



**GREEN
ENTREPRENEURSHIP
TRAINING**

Module 4 – Orientation in the field of Green Economy

Lesson Tool: PESTEL Analysis



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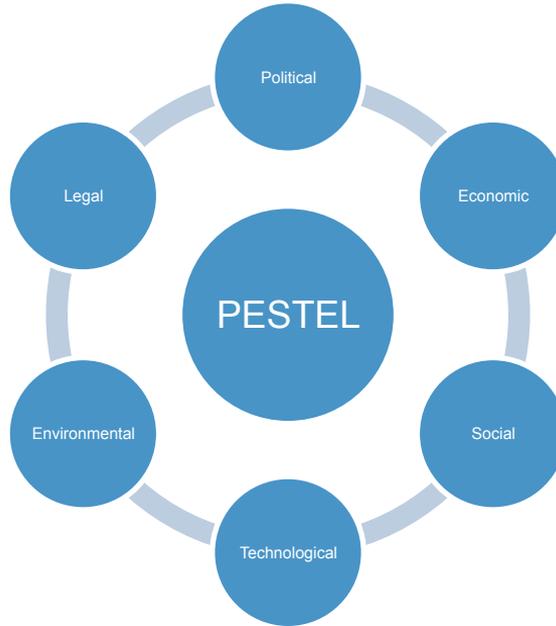
Learning Outcomes

- ◆ Knowledge on the **PESTEL Analysis**
- ◆ Ability to **use the PESTEL Analysis**



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The PESTEL Analysis





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P – Political

Political

How long is left of the current term of office and how likely is a change of government at the next election?

How likely is it that current policy supports would be changed?
How likely is it that current policy hindrance would be removed?



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E - Economic

Economic

What is the level of consumer credit availability?

Is the government likely to stimulate the market or try to cool it down?

Are interest rates rising, falling or steady and what is the likelihood for change moving forward?

What is the inflationary trend and how might this impact labour and material costs?

What are exchange rate trends and how will they impact on the cost of raw materials?



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S – Social

Social

What are the key trends where consumer attitudes and habits are concerned?

Is the rural population
What is the trend for the
Increased
Education
Have you considered
Have you considered
Have you considered

Is there a concerted effort to support local produce and are people consciously buying more as a result?
Are more people holidaying at home for economic, political or environmental reasons?
What is the consumer attitude to product quality and customer service?
How will the growth of online shopping impact your business?

...efs or habits?
...al market trends?



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T – Technological

Technological

How prepared are you to take advantage of developments or advances in technology and do you have the capacity to innovate?

Hardware

Software – proprietary or open source

Training – continuous professional development of staff

Changes in consumer habits or levels of expectation where technology is concerned?



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E – Environmental

Environmental

Are there environmental standards that will govern your business activity?

Is there a business compliance standard that you will need to achieve?

Are there special licences that you will need to acquire and maintain in order to conduct your business or provide your service?

Excise duties?



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L - Legal

Legal

What categories of law do you need to consider that will impact on your business or service?

Company law

Employment law

Health and safety

Consumer protection and e-commerce

Data protection

Competition law

Copyright and patents and intellectual property rights



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Thanks!