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AOECS SWOT ANALYSIS WORKSHEET

INTERNAL Environment	**Strengths** • Europe is covered by national members • Represented several hundred thousands of coeliacs and families from Europe • Recognised as a reliable patients' organization • Clear target group • Good relations with professional organisations and experts • Good reputation by EU-institutions • Good personal contacts of the national societies' leaders/boards • Recognised partners of different EU-funded and other scientific projects	**Weaknesses** • No strong professional staff in Brussels • Board members are volunteers and not supported by a diversified staff • Limited budget based on significantly on membership fees • Different size, structure and budget of the member associations • Differences among group of members (West-East, Nord-South, small/big etc.)
EXTERNAL Environment	**Opportunities** • Through an increase in awareness of coeliac disease can more members of our national organizations, more represented affected people • Higher budget – bigger and more professional paid staff • European Licensing System (=operate the trade mark system of the Crossed Grain Symbol – a sign of reliable and controlled gluten-free food products) could be a good source of incomes for both AOECS and national societies	**Threats** • World economic crises affect coeliacs differently in Europe • The health budgets in some countries are cut – sometimes significantly – so the diagnosis of coeliacs will have longer delay • Some members could not effort to pay membership fee so these societies have to suspend their membership - we will lose them • The EU-legislation will affect the safety of the gluten-free food • Horizon 2020 may offer less partnership and require more manpower

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