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SLU

## Sustainable Development – Project Management and Communication Fall 2017

### Project Plan

The Project Plan is the strategic plan for how you will organise and ‘realise’ the project. It is to be conducted in conjunction with the Game Plan tool

This assignment **builds on the work** that you’ve done during the Project Proposal, **revised and expanded** to include the feedback from the course coordinators. The earlier sections will overlap work in the proposal whilst the latter sections will include different project management tools to plan and execute your project.

Whilst the Game Plan tool provides an easy visual way

By reading the Project Plan, a person outside the project should get a clear image of what you will deliver in your project and how you have planned to do this. The key is to be very clear, specific and concise.

This assignment connects to the following course objective:

*Plan, carry out and present a **project work** that **applies theoretical knowledge** and **contributes to a sustainable development***

Much of the Project Plan follows the framework of the *Project Game Plan*. It utilises certain project management tools set out in the course book *The Handbook for Small Projects*. Other relevant resources include the course book *Common Cause Handbook* and the rest of the Course Reader.

Learning also comes by doing! Don’t wait to have a perfect plan before starting your project-  
**get started now!**



## Instructions

- Font size 12, line spacing 1.15
- The paper should consist of **8-9** pages, **excluding** the title page, table of contents, list of appendices and a full reference list.
- Use a title page, table of contents, headings and subheadings for a clear and readable document.
- Dot points and visuals can be used if appropriate.
- Put your project name on the top of each page. For the title of the document, use your name plus 'Project Plan' (e.g. Bicycle Workshop - Project Plan).
- Support your arguments and basic facts with references. Make sure to refer properly to sources. Use either footnotes, i.e. the Oxford system or include the references in the text, i.e. the Harvard System; example: (Hornborg, 2001, p. 39).
- One submission per group
- Submit as a **PDF**
- Submit your assignment online on **Studentportalen**, by **Sunday 15th October, 23:59**
- This assignment is graded **pass/fail**

## Contents of the Project Plan

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### 1. Executive Summary

Include a short summary of the contents of the Project Plan. One to two paragraphs max.

### 2. Project Background

#### 2.1. Problem Framing

Write a detailed description of the problem you are addressing with your project. Be sure to address the following:

- WHAT is the issue/problem that this project aims to address?
- WHY is this a problem
- For WHO is this a problem? What are the needs of these people?

#### 2.2. Interview Results

To understand the point of view of the people who are experiencing a problem, the best way is to talk to these people! Understanding these points of view will make for a stronger problem framing and project.

Building on the interviews conducted in your proposal, conduct as least two more interviews with key stakeholders. More are encouraged if possible! Once again these do NOT need to be long, formal interviews and we do NOT need interview transcripts. As with the interviews you conducted with the project proposal, feel free to use the 5 Whys method.

Include a summary of who you interviewed and the insights you gained from all the interviews so far in the project process.

#### 2.3. Systems Iceberg

The systems iceberg is a tool which can be used to:

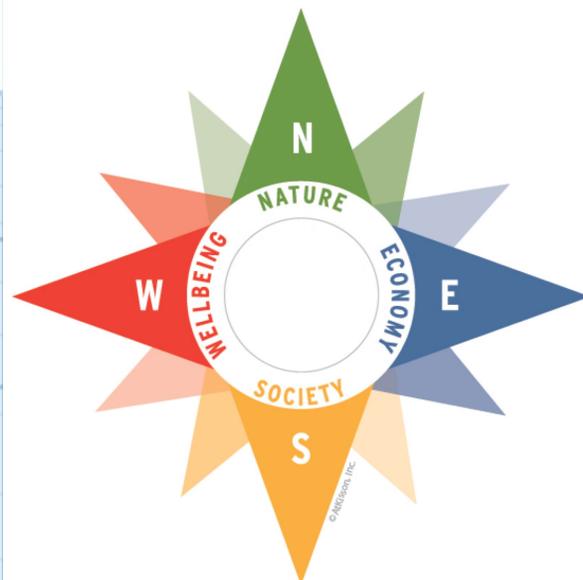
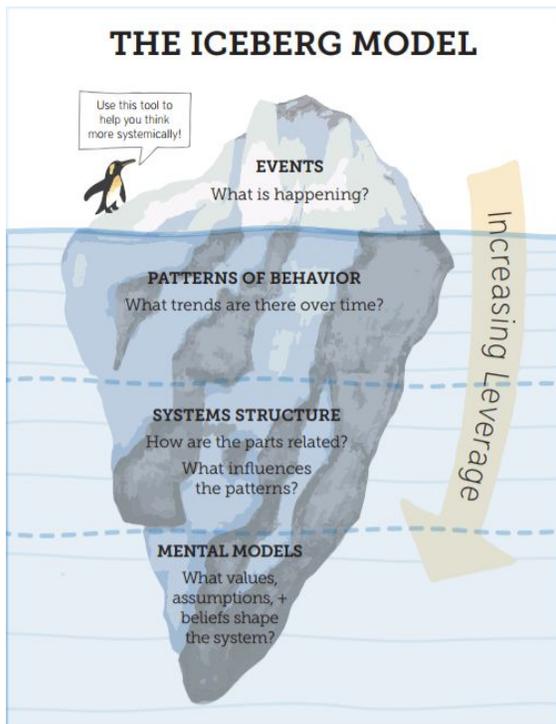
- Understand the structures of the system which determine the long-term behaviours.



