

**CRITICAL REPORT ON UNIVERSITY ENVIRONMENTAL
EVENT PROJECT**



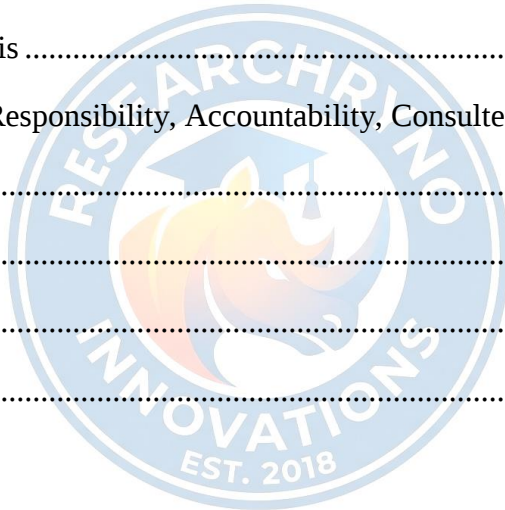
Executive summary

This report is on the environmental event conducted at the university. The project context describes the context of these events and analyses different issues related to them. This also analyses the CSR impact of the event. The work breakdown structure was created to break the work structure into different small parts and understand that. The RACI matrix was used in this report to identify the responsibilities of the stakeholders. The PESTLE analysis conducted provides an overview of the external factors that are directly affecting the success and influence of the university event over the target audience. At last, a recommendation is given for making future improvements.



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Introduction

This is a report focused on analysing the case study of the University Environmental event project. It will present a brief analysis of the case study. The main objective of this report is to develop an assessment of various factors involved in environmental events and projects. It will analyse different internal factors like organisational, and human resources and external factors like corporate social responsibility and the rationale involved behind developing the research. Through the deep analysis and evaluation of the factors, the study aims to get an insight into the event's background, the challenges faced in conducting the event, its different risk factors and the impact of the event on the CSR and Public Value. In order to develop the report efficiently several methods will be chosen and followed. This report will analyse the strength of the event, its weakness and the areas of the event which need improvement by using several tools. In the end, it will also provide a recommendation in order to help the organisers and project managers to conduct events with similar objectives more efficiently.

Project context

The vice chancellor of the University has taken the initiative to conduct an environmental event in the university in order to spread awareness among their students and promote sustainability by aligning with sustainable development goals by the UN. The whole responsibility for planning and developing this event and managing different stakeholders involved in the event and making other strategies was given to the Project team. This project was conducted with a very limited budget of £25,000 during semester 2 in April month. To complete the event successfully several factors got some special attention. Several internal and external factors were taken into consideration during the completion of the event. Human resources, organisational management and the project team issues were the most common internal factors involved in this event. External factors such as Corporate Social Responsibility and Public value are also involved with a high impact on this event. These factors are described in brief below.

Organisational, human resource, and project team issues

During the completion of this project, the project managers and the event organisers faced several challenges. Managing the organisation, Human resources and project team management was the biggest challenge among them. Managing these problems was very difficult and crucial for the university authorities. A successful project depends on the

execution and solving of the organisational, human resource and project team issues. In this case study it was found that the University event project faced several issues in their event due to lack of proper discipline, lack of enough funds and the involvement of so many stakeholders. The organisational issues in any event include miscommunication and mis coordination and collaboration among the different stakeholders involved in the research. In this context of the University Environment event project, similar issues may occur. Lack of enough communication and enough meetings can create such problems among the stakeholders. Regular meetings, enough communication and the development of project management strategies can be helpful to solve this issue.

On the other hand issues like human resource management can occur in the project due to the hiring of the wrong people without having enough knowledge and expertise about the environment and sustainable development goals. Also not providing the right training to the right staff can create a big issue in the human resource. Strategic hiring, regular skill development training and seminars can be useful to enhance the employee's knowledge about the environment and sustainability and solve the issue related to human resources.

