



projectyou.gr



Accredited  
Training Partner  
Driving Sustainable Change

# Sustainable (Green) Project Management

Συνέδριο Next Generation Project Management  
30/10/2023

IPMA®  
GREECE

international  
project  
management  
association

## ■ The Triple Bottom Line



### Planet

The various activities of a corporation— from building new facilities to utilizing its supply chain—have monumental effects on the environment.

### People



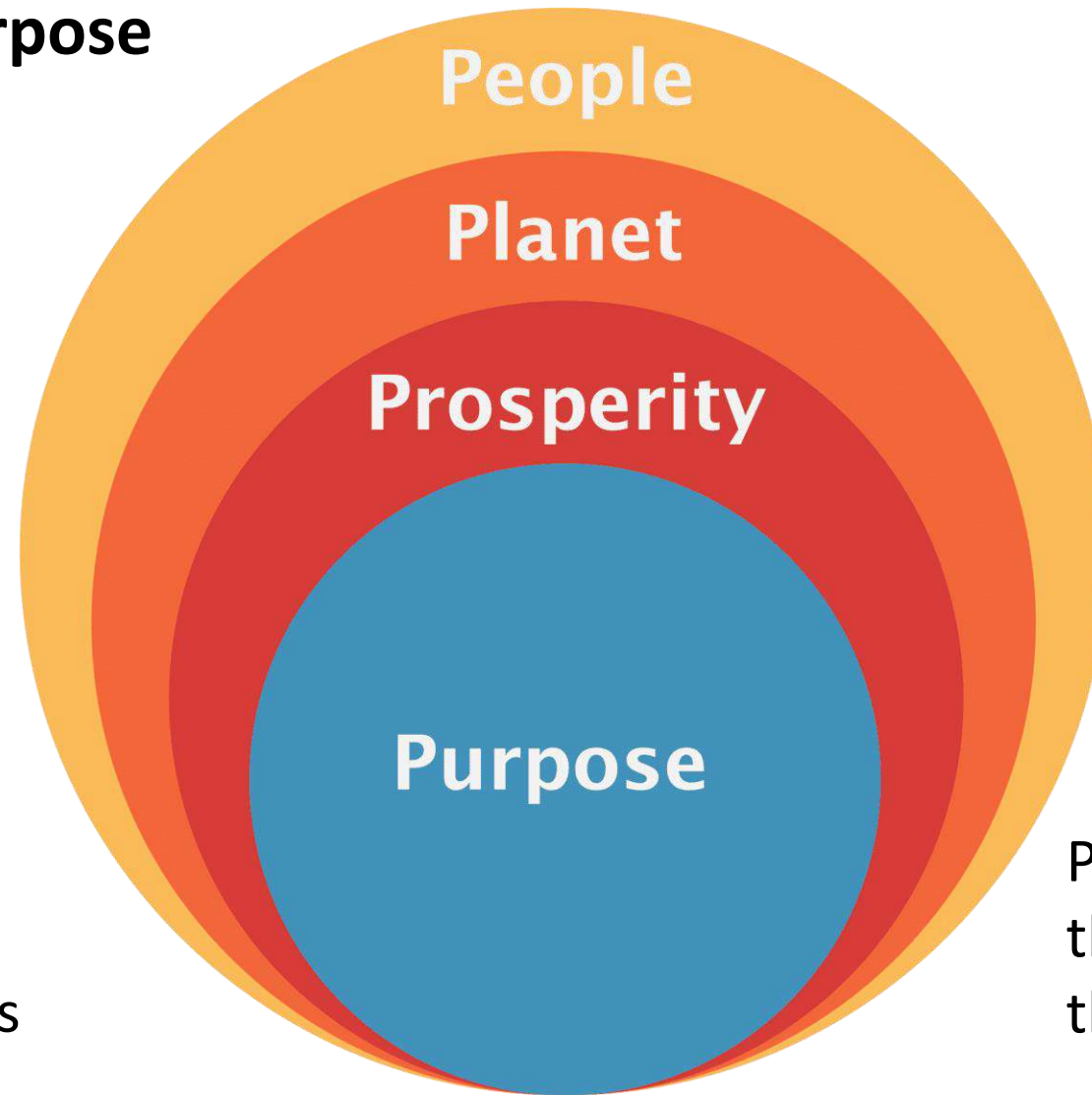
In the triple bottom line concept, the “people” refers to all possible stakeholders. This includes the company’s employees and shareholders, as well as its customers, affected communities and people at every stage of the supply line.

