Sustainable Development –
Project Management and Communication
Fall 2017

<u>Project Proposal</u>

The aim of the Project Proposal is to describe the idea's background, its stakeholders and environment. The purpose is to increase the understanding of the problem, idea and how to proceed.

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***

<u>Instructions</u>

- The paper should consist of **5-6** pages, in addition to a title page, table of contents, and a full reference list.
- Font size 12, line spacing 1.15
- Use headings and subheadings for a clear and readable document
- **Include a scan/high quality photos of your all Game Plan iterations** so far (you should have at least one version by this stage).
- Put your project name on the top of each page. For the title of the document, use your team name plus 'Project Proposal' (e.g. Bicycle Workshop - Project Proposal)
- References: You must refer to at least **3 different** course books/articles.
- Submit your assignment as a group on Studentportalen by **23.59 Sunday, 1st October**.
- This assignment is graded **pass/fail**

Make sure to refer properly to sources. Use either footnotes (the Oxford system) or include the references in the text (the Harvard System).

Enjoy the adventure ahead! Your projects could also have huge positive impacts and open up doors for others and have a longer lasting effect for future CEMUS students. That said, please

be aware that as students on this course you are representing CEMUS. Misconduct that reflects poorly on CEMUS that may lead to future projects being turned down or rejected by private/public/academic organizations.

Contents of the Project Proposal

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Project Proposal

1. Name of the Project

2. Project Background

2.1. Problem Framing

Already your projects have progressed from the original idea. In the excitement of planning we can often lose sight of that original idea's foundation – why was your project a good idea in the first place?

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 hence project.

Conduct at least three interviews with key stakeholders - but it is encouraged to do even more to gain more insights into your problem. These do NOT need to be long or formal interviews and we do NOT need interview transcripts. Do however, include a summary of who you interviewed and the insights you gained from these interviews.

One useful technique when interviewing is to keep asking the question 'why' or 'why is that' at least five times to get to the root cause of the problem. This helps break down assumptions, see things you are missing and avoids asking loaded questions that bias an answer. An example of the 5 Whys is as follows :

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The starting problem statement: You are on your way home from work and your car stops in the middle of the street.

*1. **Why** did the car stop?*

– Because it ran out of petrol.

*2. **Why** did it run out of petrol*

– Because I didn't buy any petrol on my way to work this morning.

*3. **Why** didn't you buy any petrol this morning?*

– Because I didn't have any money...

*4. **Why** didn't you have any money?*

– Because I lost it all last night in a poker game.

*5. **Why** did you lose your money in last night's poker game?*

*– Because I'm not very good at "bluffing" when I don't have a good hand (***this is now getting closer to the root cause of the problem)**

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.

Complete a systems iceberg for your project area. Use the sustainability compass to make sure your analysis is comprehensive.

Establishing a system boundary can be one of the challenges in systems thinking. Describe where you will establish your system's boundary for your project.

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You read more about these tools in the lecture and readings from the Systems Thinking class on the 5th September and lecture from Alan AtKisson on the 30th August.
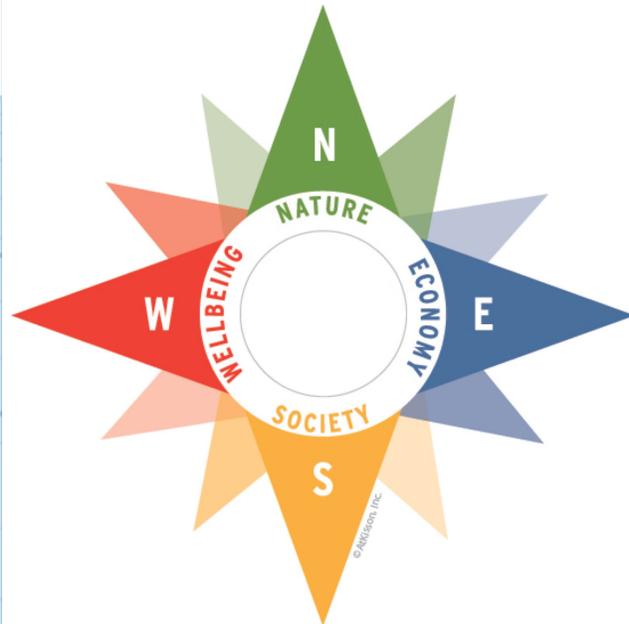
2.4. Connection to the SDGs

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 with post its** to encourage an iterative process. You will receive a physical plan on the class on the 20th September.

