

ENVIRONMENTAL SCANNING

Objectives

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1. Introduce environmental scanning as one of the planning tools for the PNP P.A.T.R.O.L. PLAN 2030;
 2. Learn how to conduct environmental scan; and
 3. Learn how to apply the result of environmental scanning in the formulation of objectives and in the identification of initiatives.

What is Environmental Scanning?

- The process of collecting, analyzing and distributing information for tactical and strategic purposes.
- The study and interpretation of the political, economic, social, technological, environmental/
ecological, legal trends and events which influence an organization, a business, an industry or even the total market.

PESTEL Analysis

- **Political**
- **Economical**
- **Socio-cultural**
- **Technological**
- **Environmental/Ecological**
- **Legal**

PESTEL Analysis

Political

- **Stability of the Government**
- **Election Period(PAGs, Vote Buying,etc.)**
- **Passage of Special Laws**
- **Taxation Policy**
- **Trade Regulations**
- **Unemployment, etc.**

PESTEL Analysis

Economic

- **Employment/Unemployment**
- **Inflation Rate**
- **Growth in spending power**
- **Rate of people in pensionable age**
- **Recession or boom**
- **Price increase of basic commodities, etc.**

PESTEL Analysis

Socio-cultural

- Expectation from the community, etc.

DEMOGRAPHICS:

- Age distribution
- Education levels
- Income levels
- Consumerism
- Diet and nutrition
- Population growth
- Life expectancies
- Religion
- Social class

PESTELAnalysis

Technological

- **Social Media (Twitter, Facebook, Instagram)**
- **Internet**
- **E-commerce**
- **Anti-Cyber Crime Law, etc.**

PESTELAnalysis

Environmental/Ecological

- **Waste disposal**
- **Energy consumption Pollution**
- **monitoring Consumers' buying**
- **habits Increasing number of**
- **factories,** etc.

PESTEL Analysis

Legal

- Passage of new laws affecting Public Safety
Services Labor laws
- Unemployment law
- Health and safety
- Advertising Regulations
- Election Laws, etc.
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- RA 10175 Anti Cyber Crime Law

ENVIRONMENTAL SCANNING (PESTEL) MATRIX

Crime
Prevention

Crime
Solution

POLITICAL

ECONOMICAL

SOCIO-
CULTURAL

TECHNOLOGICA
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ENVIRONMENTA
L/ECOLOGICAL

LEGAL

ENVIRONMENTAL SCANNING (PESTEL) MATRIX

Crime
Prevention

Crime
Solution

POLITICAL

1. Election

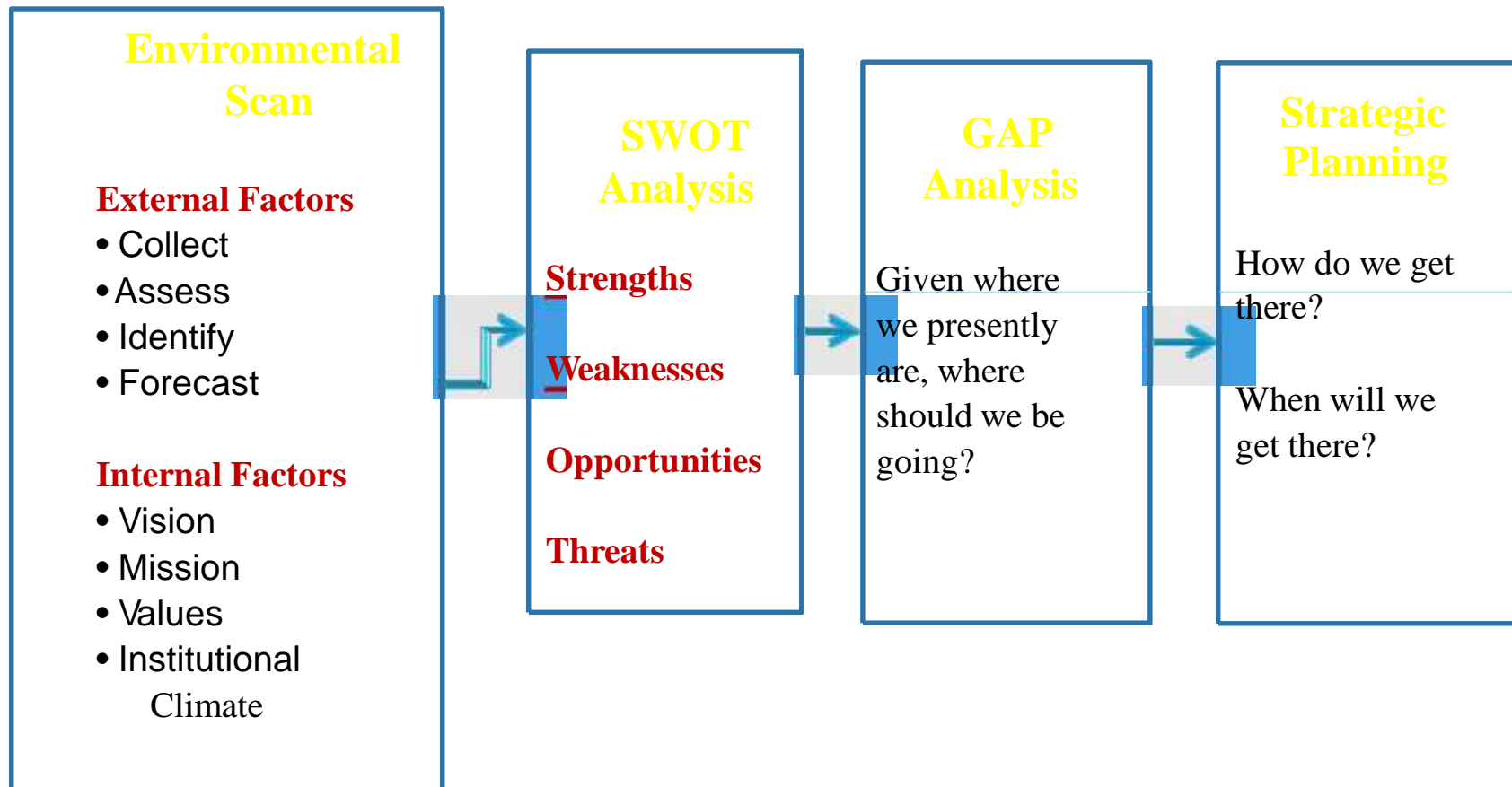
PAGs

Vote Buying

Harassments

Political
killings

How does Environmental Scanning fit in the Planning Cycle?



Thank you and God bless us all.