### Prosperity



The overall positive or negative impacts of a company on the local, national and global economies.

## ■ The Next “P”: Purpose



Mission-driven commitments, such as zero deforestation or respect for human rights

Purpose must apply to the whole company or there's no credibility.



## SUSTAINABLE DEVELOPMENT GOALS



## ■ SUSTAINABLE DEVELOPMENT GOALS

# Key challenges of sustainable development

- Implementing a strategy and managing a projects portfolio aligned with sustainability goals
- **Actual actions, not marketing**
- Common lack of knowledge of methodology and standards of implementing sustainability principles in projects
- Sustainable competitive advantage, creation of added value

**No greenwashing!**

## Climate Change Impact

Have extreme weather events such as flash floods, wildfires, sea level rise as a direct impact from Climate Change impacted your project work?

**38%**

It is even worse among Program and Portfolio Managers

**49%**

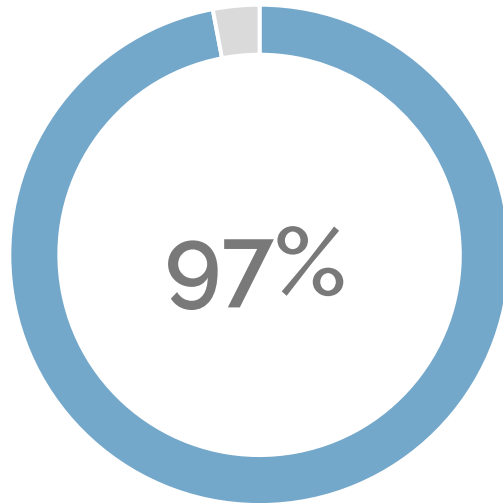
And Executives

**50%**

### By Field:

Construction	54%
Information Technology	33%
Engineering	23%
Government and Defense	25%
Mining	24%
Consulting and Strategy	18%
Healthcare	16%
Education	12%
Banking & Finance	9%

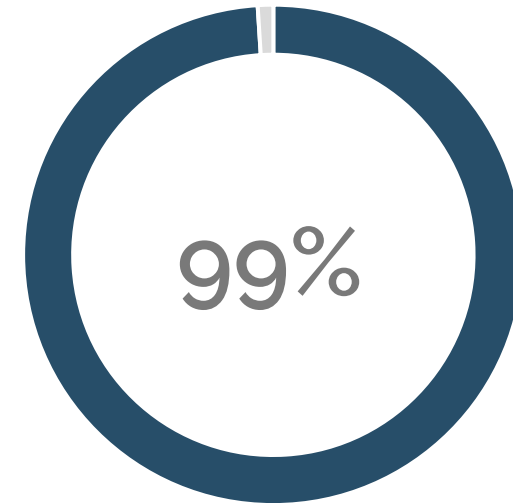
## Who believes projects and project management are integral to sustainable development



