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| Challenges  What do you and others see changing? For example:  • Natural resource scarcity  • Water availability  • Waste & hazards  • Global warming  • Climate variability and extremes | **S** Strengths  How can our strengths address environmental challenges?  • Start with traditional list of your companies’ strengths, extend the list to the partners in your value chain  • Consider core & transferable strengths (i.e. R&D, Eng.) | **W**  Weaknesses  Who has similar weaknesses or faces similar risks?  • Start with risks resulting from environmental challenges impacting markets (e.g. operations, regulation, commodity prices)  • Include partners in list | Prioritise  Which insights will influence senior company stakeholders most?  • Prioritise according to company vision and strategy  • Identify strong messengers  • Emphasise findings that would resonate with CEO and senior management |
| --- | --- | --- | --- |
| Trends    What are the sustainability relevant big trends? For example:  • Innovation & technology advances  • Demographic & social shifts  • Global economic dynamics  • Political & regulatory requirements | **O** Opportunities    Look at threats that currently are not addressed, and how you can address these threats  • Consider the business value that can be created with new products, services and business practices | **T** Threats  Where are environmental challenges threatening future business value?  • Consider both direct threats as well as threats to partners in the value chain  • Identify opportunities for joint action | Act    What can be a short/mid/long term strategy?  • Categorise generated insights according to where and when you can act  • If needed, consider gathering more insights before planning action |

*sSWOT template is based on the work of* [*Metzger et. Al (2012 )*](http://pdf.wri.org/sustainability_swot_user_guide.pdf) *and*

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