

# PM4SD

Project Management for Sustainable Development  
Training Course Certification  
Domodossola  
29th Sept - 1st Oct 2016

**Presenter:** Silvia Barbone



# A step forward in sustainable tourism

The tourism sector needs a next step for transforming the way tourism projects and destinations are managed, funded and made sustainable in developed and developing countries.

**FEST** aims to tackle this challenge through the dissemination of **PM4SD™** and connecting tourism leaders and talents, donors and implementers



# KEY FACTORS OF SUCCESS AND COMPETITIVENESS FOR THE TOURISM INDUSTRY

## GOVERNANCE



## MANAGEMENT



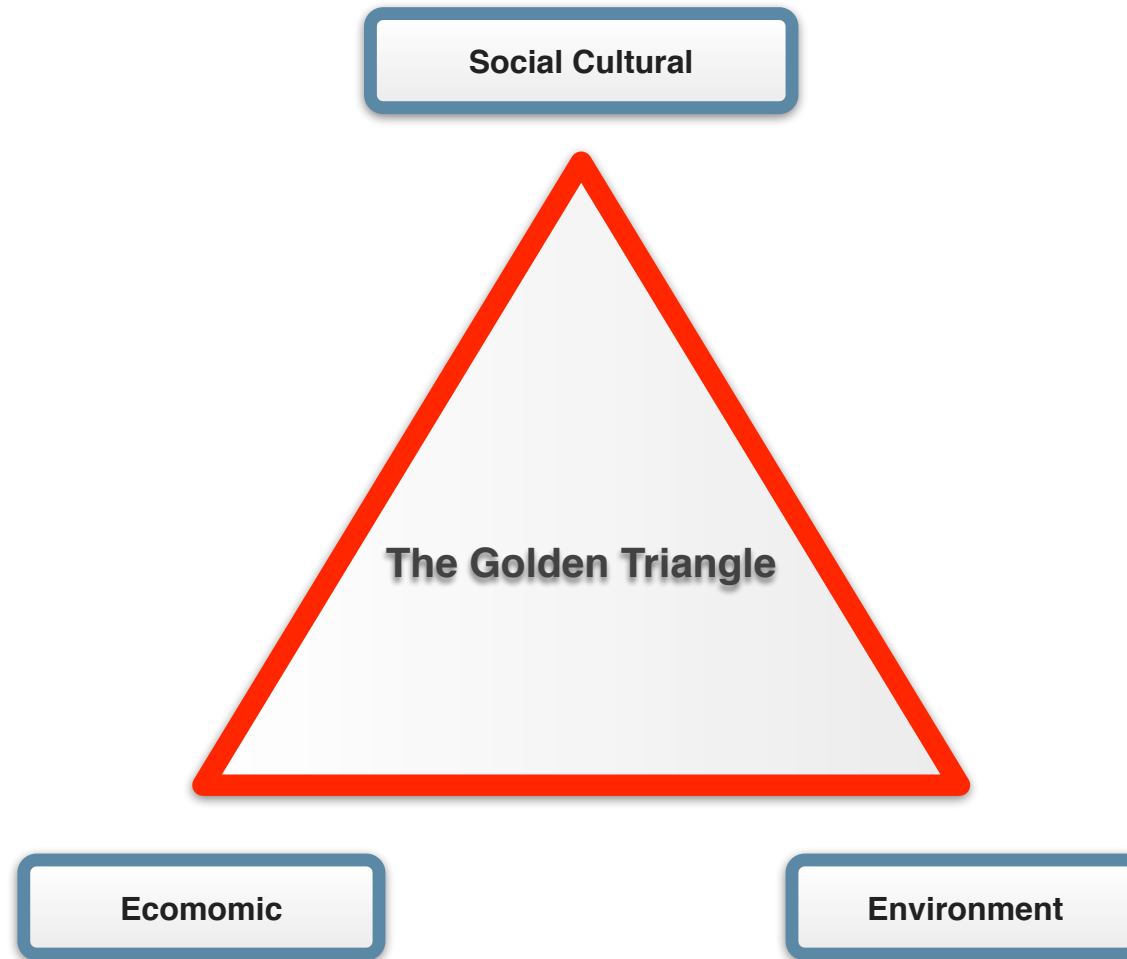
## SKILLS



## KNOWLEDGE



# Sustainable Tourism Principles and Indicators



**UNWTO defines sustainable tourism as, tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.**

**A well-designed and well-managed tourism can make a significant contribution to the three dimensions of sustainable development and has close linkages to other sectors and can create decent jobs and generate trade opportunities.**