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.

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The Game Plan template itself should visually showcase the essential components of your project. For this submission **include a scan/high quality photos of your all Game Plan iterations** so far (you should have at least one version by this stage).

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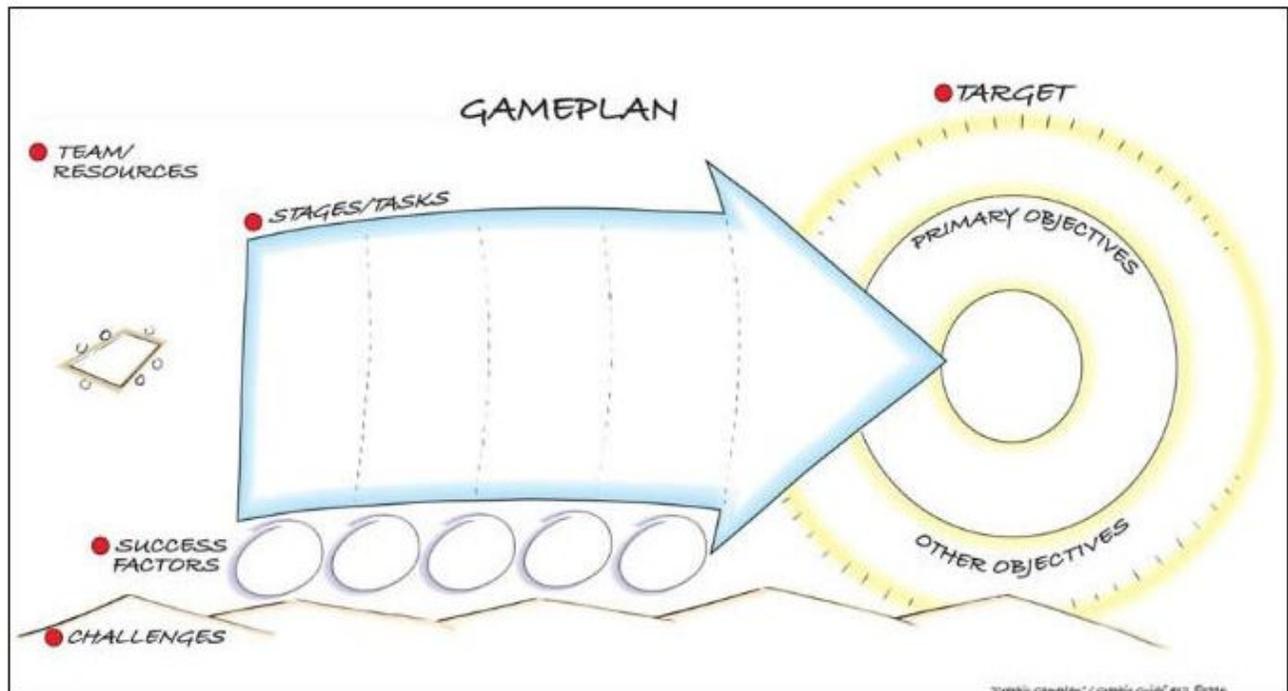
3.1   Project Vision Statement

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.

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3.2 Project Goal(s), Objectives & Exclusions

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 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, space, equipment etc.)

4. Stakeholders

Who are the key people/parties with an interest in your problem and project?

Create a list of stakeholders. Name specific people if you have them, and add their contact details.

Consider which stakeholders needs to be involved when, and whether the project process is reliant on one/many of these stakeholders?

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5.   Further Research

Asking the right research questions at the start can simplify the project process. Make a list of key questions you need to answer for your project.

If you know the answer, include it now! If you don't know the answer, indicate how you plan to find out.

Examples of questions include:

- Is there any legislation that would help or hinder the project's development?
- Have there been similar attempts at such projects before/in Uppsala? Can you contact them to learn what worked/what didn't work or even collaborate?

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