

# SWOT Analysis of the best practice of italian organization

## WIOSNA Association Stowarzyszenie WIOSNA

# Strengths

- Preparation to the workshop for the picture taking technique
- Involvement of a large number of people in the reportage preparation- people from the organisation environment
- Including a number of different people from various social groups in the debate on the problem (politicians, policeman, students, teachers)- different perspectives
- Realisation of the event- people taking pictures attract the attention of other
- Method of communication- communication of the campaign results to a large number of recipients. The method of presentation. Photos carry much more powerful message than other forms of communication.
- The summary event – well prepared, good quality. Prepared and printed large images, people presenting and explaining the issue.
- Courage in communication of the problem, to which solution is not easy. The problem affects all residents. Start point to the discussion of the problem.

# Weaknesses

- Local campaign organised by a handful of people. Small coverage and effectiveness of the event.
- Passiveness, lack of strengthening the communication statement while waiting for the outcome of the petition.
- Small diversity of methods. Focus on just one form of communication.
- Indication of the problem only but not solution to that problem.

# Threats

- The problem applies to most of the small towns in Italy. The problem is widespread, a single local event may be effective enough to tackle the problem
- People got used to that situation and may see the need to change. The change need to be in the mentality of society - the difficulty in changing thinking.
- No response from local authorities
- People will focus more on form than on the problem. They could come to the event to have a good time and the problem can be omitted.
- Lack of infrastructure conditions to enable the change (no possibility of widening the streets or increasing the number of parking spaces)

# Opportunities

- Making the society aware of the problem
- Positive effect, positive changes
- Even if the infrastructure will not be changed, there are some elements that can be changed ( i.e. not leaving rubbish on the street, parking in proper parking spaces, not on pavements)
- Involvement of people from various social groups in the debate
- Creation of the resolution. The impact on local policy. Making a real change.