

## **Project management in Italy has grown enormously and significantly in recent years**

### **Interview with Graziano Trasarti<sup>1</sup>**

**Founding Member, President  
Istituto Italiano di Project Management (ISIPM)**



**Interviewed by Yasmina Khelifi**

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Paris, France

#### **Introduction to the interviewee**

Graziano Trasarti graduated in Electronic Engineering from the “La Sapienza” University of Rome and boasts over thirty years of experience in SW and ICT management companies (Italsiel, Finsiel, Almagiva). In these companies, he developed in-depth knowledge and expertise in various value chain sectors: production, design, consultancy, and training.

He gained experience as a project manager leading important projects in the Italian Public Administration (General Accounting Office of the State, Ministry of the Treasury, Ministry of the Interior, Ministry of Public Administration, Presidency of the Council), covering roles of responsibility in the management. As a trainer in Project Management, he is a Senior lecturer accredited by the Italian Institute of Project Management (ISIPM), of which he is a founding member; since 2022, he has held the position of President.

He is also a founding member and member of the Steering Committee of ISIPM Professioni, a professional association of project managers. Accredia PM Professional Certificate, n° 11 of the register, regulation RPM01Sicev PM UNI 11648. PMP® Certified

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(2005 credential #214223), ISIPM-Av (2015, credential #2), ISIPM-Base (2008, credential #10) and Prince2 Practitioner since 2012.

He contributed to the book "Guide to Project Management Themes and Processes—Advanced Knowledge and Skills for Project Management," which was published by FrancoAngeli.

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## Interview

**Q1:** First, thank you for accepting an interview request from PMWJ. You are the president of the Italian Project Management Institute. What is your strategy for the coming years?

**Graziano Trasarti (Trasarti):** Thanks to you and PMWJ for the opportunity to introduce the Italian Institute of Project Management to the many PMWJ readers. In the coming years, the association's strategy will basically follow the same line as in recent years, using our resources to spread and promote the use of the project management discipline. This is the main objective, and in parallel, we want to follow and learn about the evolution of project management in the face of new technologies and new contexts that are developing and which will inevitably influence the methodology of project management.

First, artificial intelligence and sustainability are all contexts that will undoubtedly impact the method of modifying and/or updating project management processes. As a cultural institute, we will delve deeper into and study these new developments. Finally, we will clearly continue with the organization of events, conferences, and webinars and with the updates to our training courses. In short, we still have a lot to do.

**Q 2:** Could you remind us of some facts (members, location) about ISIPM and its history?

**Trasarti:** The Italian Institute of Project Management was born just over 18 years ago, in October 2005, by a group of founding members passionate about project management who wanted to create an all-Italian reality that would spread this methodology, which was not yet widespread in Italy. In all these years, the growth has been continuous, and to date, we have reached over 24,000 members, with an average of more than 4,000 members each year in recent years. Our main office is located in Rome, where we were born. Still, for more than ten years, we have had regional delegates in all the Italian regions, delegates who represent our association throughout the Italian territory, and thanks to this distribution, we now have members in all of Italy.

The story is very simple; as mentioned before, around 30 founding members thought of creating an Italian association that would bring the project management methodology to Italy, too, given that 18 years ago, it was not yet very widespread in our country. We started with small events (30 – 40 participants) with which we began to disseminate the methodology, events that were organized almost monthly. Given the growing interest, we considered defining a basic training path. In 2008, the ISIPM-Base certification was born, the first all-Italian certification that certifies basic knowledge of project management. This certification was immediately successful, and to date, after about 12 years, we have almost 20,000 certificates distributed throughout Italy.

Subsequently, also thanks to the release of the ISO 21500 standard in 2015, the institute decided to develop an advanced certification, which, in addition to deepening project management knowledge, would develop the skills necessary for using the project management methodology. ISIPM-Av was born, an advanced qualification that, to date, has reached more than 1500 qualified people throughout Italy.

Once the training path for those who want to become project managers or for those who work in a project team was defined, the Institute decided to study and delve into the maturity of organizations. After a meeting with Darci Prado, we studied and delved into his maturity model. Given the validity and simplicity of the model, we developed a version oriented to the Italian reality, and therefore, ISIPM-Prado was born.

**Q 3** Your 2023 PM Expo, ISIPM's main annual event, seemed highly successful. Why was turnout so high, and what were participants' reactions? Will this continue in 2024, and in which month?

**Trasarti:** Indeed, PMexpo 2023 was truly a great success; more than 1200 participants were in attendance, and over 40 speakers ensured that the eleventh edition of the largest project management event in Italy reached unprecedented levels. In our opinion, the main reason for the large turnout is a great variety of interventions, workshops with high-level speakers, and well-known personalities who contributed their experiences to involve the public. The feedback we received from the participants was really positive, and I must say that 97% of participants were delighted with the event. It will also be organized in 2024, the thirteenth edition and the date of the next PM Expo 2024 will be October 4th in the same venue as the 2023 edition, and we are already working on the program. It will undoubtedly be a very intense new day with many speeches and many speakers who will talk about project management at 360°.

**Q 4** Is it true that attendance at the annual PM Expo conferences is free to ISIPM members? If so, it seems to be a huge benefit that few other associations provide. How can ISIPM afford such a big benefit each year? Do you have corporate sponsors, or what is your secret?

