

Policy SWOT

Strengths, Weaknesses, Opportunities, and Threats

Every policy environment is different. By identifying where you're already strong, and where you might encounter difficulties, you'll be better able to map a way forward that works for your specific context.

You can use this template to cover all three of the pillars—financing, licensing, and spectrum—or on one or two focus areas. Use the results to plan and prioritize your work.

Some prompt questions to get you started:

- What stage is your work at? Are there community-centered connectivity projects already up in running, or are you still in the planning stages?
- What types of financing are available in your country? Think about enterprise support, technology grants, universal service funds, even credit union loans.
- Are there licensing frameworks you've seen elsewhere that you'd be interested in exploring for your country?
- Has your country's spectrum policy ever been updated with a view to connecting the unconnected?

Example SWOT:

Use the below SWOT as inspiration for your own policy SWOT.

When completing your own, use specific examples and expand beyond the points listed.

Strengths

- List of strong allies in key positions and communities
- Description of unique advantages in tackling the digital divide
- Confirmation of access to skilled experts and resources
- Examples of proven success in closing connectivity gaps

Weaknesses

- List of areas lacking key resources, experts, or skills
- Examples of complex processes for closing gaps and updating policies
- Summary of past failed attempts—risk of reduced confidence

Opportunities

- List of successful initiatives locally or nearby
- Tally of relevant policies in discussion or potential
- Example of existing policy framework for the digital divide
- Descriptions of business and broader benefits from improvements

Threats

- Catalog of policy changes that are difficult to implement
- List of potential opposition—anticipate and address pushback
- Examples of local or industry pressures affecting policy updates
- Explanation of risks of unsuccessful policy changes and negative impacts

Policy SWOT

Strengths

Weaknesses

Opportunities

Threats