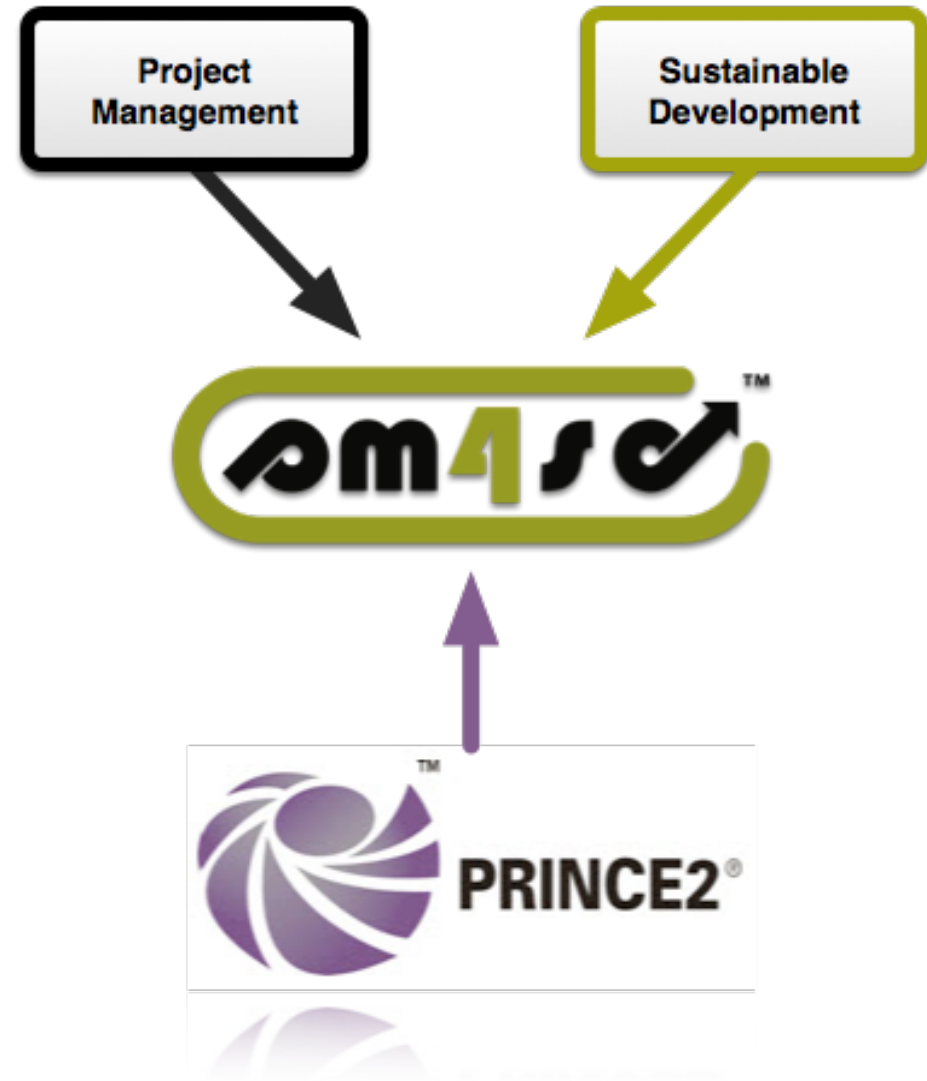
**UN** Resolution 66/288  
*“The future we want” (2012)*

# What is PM4SD?

‘A project management method that aims to support the process of making tourism more sustainable’



**PM4SD®** has innovated and adapted PRINCE2® to the **tourism sector**, combining management aspects with **sustainable tourism principles**.



