

PESTLE Canvas

Political	Economic	Social
<ul style="list-style-type: none"> • Government policies: National, state/provincial, local, other. • Government resource allocations. • Stakeholder needs or demands. • Lobbying/campaigning by interest groups: local, national, international. • Influences/pressures from international actors, e.g. other governments, international organizations, etc. • Armed conflicts. • Changes in power, influence, connectedness of key relevant actors/groups. • Expected direction of future political change: future policy prospects; upcoming elections and possible change in government (local, state, national) and its consequences; other relevant political trends. 	<ul style="list-style-type: none"> • Economic situation: local, national, regional, global. • Economic situation of specific relevant communities or population groups (including employment, taxation, mobility, etc.). • Economic situation and prospects of any relevant industries. • Infrastructure: local, national, other. • Financial situation of key partners or other relevant entities. • Availability of private sector resources relevant for the project/initiative. • Expected direction of economic change: prevailing economic trends, trade and market cycles; expected economic interventions by governments and their consequences; other relevant economic trends. 	<ul style="list-style-type: none"> • Demographics and population trends. • Health among populations. • Education levels. • Access to essential services. • Public perceptions (of an issue, an initiative, an organization or other actor). • Relevant customs, traditional beliefs, attitudes (e.g. towards children, adolescents, gender, etc.) • Media views. • Role models, celebrities, spokespersons. • Knowledge, attitudes and practices of a population group (regarding a relevant issue). • Potential for knowledge exchange. • Migration (which also has political, economic and legal dimensions). • Major relevant events (upcoming or already happening) and cultural trends. • History, to the extent that it affects social attitudes and perceptions. • Factors in social identity, e.g. religious, socio-ethnic, cultural, etc. • Dynamics of how social change happens in the given context.
Legal	Environmental	Technology
<ul style="list-style-type: none"> • Human rights (including but not limited to child rights and gender rights). • Existing legislation having an impact on any relevant factors (economic, social, technological, environmental or other factors relevant to the issue), or affecting population groups relevant to the issue, or impacting the work of the organization or its partnerships. • Pending or future legislation. • International treaties/agreements, either existing or in preparation. • Standards, oversight, regulation and regulatory bodies, and expected changes in these. • Ethical issues. 	<ul style="list-style-type: none"> • Contextually relevant environmental issues: global (e.g. climate change), regional (e.g. flooding, droughts, etc.) or local (e.g. contamination of water supplies). • Relevant environmental regulations or requirements (e.g. for assessing potential climate change impacts of specific activities, conforming to national or international environmental regimes, etc.). • Environmental impacts of planned or ongoing activities. • Climate, seasonality, potential impacts of weather. • Trends or expected future developments in the environment. • Geographical location 	<ul style="list-style-type: none"> • Population groups' access to technologies. • Patterns of use of existing technologies (which may be changing, e.g. evolving use of mobile phones). • New technologies that could impact the context significantly, or that could be used to achieve objectives. • Technologies and related infrastructure/manufacturing / importing requirements for an initiative to succeed • Possible replacement/alternative technologies • Potential for innovation • Technology transfer, access, licensing issues, other issues related to intellectual property rights. • Foreseeable technological trends: economic and social impact of adoption of existing technologies; rate of technological change; other technological trends.