

Earth PM TM

At the Intersection of Green and Project Management



Welcome to “Green Project Management”

Presenters

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Authors of “Green Project Management”

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Rich Maltzman



Dave Shirley

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www.actionforresults.com

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www.mscholar.com

“Learning Solutions for Increased Project Performance”

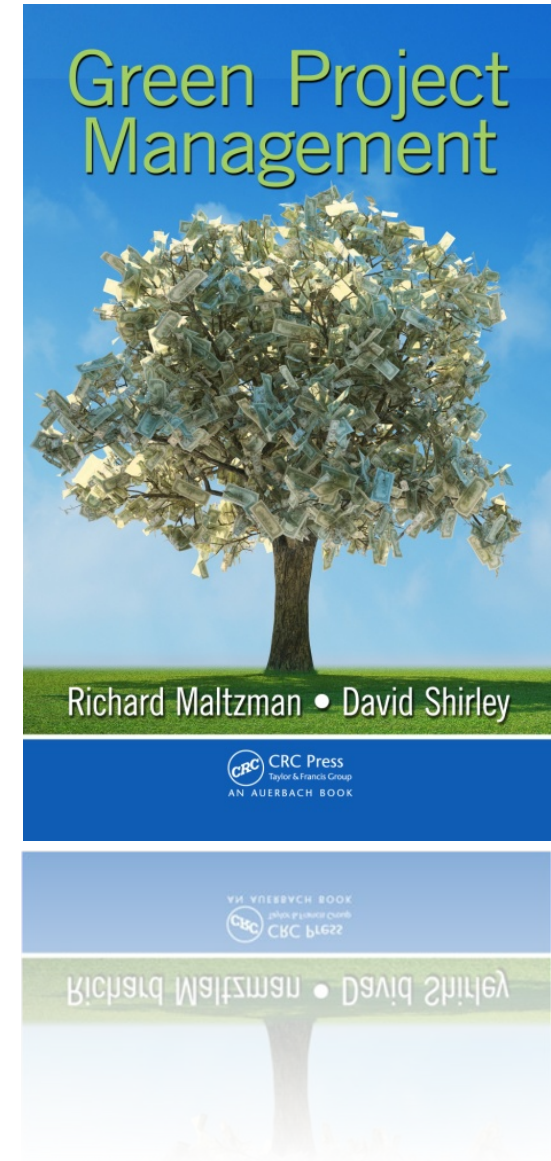


Before We Begin....

- **Submit questions as we go along**
 - Click the “?” icon at the lower right corner of your screen to bring up Q&A panel where you can type and submit questions.
 - There will be time for questions at the end of the presentation.
 - We may not be able to answer every question but will focus on the most representative.
- **PMI / PDUs**
 - 1 PDU
 - PMI reference number will be sent to attendees in a follow-up email along with a link to download this presentation.

Rich Maltzman & Dave Shirley

- Over 60 Years of Combined PM Experience – Long time PMPs
- From Environmental Regulation to Telecommunications
- Graduate Faculty Members
- Course Developers
- Project Management – Environmental Issues – Corporate Social Responsibility
- Trainers and Consultants
- Authors



What is EarthPM?

What we aren't





Green Project Management

- What is **Green Project Management**?
- What relevance does it have to **you**?
- What can you do to **advance** green project management?

*Green*ality



What is *Green* Project Management?

Project managers have **always** been green, perhaps without even knowing it.

We're about:

- reducing costs,
- increasing stakeholder value; and
- protecting scarce resources!



Identifying with *Green*

Why does project management have to *identify* with green **at all**?

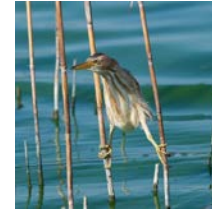
- Increase your opportunities
 - Who is riding the Green Wave
 - Know the terminology

The Green Wave

Stakeholder
Concerns

◆ Drivers

- ⚙ Climate Change
- ⚙ Population Increase
- ⚙ Environmental Degradation and Loss of Biodiversity
- ⚙ Mandates



◆ Encouragers

- ⚙ ISO14000
- ⚙ Kyoto Protocol
- ⚙ Western Climate Initiative



Terminology

- ◆ Sustainability – “A characteristic of a process or state that can be maintained indefinitely.”
- ◆ Sustainability – “... meeting the need of the present without compromising the ability of future generations to meet their needs.”

