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ACCIONA S.A. SWOT & PESTLE ANALYSIS

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Company Name : Acciona S.A.

Company Sector : Renewable Energy

Operating Geography : Spain, Europe, Global

About the Company :

Acciona, S.A. is a Spanish international company specialising in infrastructure development and management (construction, water, industry, and services) as well as renewable energy. The company has its headquarters in Alcobendas, Community of Madrid, Spain. In 1997, Entrecanales y Tavora and Cubiertas y MZOV combined to form Entrecanales y Tavora. It was subsequently renamed Acciona. Infrastructure, Energy, and Services are the three main sectors of the organisation. Acciona Infrastructure is the company's historical name, and it encompasses the group's construction and engineering operations, as well as its transportation concessions, such as toll road operations. Acciona Real Estate, which controls the company's portfolio of properties and real estate development operations, is the group's largest division, accounting for more than half of the company's total revenues. Acciona Energy specialises in the planning, building, and operation of power generation facilities, with a particular emphasis on renewable energy sources. These include hydroelectric dam operation and maintenance, as well as the creation and operation of wind farms. Acciona Energy is a minor but rapidly increasing portion of the company. ACCIONA connected Spain's first renewable storage plant, which uses recovered batteries, on June 21, 2021.

Acciona's unique selling point or USP lies in its being a global leader in sustainable infrastructure and one of the largest wind farm companies in the world. The mission statement of Acciona reads, "Is to be a leader in the creation, development and management of Infrastructure, Water, Services and Energy, contributing actively to social well-being, sustainable development and the creation of value for our stakeholders".

Revenue :

Euro 6,472 million - FY ending 31st December 2020 (y-o-y growth -10%)

Euro 7,191 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Acciona S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Winner of multiple sustainability awards 2.Among the world's leading companies in terms of diversity in the workplace 3.Regularly finances sustainable projects 4.Top 100% renewable energy provider in Spain 	<ul style="list-style-type: none"> 1.Revenues not aligned with EU Taxonomy requirements 2.Steep decline in property development segment 3.Energy sources not diversified. Business highly dependent on onshore wind
Opportunities	Threats
<ul style="list-style-type: none"> 1.Reach target growth rate of 2 GW/year 2.Increase product diversification to meet changing consumer demands 3.Double production capacity by 2025 4.Plans to offer IPO in 2021 	<ul style="list-style-type: none"> 1.Governments may lower funding for renewable energy sector 2. Rising costs of raw materials for solar panels

PESTLE Analysis :

The PESTLE Analysis for Acciona S.A. is given below:

<p style="text-align: center;">Political</p> <p>1. President Biden's focus on renewable energy in Climate Summit 2021</p> <p>2. EU planning to reduce state-aid rules for renewable energy projects</p>	<p style="text-align: center;">Economical</p> <p>1. Crash in oil prices post COVID-19</p>
<p style="text-align: center;">Social</p> <p>1. High demand for jobs in renewable energy sector</p> <p>2. Consumers willing to pay higher bills for renewable energy</p>	<p style="text-align: center;">Technological</p> <p>1. Light poles are being turned into wireless car-charging stations</p>
<p style="text-align: center;">Legal</p> <p>1. Multiple countries to ban ICE vehicles in the coming future</p> <p>2. The European Renewable Energy directive set mandates and targets for renewable energy sources</p>	<p style="text-align: center;">Environmental</p> <p>1. Member of the European Alliance for a Green Recovery</p> <p>2. Acciona's "Greenchain" considered innovation of the decade</p>

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Client Support:
support@swotandpestle.com