



Webinar

Presentation of the Sinfonia SWOT tool

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Objectives of this Webinar

- To introduce to the SWOT analysis method
- To introduce to the Sinfonia SWOT tool for Smart Cities
- To test the Sinfonia SWOT tool in your city!





Basics of SWOT analysis

- **SWOT analysis** (alternatively **SWOT matrix**) is an <u>acronym</u> for *strengths*, *weaknesses*, *opportuniti* es, and *threats*.
- Introduced in the 60s in the business sector
- It is a structured <u>planning</u> method that evaluates those four elements of a <u>project</u>
- It involves specifying the objective of the project and identifying the internal and external factors that are favorable and unfavorable to achieve its objectives.





Basics of SWOT analysis

- **Strengths:** characteristics of the project that give it an advantage over others
- Weaknesses: characteristics that place the project at a disadvantage relative to others
- Opportunities: elements that the project could exploit to its advantage
- Threats: elements in the environment that could cause trouble for the project





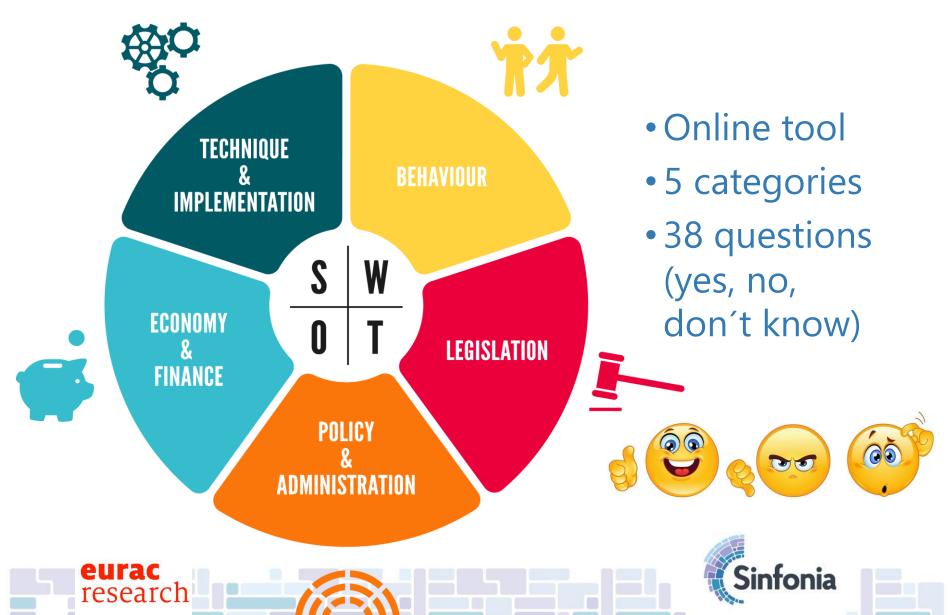
Why you should care about the Sinfonia SWOT tool?

- It let you to identify "a priory" the Strenghts and
 Opportunities of your city to be exploited in a Smart City project
- It let you to identify "a priory" the Weaknesses and Treaths to be limited or faced during the implementation of a Smart City project → limit risks, speed up the process
- It lets you to maximize **S** and **O**; limit **W** and **T**; use S and O to correct W and T.
- Based on more than 150 implemented projects analysis





Sinfonia SWOT tool structure



SWOT tool structure

- Outcome: a printable SWOT matrix that describes the most important issues for each SWOT section: strengths, weaknesses, opportunities and threats.
- It is the user's task to interpret the results on how the found drivers (strengths and opportunities) can be used to overcome the identified barriers (weaknesses and threats).





Lets start the SWOT tool!







http://sinfonia.eurac.edu/swot





SWOT tool

The SWOT (Strengths, Weaknesses, Opportunities and Threats) tool provides a support for decision-makers (e.g. majors) who intend to implement a Smart City project. It allows performing a qualitative preliminary feasibility study. The outcomes from this tool are useful for the initiation and evaluation of the Smart City activities.



Start analysis

More information













































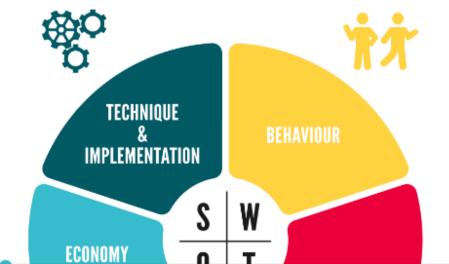


More info on the SWOT tool

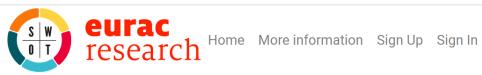
The tool users are able to perform the analysis by simply answering a number of approximately 40 questions, indicating one of the three following possibilities per query:

- Yes;
- No;
- Do not know.

The SWOT analysis is a planning tool useful to highlight the strengths, weaknesses, opportunities, and threats before the project implementation. It involves the identification of the internal and external factors that are favorable and unfavorable for a given the project proposal. Strengths and weaknesses are defined as so-called "internal factors", while opportunities and threats are part of the "external factors". Within the tool, internal factors are internal to the analyzed Smart City projects (for example project participants, financing, and models). On the other hand, external factors are represented by the environment external to the project (macroeconomic matters, technological innovation rates, legislation, and socio-cultural changes).



http://sinfonia.eurac.edu/swot





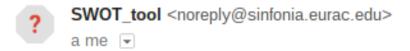
Sign Up

Already have an account? Ple	ease Sign In.
E-mail *	
E-mail address	
Username *	
Username	
Password *	
Password	
Password (again) *	
Password (again)	
	Sign Up





Confirmation email



11:57 (2 minuti fa) 🦟 🔻 🔻

Hello from SWOT_tool!

