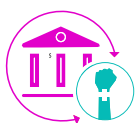




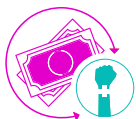
PESTLE FRAMEWORK

PESTLE is an acronym for the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental factors that you will have to consider when planning your campaign strategy. It can help you gather information and give you a vantage view about external factors that are likely to impact your plan of action. The PESTLE can be complemented with other tools like SWOT analysis, power mapping etc.

The six angles of the PESTLE will allow you to optimize your strategy/ interventions to ensure most conducive outcomes.



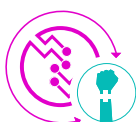
Political: This would help you map out the environmental and health policy landscape within which you will be operating. This would also include the political powers that are likely to influence your campaign in a positive or negative way.



Economic: The economic factors would play a crucial role in determining the course of the campaign. The socio-economic realities of the community that you seek to serve and mobilise will determine the level and nature of participation. Economic empowerment interventions could also serve as an entry point for engaging with communities or using the economic costs of poor environmental health to engage with impacted communities.



Social: A logical next step after economics would be the social realities and customs in which you would operate. Social change ideas that are not informed by socio-cultural realities are bound to fail or face serious challenges early on.



Technological: The technology in this context would be with reference to communications and data curation and deployment of specific technologies to generate/analyze/curate data and communicate information. The use of social media for communication or the use of low cost pollution monitoring technologies or developing citizens science programs etc., would fall in this category.



Legal: This would entail a general analysis of the relevant environmental laws in your region that influence environmental decision making. Laws within a legal framework is an evolving process and offers a great opportunity of engagement with policymakers. Legal and policy implementation research is a critical campaign element and, in some cases, could be a campaign goal.



Environmental: The triple planetary crisis of climate change, environmental pollution and biodiversity loss can be linked to all the socio-economic and political challenges of our times. Environmental health can be an excellent entry point to address, talk about and resolve the multitude of challenges.