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SUSTAINABILITY AT THE HEART OF PROJECTS: AN IMPERATIVE TRANSFORMATION FOR BUSINESSES

In a world facing unprecedented environmental and social challenges, sustainability is no longer an option, but an absolute necessity for businesses. Integrating the principles of sustainable development into project management has become a strategic imperative, not only to minimise negative impacts, but also to seize new economic opportunities and strengthen competitiveness. The Green Project Management (GPM) approach, with its PRiSM™ and P5 methodologies, offers a structured framework and concrete tools to operate this transformation.

The crucial importance of sustainability in all projects

Every project, by its very nature, interacts with the environment, society and the economy. Ignoring sustainability issues exposes you to considerable risks, both financial and reputational. Adopting a sustainable approach can generate substantial savings by optimising the use of resources, reducing waste management costs and avoiding penalties for non-compliance with environmental regulations. What's more, it helps to improve the company's brand image and boost stakeholder confidence. A sustainable project does more than minimise damage; it creates long-term value by contributing to economic prosperity, social equity and environmental protection.

A new regulatory landscape and the rise of the circular economy

Adopted by all United Nations member states in 2015, the 2030 Agenda for Sustainable Development provides a shared blueprint for peace and prosperity for people and the planet, now and in the future. At the heart of this agenda are the 17 Sustainable Development Goals (SDGs), which represent an urgent call for action by all countries, developed and developing, in a global partnership. They recognise that eradicating poverty and other deprivations must go hand in hand with strategies to improve health and education, reduce inequality and stimulate economic growth, while tackling climate change and working to preserve our oceans and forests.

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This programme is officially relayed at company level through the United Nations Global Compact (UNGC), whose ambition is to accelerate and extend the collective global impact of companies by respecting ten principles and achieving the SDGs.

Against this backdrop, the European Union and Switzerland have put in place an ambitious regulatory framework to accelerate the transition to a sustainable economy. The Non-Financial Reporting Directive (NFRD), soon to be replaced by the Corporate Sustainability Reporting Directive (CSRD), requires companies to report on their sustainability performance, with greater transparency on environmental, social and governance (ESG) aspects. At the same time, the concept of the circular economy is gaining in importance, encouraging the reduction, reuse, repair and recycling of resources to minimise waste and preserve natural resources. These regulatory and conceptual developments are redefining the context in which projects are carried out, requiring the systematic integration of sustainability principles. The European taxonomy classifies economic activities according to their contribution to environmental objectives, influencing financial flows and investment decisions. The CSDD (Corporate Sustainability Due Diligence Directive) completes this framework by requiring companies to identify, prevent and mitigate the negative impacts of their activities on human rights and the environment, including in their supply chains.



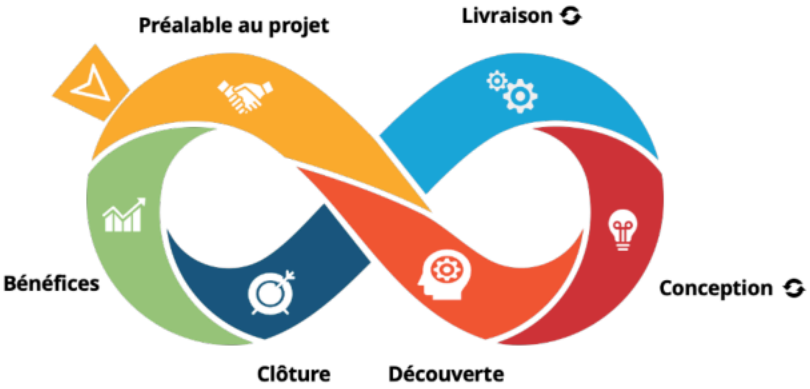
The 17 UN Sustainability Goals

Green Project Management: Methodologies and guidelines for sustainable management

Faced with these challenges, the Green Project Management (GPM) approach offers a concrete and effective response. It draws on proven methodologies, such as PRiSM™ and P5™, to guide project managers in integrating sustainability principles at every stage of a project's lifecycle. PRiSM™ (PRojects integrating Sustainable Methods) provides a framework for assessing and limiting the environmental impacts of projects, while P5™ (People, Planet, Prosperity, Project, Process) offers a holistic approach that considers the interdependencies between social, environmental and

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economic aspects, in place of the ternary "Scope, Costs, Time" approach. These methodologies enable projects to be transformed into truly sustainable opportunities, by aligning them with the United Nations' Sustainable Development Goals (SDGs) and ensuring that they comply with current regulations. The GPM approach not only provides theoretical concepts, it also offers practical tools and techniques for implementing truly sustainable project management, which is not limited to the duration of the project, but also takes into account its post-project impacts.



