



SPM [Sustainable Project Management]

GRADUATION PROJECT

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PROJECT MANAGEMENT PIONEER TEAM

MINISTRY OF COMMUNICATION

TELECOMEGYPT

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## Our Team

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## Intro

**Global and Industry Alignment:** The 2030 Agenda for Sustainable Development and the submarine networks industry emphasize clean energy and sustainable innovations, aligning with Sustainable Development Goals #7,8 (affordable and clean energy, decent work ).

**Sustainability Responsibility:** It involves taking responsibility for the impact of activities on stakeholders (customers, employees, communities, environment) across all operations.

**Core Aspects:** Encompasses human rights, labor practices, environmental protection, fair operating practices, consumer issues, and community engagement.

**Evolving Project Management:** Success now extends beyond time, cost, and scope, aiming for a positive environmental, social, and economic impact throughout a project's lifecycle.

## Situation Statement

### The Statement (Opportunity)

**Telecom Egypt** is the only telecom operator investing in Subsea cables in Egypt and as the global world is attentive to sustainable development goals and policies which affect several aspects environmental, social and economic. Added to that, the subsea industry is always targeting international customers. It would be promising opportunity to embrace the values of **Sustainable Project Management** at Telecom Egypt's Projects , especially projects related to submarine cable industry(For example, clean sources energy, curbing power consumption, inducing CO2 footprint and effective project management).

### Effect:

How seizing this opportunity is affecting **Telecom Egypt** (International customers)

- Lower in-service costs in long-term
- Saving taxes when applying carbon credit rules
- Customers will experience value Alignment
- Lower pollution and environmental risks that affects customers' health
- Wide range of telecommunications services with No ethical concerns

### Impact:

The value being gained to Telecom Egypt in case seizing opportunity

- International projects and investments are smoothly carried out
- Coping with the advancement in developed world
- Compliance with future international regulations in the industry
- Increase in Telecom Egypt's Regional market share
- Increase number of Pro-sustainability customers
- Gain in Long-term profits
- Boost Telecom Egypt Reputation
- Reduce long-term costs of the international projects
- Sustainable projects can be a competitive advantage in the regional market
- Boost customer loyalty to Telecom Egypt

