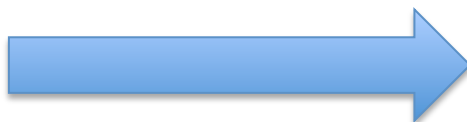


STEEPLE

- S — social trends and discontinuities
- T — technological developments and disruptors
- E - environmental issues
- E — economic factors
- P — political influences
- L — legal aspects of the company's environment
- E — ethical issues



SOCIAL

Population growth
and demographics impact on demand

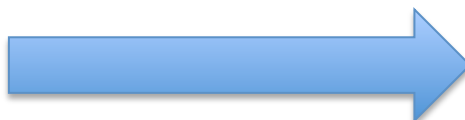
Income distribution

Health consciousness

Safety consciousness

Career attitudes

Lifestyle attitudes



TECHNOLOGICAL

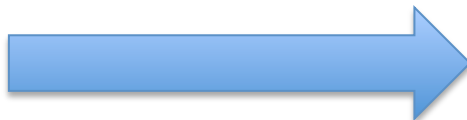
Level of innovation

R&D Expenditure

Robotics

AI

Additive Manufacturing



ENVIRONMENTAL

Climate Change

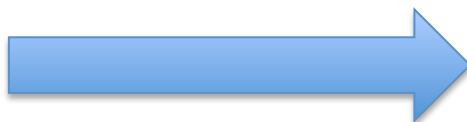
Flooding

Drought

Raw Material Shortages

Pollution of Land Sea and Air

Depletion of the Natural Ecosystems



ECONOMIC

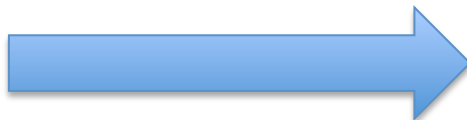
Economic growth

Exchange rates

Interest rate

Inflation rate

Tax regime



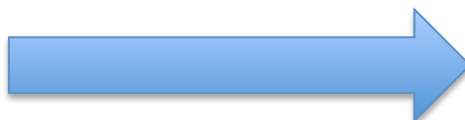
POLITICAL

General Government Policy Impact

Education and Skills Provision

Trade Policy e.g. Brexit

Foreign Policy and Impact on Market Access



LEGAL

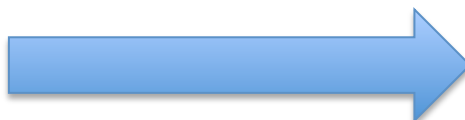
Competition legislation

Consumer legislation

Health Safety and Environmental Legislation

Copyright and Patent Legislation

Employment Legislation



ETHICAL

A Set of Business principles

Sourcing of products and standards of labour care

Anti Corruption Policy