor concept and cooperation of the Wadden Sea harbors has led to a postponement of laying the foundation for the Jade-Weser port.</p>	<p>Also in the challenging world harbors have undergone a moderate development, because available resources have to be used for taking up all opportunities. The Jade-Weser port is operating in a smaller version as originally planned with the aim to get in business with increasing container traffic. Global political tension has led to an increase in transshipment of military goods.</p>

	Cautious world	Future unlimited	Satisfied Citizen	Challenging world
Society	Dissatisfaction due to economic situation and unemployment rate. The black market has increased dramatically and the new wave of poverty has become a social focal point. Many workers are organized in trade unions.	Individualism shapes the world and EU economy. Most people do not have any interest in labour unions. Social conflict potential is relatively low and with that the pressure on economy and policy.	To some extent the society exerts pressure on the regional market, particularly in food production (gene food), education sector and health activities. The influence of the traditional labor unions has decreased, but special interest groups have become more important.	There are many different life styles which have influence on small enterprises. The society is very open minded to take all chances and opportunities they can get. Hardly no big organizations with influence.
Regulations	Level playing field due to regulation	Level playing field due to globalisation	Within WS states mainly level playing field, but some differences	National differences in legislation
Environment	Due to the weak economy, no additional efforts were made in nature and environmental protection. EU regulations and laws have not been sufficiently implemented. Still the same inputs (pollution, greenhouse gases, nutrients)	With regard to high economic growth and increase of infrastructure measures, the loss of nature and decrease of biodiversity have been substantial negative effects. Additionally, high emissions effected the environment. But also efforts to minimize impacts by better technology could be recognized. EU regulations for environmental protection.	Decreasing responsibility of EU government with regard to environmental regulations. Some national strategies for sustainable development have been implemented and new nature reserves have been designated. Emission trading has led to implementation of better technology to earn money with the trading. CO ₂ storage is used to reduce greenhouse effects.	Little consciousness of the society for environmental protection. Also national and EU regulations are not sufficient enough. Low environmental conditions for enterprises (pollution). Nature reserves are heavily used for tourism.