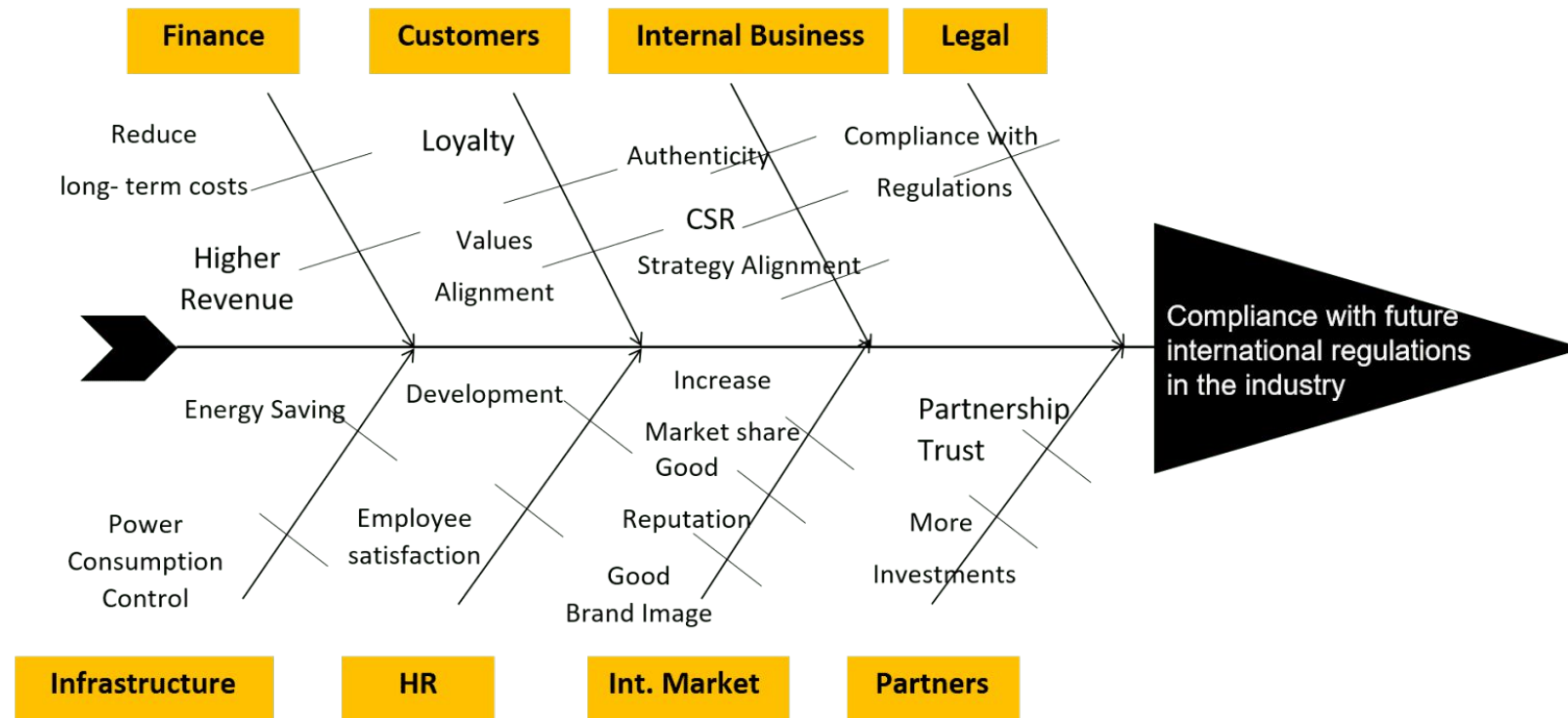
## SWOT Analysis

A tool used to assess the current situation of any organization, consisting of four elements: **Strengths** are positive attributes, **Weaknesses** are negative factors, **Opportunities** are external factors that can be exploited, and **Threats** are external challenges that may have a negative impact. This analysis helps identify how to take advantage of opportunities and reduce risks.

SWOT: International Unit in Telecom Egypt		
Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> <li>•Resilience international infrastructure</li> <li>•Solid local mesh network</li> <li>•Good international reputation</li> <li>•Distinguished Geographical location between East and West</li> <li>•Strong Marketing Team</li> <li>•Wide range of services</li> </ul>	<ul style="list-style-type: none"> <li>•Limited cash for investment</li> <li>•Using conventional energy sources (expensive) that needs to be replaced</li> <li>•Huge employees' number in Telecom Egypt, not international sector</li> </ul>
External	Opportunities	Threats
	<ul style="list-style-type: none"> <li>•OTTs entrance in the industry flourishing the industry with new projects</li> <li>•The potential markets in Africa and the middle east induce multiple international projects in</li> <li>•International calls for sustainable values and sustainable measures deployment</li> <li>•Governmental interest in sustainable development goals</li> </ul>	<ul style="list-style-type: none"> <li>•Global Economic recession</li> <li>•Political instability in the Region</li> <li>•Economic instability in Egypt</li> <li>•OTTs entrance in the industry taking from market share</li> <li>•Imposing new penalties against violation of sustainability regulations</li> </ul>

## Fishbone Diagram

The Fishbone Diagram is a tool used to categorize factors that can enhance performance or achieve new goals. The diagram displays different categories such as people, processes, and equipment, making it easier to identify areas for improvement. By applying the 80/20 rule (Pareto Principle), you can focus on the 20% of factors that may yield 80% of the positive results in seizing opportunities