The Green Wave

- ▶ Terminology
 - ❖ Greenwashing



“More than 98% of supposedly natural and environmental friendly products on US supermarket shelves are making potentially false or misleading claims.” – Christopher Kadmus presentation October 2009.



The Green Wave

❖ Greenwashing

❖ Green Claims Should be:

1. Truthful, accurate, and able to be substantiated
2. Relevant to the product and environmental issues associated with it
3. Clear about what issue or aspect of the product is in question
4. Explicit about the meaning of any symbol used in the claim
5. In plain language and in line with standard definitions

UK's Department of Environmental and Food Affairs "Green Claims Code"

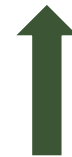
The Green Wave

- ▶ Terminology

- ❖ Triple Bottom Line →

Quadruple
Bottom Line

The connection between - Planet, People, Profits



Projects



Identifying with *Green*

Why does project management have to *identify* with green **at all**?

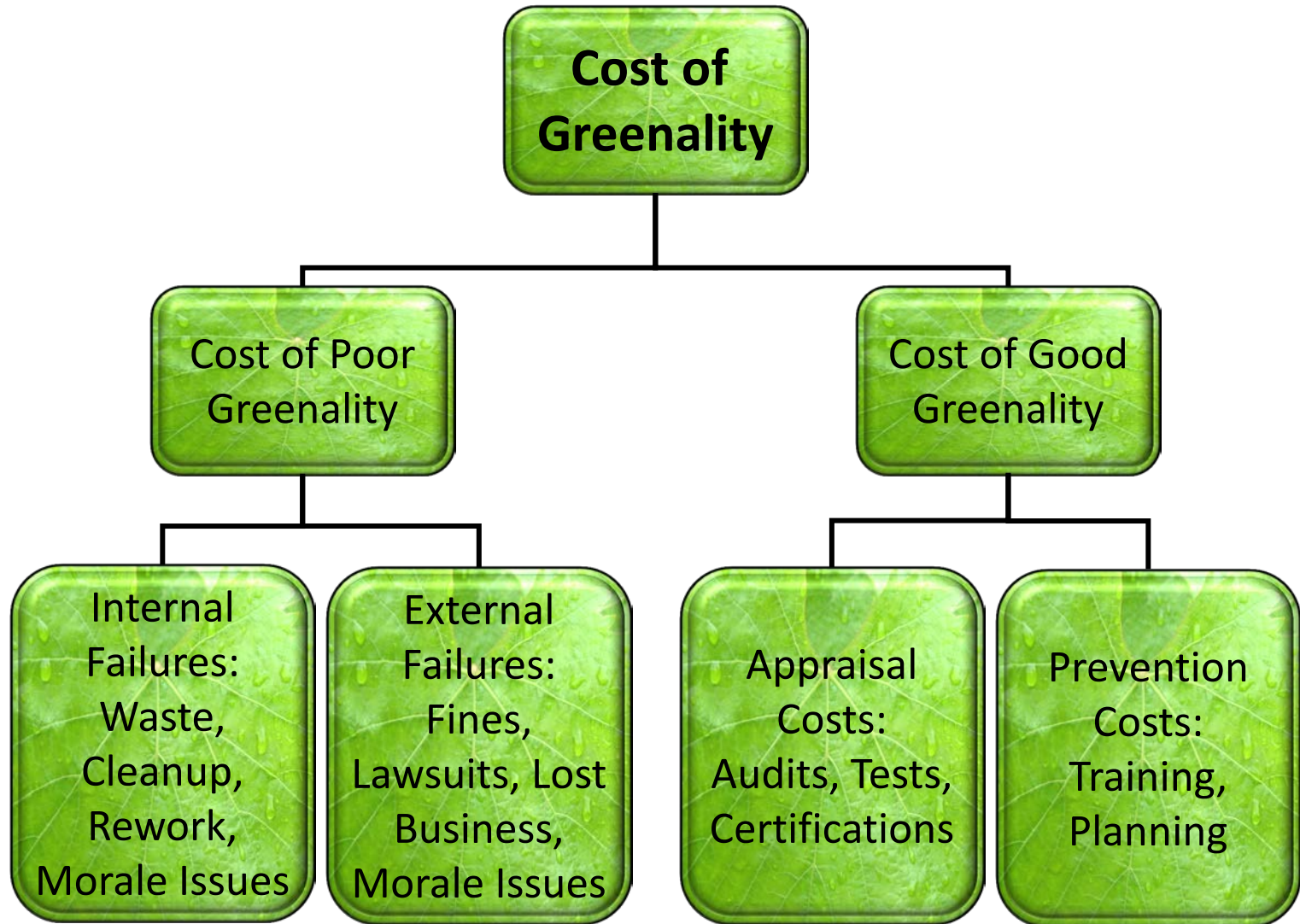
- Improve project outcomes



*Green*ality

The degree to which an organization considers the environmental (green) aspects of their project *throughout the project life cycle and beyond.*

