



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

Dr. Joel Carboni  
President, IPMA-USA

## 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



- **Joel B. Carboni** Ph.D. IPMA Level B® GPM® PSM3™
  - 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

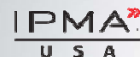
**Email:** [Joel.Carboni@ipma-usa.org](mailto:Joel.Carboni@ipma-usa.org)

**Online:** [Linkedin.com/in/joel.carboni](https://www.linkedin.com/in/joel.carboni)

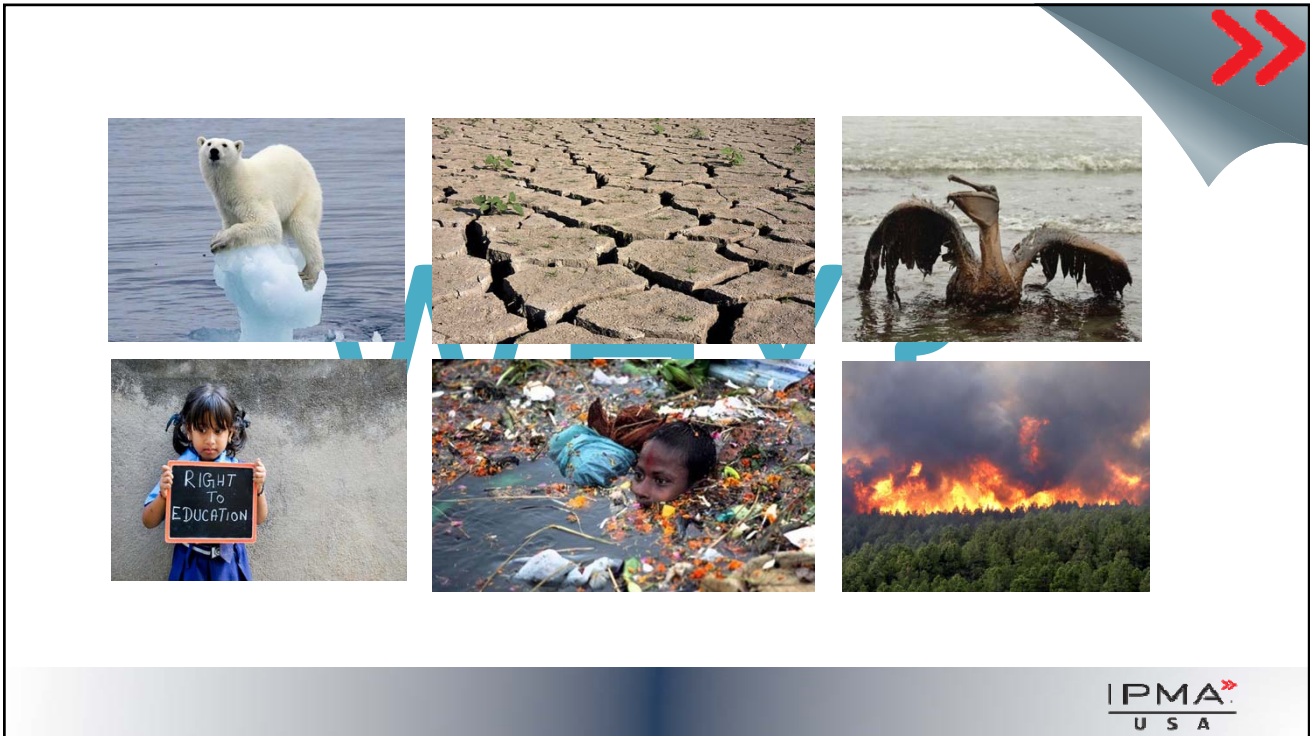


## WHO IS IPMA?

- 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.







