

SWOT analysis of projects, innovation, and business opportunities

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The SWOT analysis is a simple tool which is very often used to list, in a clear and pragmatic way, the Strong and Weak points of a proposed project, preliminary included in a project portfolio, which an organization may decide to start, thus allocating the needed resources, to catch well-defined Opportunities, duly taking into account the Threats to cope with. The talk *SWOT analysis of projects, innovation and business opportunities* introduces the SWOT tool, which will be used by all the lecturers of this workshop, by also giving an example of its application for the evaluation of the opportunity to develop a photocatalytic technology in the field of Environmental Remediation.