

# Strategic Plan

## IDENTIFY: This could be a problem

Ex: Reduce ammount of Plastic (PFAS) entering the environment

Which Product Chain do we wish to target? What is the Subject matter? **This steps build the target problem for the case**

**Method:** Decision by the organisation for the first round, to be decided by consortium 2nd round

## ANALYZE: This is how it is and whom is involved

Ex: Stakeholder Analysis with Powerdynamics  
Ex: Amount of PFAS in the environment now, Potential Costs, SWOT

Where is this substance created in the Chain, What are the power Dynamics of this (who has the power). **This steps builds the "justification" of the case.**

**Method:** Automated data gathering, Reports, Theses, OSI research: Manual Research on the extensiveness of the problem.

## VALIDATE : Is this true and can we convince them to change

Ex: Send out surveys to companies, mail them, call them. Check if the environmental problems are real, check measurements. Can **we** tackle this?

This step validates is the justification is correct, and tries to contact the main power player. **This identifies the stake of the main power player.**

**Method:** Anti-thesis, Proofing. Finding Grants, checking resources and viability.

## MOBALIZE: let's get people behind this, so they want to change

Ex: Online Social media polls "Is this a problem? Should we fix it? How will we reward company X if they fix it?"

How can we **get real commitment in this project?** This steps uses the Validation and comments of Power Players to increase the Stake.

**Method:** Public Outreach, New Articles. Stake analysis, Ecosystem analysis (for additional outreach)

## SELECTION & COMMIT: Whom is changing and whom are their changemakers

Ex: Having selected a problem, a target and major stakeholders, we need to form a team, and put effort on the line to make it happen.

This step is to **select people that can deliver** on the output and to ensure all stakeholders are intrinsicy motivated.

**Method:** Based on skill, we "headhunt" people (students) that could do this, and allow them to apply.

## ACTIVATE: How is the change going? How can we help?

Ex: Scrum Agile Project -> Weekly Reports, engagement with user stories, Prioritization, highlighting the **need for change**, again and again.

This step is to **build momentum** with the team already there

**Method:** Scrum Agile Projects with VERY TRANSPARENT processes, public outreach, Public Sprint Review!

## REALIZE: Let's try to change! Dit lukt, dit lukt niet.

Ex: Bi-Weekly updates in the Scrum team and projects are shared on Social Media.

This step is to **keep the momentum** that the team has by doing continued updates

**Method:** Using the "potentially shippable products" and trying to implement them directly.

## SUSTAIN: That was good, Let's continue this and change more

Ex: Learn how to make sure you are CDSO compliant, go where Company X has gone before. Want to sign up to do this change? See where Company X is now!

This step is to ensure that the project continue after members (students) leave, to let projects life cycle not be related to the cycle of the students

**Method:** Selling Sustainability disguised as corporate gain, Detaching students and projects, finding additional grants.