

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 acronym for *strengths, weaknesses, opportunities, and threats*.
- Introduced in the 60s in the business sector
- It is a structured planning method that evaluates those four elements of a project
- 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 **S**trenghts and **O**pportunities of your city to be exploited in a Smart City project
- It let you to identify „a priory“ the **W**eaknesses and **T**reaths 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



TECHNIQUE
&
IMPLEMENTATION

BEHAVIOUR

ECONOMY
&
FINANCE

S | W
—|—
O | T

LEGISLATION

POLICY
&
ADMINISTRATION



- Online tool
- 5 categories
- 38 questions (yes, no, don't know)



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 !

photoserbox.com





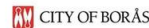
SWOT tool

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

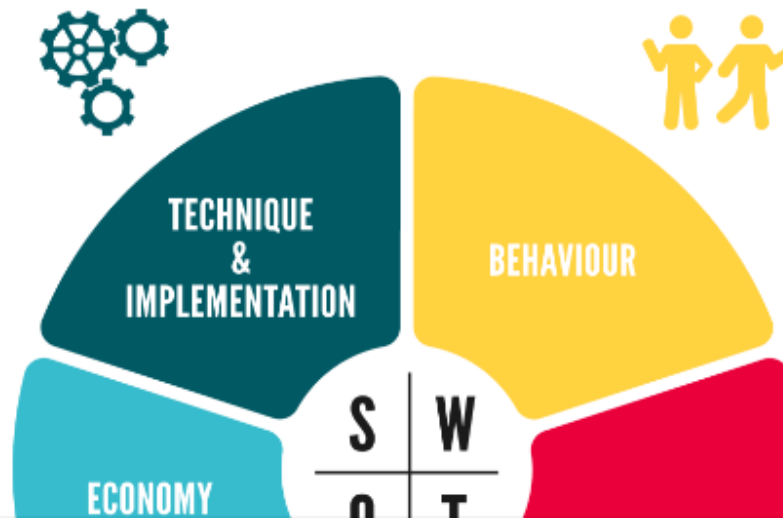


More info on the SWOT tool

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).



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Already have an account? Please [Sign In](#).

E-mail *

Username *

Password *

Password (again) *

Sign Up

Confirmation email



SWOT_tool <noreply@sinfonia.eurac.edu>

11:57 (2 minuti fa)



a me ▾

Hello from SWOT_tool!

You're receiving this e-mail because user testuser at sinfonia.eurac.edu 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/ln5vu6b07tzk4yjreptmrdiccmxosejzsgtofqrqq7k0littbrgqx9wqirso6/>

Thank you from SWOT_tool!
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You have confirmed pietro.zambelli@gmail.com.

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Username*

testuser

Password*

.....

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After login



Successfully signed in as testuser.

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Analyses

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Not analyses are available yet create a new one!

New



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SWOT analysis

Name of the city *

Bolzano|

Back to My Analyses

Administration and Policy

1) Has the project received a strong cross-party political commitment? ⓘ

Yes No I do not know

2) Do ESCOs exist and operate actively in the territory? ⓘ

Yes No I do not know

3) External consultation activities pertaining to problems occurring in the project are helpful: have external consultation activities been rigorously considered in the planning phase? ⓘ

Yes No I do not know

4) Is the active involvement of project participants and/or the population being promoted? ⓘ

Yes No I 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 planning phase? ⓘ

Yes No I do not know

Fill in the questionnaire

SWOT analysis: Bolzano

Testuser, 11th May 2016 12:07

21 DRIVERS

17 BARRIERS

INTERNAL
20

8 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

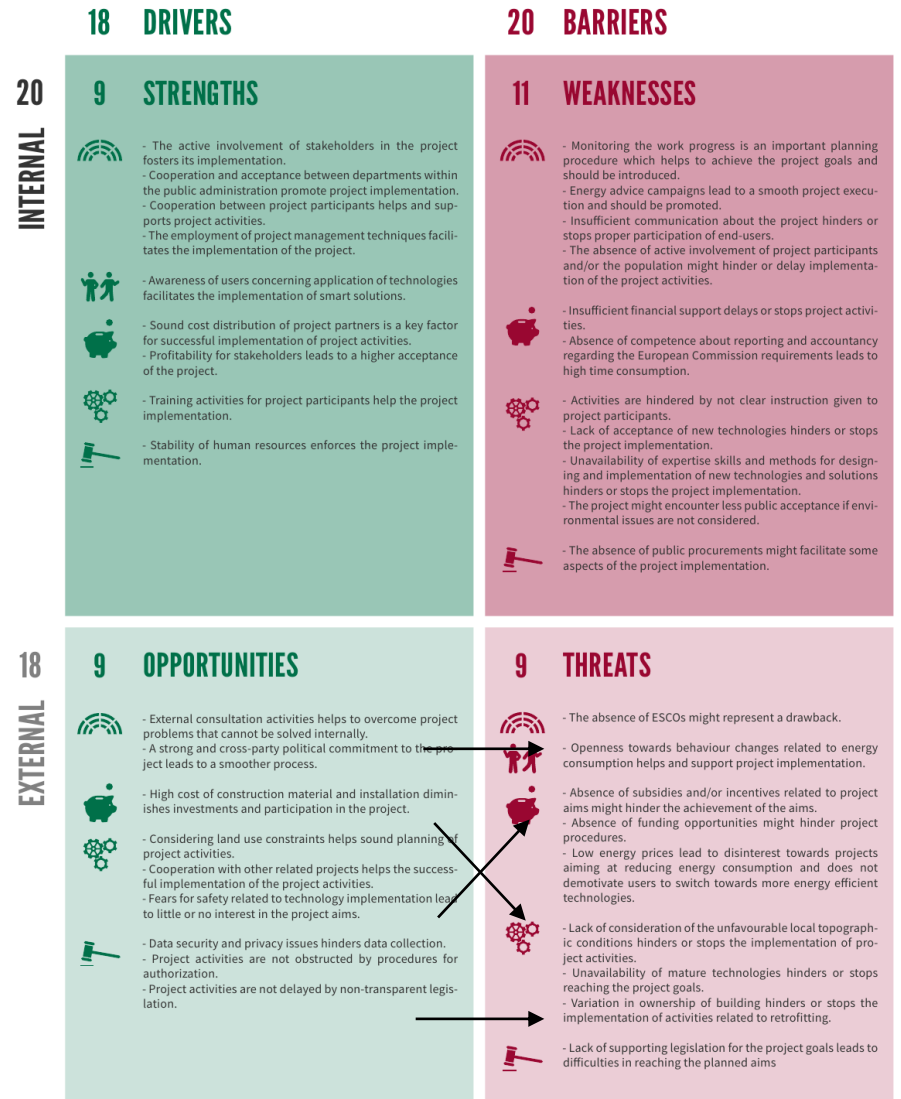
12 WEAKNESS

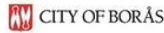


- Energy advice campaigns lead to a smooth project execution and should be promoted
- Lack of cooperation between project participants delays or stops project activities
- Monitoring the work progress is an important planning procedure which helps to achieve the project goals and should be introduced

Final SWOT matrix

Use internal and external drivers to overcome the main barriers





Thank you for your attention

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