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**Planet under pressure**

*Human activity is driving negative changes in the global environment resulting in climate change, deforestation, loss of biodiversity, ocean acidification, soil degradation and pollution.*

**Energy transition**

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

**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.*

**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.*

**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.*

**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**

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### The growing wealth gap

*The rich are getting richer and income inequality is widening both within and between countries. Today, the richest 1% own more than 50% of the world's wealth.*

### Fragmenting power

*Economic power is moving South and East. Power is dispersed and congregating around new countries and entities. A reassertion of nationalism and protectionism will create a less open world.*

### Hyper-transparency

*Digital technology will continue to revolutionize communications. There will be even greater demand for hyper-transparency in business supply chains, at all levels.*

### Rise of the city

*60% of the world's population will be urban by 2030. Affluent cities will be powerhouses with smart technology driving green and resilient environments.*

### Disruptive business models

*Full cost accounting will become the norm and "all inclusive" pricing systems will reflect social and environmental impacts. Accounts will recognize a broader set of "capitals" than merely financial.*

### Radical innovation unleashed

*Transformative breakthroughs ranging from nano- and biotechnology, graphene and bio mineralization to robotics, artificial intelligence and 3D printing will revolutionize our world.*

### Deteriorating security

*Fierce competition for natural resources, crowded urban centres, mass migration and a widening gap between rich and poor will intensify social pressures and cause violence to erupt.*

### Generation next

*The Millennial Generation are digital natives and understand the opportunities inherent in crowd-sourcing and connectivity. Better-educated, empowered and more self-reliant, Generation Next knows the challenges of their time and demand transparency and accountability.*

### Internet of things

*By 2020, an estimated 50 billion devices will be connected to the Internet.*

How many of these are already affecting you?





Level of Integration	Crisis Management	Compliance	Resource Optimization	Market Differentiation	Purpose Driven
Driver			Growth		
	Productivity				
	Asset Life-Cycle – Cost Benefit				
	Risk Mitigation / Brand Protection				
Context	Organizational Perspective				
	Stakeholders				
Measures	Environmental	Economical	Societal		
Lenses	Culture				
	Executive Strategy				
	Change - Portfolios, Programs, Projects				
	Operations				



5

# WHAT ARE THE SDGs?



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## 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

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## 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.

