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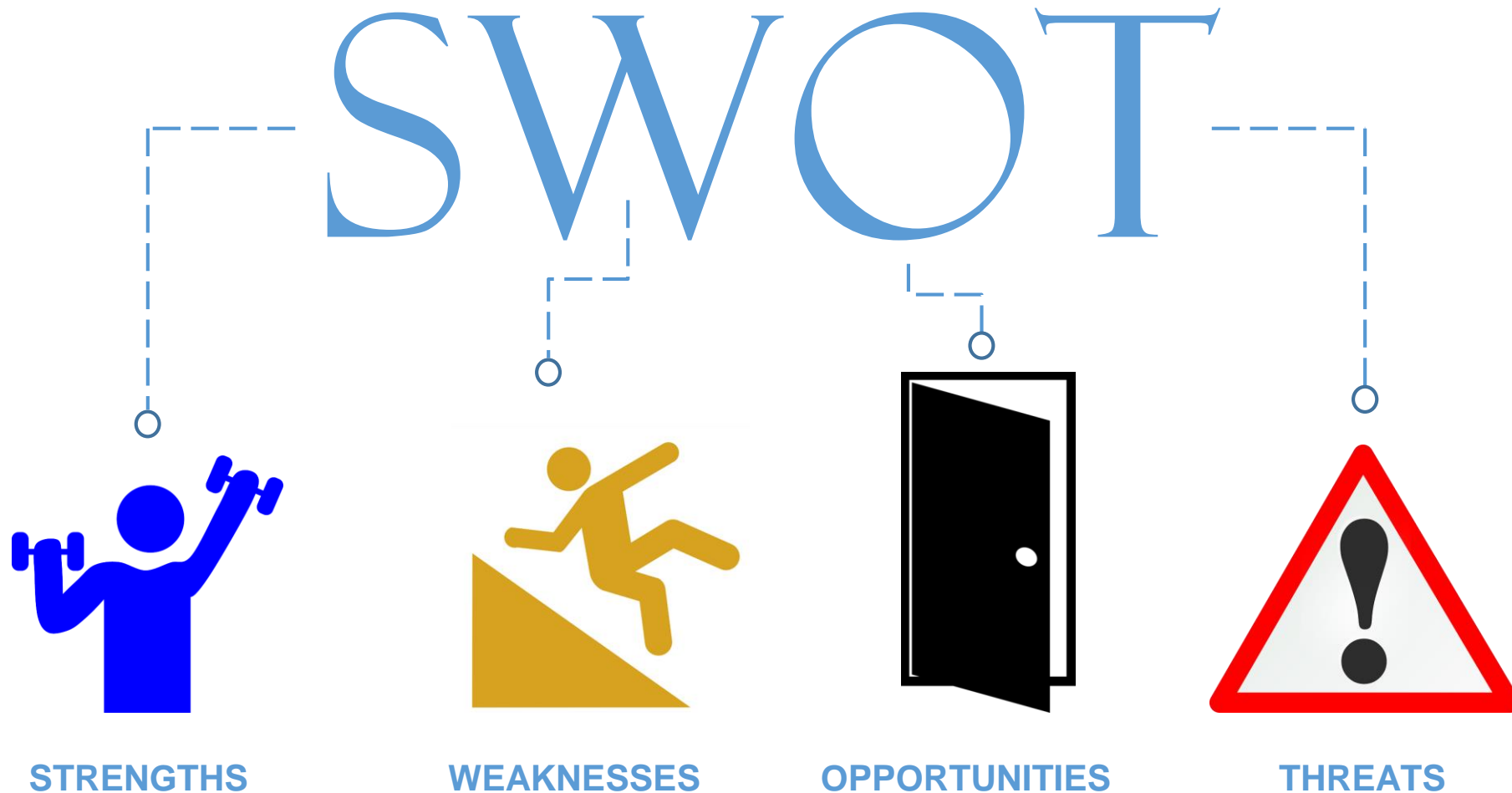
Socio-economic approach

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Business decision making





SWOT table



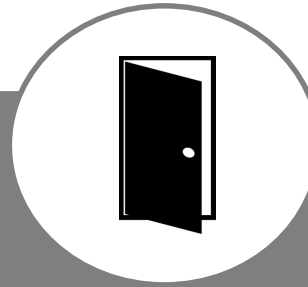
STRENGTHS

Market share
Board of directors
Online platforms



WEAKNESSES

Relationships with
sellers
Work culture
Control over quality



OPPORTUNITIES

Internet penetration
Prevalence of smart
phones
Cheap labour



THREATS

Regulatory bodies
Political and economic
instability
Competition



From business to education

Adapted SWOT template for analysing environmental issues

- Study the socio-economic aspects of environmental challenges
- A table with four rows and as many columns as stakeholder groups

The adapted SWOT template and analysis concentrates on stakeholder internal aspects (Strengths and Weaknesses) and stakeholder interaction (Opportunities and Threats).