**Solution:** Deployment of **SPM** [Sustainable project Management] in International Projects

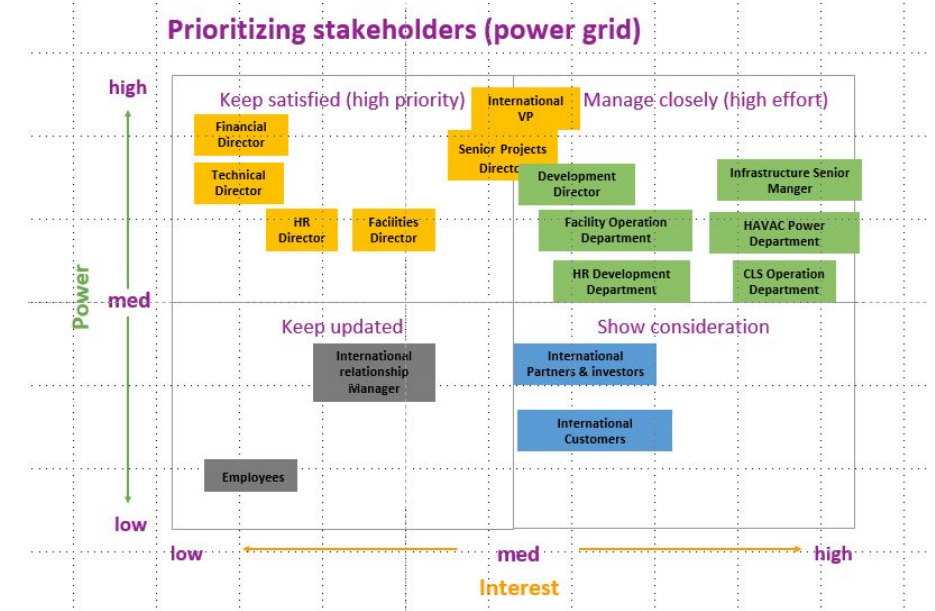
## Stakeholder Analysis & Power Grid

Stakeholder Analysis is a tool used to identify and evaluate individuals or groups that affect or are affected by a specific project, helping to understand their needs and priorities.

The **Power Interest Grid** is a visual tool used to categorize stakeholders based on their power and influence over the project, as well as their level of interest. By using this matrix, you can determine how to communicate with each stakeholder, enhancing collaboration and effectively achieving project goals.

## RACI Chart

**RACI Chart** is a tool used to clarify roles and responsibilities within a project. The acronym RACI stands for **Responsible** (who does the work), **Accountable** (who is ultimately answerable), **Consulted** (who provides input and expertise), and **Informed** (who needs to be kept updated). By defining these roles, a RACI Chart helps ensure clear communication and accountability, improving project efficiency and collaboration.





## SMART Objectives

A framework for setting clear and achievable goals, characterized by five criteria: **Specific** (clearly defined), **Measurable** (quantifiable to track progress), **Achievable** (realistic and attainable), **Relevant** (aligned with broader goals), and **Time-bound** (having a specific deadline). This approach ensures that objectives are well-defined and focused, facilitating effective planning and evaluation.

- 10% Enhancement power consumption awareness by replacing **20%** the cooling and lighting systems (HVAC) in the cable landing stations (CLSs) which are (Abt,eldars) to sustainable systems in **3 months** , starting **2025** one system every **6 weeks** handled by power team.
- 20% Upgrade to the power consumption system by using PUE **metric** in **20%** of the cable landing stations (CLSs) in Telecom Egypt by the calculations of all energy and loads used in (Abt,eldars) starts after HVAC system upgrade by the second quarter of **2025**. (**The power usage effectiveness**: Total amount of Energy used / IT equipment energy usage) handled by the O & M team.
- Enhance **the Conditions of work 10%** at Telecom Egypt by replacing **35%** of the office in the **basement floor** to a place with good ventilation, lighting and furniture at the first quarter of **2025** handled by the facility team.
- Develop **20% of the** employees in **supervisory positions** at Telecom Egypt by using leadership workshops to enhance employee satisfaction 10% at the first quarter of 2025 handled by the HR team.

