

**PROJECT NAME:****Climate SWOT: Strengths, Weaknesses, Opportunities and Threats**

The [Climate SWOT](#) is a strategic tool to help you identify internal Strengths and Weaknesses, as well as external Threats and Opportunities of your project. The purpose of using it is to help you identify:

- Opportunities for action, and how risks can be transformed into opportunities
- How to build strengths and address the weaknesses
- Identify quick wins for your organization

Complete the SWOT methodically. Start with the Threats, then move to Opportunities. Now considering these, identify potential Strengths and Weaknesses of your project.

Consider as you're working through the SWOT, the questions in the margin.

- Why do you want your organization to be more sustainable?
- What is your vision for your organization being more sustainable (how will it look in 3-5 years)?

**THREATS:**

1. What are the challenges/risks caused by climate change for your project?
2. How might your customers, suppliers, communities be impacted or change their behavior?

**OPPORTUNITIES:**

1. What new needs are emerging (including from the challenges) your project could address?
2. Will your clients or others in the community have new needs you could help to meet?

**STRENGTHS:**

1. What are the domains of expertise of your organization that you could build successfully to successfully address opportunities?
2. How could you partner with others to combine strengths for new capabilities?

**WEAKNESSES:**

1. What are the areas your project would need to improve to create success?
2. Do others share these risks? Could they also be partners?

**INFLUENCERS / NETWORK:**

**TAKEAWAYS:**

- What are your key takeaways from your SWOT analysis?
- Outline one sustainability SMART goal (Specific, Measurable, Achievable, Realistic, Time bound) for your organization. How does your SMART goal relate to your organization's motivations/goals?

What are the specific technology and business model changes that offer your organization the greatest potential for becoming more sustainable?

- For each of those changes, what is the potential value to your organization? What is the major cost, or risk of the transition?
- How feasible would the change be? Who would resist it? Who might support it? Why would it be adopted?

Who is or could be a supporter of sustainability in your organization? Consider roles & performance goals, as well as informal influencers.

Who is or might be resistant to sustainability in your organization? Why? How might that be changed?

Given your organization's stage of maturity, stakeholders and other characteristics, what is the best way to frame this issue to motivate action and overcome resistance?

- How can you align with/connect with supporters?
- Who might influence the opponents to either change their view or stay out of the fight?