

Tool 5.4: SWOT Analysis



The SWOT analysis is a tool used to help decide whether it is feasible to carry out NBS in the specific place-based context and the framework of strengths, weaknesses, opportunities and threats offered to the CAL.

What	Topic	A collaborative activity with board mapping
	PRODUCT	<ul style="list-style-type: none"> The SWOT table for each CAL in CLEVER Cities at the FR city; to be included in the CAL BOX.
Why	To list strengths, weaknesses, opportunities and threats for specific CAL at FR Cities, taking into account the information and expertise of participants. This activity will be useful to draft a spatial SWOT analysis to highlight opportunities and threats insisting on the site. Based on those potential positive and negative aspects, you will be asked to provide information to validate initial hypotheses.	
Who- With Whom	This is an internal activity with CLEVER Cities FR city UIP. Experts and decision makers of the LMT are welcome to join.	
How	Through a focus group, i.e. about 5 to 10 people getting together to carry out the collaborative activity.	
PREPARATION	Easy to prepare (Approximately 30 minutes)	
Duration	Approximately 60 minutes	
Materials Needed	<ul style="list-style-type: none"> A large board or a large format white poster organized in the form of a SWOT table Large post-its or coloured cards (suggested A5 format) for listing the main city projects and strategies Pens, tape and consumables 	

CARRYING OUT THE ACTIVITY

1. Prepare a table with 4 columns for strengths, weaknesses, opportunities and threats (refer to [tool 1.1b](#) for an example or look at Figure 1 below).
2. Ask participants to individually list strengths, weaknesses, opportunities and threats on post-its and report them on the big board. You can use one colour for items (projects, activities, policies, plans and strategies); you can use another colour for listing actors. Moreover, you can enter another level of complexity adding rows to the table, corresponding to the scale of each item, e.g. local, regional national and international. This will orient participants and invite them to think a multi-scalar way.

	Helpful resources	Harmful disadvantages
Internal challenges	S	W
External challenges	O	T

Figure 6: SWOT Board Analysis

3. Weaknesses and Threats can be the object of an additional activity. On other post-its with different colours, indicate the actor/s to involve tackling these issues. These could be considered as potential stakeholders to be invited to CAL co-creation.
4. Report into the CAL ID document the outcomes of the analysis.