

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?"

This steps uses the Validation and comments of Power Players to increase the Stake. **This step tries to increase the urgency of the change.**

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!

2-4 week Cycle

REALIZE: Let's try to change! Some things work, some don't

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, and to disregard what does and does not work

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.