# The Sustainability SWOT Analysis

## Environmental & Social Challenges & Big Trends

**Challenges**
- What do you and others see changing? For example:
  - Natural resource scarcity
  - Water availability
  - Waste & hazards
  - Global warming
  - Climate variability and extremes

**Trends**
- What are the sustainability relevant big trends? For example:
  - Innovation & technology advances
  - Demographic & social shifts
  - Global economic dynamics
  - Political & regulatory requirements

## Strengths, Opportunities, Weaknesses & Threats

### 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.)

### 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

### 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

### T: Threats
- Where are environmental challenges threatening future business value? 
  - Consider both direct threats as well as threats to partners in the value chain
  - Look upstream and downstream and identify opportunities for joint action

## Prioritization & Action

### Prioritize
- 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

### Act
- What can be a short/mid/long term strategy? 
- Categorize generated insights according to where and when you can act
- If needed, consider gathering more insights before planning action

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