

Method description

Title:	SWOT analysis workshop
Target group:	The exercise is designed for youth workers with some limited experience in youth work in cross-border areas.
Issues addressed:	Needs analyses. Peculiarity of cross-border areas, participation.
Aim/learning outcome:	To learn how to analyse the situation in local communities.
Objectives:	To experience and understand better peculiarity of cross-border areas. To learn how to use the features of the situation in order to take action in favour of the community.
Duration:	4,5 hours
Materials needed:	Flipcharts, markers, notepads, pens, handouts.
Special skills or knowledge of the trainer needed:	acquaintance with SWOT analysis
Step by step instruction:	<ol style="list-style-type: none"> 1. Create a space for the participants to explore cross-border areas and encounter the peculiarity of the region. In order to do that you should bring them into the tiny town or village, divide them in small groups and ask to talk to as many people as they can about the way life looks like in their neighbourhood and local community. Depending on the size of the community you may need up to 3 hours for this part. Ask participants not to join in bigger groups and talk to people from different social groups. They may ask how the life looks in that region, whether it is different from the life in other regions, and if yes, how. 2. Gather the group in one place, preferably still in the same town or village. Allow short time to share their highlights with other groups. 3. Introduce the method of SWOT analysis, and strategies for action that can be developed on the basis of SWOT (see attachment). Mind that some people may already know the method, try to involve them in your presentation so they do not get bored. You may ask them to come up with examples to what you are talking about. 4. Ask participants to come back to their teams in which they have been exploring the community. Firstly, ask them to prepare SWOT analysis for the region. Secondly, ask them to choose one of seven strategies and come up with possible ways of taking action in this particular situation. Allow around 45 minutes for these two steps. 5. Start a presentation. Let each group present their analysis and strategies they came up with.

Suggestions for the debriefing:	To sum up you may want to ask the participants if there are any similarities between this particular region and other cross-border areas. Ask if there should be any specific European policy for cross-border areas created at the European level for all regions of this kind. Discuss possible opportunities and threats. -
Other comments:	-
Attachment:	Hand out SWOT Analysis