GPM sustainable project management approach

Tangible economic and ecological benefits for businesses

The adoption of a sustainable project management approach, thanks to Green Project Management, translates into concrete benefits for companies, both economically and ecologically. In economic terms, they can make substantial savings through better resource management, reduced waste management costs and easier access to green finance. What's more, a commitment to sustainability enhances a company's reputation, boosts customer and investor confidence, and attracts talent. Finally, from an ecological point of view, companies actively contribute to protecting the environment by reducing their carbon footprint, preserving natural resources and minimising negative impacts on ecosystems.

Concrete examples and measurable benefits

Let's take the example of a construction project. A sustainable approach, guided by the principles of Green Project Management, could mean using ecological and recycled materials, implementing energy efficiency systems, optimising site waste management and taking account of local biodiversity. These measures would not only reduce the environmental impact of the project, but also save on the costs of materials, energy and waste management. In addition, a building built according

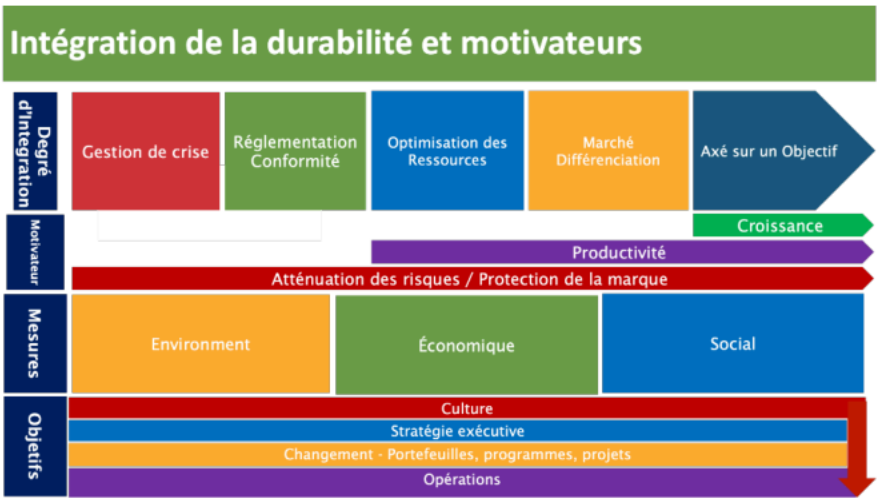
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to sustainable criteria could benefit from environmental labels, making it more attractive on the property market.

In the industrial sector, adopting a sustainable approach could mean, for example, optimising production processes to reduce energy and water consumption, setting up waste recycling systems and designing more durable and repairable products. These actions would reduce production costs, improve resource efficiency and strengthen the company's brand image with consumers.

An investment in the future

In conclusion, the Green Project Management approach represents a future-proof investment for companies wishing to embark on the road to sustainability. It offers a structured framework, proven methodologies and practical tools for integrating environmental and social issues into project management. The benefits are many: substantial savings, enhanced reputation, improved competitiveness and an active contribution to building a more sustainable future. In the face of today's challenges and increasing regulatory requirements, sustainability is no longer an option, but a necessity for companies wishing to prosper in the long term. GPM training is an indispensable asset for professionals and organisations wishing to take up this challenge and become agents of change.



Integration diagram for sustainable project management within a company

To learn more about the GPM approach

STS The Project Management Training Company has already taken the step towards sustainable project management and is certified by Green Project Management as an institute capable of delivering training courses to the recognised standard. Several of its trainers can help your organisation to increase the knowledge and skills of your staff in the sustainable approach to project management. To find out more, visit www.sts.ch.

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Sources

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