

SWOT analysis

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SWOT analysis

- performed at the project level
- based on the internal diagnosis and analysis of the external environment of the project

Internal diagnosis

- The internal diagnosis was focused on the resources and skills involved in the project
- The diagnosis of the resources took into account all the technical, human, financial and informational resources that can be used for the implementation of the project and the exploitation of its results.

Internal diagnosis- main issues

- **the organizations involved in the project** (project consortium, the relevance of the composition in relation to the project objectives);
- **project management** (managerial experience and that in previous projects of the same profile, maturity in project management, decision-making processes, control processes, methods and techniques used);
- **human resources** involved in the project (structure of staff involved, experience, skills).

Strengths

- The structure of the consortium formed to carry out the project;
- The experience of organizations in similar projects;
- Project management;
- The staff involved in the project;
- Quality management systems within the participating organizations and a project-specific quality management process;
- Approaching the theme within the project;
- Use of a unique learning / training platform within the project;
- Possibility of know-how transfer between project partners;
- Implementation of innovative practices in the field of education and training.

Weaknesses

- The need to adapt scientific information to the level of understanding and education in disadvantaged local communities;
- The cultural differences between members of project teams in Romania and Iceland;
- The fact that the project is the first experience of working together of all partners;
- Distance between partners.

The analysis of the project environment

- allowed to identify the opportunities and threats of the project;
- Includes all the elements of a legal, social, economic, technical, technological, institutional, educational and cultural nature that can influence the achievement of the project objectives.

Internal diagnosis -issues

- **project stakeholders** (especially rural local communities and other categories of beneficiaries in the project target group);
- **national, regional, international programmatic documents** that may influence the implementation of the project and the fulfillment of its objectives;
- **strategies / programs / projects** that may enhance or threaten the achievement of the planned results of the project.

Opportunities

- the impact of the 2030 Agenda of the United Nations Sustainable Development Agenda and the European Green Pact on rural communities;
- increasing interest in environmental issues in Romania and Iceland;
- the existence of potential synergies with environmental strategies / programs / projects or with effects in the field of environment;
- the interest of the local communities for the sustainable development and the realization of some projects in this field;
- the interest of other stakeholders for the project issue and the transferability potential of the project results;
- social media use for disseminating the project and its results;
- the possibility for the participating universities to become education / training centers in the field of specific environmental issues.

Threats

- The relatively low potential interest of some rural communities for the issues addressed in the project, due to the lack of previous knowledge in the field;
- COVID-19 pandemic;
- Low level of environmental education in disadvantaged local communities;
- The possibility of increasing certain categories of costs during the project;
- Exchange rate fluctuations.

Risk mitigation measures

No	Identified risk	Proposed mitigation measures
1.	The relatively low potential interest of some rural communities in the issues addressed in the project, due to the lack of previous knowledge in the field	Increase efforts to disseminate the project and its results
2.	COVID-19 pandemic	Conducting multiplier events, workshops and transnational meetings online
3.	Low level of environmental education in disadvantaged local communities	Identifying key stakeholders in disadvantaged local communities that can influence local community target groups
4.	Possibility to increase certain categories of costs during the project	Use realistic estimates to achieve the project budget
5.	Exchange rate fluctuations	Taking into account possible exchange rate fluctuations when estimating costs

Conclusions

- the project has many strengths that have as sources the composition of the consortium, the project management, the experience of the participating organizations and the quality of the project proposal.
- weaknesses come mainly from the culture of the participating organizations, the beginning of the partnership in the current structure and the need to adapt the presentation of scientific information to the requirements of the target group.

Thank you!



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