Project  
Managers



...Project Managers  
under the age of 35

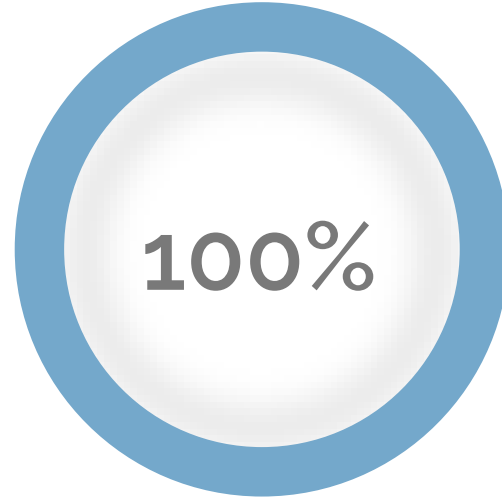


Program and Portfolio  
Managers

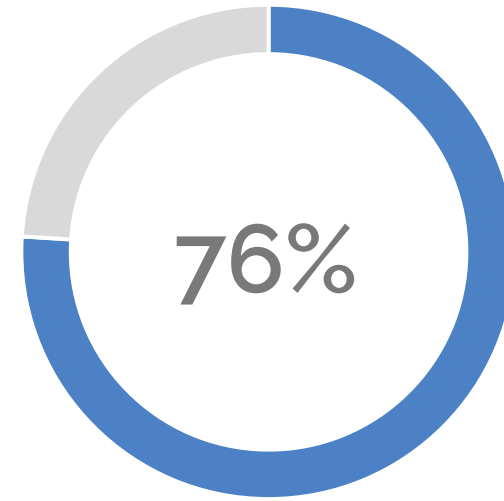
## Who believes the profession of project management is NOT doing enough to combat climate change



Project  
Managers



Program and Portfolio  
Managers

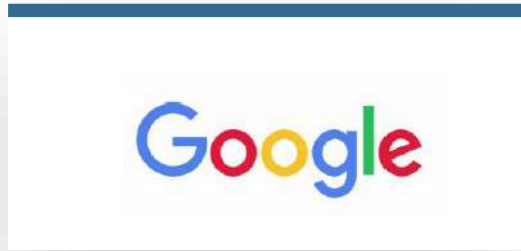
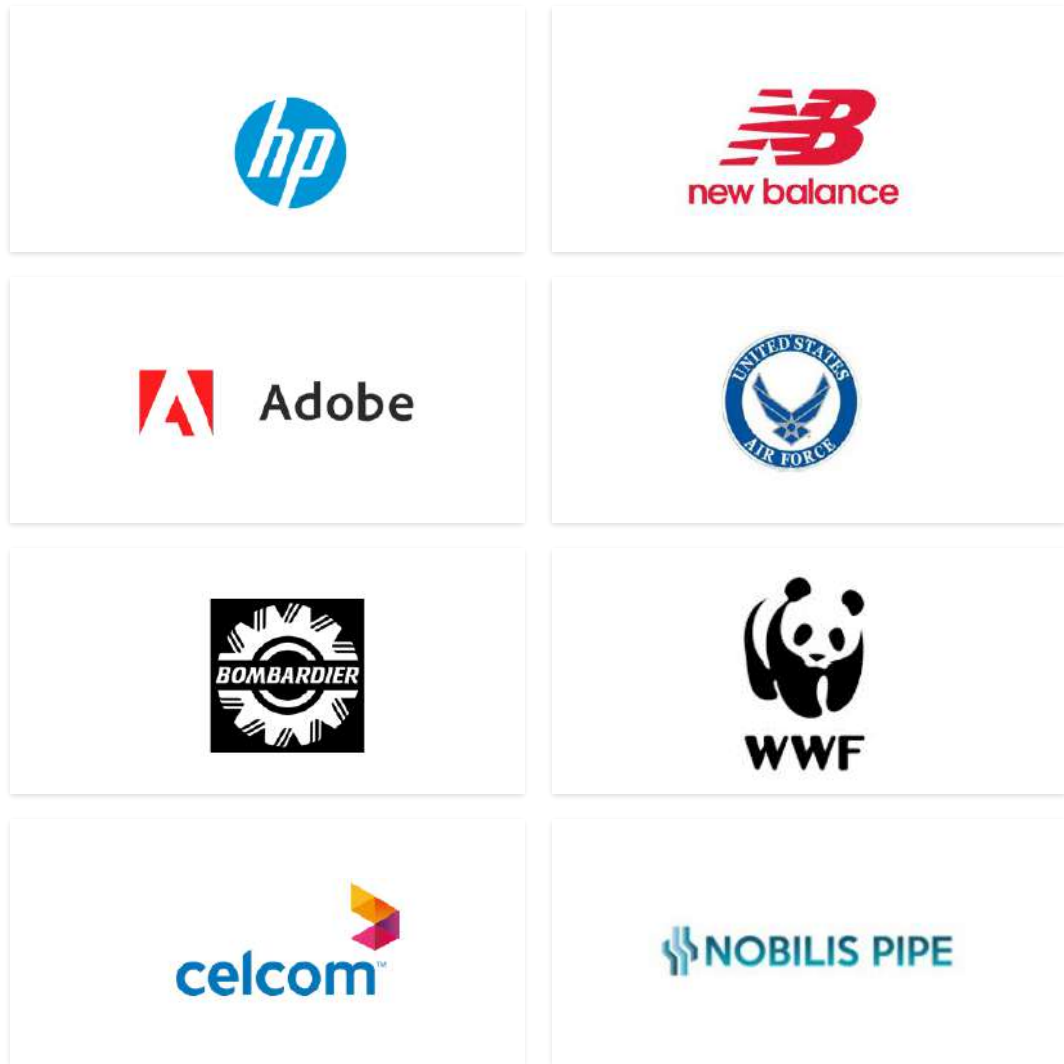


