LIFE-BECKON

*Boosting Energy Communities massive deployment by equipping loc*al authorities with comprehensive technical assistance cooKboOk, integrated services and capacity buildiNg

Grant Agreement: 101076765

BECKON's PESTLE and SWOT

Author: Asier Larretxea Barja (WEG)

This document offers illustrations of tools for conducting SWOT analysis (pertaining to internal factors) and PESTLE analysis (addressing external factors). There are plans to digitise these tools within the digital CookBook.

DISCLAIMER

1.   Evaluation of strength and weaknesses

In order to evaluate the strength and weaknesses of the project ideas for Energy Community developments, next 2 different well known evaluation tools or techniques are represented:

- **PESTEL analysis,** to analyse the external factors influencing the project.
- **SWOT analysis**, to analyse the internal factors of the project.

For the LIFE BECKON project, it is foreseen to digitise those evaluation tools/techniques and make them available to the EC participants, in order to use them in an interactive manner.

Next, visualisations on how the PESTEL and SWOT digital tools will look are shown.

First, the digital representations will provide some examples. Then, it will invite the users to collectively fill in the information directly online. In case the user needs extra support or information the PESTEL and the SWOT works, a link to theory will be provided.

1.1. Visualisation of PESTEL analysis example

External Factors: PESTEL stands for **P**olitical, **E**conomic, **S**ociological, **T**echnological, **E**nvironment, and **L**egal factors. At this stage, conducting a PESTEL analysis proves beneficial for comprehending the long-term trends in the direct environment your EC will engage with. This can help with strategic planning, workforce planning, marketing planning, etc.

See the following figure and think of the factors that exist in your area, click here for more detailed information.

To directly develop a PESTLE analysis, click here to find a suitable tool.

P	E	S	T	E	L
- Gov. Policy - Political stability - Corruption - Foreign trade policy - Labor Law - Trade Restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income	- Pop. growth rate - Age distrib. - Career attitudes - Safety emphasis - Cultural barriers - Lifestyle	- Technology incentives - Level of Innovation - Automation - R&D activity - Tech. change - Technological awareness	- Weather - Climate - Envi. policies - Climate change - NGO pressures	Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Health and safety laws

Now it's your opportunity ! Utilise this guide along with the supplementary links provided to research your external factors and complete the boxes below!

P	E	S	T	E	L
Type your findings here!	Type your findings here!	Type your findings here!	Type your findings here!	Type your findings here!	Type your findings here!

Submit

Skip

Figure 1. Visualisation of PESTEL analysis tool

1.2. Visualisation of SWOT analysis example

Internal Factors: SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats**.** Conducting a SWOT analysis is important to assess the internal factors acting on the project. It can help challenge assumptions, uncover blind spots, and create effective strategies.
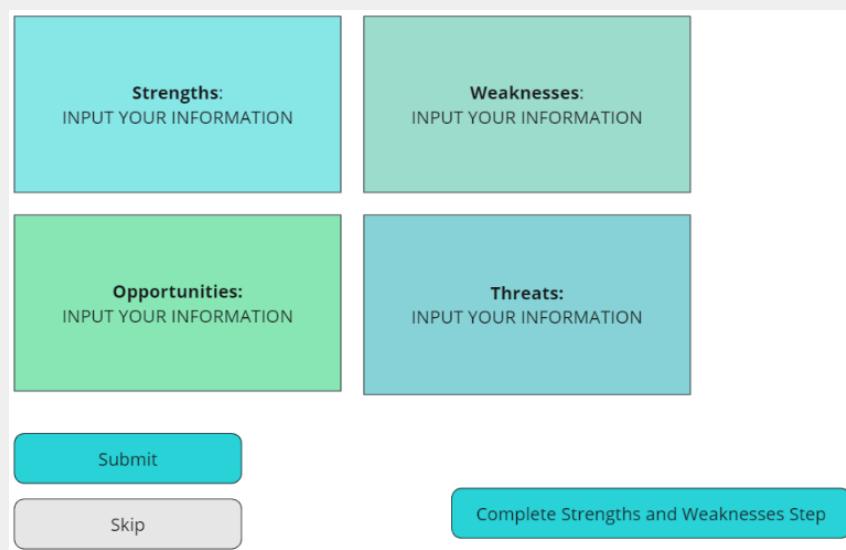
Think of the factors that exist in your area and click here for further information.

To directly develop a SWOT analysis, Click Here to find the suitable tool.

Strengths:
What do you do well? What unique resources can you draw on? What do others see as your strengths?

Weaknesses:
What could be improved? Where are you lacking resources? What do others see as weaknesses?

Opportunities:
What opportunities are open to you? What trends can you take advantage of? How can you convert strengths into opportunities?

Threats:
What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

Now it's your opportunity ! Utilise this guide along with the supplementary links provided to research your internal factors and complete the boxes below!

Keep in mind that brainstorming should involve the entire group, not just one individual to accomplish the analysis.

Strengths:
INPUT YOUR INFORMATION

Weaknesses:
INPUT YOUR INFORMATION

Opportunities:
INPUT YOUR INFORMATION

Threats:
INPUT YOUR INFORMATION

Submit

Skip

Complete Strengths and Weaknesses Step

Figure 2. Visualisation of SWOT analysis tool.