# Strategic Plan

2-4 week Cycle

To Do list bullet points for agenda:

* Start mapping out potential partners to setup first consortium. Categorize potential partners into diverse stakeholder groups such as educational institutions, companies, government entities, and funding bodies.
* Identify and engage potential partners across these categories, focusing on those who can offer students, projects, tools, or funding.
* Start writing a memorandum / flyer for communications
* Gain consensus on goals, mission and objectives.
* Start thinking about grant programs to apply to and setting up a method of applying regularly.
* Start selecting first data visualization methods (chris)
* Identify open data sources for environmental data. (chris)
* Think of validation methods (survey, other suggestions below)
* Development of process to identify SC issues and the process to find solutions in a form that is adaptable to different SC’s

Identify

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| Must | | Should | | Could | | Won’t have this time | |
| **Primary Goal Setting:** Establish a main objective. |  | Initial Stakeholders identification |  | Basic reach out Campaign (do you think we should do this?) |  | Detailed analysis of all potential pollutants. |  |
| Select Consortium of interested players |  | Add how it adds to educational programs |  | Research done so far, in a report |  | **Full-Scale Media Campaign:** Prioritize targeted outreach and digital platforms over broad media campaigns. |  |
| Write memorandum as to why it’s necessary |  | Look for potential grants and upcycling opportunities |  | **Competitor Analysis:** Review similar initiatives for insights and differentiation. |  |  |  |
| **Define Issue Scope:** Clearly outline the environmental or social issue. |  | **Open Data Sources List:** Identify accessible databases and reports on environmental data. |  |  |  |  |  |
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Analyze:

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| Must | | Should | | Could | | Won’t have this time | |
| Create Basic Outlay of the different functions. Beautiful Soup, Scrapy (Python libraries) |  | Do some more research on how others do this, Implement data cleaning and normalization processes |  | Setup a basic prototype |  | Setup A basic (demo) version |  |
| Create Basic Flow Charts |  | Add how it adds to educational programs |  | Comparative analysis with other pollutants. |  | Full economic impact assessment of PFAS reduction (impossible) |  |
| **Power dynamics algorithm:** Analyse stakeholder influence, control: Gephi, NetworkX |  | Conduct a SWOT analysis on PFAS pollution |  | Comparative report with other supply chains. |  | **Fully Autonomous Decision-Making:** While AI can suggest actions, human oversight is necessary for context-sensitive decisions and ethical considerations. |  |
| Identify key sources of PFAS pollution. |  | **Stakeholder database:** Comprehensive list of entities in supply chains. |  | Setup training for Scientific document processing. |  |  |  |
| **AI-Powered Analysis:** Machine learning models to identify and map supply chain relationships and dependencies. TensorFlow, PyTorch: (NLP): BERT, GPT |  | Setup Reverse OSI and show its power |  | **Predictive analytics:** Forecast changes in power dynamics, supply chain risks. R, Python |  |  |  |
| **Visualization software:** Map supply chains, highlight power centers. Tableau, Power BI for visualization |  | Map out the product chain and power dynamics. (manually) |  |  |  |  |  |
| **Data Collection Engine:** Automated scraping of public databases, company reports, and news articles for up-to-date supply chain information. |  | **Integration capability:** Combine with existing databases, platforms. |  | **Collaboration platform:** For stakeholders to verify, update data. |  |  |  |

Validate:

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| Must | | Should | | Could | | | Won’t have this time | |
| Setup basic outlay on how to validate |  | Use the Align method |  | | **Public Outreach:** Use open-source social media management tools **Hootsuite** for broader engagement. |  | Nationwide in-person events. |  |
| Surveys and outreach to major stakeholders for validation. |  | Look for environmental impact of PFAS with scientific data sources |  | | Call center (Asterisk, FreePBX, Vicidial) IVR (Interactive Voice Response): Call Queuing Call Recording SIP Trunking: For making and receiving calls via the internet |  |  |  |
| Allign on GRANTS and potential GAINS for the stakeholders |  | Setup automated reach out |  | | Setup CRM system |  |  |  |
|  |  | Initial contact with potential partners and sponsors. |  | | **Pilot Studies:** Conduct small-scale interventions to test assumptions, using open-source statistical software (e.g., R, JASP) for analysis. |  |  |  |
|  |  | **Resource Viability Check:** Assess available resources |  | |  |  |  |  |

