

Social:

Attitudes, behaviours, and trends, e.g. demographics, class, family dynamics, lifestyles, cultures, health and wellbeing, beliefs, values, population statistics.

Heading:

Insight:

Indicators:

Links:

Technological:

The role and impact of technology, e.g. access and affordance, infrastructure, emerging trends, data, AI and automation.

Heading:

Insight:

Indicators:

Links:

Environmental:

Ecological and anthropogenic forces, e.g. climate change, pollution, weather, biodiversity, waste management, circular economy.

Heading:

Insight:

Indicators:

Links:

Ethical:

Accepted ethical principles and practices, e.g. attitudes and values, policies and standards, marketing and advertising, sales and procurement.

Heading:

Insight:

Indicators:

Links:

Political:

Political focused initiatives or policies, e.g. local and global policy, trade, consumer protection, stability/instability, corruption, bureaucracy.

Heading:

Insight:

Indicators:

Links:

Legal:

The role of law and legal practices, e.g. consumer law, IP and copyright, fraud, data protection and discrimination, e-commerce, health and safety.

Heading:

Insight:

Indicators:

Links:

Economic:

Economic or financial forces, e.g. market demand, industry growth rates, trade and labour, taxation and interest rates, material costs, supply chain.

Heading:

Insight:

Indicators:

Links:

Other factors can be selected and added to the blank card: e.g. Security, Regulatory, Educational, Intercultural, Demographic, Ecological, Geographical, Historical, etc.

Heading:

Insight:

Indicators:

Links:
