

PROJECT MANAGEMENT FOR A EUROPEAN SUSTAINABLE DEVELOPMENT



Sustainable Growth
In Tourism And Culture

october 2009 - september 2011



Education and Culture DG

Lifelong Learning Programme

Project Management and Sustainable Development.

These are the twin elements on which is based the initiative “Project Management for European Sustainable Development”, aimed at developing an international methodology for Project Management in two key sectors of sustainable development: tourism and culture.

The starting point was a joint reflection: tourism and culture can create economy and social growth if managed with a sustainable approach to methodology and not just to content. This starts from the assumption that in order to make destinations sustainable, it is not enough to install solar panels, create a list of restaurants which use local food or provide incentives for intelligent transport. A management system that guarantees sustainable action must also be implemented.

Based on these observations, the idea of creating the Project Management for European Sustainable Development brand was born, for adoption, both by local and by national governments, by companies and by all stakeholders operating in the tourism and cultural sectors.

PM4ESD is a management method which is deployed whenever an organisation, whether public or private, needs to launch a project. It provides a guarantee for stakeholders that the project will be transformed into concrete actions with clearly defined roles and responsibilities and that these actions will have a real impact.

It helps local authorities and companies to govern transparently and not to forget that every action must have corresponding benefits.

The main objectives of PM4ESD are to adapt and transfer the existing PRINCE2 project management methodology in two ways:

- Create a tailored project management methodology in tourism and cultural sectors.
- Develop a contextualized qualification for project managers in tourism and cultural sectors.

We are pleased to involve stakeholders in our activities, please feel free to contact us and/or to let us know any news you believe relevant.

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PM4ESD is a Life Long Learning project, financed by the European Commission through the Italian National Agency “Isfol”, and managed by a transnational public-private partnership composed by 8 partners which represent 5 different countries.

Municipality of Frigento

www.comune.frigento.av.it

Jlag

www.jlageurope.com

QRP International

www.qrpmmi.com

Edinburgh Chamber of Commerce

www.edinburghchamber.co.uk

Auxilium

www.auxilium.co.at

Istanbul Chamber of Commerce

<http://www.ito.org.tr>

Academy of Humanities and Economics

www.wshe.lodz.pl

Camigliati School partner

www.oldcalabria.org



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