

Priority of ideas – cost/benefit analysis



High benefit
Low cost

High benefit
High cost

Low benefit
Low cost

Low benefit
High cost

> Benefit

- > Information flow
- > Branding
- > Extending network

> Cost

- > Working time
- > Complexity
- > Expense

Grading of ideas
Listing according to cost/benefit

High benefit

Low benefit

Low Cost

High Cost

SWOT-analysis of ideas

S – Strengths

- Easy access to information on chemistry and water treatment
- Qualified information from chemistry community
- Different background – plant chemists, manufacturers, vendors, consultants, academia
- Different cultures and background and practises in the Nordic countries

W - Weaknesses

- Non-profit work – hard to give it priority
- Language problems/differences
- Hard to get in contact with potential members

T – Treats

- "Don't have time to take part"
- Very little knowledge about the importance of water chemistry
- Grey Beards do not leave their knowledge on retirement
- Other organisation with the same groups in focus (VGB, Matarvattensektionen, ...)

O - Opportunities

- A way to qualify chemists/operators through courses and information exchange
- Pick up the knowledge from Grey Beards – they want to give it on
- Take advantage of the network when facing a problem/project
- Bring the top international knowledge to the Nordic countries and adapt that to local conditions
- Share the top knowledge from the Nordic countries to the rest of the world
- Personal qualification through the network and related tasks