You're receiving this e-mail because user testuser at <u>sinfonia.eurac.edu</u> has given yours as an e-mail address to connect their account.

To confirm this is correct, go to http://sinfonia.eurac.edu/accounts/confirm-email/lln5vu6b07tzk4yjreptmrdiccmxosejzsgtofqtrrgq7k0littbrgqx9wqirso6/

Thank you from SWOT_tool! sinfonia.eurac.edu









You have confirmed pietro.zambelli@gmail.com.

Sign In

Username*

testuser

Password*

.....

Remember Me

Sign In

Forgot Password?



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After login





Successfully signed in as testuser.

testuser

My Info

E-Mail

SWOT info

SWOT analyses



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Analyses





More info Analyses

My Profile Logout



Analyses

Not analyses are available yet create a new one!





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SWOT analysis

Name of the city *

Bolzano

Back to My Analyses

Administration and Policy	
Has the project received a strong cross-party political commitment	ent? 🕤
Yes No l do not know	Fill in the questionnaire
2) Do ESCOs exist and operate actively in the territory?	Fill in the questionnaire
Yes No l do not know	
3) External consultation activities pertaining to problems occurring planning phase? ○ Yes ○ No ○ I do not know	ng in the project are helpful: have external consultation activities been rigorously considered in the
4) Is the active involvement of project participants and/or the popu	llation being promoted? 🚯
Yes No l do not know	
5) Was there monitoring of the work progress in the project? • Yes No • I do not know	
6) Are energy advice campaigns for citizens included at the project Yes No loo loo not know	planning phase? •











SWOT analysis: Bolzano

Testuser, 11th May 2016 12:07

21 DRIVERS

17 BARRIERS

INTERNAL 20

B STRENGTHS



- Proper communication about the project fosters and helps participation of end-users
- Cooperation and acceptance between departments within the public administration promote project implementation
- The employment of project management techniques facilitates the implementation of the project

12 WEAKNESS



- Energy advice campaigns lead to a smooth project execution and should be promoted
- Lack of cooperation between project participants delays or stops project activities
- Monitoring the work progress is an important planning procedure which helps to achieve the project goals and should be introduced

infonia





Final SWOT matrix

Use internal and external drivers to overcome the main barriers

18 DRIVERS

9 STRENGTHS



INTERNAL

- The active involvement of stakeholders in the project fosters its implementation.
- Cooperation and acceptance between departments within the public administration promote project implementation. - Cooperation between project participants helps and supnorts project activities.
- The employment of project management techniques facilitates the implementation of the project.



- Awareness of users concerning application of technologies facilitates the implementation of smart solutions.



 Sound cost distribution of project partners is a key factor for successful implementation of project activities.
 Profitability for stakeholders leads to a higher acceptance of the project.



- Training activities for project participants help the project implementation.



Stability of human resources enforces the project imple-

O BARRIERS

11 WEAKNESSES



- Monitoring the work progress is an important planning procedure which helps to achieve the project goals and should be introduced.
- Energy advice campaigns lead to a smooth project execution and should be promoted.
- Insufficient communication about the project hinders or stops proper participation of end-users.
- stops proper participation of end-users.

 The absence of active involvement of project participants and/or the population might hinder or delay implementation of the project activities.



- Insufficient financial support delays or stops project activities.
- Absence of competence about reporting and accountancy regarding the European Commission requirements leads to high time consumption.



Activities are hindered by not clear instruction given to project participants.
 Lack of acceptance of new technologies hinders or stops

ronmental issues are not considered.

- the project implementation.

 Unavailability of expertise skills and methods for designing and implementation of new technologies and solutions
- hinders or stops the project implementation.

 The project might encounter less public acceptance if envi-

- The absence of public procurements might facilitate some aspects of the project implementation.

18

EXTERNAL

OPPORTUNITIES



- External consultation activities helps to overcome project problems that cannot be solved internally.
- A strong and cross-party political commitment to the project leads to a smoother process.



- High cost of construction material and installation diminishes investments and participation in the project.
- Considering land use constraints helps sound planning project activities.
 Cooperation with other related projects helps the success.
- ful implementation of the project activities.

 Fears for safety related to technology implementation leated to little or no interest in the project aims.



- Data security and privacy issues hinders data collection.
 Project activities are not obstructed by procedures for authorization.
- Project activities are not delayed by non-transparent legislation.





- The absence of ESCOs might represent a drawback.
- Openness towards behaviour changes related to energy consumption helps and support project implementation.
- Absence of subsidies and/or incentives related to project aims might hinder the achievement of the aims.
- Absence of funding opportunities might hinder project procedures.
 Low energy prices lead to disinterest towards projects
- aiming at reducing energy consumption and does not demotivate users to switch towards more energy efficient technologies.
- Lack of consideration of the unfavourable local topographic conditions hinders or stops the implementation of project activities.
 - Unavailability of mature technologies hinders or stops reaching the project goals.
 - Variation in ownership of building hinders or stops the implementation of activities related to retrofitting.



- Lack of supporting legislation for the project goals leads to difficulties in reaching the planned aims





































Thank you for your attention

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