What do the Sustainable Development Goals (SDGs) Have to do With Project Management?

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WHAT I AM GOING TO COVER

• What are the challenges we are facing?
• What does sustainability mean to business?
• What are the Sustainable development goals?
• How they correlate to Project Management
• Free tools available to you!
YOUR PRESENTER

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  - Father of two (four and five years old)
  - 20 Years of PPPM Experience
  - President of IPMA-USA and Founder Green Project Management
  - 2013 IPMA Achievement Award Recipient for Integrating Sustainability in Project Delivery
  - 2015 World CSR Congress - Global Sustainability Leadership Award
  - 2014 World HRD Training and Development Leadership award Recipient
  - Representative to the United Nations Global Compact, PRME, Anti-Corruption, and Caring for Climate initiative
  - Architect of the GPM P5 Standard for Sustainability in Project Management and PRiSM Methodology

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WHO IS IPMA?

• Founded in 1965, we are the first project management association
• A member driven international network which thinks globally and acts locally, serving individual needs.
• Advanced, competence-based certification as basis for a unique service portfolio offered by member associations.
• We have alliances with like-minded organizations who share complementary visions.
• We are YOUR partner for competence and results in project excellence.
Planet under pressure
Human activity is driving negative changes in the global environment resulting from climate change, desertification, loss of biodiversity, ocean acidification, soil degradation and pollution.

Resources – from abundance to limits
The world has entered a period of intensified resource stress. Three planets are needed to meet human consumption by 2050. The essentials for human life – water, food and energy – are under pressure.

Energy transition
Changing regulations, dramatic reductions in renewable energy costs and concerns about energy security will impact energy markets.

Future demographics
The population will pass 8 billion by 2030 with most growth in low-income countries. Western countries face aging populations and a shrinking pool of workers while developing regions face youth bulges.

Employment under pressure
Automation will continue to reduce labour intensive industries, lowering employment opportunities. The full impact of large scale automation has yet to be felt.

Local is king
Local entrepreneurship is growing to foster more sustainable lifestyles as a backlash to globalization. The global citizen is trying to re-root and reconnect with place and locality.

Megatrends in the NEW era of business
How many of these are already affecting you?
WHAT ARE THE SDGs?

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
CEOs believe that the SDGs provide opportunity spelled with a capital $:

89% say commitment to sustainability is translating into real impact in their industry.

85% see cross-sector coalitions and partnerships as essential to accelerating transformation.

73% believe that business should develop common indicators to measure and communicate impact on the SDGs.

87% believe the SDGs provide an opportunity to rethink approaches to sustainable value creation.

Why are they important?

Successful implementation of the SDGs will help to:

1. Lift billions of people out of poverty, thereby growing consumer markets around the world;

2. Strengthen education, thereby fostering more skilled and engaged employees;

3. Make progress on gender equality and women empowerment, thereby creating a ‘virtual emerging market’ equivalent in size and purchasing power to that of China’s and India’s populations;

4. Ensure that the global economy operates safely within the capacity of the planet to supply essential resources such as water, fertile soil, metals and minerals, thereby sustaining the natural resources that companies depend on for production;

5. Foster accountable and well-governed institutions as well as open and rule-based trading and financial systems, thereby reducing the costs and risks of doing business.
#9 Gender Equality and Empowering Women and Girls

End all forms of discrimination against all women and girls everywhere. Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

Women work 70% of the world’s working hours, yet earn only 10% of the world’s income.

#11 Innovative Infrastructure

Reduce the adverse per capita environmental impact of cities. Provide universal access to safe, inclusive and accessible, green and public spaces. Adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change.

½ of humanity lives in urban areas.
**#13 CLIMATE ACTION**

**Climate Action**

*1-4 feet: how much sea levels will rise by 2100.*

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**THE UN POST 2015 BUSINESS ENGAGEMENT ARCHITECTURE**

**Sustainable Development Priorities**
- Inclusive growth
- Social equity and progress
- Environmental protection

**Long-term Business Goals**
- Revenue growth
- Resource productivity
- Risk management
**PMS DRIVE EVERYTHING**

All Projects

**WE MUST EVOLVE.**

Pre-Project → Initiating → Planning → Implementing → Controlling → Closing → Adoption

- Benefits Realization
- End of Life

SRC. ISO 21500
A Bold Declaration

I guarantee that within four years, the marketplace will have changed from within because sustainability and its reality is becoming a transformative force.

...finally, asset managers are waking up to the basic reality that sustainability pays off.