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# #9 GENDER EQUALITY AND EMPOWERING WOMEN AND GIRLS

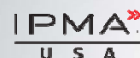
Sustainable Development Goal #5

## Gender Equality

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

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



# #11 INNOVATIVE INFRASTRUCTURE

Sustainable Development Goal #11

## Sustainable Cities and Communities

**½ of humanity** lives in urban areas.

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





# #13 CLIMATE ACTION

Sustainable Development Goal #13

## Climate Action

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

Energy Efficiency

Environmental Investments

GHG Emissions

Risks and Opportunities due to Climate Change



# THE UN POST 2015 BUSINESS ENGAGEMENT ARCHITECTURE

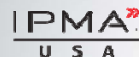
## Sustainable Development Priorities

Inclusive growth  
Social equity and progress  
Environmental protection

## Long-term Business Goals

Revenue growth  
Resource productivity  
Risk management

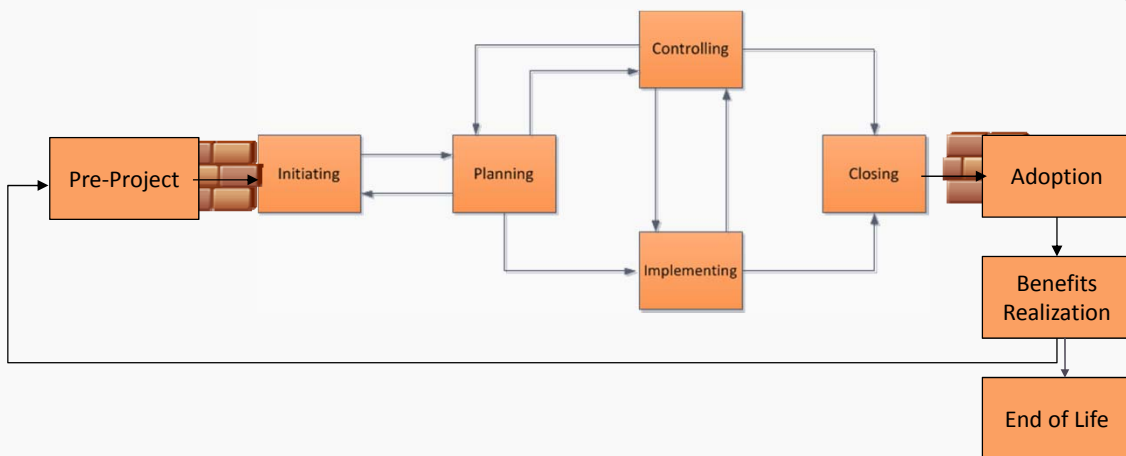
Technology-powered partnership hubs



# PMS DRIVE EVERYTHING



# WE MUST EVOLVE.



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 25<sup>th</sup> 2015



\$33,000,000,000,000

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

## 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 8<sup>th</sup> 2016 is Earth Overshoot Day**  
August 13<sup>th</sup> 2015 was Earth Overshoot Day  
August 19<sup>th</sup> 2014 was Earth Overshoot Day



**(We don't have 1.6 Planets)**

[http://www.footprintnetwork.org/en/index.php/GFN/page/earth\\_overshoot\\_day/](http://www.footprintnetwork.org/en/index.php/GFN/page/earth_overshoot_day/)



## WHAT WE ARE ALL TAUGHT





## PMI CODE OF CONDUCT

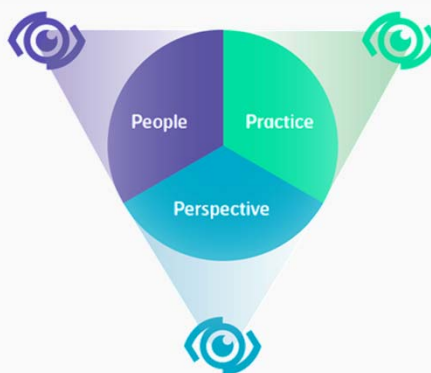
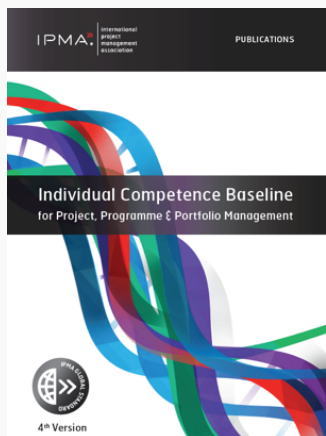
The Project Management Institute's (PMI) Code of Ethics and Professional Conduct by comparison "...describes the expectations that we have of ourselves and our fellow practitioners in the global project management community." The PMI Code applies to PMI Members as well as non-members who hold or apply 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

1

### 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

2

### 3 Integrated and Transparent

Fostering the interdependence of economic development, social integrity, and environmental protection in all aspects of governance, practice and reporting

3

### 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

4

### 5 Social and Ecological Equity

Reducing human vulnerability in ecologically sensitive areas and centres of population through demographic dynamics

5

### 6 Economic Prosperity

Establishing fiscal strategies, objectives, and targets that balance the needs of stakeholders, including immediate needs and those of future generations

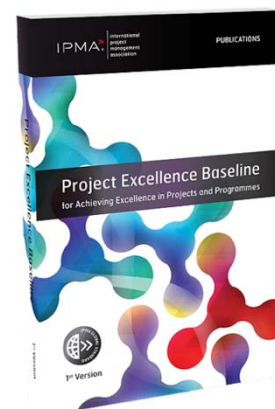
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<http://greenprojectmanagement.org/principles>

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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>

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# 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

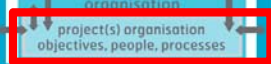
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SDGS