**PM4SD® applies whenever an organisation,  
whatever public or private, needs to plan  
and manage a sustainable initiative.**





# Aims and Objectives

- **Plan and implement transformative projects and destinations**
- **Deliver benefits beyond the project life-cycle**
- **Sustainable tourism from theory to practice**
- **Promote local development & inclusive growth**
- **Facilitate the creation of PPP**



# Target 1 Organisations

- **Local, Regional, and National Public authorities**
- **Destinations**
- **Tourist Boards**
- **National and Regional Parks**
- **Heritage Sites**
- **Local Development Agencies**
- **Tour Operators**
- **Tourism and Cultural Networks**
- **National Trusts**
- **SMEs**



## **Target 2** Individuals

- **Decision makers**
- **Academics**
- **Tourism Consultants**
- **Destination Managers**
- **Programme Managers**
- **Project Managers**
- **Team Managers**
- **Trainers**
- **Entrepreneurs**



# TRAINING COURSES

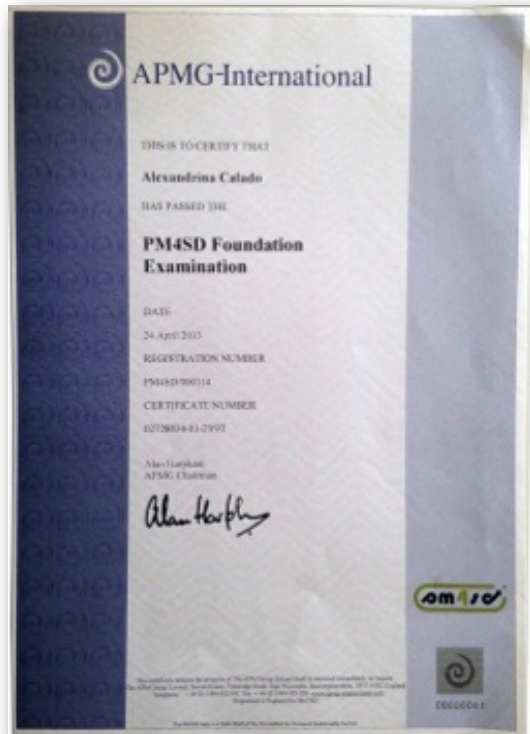
**FOUNDATION**, a three day intensive training course plus a final exam that provides knowledge and understanding of the PM4SD™ methods to be able to work effectively within a project management team applying PM4SD™

**PRACTITIONER**, a two day intensive training course plus a final exam, building on the Foundation course, to provide the understanding of how to apply and tailor PM4SD™ in a scenario situation and co-ordinate small, medium and large scale development projects. To attend this level, delegates must have passed the Foundation exam before.



# Foundation Certification Exam

**FOUNDATION**, a three day intensive training course plus a final exam that provides knowledge and understanding of the PM4SD™ methods to be able to work effectively within a project management team applying PM4SD™



## Foundation Exam

50 questions

- Achieve 50% to pass = 25 marks +
- 40 minutes (+10 min)
- Question Booklet and Answer Booklet
- Closed book
- Candidate Guidance

# SUMMER SCHOOL

“Leadership and Management for Sustainable Tourism”

- July 2013 **Naples, Italy**  
Suor Orsola Benincasa University of Naples



- July 2014 **Seinäjoki, Finland**  
Seinäjoki University of Applied Sciences



- July 2015 **Vitoria-Gasteiz**  
Basquetour



## PM4SD TRAINING COURSES

**20 Foundation Training Courses & 6 Practitioner Training Courses Delivered**

**8 different countries**



Jordan



Portugal



Spain



Italy



Belgium



United Kingdom



Czech Republic



Canada

**In a key European destination**

# SUMMER SCHOOL

## Leadership and Management in Sustainable Tourism

addresses one of the most important themes in the tourism industry

**HOW TO PLAN, MANAGE, AND MONITOR TOURISM PROJECTS WITH SUSTAINABILITY**

### DURATION

2 days Public Conference and technical sessions  
1 day Study Visit

### ORGANISERS

FEST, European Travel Commission

### HOSTING ORGANISATION

Selected each year

### EU INSTITUTIONS

European Commission, European Parliament

### INFO

<http://summerschool.festfoundation.eu/>

**4th edition 06-09 October 2016**

**Akureyri, Iceland**



# 10 reasons to adopt PM4SD

10  
TOP

- ★ It is a flexible method applicable to every context
- ★ It can be taught
- ★ It is based on project best-practise experience
- ★ It focuses on quality for the entire duration of the project
- ★ It defines roles and responsibilities
- ★ It includes risk management techniques
- ★ It is a proactive method
- ★ It follows sustainable tourism policies and guidelines
- ★ It focuses on the objectives, benefits and results
- ★ It is a low-cost but high impact procedure





## **PM4SD key actors**



**FEST** owns the PM4SD  
copyright and promote  
the use of PM4SD



**APM GROUP** is the  
certification body for **PM4SD**



**ATO**s deliver the training

# Let's get Social



@pm4sd



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