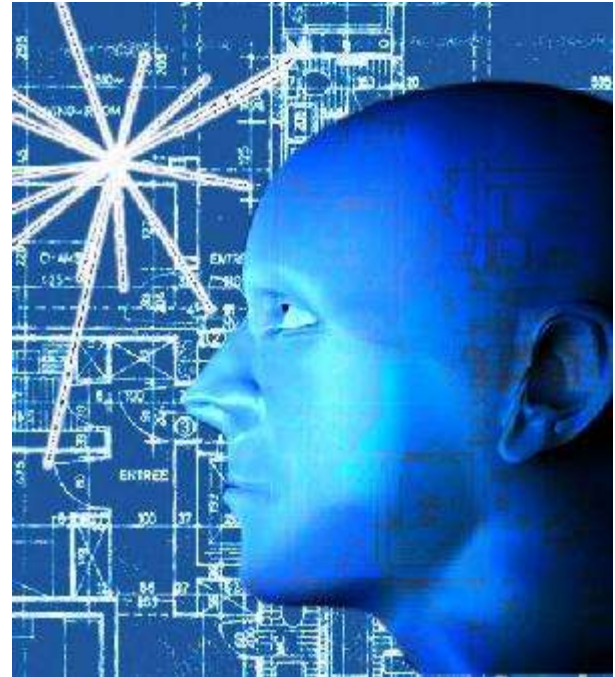
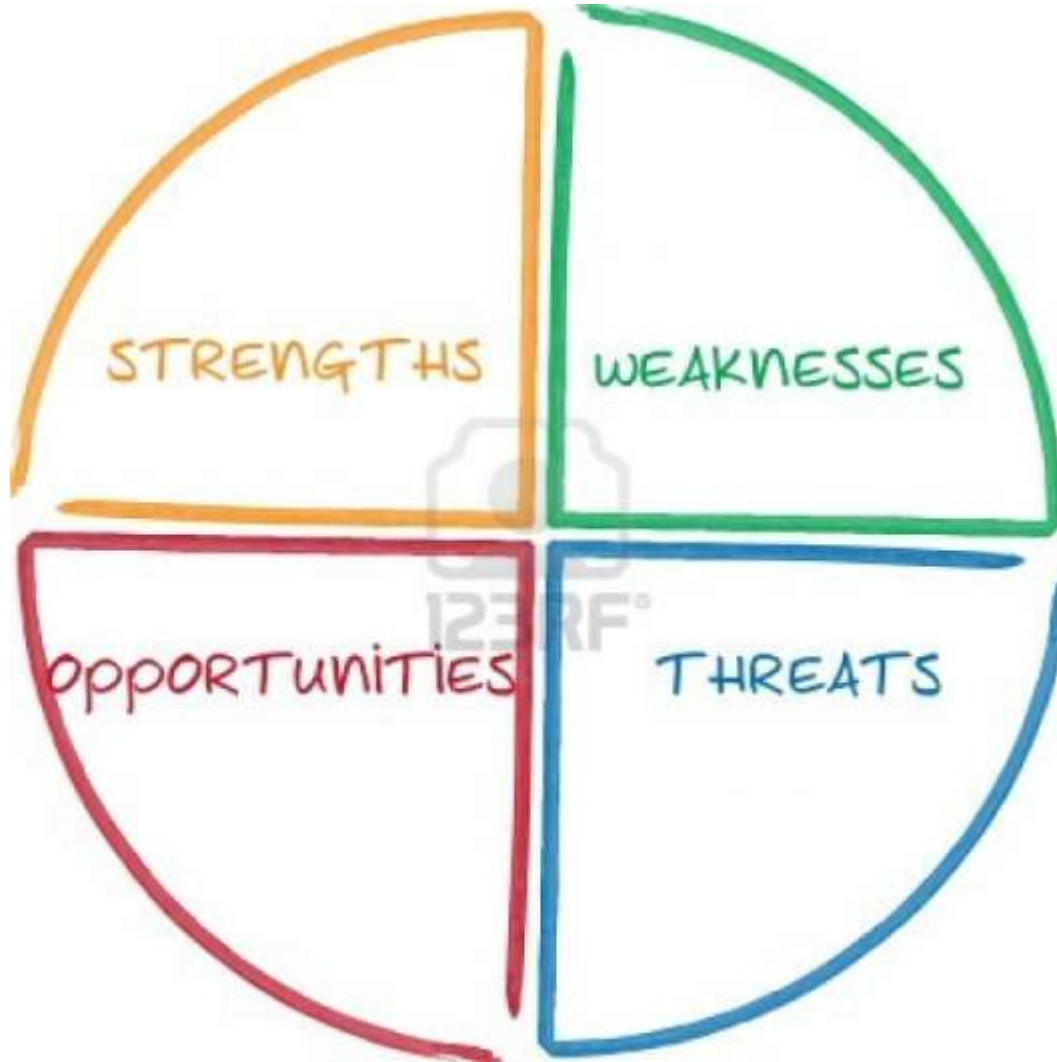


Analyzing the communications task



SWOT Analysis



Example of communications task: **Promoting sustainable agroforestry products**



(Internal factors)

STRENGTHS:

- appropriate ecologically and culturally

WEAKNESSES:

- farmers have little marketing experience



(external factors)

OPPORTUNITIES:

- niche markets for natural food products

THREATS:

- unsustainable harvesting/conflict with authorities

Activity:

Analyzing the communications task

- **Steps**

1. Four groups
2. Groups choose a) moderator, b) reporter, and c) speaker
3. Analyze task (50 minutes)
4. Report to the plenary (30 minutes)

Strengths	Weaknesses
Opportunities	Threats