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This tool is published by INTRAC in conjunction with the [Monitoring, Evaluation and Learning toolkit for small charities](http://www.intrac.org/ba-mel-toolkit)authored by Anne Garbutt – part of a collection of [five toolkits](http://www.intrac.org/ba-toolkits) produced as part of the [*Strengthening Small Organisations with Big Ambitions*](https://www.intrac.org/projects/strengthening-small-organisations-with-big-ambitions/)programme (2021-2022). This programme was funded by the UK Foreign, Commonwealth & Development Office (FCDO) through a Small Charities Challenge Fund (SCCF) Capacity Development Grant

# **MEL tool – PEST analysis**

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| Please refer to section 3.1 of the [MEL toolkit](http://www.intrac.org/ba-mel-toolkit) for guidance on how and when to use this tool. You can add more rows if needed. NB We strongly recommend you read the whole toolkit at least once before starting to use any of the tools.  |

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| **POLITICAL FACTORS** | **ECONOMIC FACTORS** | **SOCIAL** **FACTORS** | **TECHNOLOGICAL FACTORS** |
| e.g. Employment legislation and voluntary codes and regulations; | e.g. national and global interest rates and fiscal policies | e.g. Family, friends, colleagues, neighbours, media | e.g. Internet and telephone availability determines access to information |
| e.g. Trade agreements or restrictions and tax levies  | e.g. an economy undergoing recession will have low spending power, conversely a booming economy will bring high stakeholder confidence | e.g. social forces that affect attitudes, interests and opinions, shaping the way people behave | e.g. Hardware availability – telephones, computers, tablets |
| e.g. Elections and Government form (democratic, dictatorship…) |  |  |  |
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