

Project Management Update from Italy¹

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Breaking news from the Project Management Communities' Associations in Italy

Introduction

In this article we are going to expose briefly the main activities and the historical results achieved by the Associations of Project Management in Italy, from pre-summer period up to now, reporting what are the most relevant events from the recent period and those scheduled in next future and showing their importance for the development of the Project Management community in Italy.

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The Associations of Project Management Community in Italy



The Project Management Institute: Northern Italy's Chapter (PMI-NIC)²; Central Italy's Chapter (PMI-Central Italy)³; Southern Italy's Chapter (PMI-SIC)⁴

In recent periods Italian PMI chapters are trying to make their effort even more synergic and cooperative than usual, having as a common objective the organization of the National Forum of Project Management which will be held in presence on the next October 6th for the first time after the pandemics. This joint initiative of the three PMI Italian Chapters (PMI Northern Italy Chapter, PMI Central Italy Chapter and PMI Southern Italy Chapter), born in 2017, is addressed to all project managers throughout the country. After the stages of Florence, Naples and Milan and the exclusively online editions of the last two years, the National Forum of Project Management 2023 will take place in Bologna, specifically at the headquarters of Fico Eatly World⁵, selected for their thematic and geographical centrality with this year's theme: food for thought. "Food", therefore, not only as nourishment for the body, but also as an inexhaustible source of creativity, culture and sharing. The Italian excellence that has always been expressed at the highest levels through its food culture and activities, such as sustainable agriculture and food & wine sectors right in its Bolognese temple, crosses the boundaries to embrace the wider ones of design in its multiple areas: from the automotive industry to computer science, from fashion to services.

Morning session will be about the following matters:

- "Thinking about food", presented by Augusto Enrico Semprini, specialist in the treatment of reproductive disorders and immunologist. Born in Milan, where he teaches at the State University, his interest in a healthy and balanced diet has led him to deepen his knowledge with technical courses of baking, tasting of wines and cheeses;
- "Planning growth" with Anna Trevissoi, Head of product strategy and processes at Automobili Lamborghini S.p.A.. Anna is a mechanical engineer and worked in various fields, including Project Management, before taking over the leadership of Product Strategy at Lamborghini. Anna will expose the latest Lamborghini product line;

² <https://www.pmi.org/chapters/northern-italy>

³ <https://www.pmi-centralitaly.org/>

⁴ <https://www.pmi-sic.org/>

⁵ <https://www.fico.it/it>

- “Nourishing body and mind”, with Monia Caramma - sustainable food researcher, nutrition expert, independent popularizer and columnist - Included by Forbes in the list of the 100 most influential women in Italy, committed to promoting a healthy and sustainable diet. Her research experience allows her to share valuable information about informed food choices);
- “New organised cooperation – Project Management and Social Impact”, presented by Marco Traversi, Antonio De Rosa, Simmarco Perrillo. Marco is founder and CEO of Project Ahead, Director of Dialogue Place and expert in business creation and social innovation. Antonio is senior project coordinator for the Cooperative Social Agropoli Onlus. Simmarco is President of the NCO Consortium - New Organized Cooperation and the Social Cooperative "Beyond dreams", active protagonist of the path of redemption and economic and civil growth of the territory of Caserta. During the session the speakers will discuss New Organized Cooperation (shortly NCO), a consortium of social cooperatives that collaborates with different entities in the management of confiscated assets, using a "multistakeholder" governance model developed by Project Ahead to address the complex challenges of regeneration projects in a direct and transparent way).

The afternoon session includes:

- A dialogue with Brantlee Underhill - PMI Chief Community Officer (led by Agnese Rossi);
- “Management of the Wonder - the Divine Comedy Project”, with Adele Magnelli - International Project Manager at ETT S.p.A. She will be the main speaker of the session with focus on the production, in Virtual Reality, of two short films dedicated to the Divine Comedy. During the event there will be the possibility to visit Dante’s Purgatory through the immersive experience in augmented reality of the Divine Comedy);
- “Circular connections, the circular economy made of materials and ideas”, presented by Susanna Martucci - Founder of Alisea Benefit Society, certified B-corp, which creates and markets innovative products of unique design, made with recovered and recycled waste materials. This session touches the thematic of the transformation of waste materials into new innovative materials, that allows the implementation of effective and sustainable production processes, and how these processes can become possible with the contribution and the sharing of knowledge between Italian companies with an entrepreneurial approach focused on innovation;
- “Processing agents”, with Alessia Zanetti - Head of PMO in Giorgio Armani. Ms. Zanetti will talk about technological evolution aligned with the development of a

company, critical success factors, business transformation programs, challenges and centrality of people;