The cost of *Greenality*

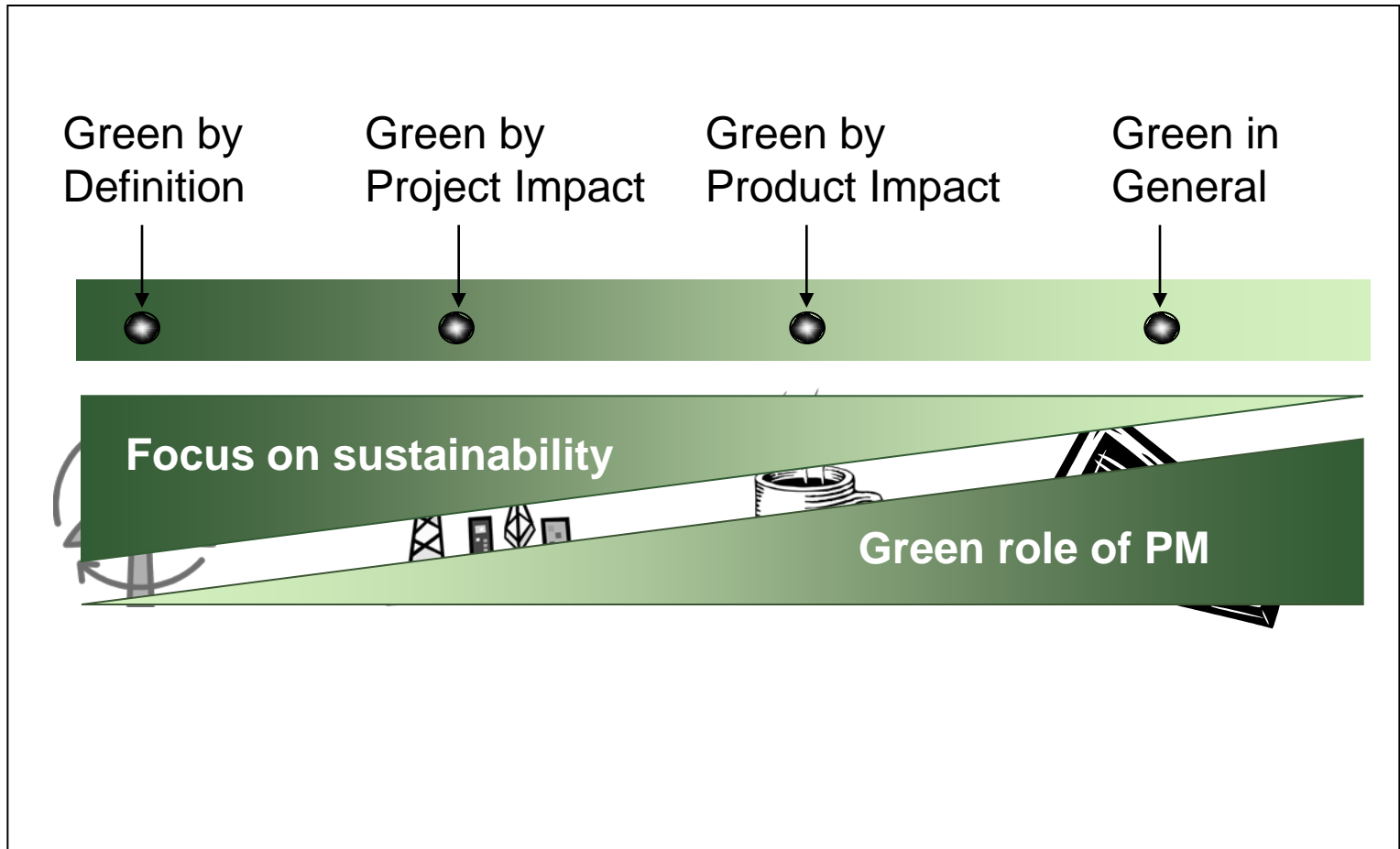




How is *Green PM* relevant to you?

- Avails you of opportunities
- Helps you do a better job in your projects
- Improves the morale of your project team
- Connects your project to the organization's larger CSR goals

A Rainbow of *Green*





Growth of **Green** projects means *more opportunities for **Green** PMs*

Career Level

- Green Energy Act, Ontario – 50,000 new jobs in first 3 years
- USA: ARRA \$87B for green projects
- Low-carbon market to triple by 2020
- Green building comprises 33% of new construction, up from 2% in 2005


Enterprise Level: Money saved, earned through efficiency

- Interface
- Raytheon
- Abbott
- Lockheed Martin



What can you do to advance *Green PM* ?

- Connect your own projects to your enterprise's EMP
 - ➔ If there isn't one, trigger one
- Learn - and use - the vocabulary of the *Green Wave*
- Get involved in the discussion
 - ➔ Help craft the changes to the 5th Edition PMBOK® Guide



Our 5 Assertions – *speed version*

1. Doing the right thing helps the project team **do things right.**
2. Green PM helps **better equip your team respond to project risks.**
3. Green PM helps the project and the **product of the project.**
4. An **environmental lens** is a necessary part of a PM's toolbox.
5. **Green**ality, like quality, **must be planned in,** not bolted on.

EarthPM[®]'s 4Ls

The 4L Approach

- ⇒ **Lean** – Be aware of your operational counterparts and their efforts to reduce waste and make operations more efficient. Apply this to the project and its product.
- ⇒ **Learn** – Collect project artifacts, lessons learned, and share benefits from the community of project managers with respect to environmental/sustainability. Grow organizationally.
