

## Tool 3C.

### PESTIL analysis tool

#### How to use this tool

This tool helps in identifying and analyzing external factors that may affect the outcome of synergized WASH and Nutrition programming.

Key aspects covered in the tools are

- The five-step process of analysis: analyzing the political, economic, social-cultural, technological, institutional and legal factors. This is a brainstorming analysis process lead by a facilitator. It can be done in plenary or as a group activity
- This tool provides examples of guiding questions for brainstorming at each level of the factors.

### PESTIL analysis tool

The PESTIL analysis tool helps to identify and develop a strategy for managing external factors that may affect synergized WASH and Nutrition programming. This should be done during the formation of the coordination platforms among the key stakeholders and before the commencement of programs. It looks at the six critical factors that affect programming, that is, the political, economic, social-cultural, technological, institutional and legal factors. The following process can be followed when using the PESTIL analysis tool:

1. Brainstorm and list the key factors that are outside the control of the WASH and Nutrition program but may affect its success
2. Broadly identify the implications of each factor identified
3. Rate the relative importance of the factor to the program (e.g., critical, extensive, important, significant, moderate or insignificant)
4. Rate the likelihood of the factor occurring (e.g., certainly, extremely likely, likely, potential, remote possibility or will not transpire)
5. Briefly consider the implications for synergized WASH and Nutrition programming if the factor occurred

Some of the political issues to focus on include government stability, leadership, bureaucracy issues and corruption levels. Regarding economic factors, attention should be given to donor and government budgetary allocation to WASH and Nutrition programming, the availability of

needed expertise, inflation and cost of living, and the country's gross domestic product (GDP). Social-cultural factors to be considered include the target groups' knowledge of, attitudes to and practices (KAP) as regards WASH and nutrition services and gender dynamics. The technological factors that may affect synergized WASH and Nutrition programming include the existence or absence of proper infrastructure to provide access to beneficiaries of critical WASH and Nutrition services. The institutional factors that may affect synergized WASH and Nutrition programming include sectoral coordination mechanisms and policy framework. Lastly, the legal factors that may influence WASH and Nutrition programming include the existence, enactment and enforcement of favorable or unfavorable laws.

The table below provides examples of questions that can be used in a PESTIL analysis brainstorming process.

Table 3.3. Sample questions for PESTIL analysis brainstorming

<b>Political Factors</b>	<b>Economic Factors</b>	<b>Social-Cultural Factors</b>
<ul style="list-style-type: none"> <li>• What is the political commitment to WASH and Nutrition programming?</li> <li>• What advocacy measures have been employed to strengthen the political support for WASH and Nutrition programming?</li> <li>• Which other advocacy measures can be used to create a supportive political environment?</li> </ul>	<ul style="list-style-type: none"> <li>• What is the country's current gross domestic product (GDP)?</li> <li>• How much budget is allocated to WASH and Nutrition programs?</li> <li>• Is the budget sufficient for the planned WASH and Nutrition activities?</li> <li>• If the budget is insufficient, what approaches can be employed to mobilize resources for WASH and Nutrition programming?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the prevalent beliefs and attitudes towards WASH and Nutrition services?</li> <li>• How do social and cultural beliefs affect the utilization of WASH and Nutrition services?</li> <li>• What is the level of awareness on key WASH and Nutrition topics among communities?</li> </ul>
<b>Technological Factors</b>	<b>Institutional Factors</b>	<b>Legal Factors</b>
<ul style="list-style-type: none"> <li>• What are the technological challenges in the provision of WASH and Nutrition services to the target beneficiaries?</li> <li>• Which technological changes should be made to enhance access to quality WASH and Nutrition services?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the current coordination platforms for synergized WASH and Nutrition programming?</li> <li>• What gaps exist in these coordination platforms?</li> <li>• What policies are in place that are relevant to synergized WASH and Nutrition programming?</li> <li>• Who reviews these policies and how frequently are the reviews done?</li> <li>• What approaches are currently used for service delivery in WASH and Nutrition programming?</li> </ul>	<ul style="list-style-type: none"> <li>• What laws or by-laws are in existence that promote or inhibit synergized WASH and Nutrition programming?</li> <li>• Do these laws need to be repealed to promote WASH and Nutrition programming?</li> </ul>