- “How does a Ducati come about?” presented by Andrea Amato, Chief Designer & Advance Design Responsible al Ducati Design Center, and Davide Privitera, Head of Vehicle Project Management della Ducati Motor Holding. Together they will show how the development and the production processes work inside the famous Italian automotive firm. The design of the Multistrada V4 will be an opportunity to explore how design and technique, emotion and ergonomics, innovation and user experience drive Ducati’s work to create a finished product with exceptional performance);
- “The hell”, a monologue by Carlo Maria Rossi - versatile artist, theatre and film actor, trainer and director, as well as original and sensitive illustrator. A fun performance full of reflections about food in our lives.



The International Project Management Association (IPMA ITALY)⁶

IPMA Italy is actively nurturing the growth of its 'Young Crew,' an international network primarily composed of individuals under 35 who see project management as a field intricately tied to their careers and professional advancement. IPMA understands that project management is more than just a job; it's a genuine passion and, perhaps even more importantly, a chance to enjoy the journey. IPMA welcomes connections with all young individuals who have an interest in Young Crew, resonate with our vision, or wish to exchange their experiences with us.

Young Crew provides its members with the chance to promote their unique approach to project management, fostering opportunities for the exchange and sharing of knowledge, skills, and experiences. By hosting a variety of events at both national and international levels, our primary aim is to cultivate and disseminate fresh capabilities through hands-on participation and interactive knowledge transfer, all while considering the specific requirements of our network members.

⁶ <https://ipma.it/ipma/>

This year, at the closure of the Qualification Round, IPMA Young Crew Italy announced the six students' teams that will be invited to the PMC National Final in Italy.

The six teams admitted:

- Politecnico di Milano: Giorgia Lucarelli, Marco Marazzi, Vincenzo Morano, Riccardo Musumeci - Score 73%
- Politecnico di Milano: Jad Saad, Antonino Sgroi, Pavel Voropaev - Score 73%
- Università degli Studi di Firenze: Samuele Attucci, Alessio Barbagallo, Francesco Picchio - Score 73%
- Università degli Studi di Perugia: Elena Cicio, Bianca Frizzi, Alessia Lillacci, Elia Piancatelli - Score 72%
- Politecnico di Milano: Andrea Comerlati, Samuele Cucurachi, Riccardo Di Bernardo - Score 71%
- Politecnico di Milano: Riccardo Luigi Aielli, Alessia Bellomo, Gabriella Caputi - Score 71%

Each team received an invitation with all the details about the National Final, which took place in Florence on Friday 12th May 2023.

The winning team of the National Final participated to the PMC International Final in Valencia in June together with 11 teams coming from other 11 countries met and have been asked to solve a business case exploiting their Project Management skills.

We are all so proud of our Italian team (Alessia Bellomo, Antonino Sgroi and Pavel Voropaev) for winning the first place, ahead of Poland and Netherlands.

This is a great result for the IPMA Young Crew and Denise Iannucci, the Italian Country Manager, and AEIPRO - IPMA Spain for hosting the competition and the meeting optimally. Last but not least, it's been announced that next year the competition will be held in Italy!



Alessia Bellomo, Antonino Sgroi and Pavel Voropaev with Denise Iannucci



The Italian Institute of Project Management (ISIPM)⁷

During the second quarter 2023, ISIPM has taken part to, and organized, several important event and has reached an historical achievement.

This year the Italian Institute of Project Management was Partner of the Forum PA 2023, which took place in Rome from 16th to 18th May, at Palazzo dei Congressi in Rome. The

⁷ <https://isipm.org>

central theme of this edition was people importance. Attracting talent and valorize the people already working in the administrations is fundamental for a PA that wants to accompany the great transformation processes of the country. What has been done and what should we do to "start from the people"? This was the leitmotif of the discussion of the FORUM PA 2023.

