



Seminar: Strategic analysis of the macro- and microenvironment for innovative solutions to climate change adaptation

Courses: Foundations of Risk Assessment and Decision Making / Disaster Risk Management

Description:

This two-part seminar will be completed under the courses titled “*Foundations of Risk Assessment and Decision Making*” and “*Disaster Risk Management*”, planned for the first and second semesters of the Master of Science in Risk Management program.

In Part I of the seminar, the PESTEL analysis methodology will be introduced and applied for the examination of political, economic, social, technological, environmental and legal conditions in designated regions of interest or high risk (hotspots). This work will be framed by the most recent assessments on climate change and disaster risk for the country of Albania.

In Part II of the seminar, the contextual landscape illustrated by the results of the PESTEL analysis will be combined with a stocktaking activity where potential solutions to the local challenges will be identified. This will lay the groundwork for the strategic planning of individual innovation projects involving the developer of the candidate solution, the student team, and community stakeholders. This strategic planning will entail activities like the definition and segmentation of the main target audiences for the innovation projects, the estimation of a market size and growth rate for the solution(s) generated therein, the analysis of competitors, and the examination of the project’s strengths, weaknesses, opportunities and threats (SWOT analysis).

A briefing report will be produced at the end of the second semester by the student team in collaboration with the developer of the solution and will be shared with the target audiences defined within the seminar.

Objectives:

- Identifying and classifying risks associated to climate innovation projects in Albania
- Examining the possibility and the consequences of each risk factor in order to establish the level of risk of each project
- Determining strategic actions towards the implementation of new solutions to high priority environmental hazards in different regions of Albania

Proposed timeline:

- Session I: Introduction to the seminar and the PESTEL analysis methodology (1 hour – 18 February 2019)





- Session II: Assignment of hotspots and introduction of stocktaking task (1 hour – date TBD)
- First period of student teams working on their assignments independently
- Session III: Mid-term progress presentations by each student team (2 hours – date TBD)
- Session IV: Introduction to MAF+ exercises (2 hours – date TBD)
- Second period of student teams working on their assignments independently
- Session V: presentation of final results per student team and closing of the seminar

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