Among  
Executives



## ■ P5™ STANDARD AND PRISM™ METHODS

# Who uses GPM



Organizations that have attended PRiSM™ workshops and implemented GPM

# GPM in the world



**This we know:**

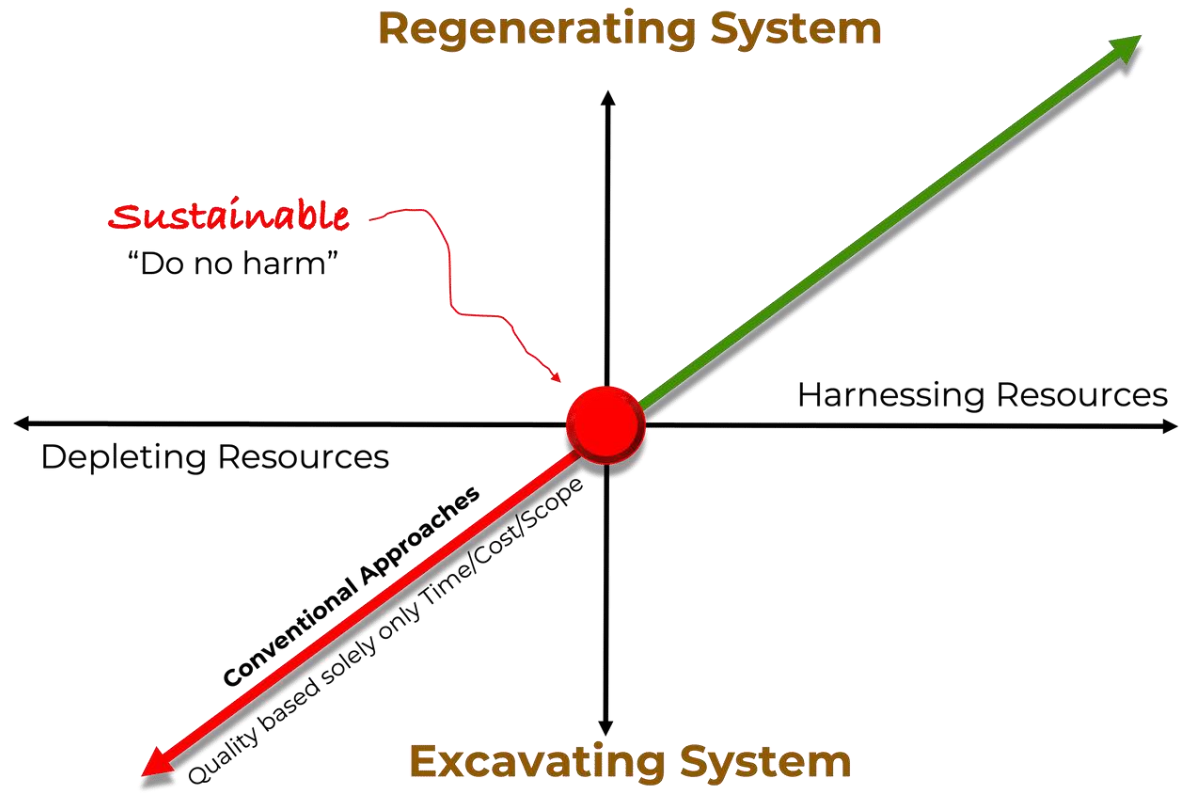
**The earth does not belong to us: we belong to the earth.**

**All things are connected like the blood that unites one's family.**

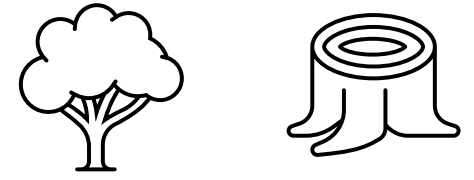
**Chief Seattle**



# What is the difference between "business as usual", sustainable, and regenerative, especially in the project management context?



