

Project Charter: Sustainable Environment Awareness Event

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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 timeline, budget, key activities, and deliverables necessary for achieving the event's goals / objectives for maximizing community engagement.

Timeline: Jan 2024 to March 2024. Detailed milestones can be identified in the Section 3, Project Milestones.

Budget: 7400 \$. Detailed budget breakdown can be identified in the Section 4, Project budget.

| 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.

| Stakeholder Name(s) | Stakeholder Title | Stakeholder Role | Stakeholder Responsibility | Interest (High, Medium, Low) | Power (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.

| Milestones | Start Date - End Date |
|--------------------------------------|---|
| Event Conceptualization and Planning | Jan 1 st - Jan 7 th , 2024 |
| Fundraising Walk/Run | Jan 10 th - Jan 30 th , 2024 |
| Charity Auction | Feb 10 th - Feb 29 th , 2024 |
| Concert | March 1 st - March 20 th , 2024 |
| Post-Event Evaluation | March 31 st , 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\$ |
| | | | Total project budget required = 7400 \$ |

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.