

## APPENDIX 8.6: An Example of PEST and SWOT Analyses for Capacity and Education

### A. PEST Analysis

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The PEST Analysis considers the external environment and focusses on the Political, Economic, Social and Technology issues that may have a positive or negative impact on capacity initiatives, and education and training programs

An example of topics that may be raised during a PEST Analysis are presented below.

<b>POLITICAL</b>	<b>ECONOMIC</b>	<b>SOCIAL</b>	<b>TECHNOLOGICAL</b>
<ul style="list-style-type: none"><li>• Lack of geospatial awareness at Political level</li><li>• Limited Education funding programs</li><li>• Bureaucracy Issues (Re Tape)</li><li>• Potential for International Cooperation</li></ul>	<ul style="list-style-type: none"><li>• Staff Retention</li><li>• Salaries</li><li>• Modernization and maintenance</li><li>• Plant, equipment and personnel availability</li><li>• Public-Private Partnerships</li></ul>	<ul style="list-style-type: none"><li>• Institutional Culture</li><li>• Community needs</li><li>• Intergenerational issues</li><li>• Computer literacy</li><li>• Crowdsourcing</li></ul>	<ul style="list-style-type: none"><li>• Data quality</li><li>• Technology level</li><li>• Power (utilities) availability</li><li>• Limited Broadband capacity</li><li>• Standards, Metadata etc.</li></ul>

### B. SWOT Analysis

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The SWOT Analysis considers internal factors; namely the characteristics of government that are an advantage or disadvantage to capacity building and education systems, those aspects that can be exploited to advantage and those realities that are a threat to implementation. While threats are often considered to be out of people's control, they may still have an influence on outcomes and be able to make a valuable contribution. For example, while legislators are responsible for drafting Open Data Policy, capacity building in geospatial information management will shape the policy to bring out opportunities.

- **Strengths:** characteristics of government that are an advantage to the IGIF Project.
- **Weaknesses:** characteristics that place the IGIF project at a disadvantage
- **Opportunities:** elements that the IGIF could exploit to its advantage
- **Threats:** elements in the environment that could cause trouble for the IGIF during and after implementation.

An example of issues that may be raised during a SWOT Analysis are presented below.

	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>• Obsolete Technology</li><li>• Not enough geospatial analysts</li><li>• Limited Cross agency collaboration</li><li>• Limited broadband capacity</li></ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• Expansion of data use</li><li>• New applications</li><li>• Community crowdsourcing</li><li>• Increase community trust</li><li>• Partnerships</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>• Change in policy</li><li>• Consumer behavior</li><li>• Unemployment trends</li><li>• Aging Workforce</li></ul>
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