*Long term financial success can only be assured if companies also good on governance, on social behavior, and environmental stewardship.*

Failure on any of these three pillars will make it impossible for companies to sustain success over time or to become successful.

Georg Kell,  
Former UN Global Compact Executive Director  
June 25th 2015

The world in which projects are conducted in is changing has changed.

$33,000,000,000,000
A GROWING PROBLEM

- According to Global Footprint Network’s calculations, our (global) demand for renewable ecological resources and the services they provide is now equivalent to that of more than 1.6 Earths.

- The data shows us on track to require the resources of two planets well before mid-century.

August 8th 2016 is Earth Overshoot Day
August 13th 2015 was Earth Overshoot Day
August 19th 2014 was Earth Overshoot Day

(http://www.footprintnetwork.org/en/index.php/GFN/page/earth_overshoot_day/)

WE DON'T HAVE 1.6 PLANETS

WHAT WE ARE ALL TAUGHT

TIME
QUALITY
COST
SCOPE
How it should look!

**PMI Code of Conduct**

The Project Management Institute’s (PMI) Code of Ethics and Professional Conduct by comparison “…describes the expectations that we have of ourselves and our fellow practitioners in the global project management community.” The PMI Code applies to PMI Members as well as non-members who hold or apply for PMI certifications or who serve PMI in a volunteer capacity.

The PMI Code of Ethics and Professional Conduct contains both aspiration standards, that all project, programme and portfolio management practitioners should aspire to, as well as the mandatory standards with which all practitioners must comply.

In a sustainability context, the PMI Code requires project managers to:
- make decisions and take actions based on the best interests of society, public safety, and the environment
- show a high regard for ourselves, others, and the resources entrusted to us, including people, money, reputation, the safety of others, and natural or environmental resources
HARMONIZING WITH COMPETENCE

The IPMA Eye of Competence has been the symbol of balance for PM talent since 1996.

Download for free at http://ipma-usa.org/icb4

IPMA ICB 4.0 ON STRATEGY

The strategy competence describes how strategies are understood and transformed into manageable elements using projects.

This competence is therefore defining a performance management system in which projects are seen and managed in light of their alignment with the strategy and the vision, and ensuring it is highly correlated with the mission and the sustainability of the organization.

Knowledge
- Law regulation systems involved
- Autonomous professional regulation
- Professional standards and norms
- ISO standards
- **Sustainability principles**
- Benchmarking theory
- Benchmarking tools and methods
- Knowledge management
- Codes of ethics
- Codes of business conduct
- Differences between law theories

Skills
- Critical thinking
- Benchmarking
- Adapting standards to specific organizations
- Communicating standards and regulations
- Leading by example
**PRINCIPLES 4 SUSTAINABLE PROJECT MANAGEMENT**

#PM4PROSPERITY

1. **Commitment and Accountability**
   Recognizing the essential rights of all to healthy, clean and safe environments, equal opportunity, fair remuneration, ethical procurement, and adherence to rule of law

2. **Ethics and Decision Making**
   Supporting organizational ethics, decision making with respect for universal principles through identification, mitigation, and the prevention of adverse short and long-term impacts on society and the environment

3. **Integrated and Transparent**
   Fostering the interdependence of economic development, social integrity, and environmental protection in all aspects of governance, practice and reporting

4. **Principal and Values Based**
   Conserving and enhancing our natural resource base by improving the ways in which we develop and use technologies and resources

5. **Social and Ecological Equity**
   Assessing human vulnerability in ecologically sensitive areas and centres of population through demographic dynamics

6. **Economic Prosperity**
   Establishing fiscal strategies, objectives, and targets that balance the needs of stakeholders, including immediate needs and those of future generations

[http://greenprojectmanagement.org/principles](http://greenprojectmanagement.org/principles)

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**PROJECT EXCELLENCE BASELINE**

- Free (as all our standards are)
- Awesome (as all our standards are)
- Based on the outcome of real projects (as it should be)
- In PDF (So it doesn’t kill a tree).

[Download for free at http://ipma-usa.org/peb](http://ipma-usa.org/peb)
**AT THE CORE OF PEB**

**People & Purpose** - The right people, led and supported by excellent leaders, all sharing a common vision for success

**Processes & Resources** - practices necessary to reinforce excellence through sound processes and adequate resources, used in an efficient and sustainable way

**Project Results** - The project management approach can only be excellent if it leads to outstanding, sustainable results for all key stakeholders
AUDIENCE PARTICIPATION TIME!!

How do the SDGs Relate To Your Projects?