

# THE IAPM

INTERNATIONAL ASSOCIATION OF PROJECT MANAGERS

CASE STUDY

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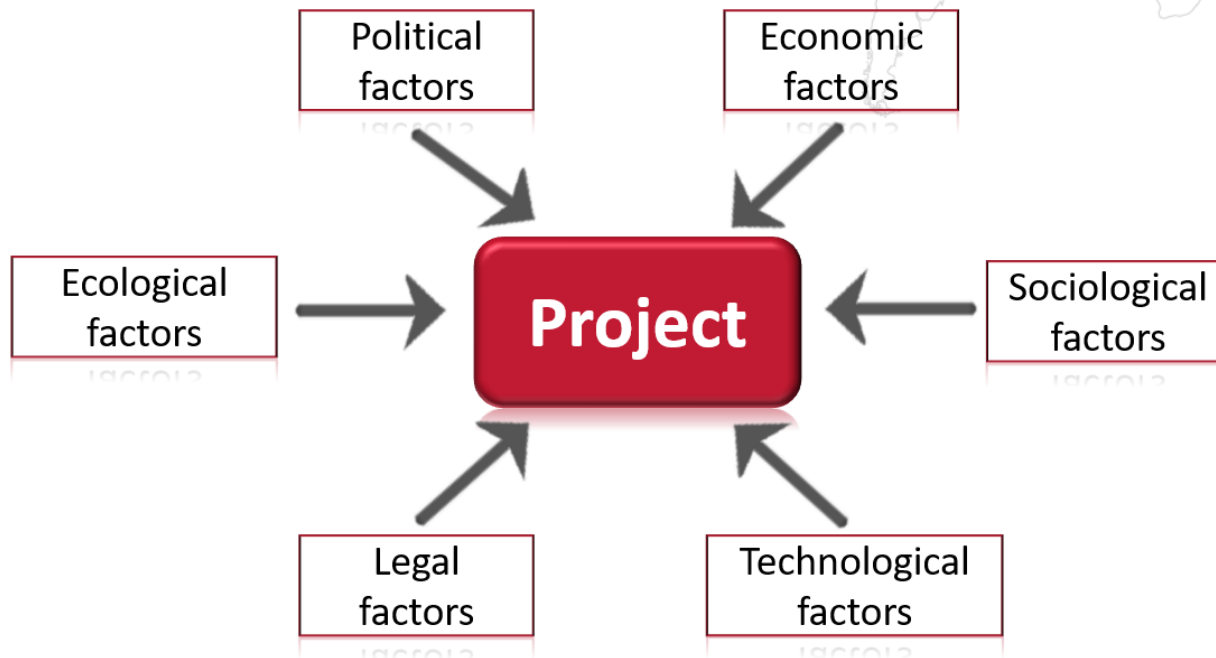
# THE SITUATION

**Imagine the following situation:**

You are a project manager and you are working for a research centre. Like many research centers these days, yours is also working on a vaccine for COVID 19.

Since your company is working globally, there are many factors which have an impact on your project. Now it is your task to think about influences from the environment. Only if you know, which factors can influence your project, you can handle these and prevent your project from failure.

# ENVIRONMENTAL ANALYSIS



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<b>Political framework</b>	<ul style="list-style-type: none"><li>• Which “powerhouse” need to be observed?</li><li>• Are there conflicts of interests?</li></ul>
<b>Economical framework</b>	<ul style="list-style-type: none"><li>• Are there economic constraints?</li><li>• Important economic interests?</li><li>• Competitors?</li><li>• Do seasonal/cyclical fluctuations influences your project?</li></ul>
<b>Sociological framework</b>	<ul style="list-style-type: none"><li>• Are there any ethical or moral constraints?</li><li>• Do you have to take the sentiments or emotions of people affected by the project into account?</li></ul>
<b>Technological framework</b>	<ul style="list-style-type: none"><li>• Do technical innovations have to be integrated?</li><li>• Are the technologies tried and tested?</li><li>• Do you have to consider trademark rights or licenses?</li></ul>
<b>Legal framework</b>	<ul style="list-style-type: none"><li>• What is the legal framework?</li><li>• Are there laws/regulations which apply to your project?</li></ul>
<b>Ecological framework</b>	<ul style="list-style-type: none"><li>• Will your project pollute the environment?</li><li>• Do you have to consider environmental regulations?</li><li>• How can you deal with constraints?</li><li>• Are there aspects that make it impossible to implement your project?</li></ul>

# YOUR TASK

Think about **possible impacts** on your project and write them down. Which impact do the different factors have on your vaccine-project? Which questions are important to ask? Please keep in mind that you are active globally and that also different countries and regulations need to be considered.

Just be creative!

# SAMPLE SOLUTION

- As a project manager for this project you need to keep the following questions and factors in mind (cf. next slide)
- When you are working on this project **actively** you will have to answer these questions
- Only then countermeasures can be described and realized

# SAMPLE SOLUTION

## POLITICAL

- Are there any conflicting national or parliamentary interests?

## ECONOMICAL

- To which country are taxes paid?
- Who is financing the project?
- How to gain money fast?

## SOCIOLOGICAL

- How to reduce consequential damages?
- Who will receive vaccine first?
- Do people even want to be vaccinated?

## TECHNOLOGICAL

- How to store vaccine?
- How often must I be vaccinated?
- Regulations? Approvals?
- Effective for whom?

## LEGAL

- Which law applies?
- Hygiene regulations?

## ECOLOGICAL

- Is the environment polluted by production?
- How is vaccine transported? Will it pollute the environment?
- How does the disposal work?
- Which raw materials are used?

**THANK YOU VERY MUCH  
FOR YOUR TIME.**

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