Sustainable Development has become a buzzword, with everyone from CEO’s to legislators calling for the adoption of its principles. And while there are many terms for it — “Corporate Social Responsibility”, “Corporate Sustainability”, “Corporate Citizenship”, fundamental questions remain.

Is Sustainable Development just a PR exercise for organizations trying to demonstrate a commitment to something other than a financial bottom line, or can it bring real lasting value? And if it is of value, how can Sustainable Development, which is fundamentally focused on the long-term, bring value to projects, which are by definition, temporary?

In 2010, an interdisciplinary team of project management and sustainability practitioners and researchers from the University of Vienna, supported by a research grant from Project Management Institute, set out to answer these questions. Before their multi-year journey was through, they would find themselves working around the world: debriefing project teams at Siemens and OMV Petrom Wind Farms in Brazil and Romania, working alongside executives planning to build a hospital in Austria and collaborating with researchers and practitioners at academic conferences in Europe and the United States.

Their conclusion: Sustainable Development is a new management paradigm, one whose principles can be operationalized and used to improve how practitioners of all levels manage the complexity and dynamics of organizations, projects and programs.

Illustrated with more than 100 figures and tables, *Project Management and Sustainable Development Principles* provides practitioners with all the tools they need to understand Sustainable Development and apply its principles to the initiation and management of projects.

This comprehensive volume begins by establishing a baseline understanding of Sustainable Development’s history, its value to society and its relationship to global project management standards. It then offers an inside view of Sustainable Development in action on a range of real-world projects and guidance on how Sustainable Development principles can improve the quality of overall process design, investment analysis and project definition, contexts and structures.
About the Authors

Roland Gareis studied at the WU Vienna, and obtained his postdoctoral qualification at the Vienna University of Technology. He was a visiting professor at Georgia Tech in Atlanta, at the Swiss Federal Institute of Technology, Zurich, and at the University of Quebec in Montreal. He was the chairman of the Austrian project management association and organized the IPMA world congress on “Management by Projects”. He is the former research director of the IPMA. Roland Gareis is a university professor and director of the “Professional MBA in Project & Process Management”, head of the PROJEKTMANAGEMENT GROUP at WU and managing director of ROLAND GAREIS CONSULTING.

Martina Huemann is Assistant Professor at the PORJEKTMANAGEMENT GROUP, WU Vienna and Adjunct Professor of Project Management at SKEMA, Business School, France. Her research addresses Project Management & Sustainable Development as well as specifics of the project-oriented organization including Human Resource Management. She was project manager of the research project SustPM, which results are presented in the PMI monograph: Project Management & Sustainable Development. Currently she conducts the PMI sponsored research project: Rethink!PSM (http://www.wu.ac.at/pmg/forschungsprojekte/rethinkpsm) to develop a more comprehensive project stakeholder management approach. Martina is involved in professional project management associations nationally and internationally, trains project personnel and consults projects, programs and project-oriented organizations internationally.

André Martinuzzi is director of the Research Institute for Managing Sustainability and associate professor at the WU Vienna. His main areas of research are corporate sustainability, sustainability policies, evaluation research, and sustainability innovation. During the last years, he has co-ordinated projects funded by the EU Framework Programmes, has conducted tendered research projects on behalf of six different EU Directorates General, Eurostat, UNPD and for several national ministries. He designed a monitoring system for the EU-Framework-Programme (www.FP7-4-SD.eu), led a europe-wide delphi on corporate sustainability (www.CSR-IMPACT.eu), and developed knowledge brokerage on sustainable consumption and growth (www.SCP-RESPONDER.eu).

Claudia Weninger is junior researcher of the Project Management Group, WU Vienna, and is currently writing her PhD thesis on project management. Born in 1985, Claudia holds a Magister Degree in Project Management and IT from the University of Applied Sciences bfi Vienna. Her research focuses on sustainable development in project management. She was a project team member of the research project SustPM and currently, she is project manager of the PMI-sponsored research project: Rethink!PSM (http://www.wu.ac.at/pmg/forschungsprojekte/rethinkpsm). She is a certified IPMA junior project manager, and active member of PMI. In the PMI Austria Chapter, Claudia is responsible for project management research and education at universities and universities of applied sciences throughout Austria.

Michal Sedlacko works as a researcher at the Research Institute for Managing Sustainability at the WU Vienna, as well as an external lecturer at several other universities. His research interests include the role of knowledge in public policy making (knowledge brokerage, science—policy interface, public participation in policy making, interpretive policy analysis, evaluation research), sustainability governance and national sustainable development strategies, and systems dynamics as a learning tool. He participated in a number of research projects funded by the European Commission and in research studies and consultancy for several EC Directorates General and national ministries.

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