

# Project Outline Instructions

## Sustainable Development – Project Management and Communication

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The Project Outline is the starting phase of your project work. Focus on consensus within the group. Be sure that all group members are involved in the design of the assignment.

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*

This assignment builds on the work that you've done so far in the course. Use as many of the tools, books and articles as possible.

### Instructions

- Read the instructions thoroughly.
- The paper should consist of **2-3** pages
- Size: 12, Spacing: 1.5, Font: Times New Roman.
- Use headings and sub-headings for a clear and readable document
- Put your project name on the top of each page. For the title of the document, use your name plus 'Project Outline' (e.g. Bicycle Workshop - Project Outline).
- Submit your assignment online on studentportalen – you will find the link under "file area", the deadline is **Sunday 28th, 23.59**.

Make sure to refer properly to sources. Use either footnotes, i.e. the Oxford system<sup>1</sup> or include the references in the text, i.e. the Harvard System; example: (Hornborg, 2001, p. 39). Support your arguments and basic facts with references.

### Project Outline

The idea over the next month is to build up a solid understanding of the project through defining goals, background research, prototypes and initial enquiries.

The Project Outline will be the start of this process which you'll develop into the Project Pre-Study due in a couple weeks, which in itself will be the basis of the Project Plan due in on 10<sup>th</sup> October.

For the Project Outline we want some of the basic details of the project.

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<sup>1</sup> Example: Hornborg (2001), "The Thermodynamics of Imperialism: Towards an Ecological Theory of Unequal Exchange", in *The Power of the Machine*, p. 39.

Include the following in your Project Outline:

### **Name of the Project:**

What is the name of the project? Come up with a catchy name, something meaningful that describes the project field and/or the projects goals.

### **Project Organisation – Who’s in the project?**

Project members and other resources connected to the project (such as reference network) should be mentioned here. Name, address, responsibilities, etc.

### **Purpose and End Effect**

The End Effects (purpose) describe the effects to be achieved in the long term after the project is finished.

In formulating your end effects you also set the project’s ambition level, since these will be the effects you want to achieve. Other things to consider are strategies (how to get there). The end effects answer the question “WHY are you doing the project?” Strive to be as concrete as possible when you describe your end effects and consider their measurability. Avoid becoming too farsighted and unrealistic. Describe End Effects that are short-term, medium-term and long-term.

The end effects of your project within this course should, somehow, be in line with strategic change toward sustainable development. Therefore, try to also get a personal understanding of how you feel your end effects coincide with the goal of sustainability.

Remember that the end effects do not describe the actual deliveries within the project (that is the project goals).

### **Project goals**

Goals are broad statements applied to a project. Goals are the *WHAT* of the process – What will the project accomplish? The goal of the project should be possible to explain in one or two sentences, e.g. “I will produce a movie about consumption patterns”.

### **Project Objectives**

To support your project goal, your project may have many project objectives, specific statements that support the goal. Every project goal will have one or more objectives tied to it. In essence, the objective is the *HOW* of the process and often these become *milestones* within the project.

Make the goal and objectives S.M.A.R.T (Specific, Measurable, Accepted, Realistic and Time framed), i.e. you should specify the content more in detail, preferably in a bullet list.

If there are certain elements of your project that you will not do as a part of this project course you should describe also these exclusions.

## What point within a system is your project addressing?

How will your project contribute towards sustainable development? Where does it fit into the bigger picture? Based on the End Effects and the Project Goal(s) define or draw a system, either by using the casual loop diagrams discussed in an earlier workshop or by your own visual description.

Where does your project fit within the list of 'Places to intervene in a System' by Donella Meadows? Are there other places you can intervene higher up that list to make your project more effective?

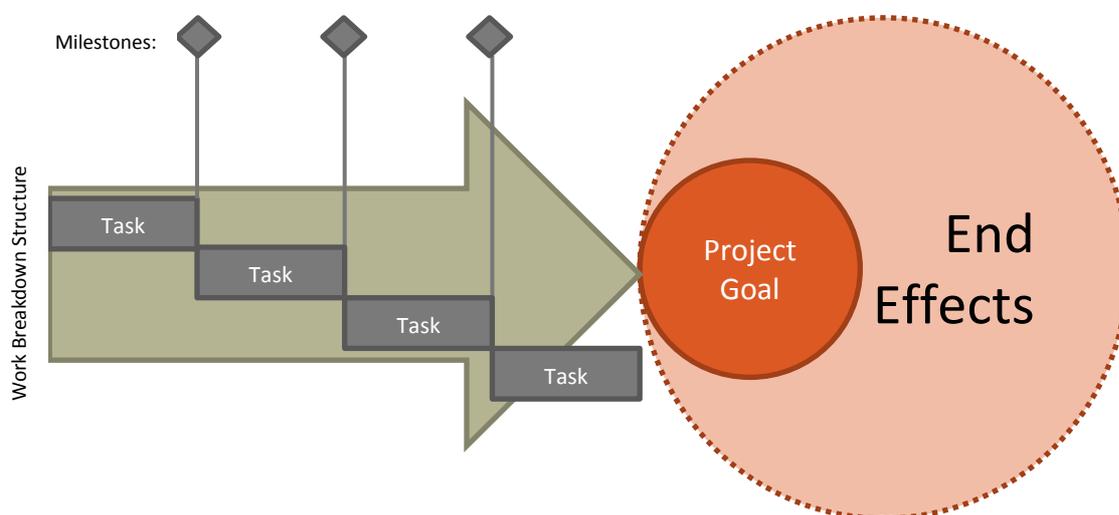


Figure: Projects are structured to deliver on project goals, which in turn enable positive end effects in the long run. Don't worry about the Work Breakdown Structure and tasks – these will come later, for now concentrate on the End Effect(s), Project Goal(s) and Objectives of the project and where these fit within a system.