- See different connections between different system components.
- Focus attention on areas of higher leverage.

The sustainability compass helps see problems from different perspectives. It has four components (nature, economy, society and wellbeing) which can be used to ensure you comprehensively explore each level of the Systems Iceberg.

Develop the systems iceberg you began in your proposal to include any feedback or new information.



## 2.4. Connection to the SDGs

Explain how your area relates to sustainable development. Choose a sustainable development goal(s) which is(are) most relevant to your project. Clearly explain how your project plans to contribute to this SDG.

## 3. Project Game Plan

As part of your project you will complete the Game Plan template to help structure your project. The Game Plan tool is an iterative process, so keep revisiting and revising it as your

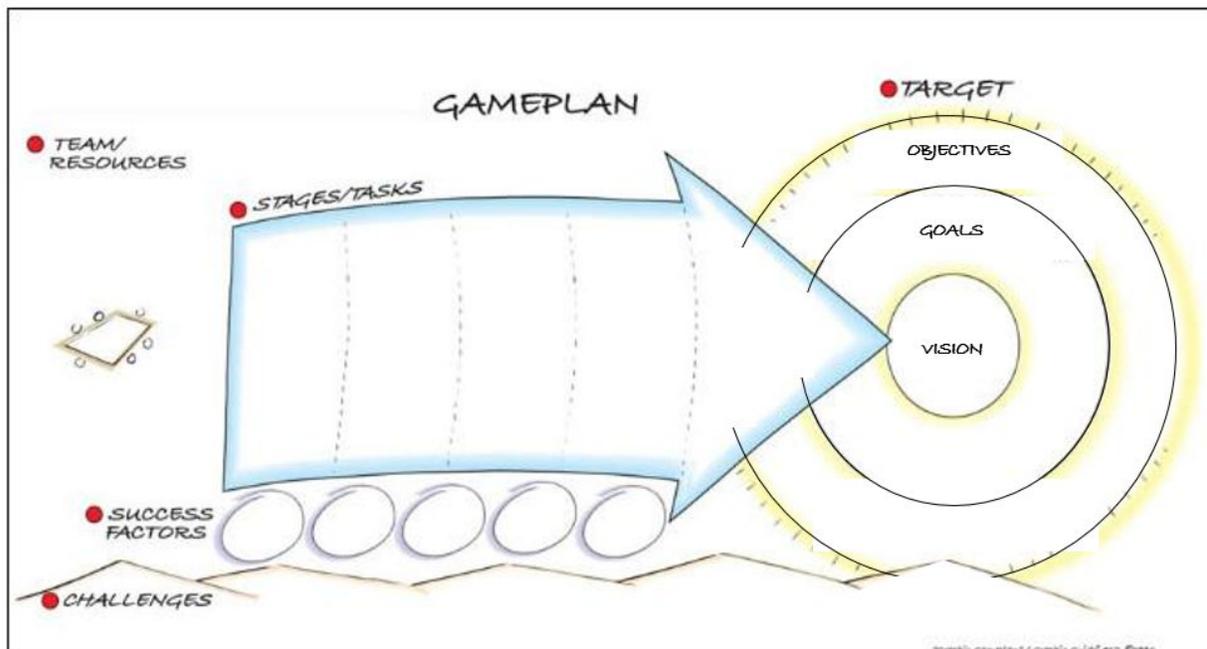


project evolves. We suggest using a physical game plan that you recurrently re-visit as a group to encourage an iterative process.