ISIPM was an active part of the event with 12 seminars, which were held at our stand, in which the following topics were discussed:

- The ability to formulate projects, in accordance with the guidelines provided, becomes increasingly important, especially with the addition of EU funding (Recovery Fund and others). For this purpose, the EU-maps model seems to be particularly suitable. Through this model EU aims to unify three different areas of knowledge: the scenario of EU funding programmes, project design and project management techniques to ensure the achievement of the objectives of the financed projects.
- ISIPM Basic Certification and ISIPM-Av Qualification, which attest the Project Management skills of those working in private and public organisations (suitable for ORs and digital transformation project managers).
- ISIPM Prado Model, designed to assess the maturity of the project management within an organization, in order to set up an improvement plan in terms of technical, methodological, behavioral and strategic aspects.
- The role of the RUP (the project responsible in large multispecialistic public contracts) for the new procurement code: this figure was already supposed to possess strong project management skills, and now becomes officially a Single Project Manager. The speech illustrated the methodological foundations, in line with the national and international standards defined by the UNI ISO 21502, required for the ORs to guide their working approach to project management. The growth of project management maturity in PA to better manage PNRR projects. In a context of great renewal in the panorama of the Italian PA characterized by the National Recovery and Resilience Plan and the recent introduction of the PIAO, the Italian Institute of project management, ISIPM presented different ways to apply the model ISIPM-Prado, in public and para-public contexts, helping in verifying whether and to what extent the application of project management methodologies can act as support in the implementation phase of PNRR projects with a view to creating Public Value. The ISIPM-Prado Model is available through different channels:
 - a self-assessment mode can be consulted on the website www.maturita.isipm.org, consisting of a year-long and free questionnaire
 - through the assessment led by ISIPM certified assessors.

The level of adequacy to PM of Italian organization is measured by a wide range of indicators, regarding: a common language in project management; the use of a methodology shared by the involved teams; knowledge of advanced techniques and tools and finally the achievement of a consolidation of skills about organizational maturity.

- Innovation and Sustainability, the primary objectives for NRPV-funded projects: successful project management focuses on balancing many aspects (including cost, time, scope, risk, benefits, quality and stakeholder management) and the integration of sustainability and innovation add further complexity, primarily impacting on the systems used to manage change initiatives, including in the PA. Innovation and sustainability are increasingly linked by two threads: one is fed by the other and vice versa. So much that today we talk about sustainable innovation and innovation for sustainability. In this intervention, the dimensions of innovation and sustainability were discussed and the elements to be considered in the integrated and synergistic management of projects were highlighted, also with a view to PNRR.
- The ISIPM eu-maps model, an operational response for the good use of European funds. The eu-maps model ³ is a qualification of competence of the Italian Institute of Project Management, as well as a guide that standardizes the areas of knowledge related to Eurodesign and project management . The model integrates in a single framework the necessary competences for who is in charge of executing and managing European financial instruments and the PNRR, in which it is necessary to consider target, milestones and tools for achieving goals, outcomes and public value to be released to future generations.
- The Future of Project Management in Healthcare: which PM will be needed to implement the new forms of healthcare provided for by the PNRR? The classic approach with a unique PM may not be enough, therefore we will have to start thinking about new approaches or the preparation and training of new Project Managers. The organizational model comes first and the technologies after, no change or stable innovation in the SSN/SSR can function if implemented otherwise. The first real objective should be having "right people in the right places for the right time" to oversee this important and, perhaps, only opportunity for change and adapt SSN/ SSR to the needs of citizens, after more than 20 years during which we forced our needs to adapt to an increasingly rigid and inadequate supply.

We Make Future (formerly Web Marketing Festival)



The Mainstage of “We Make Future”

The contribution of ISIPM to these themes has been huge, starting from the presence in the Exhibition Area with a Stand at which participants were able to get to know or deepen all the research and dissemination activities that the Institute carries out. There was also the possibility to apply the techniques and tools typical of Project Management thanks to the help of the ISIPM Young group (students involved with the school-work alternation path at ISIPM). The speech of the ISIPM President, Graziano Trasarti, gave on the mainstage in front of an audience of over 3 thousand people, was also very important. A unique opportunity to share, with the many young people present, the value of what the Institute does every day and the many goals that can be reached thanks to constant updating as well as obtaining a good Project Management preparation and certification, motivating those present to train themselves to become those Project Managers that the labor market requires today.

