

## LIFE-BECKON

*Boosting Energy Communities massive deployment by equipping local authorities with comprehensive technical assistance cookBoOk, integrated services and capacity building*



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# Evaluation of strength and weaknesses SWOT and PESTLE document

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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. **May 2024**

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## 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.



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.



**Figure 2. Visualisation of SWOT analysis tool.**

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.**