

Project  
Earth  
Specific  
Interest  
Group

## Diverse Environmental PM Opportunities

# Project Earth

### Responsibilities & Opportunities for Project Managers

#### INTERNET '94

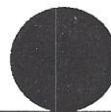
Oslo, Norway  
June, 1994

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## Diverse Environmental PM Opportunities

### Focus Areas for Project Earth

- Leadership
- Individuals and Companies
- Business Development
- Professional PM Associations
- Cooperation : Professional & Non-Profit Organizations

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## Diverse Environmental PM Opportunities

### Focus Area : Leadership

- Personal and Professional Growth
- Catalyst for Economic Growth
- Local Leadership Resource

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## Diverse Environmental PM Opportunities

### Focus Area : Individuals & Companies

- Promote Vision : Social, Economic, Environmental
- New Approaches & Technologies
- Newer Activities Replace the Older Endeavors
- Economic Re-engineering : New Careers
- Planning and Implementation
- Risk Management

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## Diverse Environmental PM Opportunities

### Focus Area : Business Development

- Assistance and Services
- Solve Local Challenges
- Establish New Contacts
- Involvement Leads to New Opportunities
- Professional Growth

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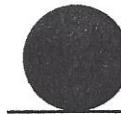
## Diverse Environmental PM Opportunities

### Focus Area : Professional PM Associations

- Mobilize Experts to Action
- Gain Position & Credibility
  - National
  - International
- Recognition as a Resource
  - World Bank
  - United Nations
  - American Red Cross

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## Diverse Environmental PM Opportunities

### Focus Area : Organizational Cooperation

- Provide a Forum
- Bring People Together
- Cooperative, Creative vs Competitive
- Common Goals and Interests
- Resource to Other Organizations

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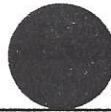
## Diverse Environmental PM Opportunities

### Social Responsibility & Project Earth

- Global Challenges
- Individuals
- Associations
- Project Managers
- Potential Impact

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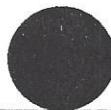
## Diverse Environmental PM Opportunities

### Social Responsibility : Global Challenges

- Space Travel
- Storm of Global Change
- Consumption Habits
- Resource Reallocation
- Sustainability

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## Diverse Environmental PM Opportunities

### Social Responsibility : Individuals

- "I am Responsible"
- Community Members
- Personal & Professional
  - Local
  - National
  - Global
- Support & Improve PM Profession
- Social, Economic and Natural Environ

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## Diverse Environmental PM Opportunities

### Social Responsibility : Project Managers

- Agents of change
- Unique Expertise
- Make a Difference
- Improve Business Decision Making
- Better Risk Management
- Catalyst for Activity
- Information Source
- Apply Best Practices

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## Diverse Environmental PM Opportunities

### Social Responsibility : Potential Impact

- Environmental Protection & Preservation
  - Development projects
  - Crossing Boundaries
- Remediation
  - Clean Up & Recovery Projects
  - Resource Depletion
  - Air & Water Quality
- Sustainability
  - Social & Cultural Change
  - Human Consumption Changes
  - Population Increase & Managed Growth

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## Diverse Environmental PM Opportunities

### Social Responsibility : Valdez Principles

- Coalition for Environmentally Responsible Economics
- Founded in 1989
- Purpose
  - Harness Shareholder Power
  - Change Corporate Behavior
- Ethical Guidelines for Evaluation
- Guidelines for Corporate Adoption

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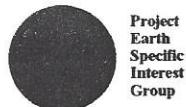
## Diverse Environmental PM Opportunities

### Social Responsibility : Valdez Principles

- Protection of Biosphere
- Sustainable Use of Natural Resources
- Reduction & Disposal of Waste
- Wise Use of Energy
- Risk Reduction
- Marketing of Safe Products & Services
- Damage Compensation
- Disclosure
- Environmental Directors & Managers
- Assessment & Annual Audit

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Overview

- History
- Mission & Objectives
- Benefits
- Wise Use of Energy
- Global Network
- Activities
- Special Projects
- Current Status

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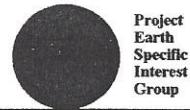
## Diverse Environmental PM Opportunities

### PMI Project Earth : History

- Awareness
- Challenge
- Global Initiative
- Concept Development
- Specific Interest Group

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Awareness

- Skills to Lead Global Initiatives
- Started as Conversation
- Not a "Green" Initiative
  - Provide Direction (Future)
  - Improve Efficiencies (Current)
  - Crosses Social/Political Boundaries
- All Projects Can Benefit from PM Practices

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Challenge

- PMI'90 in Calgary
- Dr. Frank King Keynote Address
- Painted Dismal Future
- Challenged PM's to "Do Something!"