Project Management and Formula 1 with FERRARI

You could breathe great enthusiasm among the members who took part in the event "Project Management... at full speed!" which took place on 21 July at the Ferrari Museum in Maranello⁸. The speakers who accompanied the participants in this experience was engaging and exciting. At first glance, the worlds of project management and Formula 1 may seem far away. When you think of machines with sinuous shapes that whizz along historical circuits such as those of Monza and Imola, the mind dwells on the roar of engines, overtaking at the last second and the adrenaline of the last lap, not on management aspects. Yet behind every race there is a meticulous design phase, which must consider multiple aspects and cannot be underestimated in any way.



Giancarlo Fisichella with Graziano Trasarti

An Historical Achievement

All the people who have dedicated their work, knowledge and passion to ISIPM, during the last 15 years, have contributed to the achievement of a unique goal that represents only a step of a still long journey: ISIPM has passed the 20,000 certifications and qualifications issued! In light of this result, it can be said that the Italian Institute of Project Management is the most prolific Association in terms of cultural dissemination in the field of Project Management in Italy.

⁸ <https://www.ferrari.com/it-IT/museums/ferrari-maranello>

A new ISIPM knowledge guide concerning Innovation & Project Management

The Italian Institute of Project Management has announced the publication of the book "Guida alle conoscenze di Innovation Project Management" published by Antonella Chirichiello - Ph. D, MBA, Flavio De Trane, Claudia Spagnuolo and Emanuele Remediani, with presentation by Vito Introna and preface by Graziano Trasarti.

The book is intended to be a guide for all people working for projects (sponsors, project managers and other team members) which already have knowledge of project management (basic and/or advanced) and operate in innovation contexts.

The contents are consistent with the UNI standard of reference for project management (UNI ISO 21502:2021 - Project, program and portfolio management - Guide to project management) and with the UNI reference standards of the innovation sector (UNI EN ISO 56000:2021 - Innovation management - Foundations and vocabulary, UNI EN ISO 56002:2021 - Innovation management - Innovation management system).

Conclusions

As we can see during the second quarter 2023, every Project Management Association is doing its best to spread the culture and passion for project management with several initiatives, celebrating results and proposing new format for divulgation events, in view of the next edition Project Management Expo⁹ scheduled on September the 29th.

⁹ <https://www.pmexpo.it/>

About the Author



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Alessandro Quagliarini, MScEng, PMP, MBA, is an experienced Program Manager, with more than 18 years of experience in the ICT sector. He holds a Master's degree in Telecommunication Engineering from the University of Rome "Tor Vergata" and an Advance Professional Degree in Business Administration from the Bologna University Business School. He got both PMP® and ISIPM-Av® advanced certifications in Project Management, and he is also certified as an Information Management Systems Lead Auditor. He is a Member of the Board of the "Italian Institute of Project Management" (ISIPM) for ten years, and he is an Accredited Teacher in Project Management.

Alessandro is currently engaged in the "Digital Transformation" engineering and industrialization programs of the new Italian "Open Fiber" telecommunications network, with particular focus on the engineering of delivery and assurance processes for the provision of retail, business and industries customers, on the operational management and procurement support for the definition of specifications and contracts, on the definition of operating rules/ instructions for maintenance and of requirements for systems development, on the support to the commercial and regulatory lines for the definition of services and processes for customers (Other Licensed Operators and Industries), and on the definition and management of operations compliance with ISO Standards and International Best Practices.

As a Member of the ISIPM Board, he focuses his volunteer activities mainly on the cultural diffusion of the project management to young people – specifically to high school students and also staff, including teachers. As an ISIPM accredited teacher, he has taught project management in public and private institutions, in schools and in universities. He has experience in the organization of events and as a speaker in conferences, and also in proposing and managing EU-funded projects.

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