

Green Project Management - are we concerned?

With concerns about the environment and "green practices" continually in the news and seemingly weaved into every agenda, a recent UK survey provided an ideal opportunity to see what practitioners are thinking and gauge the current reality. The respondents were questioned about the impact of environmental issues on their day to day business activities and the attitude of their organisation to green issues.



Given the high profile associated to this subject a surprisingly small 9% of respondents said they are measured against green objectives.

When looked at by sector, this increased to 13% in the Public sector, which may suggest that commercial business drivers (profit) have not yet been identified by the Private sector.

Practitioners appear to be taking a pro-active stance in this area with 26% reporting that "Although unmeasured, I personally include green objectives in my/our activities".

32% of respondents reported that their organisations are looking to pursue the competitive advantage that being green may offer,

41% report that they can see no competitive advantage at this time.

So it looks like early days for the majority of organisations looking to unlock the "value" rather than the "cost".

From the responses received it would appear that the "greening of projects" is seen by many project management practitioners as a compliance issue which will add complexity, cost and time to their programmes and projects.

Whilst many respondents are making changes to reduce consumption of resources such as paper and petrol there is generally not a clear understanding of what green will mean; just 7% indicate that they have a clear understanding regarding green project management.

In terms of the implications beyond simple compliance

- 31% of practitioners believe that a market will emerge for Greened practitioners;
- 30% are undecided
- 33% believe that practitioners "will just add it to their skill set".

Of course there are still the doubters, with 4% expressing the belief that it is just a fad!