

Step 2. SWOT Analysis



Proposed time: 30 minutes

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Objective:

Identify key factors (positive and negative) influencing the future development of your Energy Community and Living Lab, and identify opportunities and threats.

Instructions:

1. As a team, start brainstorming about your Strengths, Weaknesses, Opportunities, and Threats.
2. Write each idea individually on a white sticky note
3. Put it where it belongs in the matrix.

Strengths



Beneficial aspects or capabilities of the organization or place, which includes human competencies, capabilities, financial resources, products and services, citizens goodwill and brand loyalty.

Weaknesses



Characteristics that place a city or organization at a disadvantage relative to others. Holds the organization/city place from its ability to attain the core goal and influence its growth.

Weaknesses are controllable.

Opportunities



Chances to make greater profits in the environment - External attractive factors that represent the reason for a city or an organization to continue to develop and become more successful.

Threats



External elements in the environment that could cause trouble - External factors, beyond a city's control, which could place the city's mission or operation at risk.

Threats are uncontrollable.

	Helpful to achieving the objectives	Harmful to achieving the objective
Internal Origin (attributes of the organization)	<div style="font-size: 48px; font-weight: bold; color: #8BC34A;">S</div> <p>Examples - Abundant financial resources, available human resource, committed member, well-known brand name, committed employees.</p>	<div style="font-size: 48px; font-weight: bold; color: #FFC107;">W</div> <p>Examples - Limited financial resources, Weak spending on R & D, lack of commitment of citizens, Weak image, Limited management skills, Under-trained employees.</p>
External origin (attributes of the environment)	<div style="font-size: 48px; font-weight: bold; color: #00BCD4;">O</div> <p>Examples - Rapid economic growth of a country, new international trends, changing customer needs/tastes, new uses for product discovered, government deregulation, national subsidies</p>	<div style="font-size: 48px; font-weight: bold; color: #9C27B0;">T</div> <p>Examples - Entry of foreign competitors, changing customer needs/tastes, rival cities adopt new strategies, increased government regulation (increase taxes), economic downturn.</p>