****

|  ChallengesWhat do you and others see changing? For example:• Natural resource scarcity• Water availability• Waste & hazards• Global warming• Climate variability and extremes | **S** StrengthsHow 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**  WeaknessesWho 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 |  PrioritiseWhich 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** OpportunitiesLook 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** ThreatsWhere 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*

 *licensed under a* [*Creative Commons Attribution-ShareAlike 4.0*](https://creativecommons.org/licenses/by-sa/4.0/) *International License*