

WHAT IS THE TOOL AND WHAT DOES IT AIM TO DO?

The TAPESTREE template is based on PESTLE analysis which is a business tool that helps organisations to understand how a range of external factors may impact their operations now and in the future. The tool provides a simple template to support discussion and capturing of the influences that different factors may have on the digital inclusion ambitions of the organisation/service.

WHAT YOU'LL NEED TO BE ABLE TO COMPLETE THE TOOL / PREPARATION REQUIRED

The tool works best as part of a group discussion with people who will be impacted by the digital inclusion support and involving people who can bring knowledge from across the different 'factors' that are being considered.

The tool can be uploaded to an online collaboration tool (e.g., 'Miro', 'Mural', 'Teams whiteboard') to be used in an online group setting or should be printed out A0 size if possible for use in an in person group setting.

HOW TO USE THE TOOL

You can start with any 'factor' on the template. For each factor invite people to consider the influence or impact this will have on digital inclusion in your organisation/service and consider any trends of how this factor may have a bigger impact or less impact on digital inclusion in the future. This will help you to think about and assess any mitigations you will need to put in place to ensure digital inclusion can continue to be developed and supported – including any additional plans you may need to consider.



TIPS FOR USING THE TOOL

The tool should be used alongside the digital inclusion strategy canvas to help organisations/services frame their level of ambition by considering external influences and how this may support/prevent them from achieving their ambitions.

FURTHER READING

[PESTLE Analysis video on Turas](#)



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