The project team issue is also a significant issue in the University Environment event project. On the other hand, taking the right decision and governing the project or the event is also a difficult task. This often develops challenges in the project team. In order to solve this issue there is a need for a project manager. The project team should choose a manager among them who will take the decision about the event or the project. The manager will also have a responsibility to track the project progress, budget and the performance of different staff and members along with maintaining the relationship among the different stakeholders of the event project.

Critically analyse the contribution of the project to corporate social responsibility/ public value

The environment event project organised by the Vice Chancellor of the University has a positive impact on corporate social responsibility and public values. The project highlights the university's commitment to sustainability and its role in solving global concerns by aligning with the United Nations Sustainable Development Goals. The UN has 17 sustainable development goals (United Nations, 2023). By conducting several exhibitions and lectures by different experts in the field the University will promote Sustainability and raise awareness about the environment-related issues among the University Community. The environment is an aspect of CSR (Murdifin et al, 2019). This will help in enhancing the knowledge of the

students, faculties and local communities about environmental issues. This knowledge enhancement by the University Environment Event contributes to the Public Value aspects. On the other hand, by involving several people such as local communities and NGOs the project organiser developed an option of collaboration and partnerships. This can benefit both of the stakeholders in the long term. It will be helpful in conducting future research on a similar topic and it can also help in future community programs by the University to keep themselves aligned with the UN's SDGs. The project also wants to keep itself aligned with the CSR by reducing the use of plastic, reduction of carbon emissions and reducing the use of power generated from any carbon emitter resource.

The rationale for the proposed plan and choice of methods

The Vice-Chancellor's aim to increase awareness of sustainability issues and line with the UN SDGs is the foundation of the suggested strategy for the University Environmental Event Project. The project seeks to inform and motivate people to adopt sustainable behaviours by organising exhibitions and lectures. There are several methods which could be used to analyse the project but only three of them were taken into consideration.

WBS structure or the Work Breakdown Structure was the first chosen method for this report. This provides a key insight into the work procedure of the event. Through the use of the WBS method, the work required for the event can be analysed. This will also be helpful in order to identify the scope and the potential risks related to the event (Ikarwitaza et al, 2021). The WBS can also be used to find the communication points within the project. Thus this method has been chosen for this event.

After that, the second method chosen for this event is its PESTLE analysis. The PESTLE analysis will describe and analyse several external factors related to the events (Thoma et al, 2021). This will give a brief analysis of the political, environmental, social, technological, legal and economic factors related to the event.

At last, the third method chosen is the RACI Matrix. This matrix will analyse and describe who is responsible for this project and who is assigned to complete the project (Oosthuizen, 2021). Also, the people accountable to complete the Projects will also be analysed through this matrix. Also, the two factors consulted and informed will analyse who can give more information and who needs to be updated about the work progress.

Critically describing and evaluating using the project management tools

Tool 1: Work Breakdown Structure

The work breakdown structure is a tool using which the project coordinators can create achievable tasks using the estimated packages predicted by the University environmental project team. Using this hierarchical tree the project team will be able to establish the model in order to type how they want to meet the project visions (Ikarwitaza *et al.*, 2021). The project team has estimated 25000 €. Therefore the project team needs to create strategic planning within this estimated package.

Engaging with valuable stakeholders, and creating several public events such as banner and poster marketing of the events, online campaigns, and street campaigns need to be conducted by the team. Along with this, connecting with the media and publishing houses is subsequently important in order to make the public aware of this environmental awareness project. This 5-day environment event will be organised in several locations within the University campus. Therefore the team needs to collaborate with the logistics team to make the event fulfilling. Setting the venue, and delivering proper infrastructure within the event will be monitored by the logistics team. Hence 28 per cent of the estimated budget has been allocated by the team in this category. In order to make this program totally fulfilling, the University project team needs to establish educational events such as exhibitions and deliver lectures from the eminent staff associated with this project. This particular work will require a significant amount of investment. Along with this, inviting external speakers who have avid knowledge regarding the environmental issues of this modern era is the most important resource for delivering the effective outcome of this environmental project. Hence to promote such a big event the University team will need to connect with publishing houses and media teams present in the society. Social media presence is recognized as the most effective marketing strategy at this moment (Mason *et al.*, 2021). Therefore the University environment team needs to create social media presence through Facebook, Instagram, and Twitter in order to make the environmentally aware people invited to this 5-day event. Hence online campaigns and TV advertisements are required. Connecting with the news media publishing houses is required in order to provide information regarding this event to the people present in the society. Risk management is the most required practice to deliver the best working model in project management practices (KHURRAMOV *et al.*, 2021). Therefore the University environment project team has to distribute 32 per cent of the estimated budget to maintain the risk analysis