- Regenerative**  
Appropriate Participation  
And design as nature
- Restorative**  
Humans assisting Nature
- Sustainable**  
Neutral Point, not doing any harm
- Conventional**  
Business as Usual



A regenerative system **creates value.**

## ■ Regenerative Sustainability

# Carbon Footprint. Net Zero or Net Positive?

## A Carbon Footprint

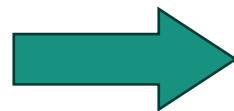
a measure of the impacts of an activity on global warming by **calculating the greenhouse gas emissions** of these activities, usually stated as a 'CO<sub>2</sub>e', or carbon dioxide equivalent. This is done to show all key greenhouse gases (carbon dioxide, methane, and nitrous oxide) expressed as a common unit, allowing easy comparison across organizations, industries, and countries.

### NetZero

NetZero goals are important.

Getting to zero is simply to do no harm.

The harm has already been done...



### NetPositive

Going Further to NetPositive

Enhancing the positive impacts



## ■ How to persuade your CEO!

### Net positive is good for business.

- Μακροπρόθεσμα εξοικονόμηση κόστους
- Μείωση ρίσκου
- Καινοτομία
- Χτίσιμο εταιρικής φήμης και brand
- Προσέλκυση και διατήρηση ταλαντούχων εργαζομένων
- 17% αύξηση παραγωγικότητας
- 20% αύξηση πωλήσεων
- 21% αύξηση κερδοφορίας
- Οι καταναλωτές προτιμούν επιχειρήσεις και προϊόντα που κάνουν καλό στην κοινωνία και στον πλανήτη
- Το regenerative sustainability είναι πηγή ανταγωνιστικού πλεονεκτήματος για τις επιχειρήσεις

## PRISM™ PRACTITIONER Training

# Sustainable Project Management

3 TRAINING DAYS

### Sustainable Project Management (PRISM™ Practitioner)

PRISM™ Practitioner is a hands-on project management and sustainability course that is designed to prepare individuals to improve the way they view, approach, manage and drive change. The course blends instruction with in-class case studies using real-world examples that bring project management to life in a manner that not only meets the needs of business in today's economy but also accounts for the needs of society and the environment. PRISM™ focuses on Principles, benefits, systems thinking, and competence building.

This training prepares you to successfully pass the GPM-b™ certification exam.

Check the detailed programme under the [LINK](#).



**PRISM** Practitioner  
Projects integrating Sustainable Methods



**CERTIFICATION**

# GREEN PROJECT MANAGER

**THREE LEVELS**

## PROFESSIONAL CERTIFICATION PATHWAY

The 3 day PRiSM™ (PProjects Integrating Sustainable Methods) Practitioner training prepares you to take the GPM-b™ exam.

The GPM-b™ exam is administered via an online platform. The cost of the exam is \$299. There are no prerequisites to take the certification.

The certification is recommended primarily for project managers, sustainability professionals, CSR professionals, and strategic directors.



**BASIC**  
Certification  
of Basic  
Knowledge



**SPECIALIST**  
Certification  
of Skills  
and Ability



**MASTER**  
Certification  
of Mastery Level  
of Skills and Ability

# GPM TRAINING



CEL 13 DZIAŁANIA  
W DZIEDZINIE KLIMATU

- I Alternatywne źródła energii
- II Minimalizacja odpadów



A You account is sufficient for this game (max 5 questions per TM)

It is better if players use a smartphone with MENTI app, but you can work from your computer

Let's now switch to MENTI (preferably on a smartphone).

### Why Organizations Adopt Sustainable Practices

Factor	Value
Cost Management	High
Customer Satisfaction	Medium
Resource Optimization	Medium
Market Differentiation	Low
Employee Retention	Medium

Digression – different no...