



COP SWOT TO ACTION PATHWAY

WHAT AND WHY INTRODUCTION

After having established a functioning innovation ecosystem, the relationships and trust of the community of practice members grow. They concentrate (more) on creating community-centred initiatives. In this phase, orientating at the SWOT to Action Pathway can be of great help.

WHY AND WHEN IS A SWOT TO ACTION PATHWAY HELPFUL?

When working in local communities of practice set-ups, (new) members are often overwhelmed by the openness of the social innovation approach. This sometimes leads to difficulties in moving from a 'moon-shot perspective' to implementing concrete local level initiatives or projects to support social change.

The Yanuz SWOT to Action Pathway directs the community of practice members from complex societal challenges towards concrete action. It builds a bridge from challenges to opportunities and strengths, and it reminds to prioritise key COP strategies.

The pathway is usually co-created in the maturing phase of a community of practice. It prepares and supports the COP Business Model Canvas.

WHAT IS OUR PATHWAY APPROACH?

The *Yanuz SWOT to Action Pathway* embeds a classical SWOT analysis by looking at the strengths and weaknesses internal to the COP and by considering opportunities and threats external to the COP.

In addition, it entwines the classical SWOT into a triple-bottom-line context along the lines of a Sustainability SWOT. This forces the COP members to first identify wider social and environmental challenges and trends towards healthy lifestyles.

We then add a consolidation phase in which the COP members deduce the key challenges that will be tackled by the COP, together with strategies to pick them up.

Later, the COP members are urged to prioritize potential initiatives due to their urgency and feasibility in the context of the local community and aspects specific to the COP. Finally, they conclude one or more concrete local action that will be co-created and implemented.

ADDITIONAL NOTES

The pathway is usually facilitated by a trained change agent. It is not a one-off instrument. It must be regularly reviewed and put into new context at societal, community and COP levels. It must be ensured that the COP members understand that a community of practice determines a learning pathway during which more initiatives and projects around their common concern are implemented. The pathway works as a tool to operationalize these projects, but it shall not narrow the scope or common concern of the community of practice.

Version: September 2020