## Project Charter

**Executive Summary:** The Deployment of SPM (Sustainable Project Management) in International Projects aims to enhance Telecom Egypt's sustainability efforts and operational efficiency. This project is driven by the need to adapt to global sustainable development goals and improve energy consumption practices within the organization.

### Project Goal

- 10% Enhancement power consumption awareness by replacing **20%** the cooling and lighting systems (HVAC) in the cable landing stations (CLSs) which are (Abt,eldars) to sustainable systems in **3 months** , starting **2025** one system every **6 weeks** handled by power team.
- 20% Upgrade to the power consumption system by using PUE **metric** in **20%** of the cable landing stations (CLSs) in Telecom Egypt by the calculations of all energy and loads used in (Abt,eldars) starts after hvac system upgrade by the second quarter of **2025**. (**The power usage effectiveness:** Total amount of Energy used / IT equipment energy usage) handled by the O & M team.
- Enhance **the Conditions of work 10%** at Telecom Egypt by replacing **35%** of the office in the **basement floor** to a place with good ventilation, lighting and furniture at the first quarter of **2025** handled by the facility team.
- Develop **20% of the** employees in **supervisory positions** at Telecom Egypt by using leadership workshops to enhance employee satisfaction 10% at the first quarter of 2025 handled by the HR team.

### Deliverables

1. Two **new sustainable systems of the** (HVAC) in the cable landing stations (Abt,eldars)
2. Two **PUE metric** reports for (Abt,eldars) by the end of **Project**. (**The power usage effectiveness**): **Total** amount of Energy used / IT equipment energy usage)
3. **Upgrade & transfer fifteen offices** from **basement floor** to be with good ventilation, lighting and furniture
4. Leadership Training program for **supervisory positions** to finish development workshops.

## Project Charter

### Business Case / Background

**Telecom Egypt** is the only telecom operator investing in Subsea cables in Egypt. The global world is attentive to sustainable development goals and policies which affect several aspects environmental, social and economic.

The subsea industry is always targeting international customers. It would be promising opportunity to embrace the values and tools of **Sustainable Project Management** at Telecom Egypt's Projects , especially projects related to submarine cable industry(For example, clean sources energy, curbing power consumption, inducing CO2 footprint and effective project management)

**Customers: over the top(OTTs)** , International Telecom operators.

#### Effect

- Lower costs in long-term
- Customers will experience value Alignment
- Lower pollution and environmental risks that affects customer's health
- Wide range of telecommunications services with No ethical concerns
- Saving taxes when applying carbon credit rules

#### Impact

- International projects and investments are smoothly carried out
- Coping with the advancement in developed world
- Compliance with future international regulations in the industry
- Increase in Telecom Egypt's Regional market share
- Increase number of Pro-sustainability customers
- Gain in Long-term profits
- Boost Telecom Egypt Reputation
- Reduce long-term costs of the international projects
- Sustainable projects can be a competitive advantage in the regional marketing
- Boost customer loyalty to Telecom Egypt

## Project Charter

### Benefits, Costs, and Budget

#### Benefits:

- Support new service leading to 5% revenue increase, reduce costs, increase sales
- increase customer satisfaction, Brand image, employee satisfaction, increase customer loyalty

#### Costs:

- Price of systems, installation fees, offices preparations, time spent on training, support services

#### Budget needed:

- EGP 3000000

### Scope and Exclusion

#### In-Scope:

Installment of HVAC Systems, dismantle to legacy HVAC System, Supervisory positions Training, Basement floor evacuate, Furniture the first floor

#### Out-of-Scope:

- Facility refurbishment in the CLS
- The team members development
- Other power measurements
- Other equipment, Pcs or laptop replacements

## Project Charter

### Project Team

**Project Sponsor: development :** CEO, VP, Development Director, infrastructure senior manager , Projects senior director

