



United Nations  
Educational, Scientific and  
Cultural Organization

Malta  
UNESCO  
Youth  
Association

Member of the Network of UNESCO  
Clubs and Associations



Lifelong  
Learning  
Programme

# EPAEMSI: SWOT Analysis

## Malta UNESCO Youth Association

- ▶ Best Practice: Nobel Gift
- ▶ Exercises
- ▶ Movie
- ▶ SWOT Analysis

# Best Practise Workshop



# SWOT Analysis

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▶ “The Noble Gift”

***SZLACHETNA PACZKA Project is a nationwide campaign of Christmas aid organised since 2001 by Stowarzyszenie WIOSNA. Its main premise is the idea of providing direct aid so that it is effective, concrete and meaningful.***

*In SZLACHETNA PACZKA project private donors respond to the needs of the poor from their city or neighbourhood in the following manner: first volunteers who look for families affected by poverty, visit them and ask about what they need most. About a month before Christmas, the information is placed in an anonymous Internet database allowing the donors to select a particular family and prepare a Christmas parcel especially for them.*

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# S - Strengths

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- ▶ Gift would improve standard of living especially if there is an analysis of what the person actually needs;
- ▶ Gift is not only material- it also offers emotional support person can use for his integration into society;
- ▶ Gift motivates persons to do more in their social setting;
- ▶ Incentive to make the first step leading to change in attitude;
- ▶ Person feels as sense of acknowledgement- someone actually cares;
- ▶ Long term benefit of gift could be increased – e.x. an internet subscription would help strengthen the use of a computer/laptop;
- ▶ Gift also helps decrease marginalization to some level ;
- ▶ Finally, people develop and increased sense of appreciation – they end up treasuring what they have and not take it for granted



# W - Weaknesses

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- ▶ Decreased appreciation— abuse/exploitation of generosity. In Maltese context, only one person would need help but whole family might be benefiting from the generosity of the gift. This does not encourage people to search for jobs;
- ▶ Unmotivated – not being encouraged to do anything to improve your situation. It may develop as a kind of “lifestyle”. Beneficiaries become accustomed to the situation they are in and they do not seek to do something about it;
- ▶ Are the real needs actually being satisfied? What is the line that separates what is needed from what is not;
- ▶ Needs very good assessment not to lose focus of what is really needed— it is very easy to make an erroneous assessment. There could be a human error associated with this



# O - Opportunities

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- ▶ Improves one's personal situation (materialistically e.x. hygiene, emotionally and socially);
  - ▶ Encourages inclusion, networking and independency (people are motivated to do something about their personal situation);
  - ▶ Awareness is raised on what is poor and what is not poor;
  - ▶ Helps bettering the morale of the person;
  - ▶ Increased standard of living even with a little help;
  - ▶ Puts pressure on the policy makers/authorities- why is this practice carried out on voluntary basis?;
  - ▶ Turning the receivers into givers- the needing community is encouraged to help one another;
  - ▶ Volunteers:
    - ▶ Volunteers gain more skills “way of doing”
    - ▶ Increased satisfaction of being good to people
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# T - Threats

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- ▶ Depends on voluntary work & sponsors- the countries economic situation will have an effect on this;
- ▶ The gift may not be welcome by people that don't want to be helped, because they take it they could take it as an offence - this may de-motivate the volunteers;
- ▶ Hard for people to accept that they have an actual problem;
- ▶ Associated only with traditional holiday ex. Christmas;
- ▶ Hard to find a “needy” gift because the gift may be too materialistic/ trivial for the person- how much does the gift help to solve the problem?;
- ▶ The gift might be effecting the dignity of the person



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**THANK YOU!**