**Trasarti:** Yes, I confirm that participation in PMexpo has always been free and will always be free and open to all, not just to members registered with the association. This

is in line with our mission of spreading the project management methodology, so we want to give everyone the opportunity to learn about our context and perhaps subsequently choose to become members. It is certainly a big gift that we give, and clearly, it is a big financial effort that the association has to face (I don't know of any other association that offers this type of event for free).

How can we organize and offer such a significant event for free annually? Thanks to the fees of the members who join our association and the fees for the exams that are taken every year.

As is known, the institute does not provide training but training courses provided by teachers and companies accredited by the institute. The administration of the exam returns to the institute's control, and therefore, the exam fee is paid to the institute. Therefore, member fees and exam fees are the most significant contributors to covering the budget necessary to organize the PMexpo, to which is added a small contribution deriving from the sponsors (11 in the 2023 edition).

**Q5:** How do you envision collaborating with other PM associations in Italy?

**Trasarti:** Unfortunately, this is an aspect that we absolutely must develop as we have not yet managed to start cooperation and/or collaborations with other project management associations, both Italian and international. We have activated synergies and agreements with various associations coming from different contexts, interested in project management. Unfortunately we were unable to create a relationship with Italian associations, such as the Italian Chapters of PMI and IPMA Italia.

I can't give a good reason for this situation. Perhaps one reason comes from the fact that we are an independent association. We are not linked to any national or international company, unlike other associations, which are emanations, for example, of the American or European IPMA and PMI.

Honestly, we tried in the past, but we didn't find fertile ground. As president, I hope that something can change in the future, and I take this opportunity to declare ISIPM's willingness to create collaborations, such as organizing a joint event with other Italian and international project management associations. Ultimately, we all have the same goal: the diffusion of project management and the evaluation of the project manager.

**Q6:** ISIPM signed a cooperation agreement with PM World two years ago and purchased a group membership for your members in the PM World Library. What benefits has ISIPM experienced from this cooperation?

**Trasarti:** Exactly. We have had this cooperation agreement with PMWJ for two years and are delighted to have made this choice. It is a service that we want to give free of charge to our members, and we are sure that it provides a lot of value and is a further reason to join the Institute. Furthermore, this agreement brings many benefits to the

institute as it increases visibility in the international field, and we are part of a large project management community. We also allow all members to contribute by writing and sending articles.

**Q7:** Is there anything more that PM World can do to help ISIPM grow or to benefit members?

**Trasarti:** I believe that PM World already helps ISIPM members a lot, thanks to all the material it offers on its website and quality articles that help grow and deepen their knowledge of project management. Furthermore, I believe it is very important to have the opportunity to learn about the situation regarding the use of discipline in practically all parts of the world. I remind you that every month, a newsletter is sent to all members, which lists and comments on the new articles presented on the PMWJ site. For this reason, our goal for the next few years is to continue our collaboration by increasing the number of members registered with the PM World Journal (almost 400).

**Q8:** How is project management valued in Italy?

**Trasarti:** Project management in Italy has undoubtedly grown enormously and significantly in recent years. Also, thanks to the PNRR, the need for and importance of effective and efficient project management have been understood. Unfortunately, we started late; therefore, there is still a long way to go, such as in the context of the Italian public administration. In this context, the concept that using the project management discipline is undoubtedly an added value for greater certainty in achieving project objectives is not yet consolidated. Much has been done, and an important boost to project management has been the inclusion within the Italian procurement code of the figure of the RUP Project Manager, who is required to have knowledge, skills, and project management skills.

However, we have a different situation in the context of private companies, in which the discipline of project management has been known and applied for more than 10 - 15 years, particularly in companies that also have the opportunity to collaborate with foreign companies. To confirm this, the Institute, or rather more precisely, the ISIPM-Prado assessors, increasingly receive assessment requests from companies to verify their maturity concerning the application of project management.

**Q9:** Do you have a last message to PWJ readers, please?

**Trasarti:** A strong message for readers is to continue reading PMWJ with greater interest and attention to be updated on this discipline about which we are all very passionate. I invite readers also to follow the evolution of project management in Italy, which will be told to you through the articles that the collaborators of the Italian Institute of Project Management will send.

Best regards to everyone, and see you soon.

## About the Interviewer



### **Yasmina Khelifi**

Paris, France



**Yasmina Khelifi**, PMP, PMI-ACP, PMI-PBA is an experienced project manager in the telecom industry. Along with her 20-year career at [Orange S A](#) (the large French multinational telecommunications corporation) , she sharpened her global leadership skills, delivering projects with significant manufacturers and SIM makers. Yasmina strives for building collaborative bridges between people to make international projects successful. She relies on three pillars: project management skills, the languages she speaks, and a passion for sharing knowledge.

She is a PMP certification holder since 2013, a PMI-ACP and PMI-PBA certification holder since 2020. She is an active volunteer member at PMI France and PMI UAE, and a member of PMI Germany Chapter. French-native, she can speak German, English, Spanish, Italian, Japanese and she is learning Arabic. Yasmina loves sharing her knowledge and experiences at work, in her volunteers' activities at PMI, and in [projectmanagement.com](#) as a regular blogger. She is also the host and co-founder of the podcast [Global Leaders Talk with Yasmina Khelifi](#) to help people become better international leaders.

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