**Project Lead:** Project Manager

**Project Team:** HR department, CLS operations department, HVAC department, Facility department

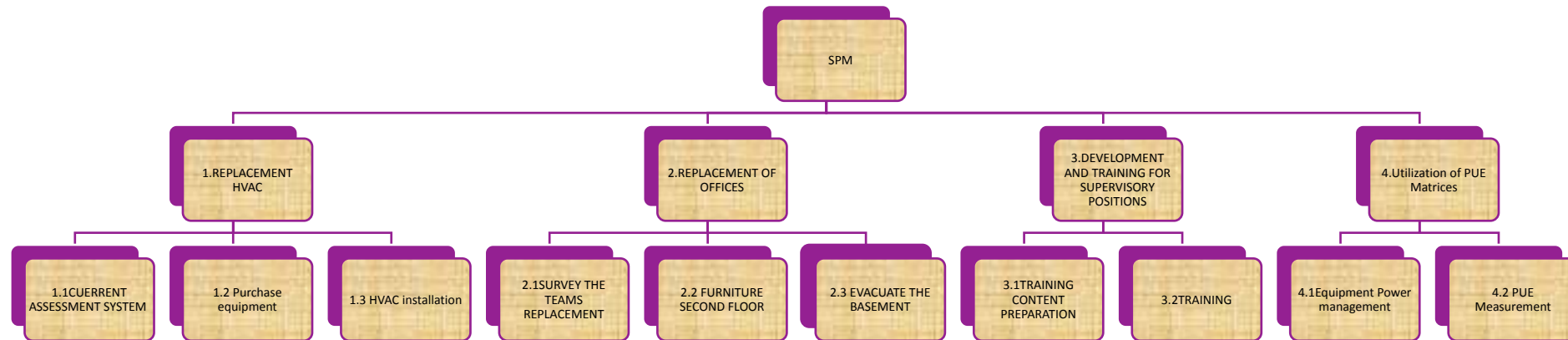
**Additional Stakeholders:** Technical director, Financial director, HR Director, Facility director

### Measuring Success

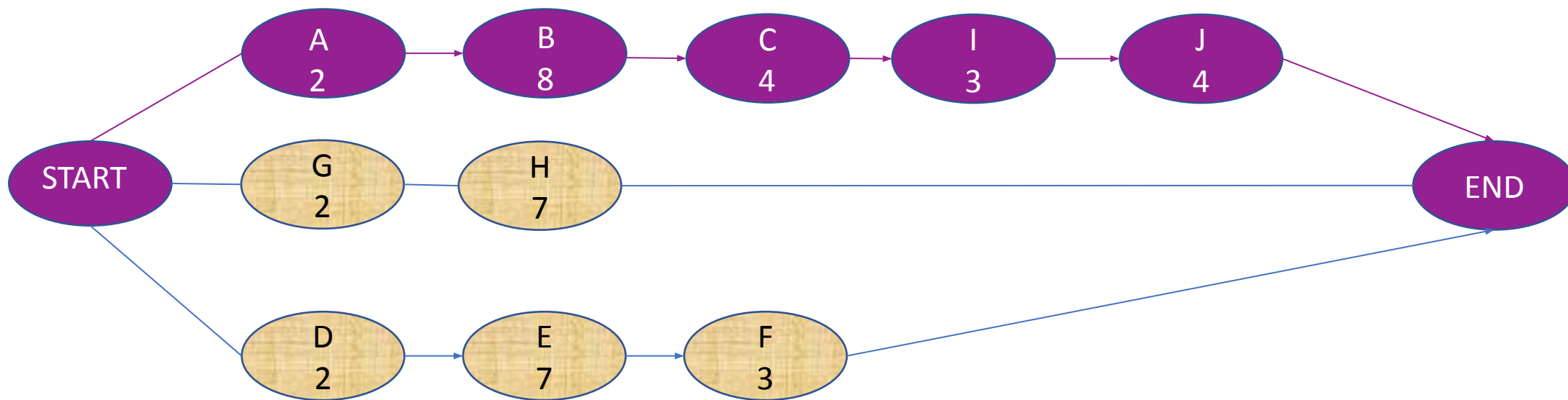
- Upgrade to the power consumption system by 20% in 3 months.
- Enhancement awareness about Power consumption by 10% by the second quarter of 2025
- Enhancement in the Conditions of work by 10% in the 3 months
- Better Employee satisfaction by 10% by the first quarter of 2025.