ORGANIZATION'S COMMITMENT TO THE SDGS

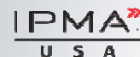


YOU THE PM

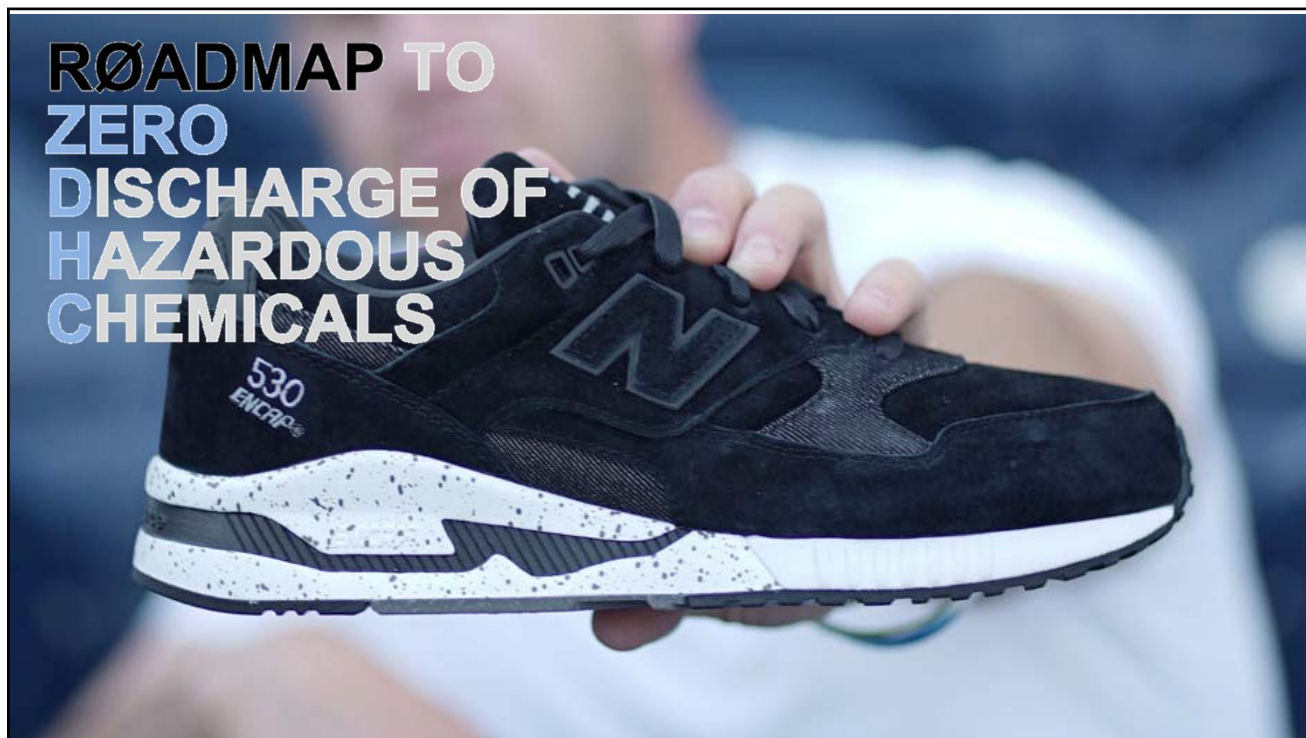


# HOW IT ALL COMES TOGETHER

Download for free at <http://ipma-usa.org/peb>







## AUDIENCE PARTICIPATION TIME!!

How do the SDGs Relate To Your Projects?



**THE GLOBAL GOALS**  
For Sustainable Development



Thank you!

[joel.carboni@ipma-usa.org](mailto:joel.carboni@ipma-usa.org)  
[LinkedIn/in/joelcarboni](https://www.linkedin.com/in/joelcarboni)  
[www.ipma-usa.org](http://www.ipma-usa.org)  
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