Bringing Sustainability to Life
PM4SD AND WORK BASED LEARNING
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PURPOSE OF SESSION

- Highlight Project Impact and Change via
- Long-term multi-stakeholder engagement
- Beneficiaries, Benefits via Outputs and Outcomes
- Underpinning Sustainability Policies and Indicators

- PLANNING AND ADOPTION of PM4SD
- PROJECT IMPACTS
- PROJECT EFFECTS
- PROJECT IMPLEMENTATION
- PROJECT IMPLICATIONS

- ENGAGEMENT WITH STAKEHOLDERS
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- ENGAGEMENT WITH STAKEHOLDERS
- NATURAL ENV
- Context
- Place
- Goals
- Vision
- Change
- Who are the users, the suppliers and public?
- What are the outputs?
New Ground

- **PM4SD™** is a Certified Project Management methodology, based on PRINCE2®, developed to design and implement projects with sustainable principles to create long term benefits from the project, for the project’s local area.

- **PM4SD™** has derived from the tourism sector, a service industry, combining management aspects with sustainable tourism criteria and principles.

- *Flexibility to adapt to many other service sectors*
INTEGRATION OF 10 CORE PRINCIPLES

- Continued business justification
- Learning from experience
- Roles and responsibilities
- Managing by stages
- Management by exception
- Focus on products
- Tailor to suit the project environment
- Collaborative approach
- Sustainable principles
- Policy
Underpinning Policy and Programmes

- International Year of Sustainable Tourism UNWTO - 2017
- World Charter for Sustainable Tourism UN – 2015
- 10 year Framework for Sustainable Tourism – UNWTO
- 2030 Agenda for Sustainable Development – UN

- ETIS Indicators
- GSTC Indicators
Sustainable Principles

- **Environmental**
  - Reduction of Carbon emissions
  - Minimal impacts on local biodiversity
  - Sustainable procurement
  - Sustainable resource use: water, energy
  - Waste reduction
  - Environmental education

- **Socio-Cultural**
  - Empowerment of local people (e.g. employment conditions, gender equality, cross-cultural understanding, disability provision)
  - Protection of cultural heritage and cultural understanding...

- **Economic**
  - Improvement to local livelihoods, health and education provision
  - Enhancement of local business development, job opportunities, job training and staff development..
# PM4SD Structure

<table>
<thead>
<tr>
<th>Variables</th>
<th>Principles</th>
<th>Processes</th>
<th>Components</th>
<th>Techniques</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costs</td>
<td>Sustainability Policy</td>
<td>Project Direction</td>
<td>Business Case</td>
<td>Product Based Planning</td>
<td>Tourism Specialist Product</td>
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<tr>
<td>Timescales</td>
<td>Learning from Experience</td>
<td>Project Initiation</td>
<td>Risk, Issue and Change Management</td>
<td>Team Building</td>
<td>Management Specialist Product</td>
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<tr>
<td>Quality</td>
<td>Roles and Responsibilities</td>
<td>Stage Definition and Planning</td>
<td>Organisation</td>
<td>Logical Framework Approach</td>
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<tr>
<td>Scope</td>
<td>Managing by Stages</td>
<td>Stage Control and Product Delivery</td>
<td>Quality</td>
<td>Benefits Maps</td>
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<tr>
<td>Risks</td>
<td>Management by Exception</td>
<td>Project Closure</td>
<td>Planning</td>
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<td>Benefits</td>
<td>Focus on Products</td>
<td>Tailor to Suit the Project Environment</td>
<td>Collaborative approach</td>
<td>Continuous Business Justification</td>
<td>Progress Control</td>
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The Project's Life Cycle

- Project Mandate
- Controlled Initiation
- Delivery Stages
  - Stage Definition & Planning
  - Stage Control
  - Product Delivery
- Controlled Closure
- Post Project Benefit Realisation
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<td>Know facts, including terms, concepts, principles, themes, processes, and responsibilities from the guidance.</td>
<td>Understand the principles, processes, themes, the project’s environment and roles and can explain how these are applied on/are involved with a project.</td>
<td>Be able to: (i) Use the components appropriately; (ii) Create the management products; (iii) Tailor the processes and components appropriately for a given project scenario.</td>
<td>Be able identify, analyse and distinguish between appropriate and inappropriate use of the method through appraisal of completed products and planned or completed project events for a given project scenario.</td>
<td></td>
</tr>
</tbody>
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Application of PM4SD
- Implementation
- Actualization
- Action
- Delivery
- Learning
Adopting WBL principles to Application

- Transforming PM4SD Certification into concrete actions with clearly defined roles and responsibilities via academic credits
- Planning transparently to forge actions into corresponding benefits
- Engaging Stakeholders

Key words = Collaborative, Transparent and Effective Management.
WBL Methods

- Reflective Learning
- Powerpoint Presentation
- Professional Report
- Action Plan
- Meetings/Workshops in situ
- Feedback and Discussion
- Planning
- Online learning
Professional Report

- Action Plan
- Timeline
- Project Outputs
- First Stage Plan
- Benefit Realisation and Measurement
- Project Board Roles and Responsibilities
A Reflective Statement

- Intent
- Plan
- Adoption

- Plan for adoption and action - Who, Where, What – method of dissemination and agreement
Who is PM4SD relevant for?

Public Authorities
Development Companies
Visitor Attractions
National Parks
Heritage Sites
Local Development Agencies
Cultural and Environmental Networks
Construction
Marketing Agencies
Public Transport Infrastructure
Third Sector
Policy Makers
Business Organizations and Associations
SMEs .................
PRESERVATION, SUSTAINABILITY INDICATORS, RESTORATION, CHANGE, CONSERVATION, PARTNERSHIPS, COLLABORATION, LANDSCAPES, COMMUNITY DEVELOPMENT, REGENERATION
TRANSFORM, NETWORK AND APPLY
FINAL THOUGHTS

- Flexible method applicable to every context
- Project best-practise experience
- Focus on quality
- Defines roles and responsibilities
- Risk and Quality management techniques
- It is a proactive method
- Follows sustainable policies and guidelines
- Focus on the objectives, benefits and results
- Low-cost AND high impact procedure