Mobilize:

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| Must | | Should | | Could | | Won’t have this time | |
| Target Persona’s |  | Develop insights into feedback |  | Organize public events for awareness, like meeting groups |  |  |  |
| Communication Plan |  | Show feedback on the website |  | Discussion groups for students (debates) |  |  |  |
| A selection of which tools and platforms we will engage with |  | Test of those tools to engage with |  | Workshops and simulation around this subject |  |  |  |
| Have official paperwork done |  | Educational sessions |  | Interactive maps on websites |  |  |  |
|  |  | A general presentation and a website to show |  | Educational material ready to go |  |  |  |

Selection & Commit:

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| Must | | Should | | Could | | Won’t have this time | |
| A place for them to arrive and interact ( mattermost) |  | Agile workshop ready to teach |  | Post to commit ready status (we’re gonna do this!) |  | Extensive training programs for all applicants. (to be made) |  |
| Define criteria for team selection. |  | Ideation session ready |  |  |  |  |  |
| Open applications for team positions |  | Interviews with potential team members. |  |  |  |  |  |
| Detailed breakdown of roles |  | Letters to commit ready |  |  |  |  |  |
| Flyer with the general idea |  |  |  |  |  |  |  |

Activate:

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| Must | | Should | | Could | | Won’t have this time | |
| Kick-off meeting with the project team. |  | Set up a project management tool for transparency and collaboration: **Taiga, Wekan or Zenhub** |  | Public introduction of the team and project goals. |  | Full-scale project launch event, with banners and fanfare |  |
| Establish a clear project timeline and deliverables |  |  |  |  |  |  |  |
| Establish a clear stake and how everyone gains |  |  |  |  |  |  |  |
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Realize:

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| Must | | Should | | Could | | Won’t have this time | |
| Implement the first set of actionable steps towards evolving the supplychain |  | Have template setup for this, have a whole flow setup for this |  | Mid-project public engagement survey |  | Expansion of project scope beyond initial goals |  |
| Regular progress updates and adjustments based on feedback using the Scrum-Agile method |  | Share success stories and challenges faced |  | Common pitfalls |  | **Global expansion:** Focus remains on the initial target area or country rather than expanding the project's scope worldwide |  |
| Use scientific methods to track the reduction of PFAS in targeted areas (see analyse) |  | Document lessons learned**:** For both successes and failures, to guide future projects |  | Online Engagement in the Sprint Planning |  | New technologies: Innovative methods exploration. We are going to use existing tools. |  |
| Adjust strategies based on feedback |  |  |  | Develop partnerships: projects working on similar issues for shared learning and resources. |  |  |  |
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Sustain:

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| Must | | Should | | Could | | Won’t have this time | |
| Secure commitments from stakeholders for long-term support |  | Identify and apply for grants to ensure financial sustainability |  | Annual impact evaluation: Effectiveness assessment |  | Scope expansion: Address related issues |  |
| Make VCR commercially viable |  | Community plan: Keep locals informed |  | Propaganda Campaign: Awareness to the commercial success |  |  |  |
| **Establish a maintenance plan:** For ongoing efforts and interventions to ensure PFAS levels continue to decrease or remain low. |  | Train successors: Project handover preparation |  | Educational campaign: Awareness to prevent PFAS |  |  |  |
| Setup Knowledge Sharing Centre |  | Setup knowledge transfer tools |  |  |  |  |  |
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