## Work Breakdown Structure” WBS”

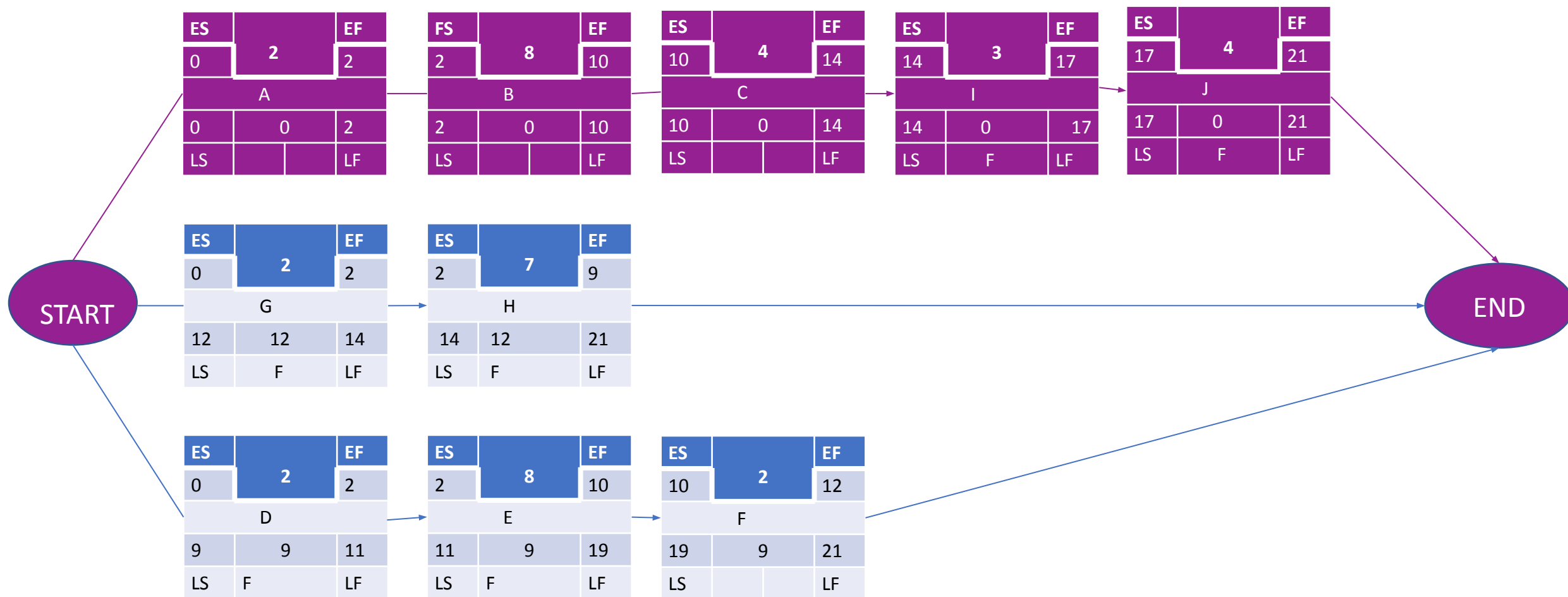
a visual tool that breaks a project into smaller, more manageable parts or tasks. It helps organize the project’s scope, making it easier to plan, allocate resources, and track progress. The WBS ensures that all aspects of the project are covered and provides a clear framework for project management.



