

Project Management Report from Milan



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INTRODUCTION

This month we will face a specific topic that has recently attracted much interest from professionals who deal with Project Management: this is the issue that concerns the **Social Responsibility** and how projects can bring a beneficial impact on society.

It's a running topic and we will see as the subject has been treated in the paper "**Social Management, is it a new Project Management Competence?**" from Concari and Di Rubbo, published in the May edition of the PMWJ. On the same way, the Italian section of IPMA Young Crew has decided to dedicate an event aimed to speak about the **developing countries as a new frontier for project management**.

Another initiative that sees again at the center IPMA Young Crew, this time in partnership with Junior Chamber International, with the project called "**(Y)Our Future in Milan**", that directly involves to the younger generation and that is topical in Europe: the youth unemployment.

Finally we will see a quick update on the **MOSE project** which is expected to be completed in the next two years and that will solve the problem of high water in Venice, with a direct impact on the lives of its citizens, tourists and all those who visit its lagoon.

Social Management a new Project Management competence

The **Corporate Social Responsibility (CSR)** is going to be a competitive advantage as well as a recognized value. Many companies are starting to face this topic from a strategic point of view; it means developing new policies and enabling programs to make CSR part of the whole company mission.



Figure 1: Corporate Social Responsibility (Google)

Within companies operating in the field of Projects, such initiatives should be aligned with the **Company "Mission"** and represent the way to reach it; let's see how this will have an impact on the role of Project Managers.

As it is reported in the paper from Concari - Di Rubbo, if companies consider the **Social Responsibility a key program and an area of potential acquisition of Competitive Advantage**, the Project Management competences within the Company should be broader, including skills to manage projects in extreme and difficult conditions.

Traditionally the role of Project Managers was focused on technical skills; with time new and more competences became important depending on the internal and external scenario. Nowadays their role should be enlarged to face such social challenges: **Social Management programs** will be included in the project and the Project Manager will need to develop the skills to deal with it.

The Project Manager must be aware of the new company's expectations and at the same time the company will have to acquire new skills needed to successfully put into operation these principles of social management.

Since the project manager is the key figure in managing all aspects of the project, will be part of its role to integrate these new skills.

Once again, the success of the project will depend on its skills in knowing how to reach the business goals, including the social part. He/she must be able to pursue all the different objectives described above by implementing a balanced approach.

The companies that will be able to successfully manage complex projects with social challenges, will built a good reputation over time, which will turn into a "competitive advantage."

Are the Developing Countries a new frontier for Project Management?

Tuesday, June 24, 2014,
IPMA Young Crew Italy
proposed an event titled:
Projects in Developing
Countries: the new frontier of
Project Management?".

The event-debate had as
guest speaker **Antonio
Molinari, Project Manager at
Climosfera Ltd**, an

international engineering
company, founded in 2000,
specialized in new and innovative buildings' projects and in the revamping of those
existing.

The participants attending the event, through the introduction of Antonio Molinari, had the chance to understand how a company like Climosfera guarantee efficiency, comfort and sustainability by using traditional and reliable technologies for innovative and renewable systems.

Many factors in the developing countries make such projects more and more challenging, just to mention a few: the environmental conditions of the sites, the culture, local laws.

The company history is based on competence and confidence, as proved by a long term collaboration with their major clients, thus a key factor for making their projects successful is the know-how and the ability to go beyond the basic design straight to the main target: sustainability.



Figure 2: Developing Countries (Google)

Another project with Social Impact: the European Campaign for Youth Employment

After the first four successful editions held in Belgium during the past three years, **IPMA Young Crew Italy** and **Junior Chamber International of Milan** have decided to bring the event (Y)Our Future in Italy.

The initiative, which aims to reduce youth unemployment, includes valuable workshop, passionate speakers, experts in human resources to help talented and motivated young people to develop their career path.



Figure 3: (Y)Our Future Campaign (JCI)

(Y)Our Future in Milan will take place in November 2014. A day dedicated to the training of motivated young people who wish to pursue a career by providing them with useful information and advices.

During the last edition, (Y)Our Future has attracted the attention of more than four hundred and fifty (450) students and recent graduates, offering them professional advice about the job search, and opportunities for contacts and discussions with the companies. They also had the opportunity to be professionally evaluated by experts of Human Resources of the highest level.

A significant part of the event will have a dedicated stream on recruitment, where participants will have the opportunity, through meetings and discussions with the company to apply the advice and tools received during the workshop into concrete career opportunities.

MOSE will change Venice in two years

In various sites around Venice are ongoing the construction work of the mobile barriers that starting from 2016 will protect the city from the high water phenomenon: Lido, Malamocco, Chioggia will be the main sites protecting this floating museum.

All the world is observing this excellence of Italian hydraulic engineering, to which also the international scientific community has given its approval: according to the technicians the work will be completed on schedule within 2016.



Figure 4: MOSE installation in Venice lagoon (Google)

Recently a baby version of Mose was put into operation in Chioggia for a total time of 93 days in which there were made more than 115 closures of the integrated mobile gates 20 meters long.

Even if in small scale the system has proven to be very effective and has demonstrated the goodness of the solution.

About the Author



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Luca Cavone is a Consultant at JMAC Europe, the Consulting firm of the Japan Management Association. He is mainly focused to support companies in Innovation Management and Product Development Projects typical of R&D and Marketing areas, with an interdisciplinary background of the business processes. In JMAC Luca follows also the study and development of project management methodologies based on the application of Lean Thinking approach. Before joining JMAC he worked several years in the Aerospace industry. Since 2009 Luca has been actively involved with the International Project Management Association (IPMA); at that time he was between the founders of the Young Crew Italy and was appointed as first chairman. In 2011 he left the position to join the Young Crew Management Board, where he's currently Head of Membership and Responsible for the Young Project Manager of the Year award. Since 2010 Luca is also a member of the Executive Board of IPMA Italy. Luca is an international correspondent for PM World in Italy; he can be contacted at luca.cavone@tiscali.it.