and management practices. The contingency plan and risk analysis should be done by the team in a focused manner.

Therefore dividing the project into different parts needs to be taken into consideration in the work breakdown structure. The University environmental project team needs to follow this particular categorisation of the work in order to enhance the project fulfilment strategy. Taking into consideration each and every category of work is critically important in order to make people aware of the environmental issues in society.

Tool 2: PESTLE Analysis

Political

It is quite evident that the university has to adhere to the laws and regulations prescribed by the target ruling political party in the region. Failing to abide by these rules and regulations might further harm the reputation of the university and cause financial loss. It is quite understandable that the university itself will operate based on the rules and regulations prescribed by the political parties and will have to acknowledge a situation where there is political instability in the area, to maintain the security and privacy of the students. However, to further ensure and adhere to the laws, the university's plan to host the event might be affected if the situation in any area is not normal. The university can further utilise this attribute as one of its strengths to further expand its objectives.

Economic

The economic condition of the university will affect the type, nature, and dimension of the event that it is about to host. It is quite obvious that due to the changing conditions of the business landscape, university leaders now have to fulfil multiple roles. Traditionally the principals and other managerial staff were responsible for looking after the internal matters of the organisation. However, the leaders now also have to maintain a stable stakeholder relationship to ensure economic stability and create a stronghold in the educational industry (Klofsten *et al.* 2019). Further investments from these stakeholders can certainly improve the quality of the event. However, the university should ensure the budget prescribed for the event and its cost-effectiveness to ensure the long-term financial endurance of the company.

Social

For the university to explain the objectives of the event, the management must measure the type of knowledge that the audience possess and then strategise the event accordingly. The event should also consider the social, religious, and cultural beliefs of the target audience.

Without adhering to these considerations, it will not be possible for the university to make the event successful.

Technological

The technology that the university uses to ensure the proper delegation of the event is a crucial consideration. Implementation of advanced technologies can help the university to enhance its reputation. Besides, it can also use virtual technologies to digitally broadcast the event which will further increase the prominence of the event and the initiatives undertaken by the university.

Legal

Adhering to the legal framework is crucial for the university. As mentioned previously, the university should operate based on the legal frameworks as prescribed by the authorities. Besides, to further maintain the effectiveness of the event, the university leaders should adhere to the regulations that enable the management to offer a high-quality event experience to the target audience.

Environmental

Since the university is hosting an event based on the UN sustainability goals, it is quite obvious that the organisation should teach the students and the management about practising sustainability initiatives (Leal Filho *et al.* 2019). Besides, the environmental objectives of the university should also be taken into account.

Tool 3: RACI Matrix - Responsibility, Accountability, Consulted and Informed (RACI)

The project management tool RACI matrix is used to identify the roles and responsibilities of different stakeholders involved in any organisation or project. The word RACI stands for Responsible, Approver, Consulted and Informed, representing various levels of participation in project duties and choices (Ahmed, 2019). This report can evaluate the RACI tool's efficiency in defining responsibilities and assuring good project management by critically describing and analysing its application in the University Environmental Event Project.

During the completion of the event organised by the University RACI matrix can be used in many factors like the choice of the guest list, fixing the project budget, event time scheduling and the shortlisting speakers list. This tool will define the person responsible for different works happening during the project or event. To identify and determine the relationship between jobs and identify the roles the RACI Matrix is used (Suhanda and Pratami, 2021). As an example in this event, the RACI matrix will identify the persons who were involved in taking the decisions

about different factors like selecting the venues, fixing the budget and other important decisions related to the study.