Precedence Diagram



## Precedence Diagram





## Gantt Chart

Gantt Chart a visual project management tool that displays the timeline of a project. It represents tasks or activities on the vertical axis and time intervals on the horizontal axis. Each task is shown as a horizontal bar, indicating its start date, duration, and end date. Gantt Charts help project managers and teams track progress, manage resources, and ensure that the project stays on schedule by providing a clear overview of task dependencies and milestones.

## Budget plan

Budget plan a detailed financial outline for a project, specifying how resources will be allocated and spent. It includes estimates for all costs related to the project, such as labor, materials, equipment, and other expenses. The budget plan helps track spending against the approved budget, ensuring that the project remains financially viable. It also allows for adjustments in case of unforeseen costs and provides a framework for financial decision-making throughout the project's lifecycle.

## Statement Of Work “SOW”

SOW a formal document that outlines the scope of work to be performed in a project. It includes detailed descriptions of the project's objectives, deliverables, timeline, tasks, and responsibilities. The SOW serves as a guide for both the project manager and the vendor, ensuring clarity on what needs to be done, by when, and under what conditions. It helps set expectations and provides a framework for measuring progress and success.

## Risk plan

Risk Plan a formal document outlining the approach to managing risks in a project. It includes the processes for identifying, assessing, and prioritizing risks, as well as strategies for mitigating or avoiding them. The plan details who is responsible for managing each risk, how risks will be monitored, and what actions will be taken if risks materialize. A well-structured risk plan helps ensure that potential challenges are addressed proactively, minimizing their impact on the project.

## Communication plan

Communication plan a document that outlines how information will be shared throughout a project. It details the communication methods, frequency, stakeholders involved, and the types of information to be conveyed. The plan ensures that everyone is informed, reducing misunderstandings and improving collaboration. It specifies who will send and receive updates, the channels used (e.g., emails, meetings), and key dates for important communications. A well-structured communication plan helps keep all stakeholders aligned and ensures smooth project progress.

## Project Plan

A comprehensive document that outlines the roadmap for how a project will be executed, monitored, and controlled. It includes key elements such as the project's objectives, scope, timeline, tasks, resources, budget, risk management, and communication strategies. The project plan serves as a guide for the project team and stakeholders, ensuring that everyone understands the project's goals, deadlines, and responsibilities. It is essential for tracking progress and making adjustments to keep the project on track toward successful completion

<b>Project Name:</b> SPM (Sustainable project Management)		
<b>Description:</b> This is a document resource overview plan for telecomegypt new SPM.		
<b>Owner:</b> Shereen Eltayeb		
<b>Status:</b> Draft		
Key Docs	Description	
<a href="#">Situational Statement</a>	summarizes the project's context, including its background, challenges, objectives, and stakeholders, to ensure alignment on its importance	
<a href="#">SWOT Analysis</a>	identifies Strengths, Weaknesses, Opportunities, and Threats to inform strategic decision-making for the project	
<a href="#">Fishbone Analysis</a>	identifies potential causes of problems by categorizing them into key areas such as people, processes, materials, and environment, helping to pinpoint root issues and improve project outcomes	
<a href="#">Project charter</a>	An overview of the project, key elements and expectations	
<a href="#">Statement of work HVAC</a>	Identifies the work that is included in the project and the pricing that was quoted initially.	
<a href="#">Statement of work Office</a>	Identifies the work that is included in the project and the pricing that was quoted initially.	
<a href="#">Risk management plan</a>	Identifies the potential risks to the project, their likelihood, and how you plan to mitigate them if they become realized.	
<a href="#">Schedule</a>	Identifies the planned schedule as well as any changes through out the project lifecycle.	
<a href="#">Budget</a>	Identifies the planned budget as well as any over and under runs. Allows you to estimate the cost at completion.	
<a href="#">Communication plan</a>	Identifies how often, what type of communication method, and what information your stakeholders needs to know	
<a href="#">RACI chart</a>	Identifies who is responsible, accountable, consulted and informed within the project.	