For each stakeholder group:

S

Positive aspects internal to each stakeholder group, which promote an objective of this group.

W

Negative aspects external to each stakeholder group, which hinder an objective of this group.

O

Positive aspects that refer to relations between stakeholder groups may earn a benefit or have an advantage.

T

Negative aspects that refer to relations between stakeholder groups, where two or more stakeholder groups may suffer a loss or a disadvantage.



Data sources

Students can collect data to populate the SWOT table using:

- Interviews, focus group discussions and/or questionnaires
- Newspaper articles
- Websites
- WebQuests





Example: Global Water Crisis – Desalination

Driving question:

Do you believe that desalination can solve the problem of water scarcity in your country?

What do you think is the drawback of consuming desalinated water in your country/region? Think about the different stakeholders and try to identify some pros and cons of the use of desalinated water in your country.



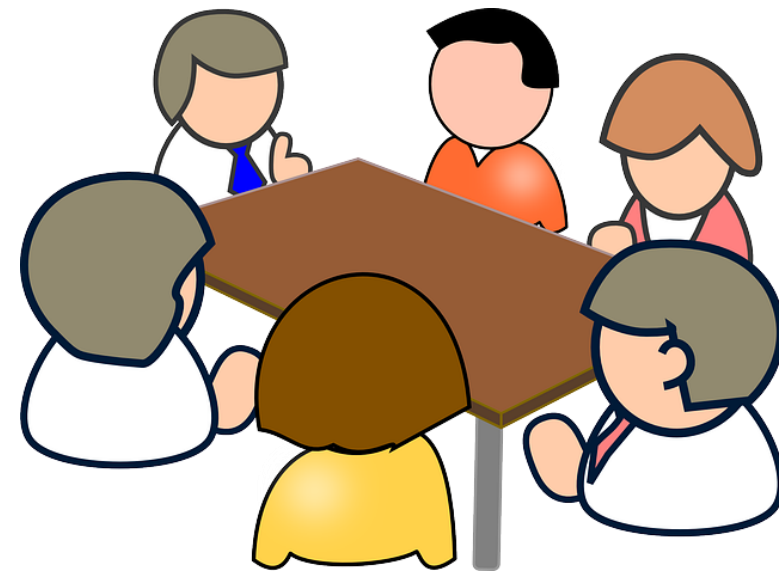


	Consumers (including farmers, local residents and industries)	Water management department	Global community
S trengths	Increased availability of water	Increased water supply for managing water demand	Opportunities for developing innovative desalination solutions.
W eaknesses	Increased cost of desalinated water	Desalination should not replace other methods of water management.	Using electricity to power a desalination plant leads to a considerable carbon footprint.
O pportunities	Technology improvements may lead to a decreased cost of desalinated water.	Desalination can complement a broader integrated water resources management policy.	The use of renewable sources of energy can mitigate energy consumption.
T hreats	Faraway agriculture-intensive areas cannot be supplied with desalinated water.	Increased maintenance cost of the whole system	The dense brine released near the desalination plant has a negative impact on the marine ecosystem.



After the SWOT analysis

- Role play
- Round table
- Debate
- Article in a newspaper
- Letter to the authorities
- Campaigns
- Organization of local events





The phases of a socio-economic lesson

Orientation

Reflecting on a **broader environmental issue** and emphasizing its **socio-economic impacts**. Definition of a specific aspect to be further explored

Conceptualization

Familiarization with the SWOT template for the analysis of the strengths, weaknesses, opportunities, and threats of different target groups related to the topic

Investigation

Data collection to populate the SWOT table

Conclusion

Data interpretation and **suggestions for addressing the initial challenge**

Discussion

Communication and discussion about SWOT analysis, results and suggestions, improvement or extension of research



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Thank you!