According to the finding of the RACI matrix, there was an involvement of several stakeholders in the completion of the project. The project manager played a crucial role in approving the proposal and decision. The manager had the authority to approve different proposals and decisions about the event in order to complete the event successfully. After listening to the project team and consulting with the respective authority the project manager took the decision of approving the proposal given by the teams. They followed a structure where everyone was involved in decisions which will help them in conducting the event with efficiency. On the other hand, the plans and proposals for the event were developed by the project management team. The project management team which includes the students, faculties and the local communities developed plans and designed them efficiently and then sent them to the project managers for approval. Everyone involved in the project team was given enough priorities to give their ideas and plans to make the event and project successful and promote Sustainability and awareness about the environment. Teamwork is very important for organisations (Oosthuizen, 2021). The decisions were not taken instantly. The project managers didn't take any decision without consulting the expert. Before taking any decision related to the event the project manager consulted with the experts. As an example, while deciding about the budget the project manager consulted with the organisation's fund manager to get an insight about the total available fund then used to take the decision of approval. The fund manager here played the role of consultant for the event. On the other hand, while giving the approvals about the guest list and the speakers list the PM consulted with their seniors and faculties who already have experience in conducting such programmes. This helped them from avoiding any wrong decisions about the event. The seniors of the University and the faculties here played the role of consultants for the event. They gave their valuable time and experience to conduct the event successfully. In the end, the university authorities were informed about all the plans and decisions. The PM kept informing all the decisions and changes made in the event to the University Authority.

Conclusion

The University Environment programme was developed by the Vice-chancellor. It was conducted to create awareness about the environment. It has several issues related to human resources, organisation and team management. The three matrices chosen to analyse the event

revealed that it has minimal external problems and the WBS has divided its work process into several parts. In the last, the RACI defined the roles of the stakeholders in the organisation. All these things analysed that despite having several difficulties the event was completed efficiently.

Recommendation

After the completion of the study and analysing the University Environment event Project, several problems were identified. In order to solve the problems few recommendations can be given to the authority which will be helpful for them in order to organise events on this topic or similar topics related to it. The most critical problem faced during the event was the issues related to organisational management. Thus in order to solve the problem the organisation and the project managers are recommended to build a good recommendation channel between their stakeholders. Communication plays a crucial role in building teamwork (Kalogiannidis, 2020). Thus it will help them in keeping good communication among the stakeholders and maintain a good relationship. On the other hand, human resources management was also a big challenge for them. Human resources managers can manage to hire easily (Boon et al, 2019). Thus they are recommended to develop a good human resource team to manage their team and hire new people for the event. This can be helpful in managing the manpower involved in the event. The last recommendation given to them is related to team management. They are recommended to choose a project manager to take the decisions and avoid the team management crisis.

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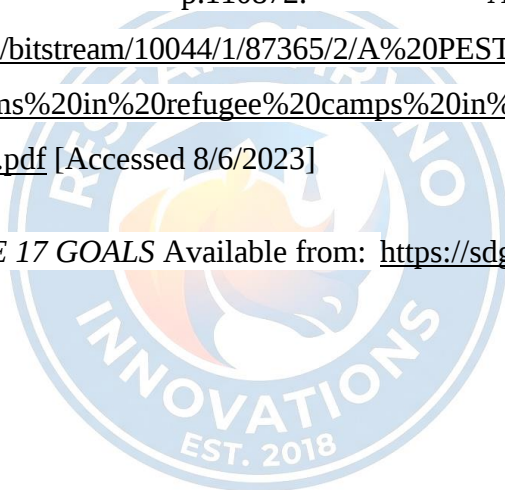
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Appendix

