

**Project Charter: Sustainable Environment Awareness Event**

Krishna Damarla

College of Graduate and Professional Studies, Trine University

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Mr. Obada Alkhatib

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## **Abstract**

This document explores the project charter for organizing a community awareness event aimed at raising support and awareness for sustainable environmental practices. The event comprises of fundraising walk/run, a charity auction, and a concert featuring local performers with a focus on eco-conscious themes.

Further, it provides a clear definition of the project scope, including goals, objectives, and deliverables. It identifies key stakeholders, their roles, and responsibilities, ensuring a collaborative and well-coordinated effort. Project milestones and checkpoints are established to track progress and maintain project alignment. It delves into the development of a detailed budget, categorizing expenses and exploring potential funding sources.

Lastly, it discusses the identification of project risks and the formulation of risk management strategies to ensure preparedness for unforeseen challenges.

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## Project Charter: Sustainable Environment Awareness Event

This project charter will serve as a comprehensive guide, offering direction and clarity for the successful planning and execution of the sustainable environment awareness event project.

### 1. Project Scope

The below project scope table outlines the key activities, and deliverables necessary for achieving the event's goals / objectives for maximizing community engagement.

Goals	Objectives	Deliverables	Activities
Raise awareness for sustainable environmental practices	Organize a fundraising walk/run to promote health and sustainability	Successful fundraising walk/run promoting sustainable living	Planning and coordination of the walk/run, auction, and concert
Generate funds for environmental initiatives	Conduct a charity auction to boost donations to fund local eco-friendly projects	Charity auction raising funds for local environmental projects	Marketing and promotion for event awareness
	Host a concert featuring local performers with environmentally conscious themes	Concert promoting awareness through eco-friendly messages	Logistics management for venue and equipment with an eco-friendly focus
		Increased community understanding of sustainable practices	Volunteer recruitment and training
			Budget management with an emphasis on sustainability

## 2. Project Stakeholders

A stakeholder register is created to prioritize stakeholders and determine their engagement throughout the project based on their role, responsibilities, power, and level of interest.

<b>Stakeholder Name(s)</b>	<b>Stakeholder Title</b>	<b>Stakeholder Role</b>	<b>Stakeholder Responsibility</b>	<b>Interest</b> (High, Medium, Low)	<b>Power</b> (High, Medium, Low)
Dave, Christine	Volunteers	Event coordination, logistics, marketing	Execution of assigned tasks, promotion	High	Medium
Mary, Howard	Sponsors	Financial support, in-kind contributions	Funding allocated as per agreement, branding visibility	Low	High
Tom, Patrick	Participants	Walk/run participants, auction bidders, concert attendees	Active participation and engagement	High	Medium
Cherry, Lowen	Attendees	Community members, supporters	Attendance, spreading awareness	High	Low

## 3. Project Milestones

Key milestones and checkpoints are established to gauge progress and maintain project alignment.

<b>Milestones</b>	<b>Start Date - End Date</b>
Event Conceptualization and Planning	Jan 1 <sup>st</sup> - Jan 7 <sup>th</sup> , 2024
Fundraising Walk/Run	Jan 10 <sup>th</sup> - Jan 30 <sup>th</sup> , 2024
Charity Auction	Feb 10 <sup>th</sup> - Feb 29 <sup>th</sup> , 2024
Concert	March 1 <sup>st</sup> - March 20 <sup>th</sup> , 2024
Post-Event Evaluation	March 31 <sup>st</sup> , 2024

## Checkpoints

- Regular progress meetings (Daily standups)
- Evaluation after each milestone
- Continuous feedback collection

## 4. Project Budget

Budget to organize the event and sources of funding are detailed below to align with the event's goals and objectives emphasizing on eco-friendly considerations.

Categories	Unit Cost	Units	Total (USD)
Venue rental	50\$ / day	90 days	4500 \$
Equipment and logistics			500 \$
Marketing and promotion			1000 \$
Volunteer support	10\$ / day	90 days	900 \$
Miscellaneous costs			500\$
			<b>Total project budget required = 7400 \$</b>

## Funding Sources:

- Sponsorship contributions from NGO office
- Donations from participants and community members
- Grant applications

## 5. Project Risks

The risk log detailed below captures the potential challenges along with likelihood of happening. It also emphasizes on risk mitigation plans in the order of their priority for weather-related issues, diverse marketing strategies, and technical support for the concert.

Number	Risk	Likelihood	Impact	Proposed action
1	Unfavorable weather for outdoor activities	Medium	Medium	Contingency plans for weather-related issues
2	Low attendance at the fundraising walk/run	Low	High	Diverse marketing strategies to maximize attendance
3	Limited participation in the charity auction	High	Medium	Engaging auction items to attract bidders
4	Technical issues during the concert	Medium	High	Technical support team for concert equipment

In essence, this project charter is an invaluable tool for the successful planning and execution of the Sustainable Environment Awareness Event, ensuring a seamless blend of community engagement, entertainment, and a resolute commitment to sustainable living.