Like any tool, it needs to be used to be relevant. If you fall behind in updating these components, the purpose of creating the Project Plan loses its point.

The Game Plan template itself should visually showcase the essential components of your project. For this submission include scan/high quality photos of your all Game Plan iterations so far.

In the below sections, you are also asked to go into written detail about the different Game Plan components.



### 3.1. Project Vision Statement

*What is your vision for this project?*

A vision statement is a succinct, future-oriented declaration of the project's purpose and aspirations. It should describe WHY you are conducting your project and the change you want to create.

### 3.2. Project Goal(s), Objectives & Exclusions



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*What are the goals, objectives and exclusions of the project?*

Goals are the WHAT of the process – speaking broadly, what will the project accomplish? Write short (no more than two-three) clear statements that explain what the goal(s) of the project are.

Objectives also indicate what you plan to achieve with your project but emphasise HOW you will reach your project goal(s). Objectives are typically more focused than the broader project goals, and are S.M.A.R.T (Specific, Measurable, Assignable, Realistic and Time-bound). List your project objectives, split into primary and other objectives, being sure to address the S.M.A.R.T. components in your formulation.

Exclusions are the elements of your project that you will not cover in the scope of this project. Describe any project exclusions here.

### **3.3. Team and Resources**

*What and the who are the key team members and required resources?*

Outline your team structure, including names and primary project skills and responsibilities. Also describe your learning objectives - what do you want to get out of this project?

Also detail any required resources needed for this project to go ahead (time, people, space, equipment etc.)

### **3.4. Stages and Tasks**

*What do you need to do and when do you need to do it?*

Outline the different tasks required for your project to happen. As part of this section, complete a Work Breakdown Structure (WBS) for this stage of your project. A work breakdown structure is a hierarchical and incremental decomposition of the project into different phases, and deliverables. It is a tree structure, which shows a subdivision of effort required to achieve an objective.

Keep the WBS visual and detailed. Breaking down your tasks as much as possible within your project scope will help ensure no tasks fall through the cracks.



You can read more about Work Breakdown Structures on p.21 of the Handbook for Small Projects.

On your Game Plan template or otherwise address WHEN these different tasks must be realised and WHO is responsible for each task. These should be regularly updated as the project progresses and the Game Plan is updated.

### **3.5. Success Factors and Opportunities**

*How will you know when you have succeeded in a particular phase? What opportunities might exist in this phase?*

Discuss potential ways you can assess the success of your project and its contribution to a sustainable development/your chosen Sustainable Development Goal(s)? Are there any frameworks you can use/adapt/create? What is the limitation of such a framework if so?

State and reference your chosen framework(s) and make the link to the project clear.

### **3.6. Challenges**

*What are the challenges and risks of your project?*

In your group write a list of potential risks that can delay the project. Think about internal risks (things like procrastination, a project member getting ill, etc.) and external risks (external factors that may influence the project, for example stakeholders, political processes, etc.).

Once the list is complete assign each risk a Severity score (1 = negatable, 5 = catastrophic) and a Likelihood score (1 = improbable, 5 = frequent). Plot these scores on a 'Risk Matrix' to identify those risks that require most attention. Finally, include your strategies to avoid these risks? What is your 'Plan B'?

You can read more about Risk Analysis on p.38 of the Handbook for Small Projects.



## 4. Stakeholder Analysis

*Complete a stakeholder analysis. The instructions are found in a separate document.*

A Stakeholder analysis is a process of systematically gathering and analysing who your stakeholders are, their needs and relationship to your project and your strategy for communicating with them. Understanding your stakeholders is critical to project success.

## 5. Communication of the Project

### 5.1. Modes of Communication

Discuss how you are going to spread the message of your project. What information/tools are required to do this?

As part of your final project deliverables you will be showcasing your projects.

### 5.2. Values

What intrinsic/extrinsic values does your project aim to communicate? How do the values from the Common Cause Handbook relate to the communication of your project?

## 6. Reflection on Game Plan

In addition to your submission of scans/high quality photos of your all Game Plan iterations so far, briefly reflect on the changes your Game Plan tool has undergone thus far.

How has it changed from the original plan you made in class on the 20th September and the Project Proposal?

Why has it changed?