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## Diverse Environmental PM Opportunities

### PMI Project Earth: Global Initiative

- **Global from Inception**
- **Diverse Participation**
  - United States
  - Africa
  - Europe
  - Russia
  - Canada
  - South America
- **INTERNET Involved from Beginning**
- **PMI Project Earth SIG**

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## Diverse Environmental PM Opportunities

### PMI Project Earth: Concept Development

- **Calgary Informal Conversations**
- **First Meeting at PMI'91 Dallas**
- **Pittsburgh Pub Discussion in Spring 1992**
- **Proposal and Panel Discussion PMI'92**
- **First SIG Meeting at PMI'92**
- **First Conference Track at PMI'93 San Diego**
- **Showcase Environmental PM PMI'94 Vancouver B.C.**

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## Diverse Environmental PM Opportunities

### PMI Project Earth: Specific Interest Group

- PMI Specific Interest Groups - SIG
- Begun Informally in 1980's
- Industry Focus
- Opportunity to Meet
- Discuss Industry Specific PM Issues & Methods
- PMI Infrastructure established

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## Diverse Environmental PM Opportunities

### PMI Project Earth: Mission

- *To provide participants with information and opportunities to successfully plan, manage, and participate in projects addressing environmental challenges*

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Objectives

- To Demonstrate & Promote Professional Project Management Principles & Practices
- Establish a Network
- Provide Information
- Identify Opportunities
- Provide a Resource

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Benefits

- Personal & Professional Growth
- Increase Social Consciousness
- Environmental Restoration & Preservation
- Enhance Sustainable Development
- Recognition of Importance & Relevancy of PM Principles & Practices
- Provides Global Resource

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Global Network

- Powerful Resource
- Differing Perspectives
- Strong Beliefs
- Shared Vision
- Diverse Backgrounds
- International Group
- Invaluable Asset fo PM "Tool Kit"

## Diverse Environmental PM Opportunities

### PMI Project Earth : Activities

- Project Earth Quarterly Newsletter (PEQ)
- Project Earth Database
- Technical Papers
- Provide Focus for Future Activities
- Panels and Workshops
- Partnering
  - Professional Organizations
  - Institutions
  - Certification Programs



## Diverse Environmental PM Opportunities

### PMI Project Earth: Special Projects

- Draft Education Plan for PMI
- ID Tools and Techniques
- Draft Bibliography
- Draft a List of Projects for Possible Involvement
- Establish a Focal Point & PMI'94 Track

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## Diverse Environmental PM Opportunities

### PMI Project Earth: Current Status

- PMI'94 Vancouver
- PMI's 25th Anniversary
- Showcase for Project Earth
- Cover Main Topics
  - Environmental Protection
  - Environmental Remediation
  - Developing Sustainability
  - Healthy Communities

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- **Group Formation**
  - Vision
  - Purpose/Objective
  - Interested, passionate people
  - Support structure (like PMI) is helpful
- **Connections w/Other Organizations**
  - Sister-SIG in Other Associations
  - Council of Delegates & CCP
  - Makring Personal Contacts
  - Informal vs Structured

PMI Project Earth - Invitation

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Diverse Environmental PM Opportunities

- **Special Invitations!**
  - Individual PM Association Members
  - National PM Associations
  - INTERNET
- **Cross Boundaries & Be Proactive!**
  - Form INTERNET Project Earth Group
  - Join PMI Project Earth SIG
  - "Sister SIG"

PMI Project Earth - Invitation

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Diverse Environmental PM Opportunities



## Diverse Environmental PM Opportunities

### PMI Project Earth: Conclusion

- **Purpose**
  - Address Needs of Professionals & Companies in Environmental Sector
  - Promote Objectives of a Larger Project Earth Initiative
- **Address Global Issues**
  - Environmental
  - Social & Economic
  - Developmental
- **Stimulate and Motivate Participation**
  - Utilize Invaluable PM Expertise

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## Diverse Environmental PM Opportunities

### PMI Project Earth : Invitation

- **Join the Project Earth Initiative !**
- **Join a Network PM Experts Interested in Solving Global Problems**
- **Promote Your Own Personal & Professional Growth**
- **MAKE A DIFFERENCE !!!!!**

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