- ⇒ **Linked** – Connect with your organization's Environmental Management Plan and break down organizational walls.
- ⇒ **Lasting** – Think long-term, and of the lasting effects of your actions as project manager, not only for this and future projects, but also in terms of the product of your project.

Looking beyond

Look beyond the traditional deliverables of your project.



*What might **you do** in terms of improving your project, its product, its long-term outcome, and thus true sustainability?*

Get **SMARTER** about Project Management



Specific
Measurable
Attainable
Realistic
Timely

and

Environmentally **R**esponsible



How to get **SMARTER**

- **Relate:** Learn more about the relationship of sustainability and project management.
- **Stay up-to-date:** Subscribe to key sites (RSS), e.g. EarthPM.com
- **Communicate:** Get involved in the PMI Community of Practice. Participate in edits to 5th-Edition PMBOK® Guide and Code of Conduct



Contact **us**

EarthPM

- ◆ Our site, EarthPM.com has over 150 blog posts focused on this intersection sustainability and project management. Please feel free to contact us for further information or collaboration.
- ◆ We actually have a proposal in to the proper channels with community-driven input for the 5th Edition PMBOK® Guide as well as the Code of Ethics and Professional Conduct, to more fully integrate these ideas into our discipline.
- ◆ info@earthpm.com



AfR Contact Information

Questions about Action for Results, mScholar and our products or courses?

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November 16th Webinar: Project Management Discipline Keys to Clinical Team Motivation

Time: 1:00-2:00 p.m. Eastern U.S. Time

PDU: 1

Level: Intermediate

To register: www.mscholar.com/events