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| PROJECT NAME: | | PROJECT AUTHOR: *Export this file to PDF and share it to get feedback.* | |
| Big Idea  *What is the project you want to create?  Think big!*  *Choose one of the following and build an improvement plan:*   * *Company website* * *Product (e.g. a smartphone)* * *Service (e.g. online delivery)* * *Internal process in your company (e.g. office design)* | Organizational  Readiness score: \_\_/5  *Consider the organization and its culture.*  *Is there an appetite for your initiative?  What might be the effect on stakeholders: your target audience, key people from your organization, people who might champion your initiative, business areas involved in design, areas that will be affected by the change you hope to implement?* | FunctionalReadiness score: \_\_/5  *What internal & external resources are available? Does anyone internally have expertise to help you to design, develop, and deploy your initiative? What level of effort will be required?* | TechnicalReadiness score: \_\_/5  *What tools and technologies currently exist within the organization to support your design, development,  deployment and measurement? What is the gap between where the organization is now and where it will be after implementation?* |
| Vision  *Keep it concise and inspirational. Focus on the “why,” and the “what,” of your environmental initiative goals.*  *Why have you chosen this project?*  *What is your motivation?*  *What do you think you can change?*  *Why do you want to change it? Why should people / companies listen to you?* |

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| PROJECT NAME: | | PROJECT AUTHOR: *Export this file to PDF, share it, and ask for feedback.* | |
| Project Description  *What is the project you want to create?  Think big!* | Stakeholders Implicated  *Who will be involved?*  *Who do you need to have onboard?*  *Who will be impacted by the project?* | Gap  *How do you plan to address the gap between where the organization is and where it needs to be? What do you currently have that can be utilized/modified, and what may need to be created? Are there any gaps or challenges?* | Success Criteria    *Make sure they’re measurable.* |
| Strategies  *What are the strategies that need to be put into place?* | Next steps  *What is your plan for implementing the changes?*  *Identify actions for:*   * *7 days* * *14 days* * *30 days* * *60 days* |
| Objectives  *List high-level objectives for the entire business that are connected to your project.* | Drivers  *Why is it in the organization's interests to take the initiative?* |

## Instructions

1. **Copy or download this file (to copy Google Docs go to File -> Make a copy).**
2. **Fill out this document with your big idea on how to implement green solution in your workplace or company you know. Follow the instructions in each box that will guide you on what information to gather, what to consider, how to plan such project.**
3. **Rate readiness of organization’s readiness to implement your idea.**
4. **Be concise and don’t be afraid to ask others for feedback, go back and improve your project.**
5. **Save your version as PDF or image file and share on social media if you like. Tag INCO @incogroup**