Appendix 1: Work Breakdown Structure

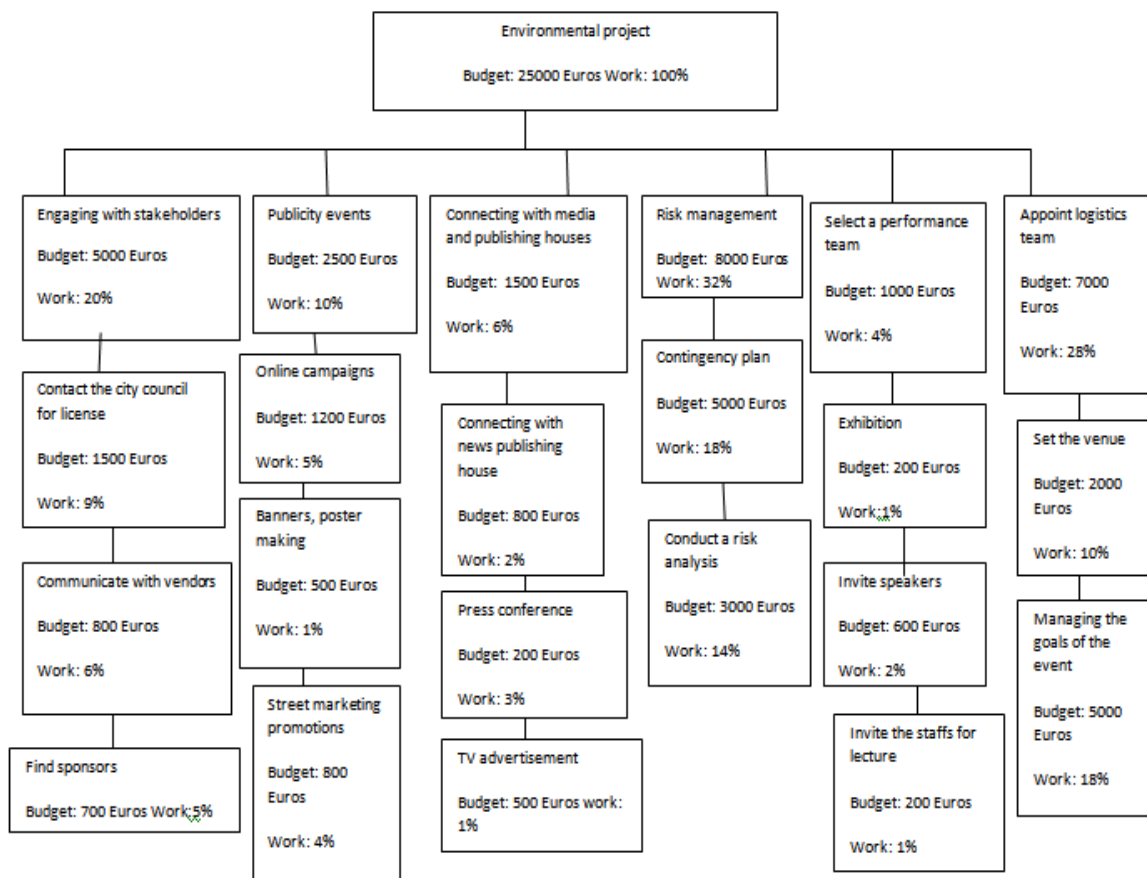


Figure: Work Breakdown Structure

(Source: Created by self)

Appendix 2: PESTLE Analysis

Political - Adherence of the university event to political regulations in the area - Disruption in political stability in the area	Economic - Cost-effectiveness of the event - Support from the top management and the availability of resources (He, 2021) - The economic status of the university
Social Sentiments of the public concerning the environmental issues	Technological Advancement of the technologies the university will use in the event

State of the demographics, the event is addressed to	Use of virtual technologies to telecast the event digitally (Rubinger <i>et al.</i> 2020)
Legal - University regulations about event hosting and management - Regulations prescribed by the government to maintain ethics in the event - Adhering to service quality and maintenance of health laws while hosting the event	Environmental - Regulations to use sustainable products while hosting the event (Csapody, Ásványi, and Jászberényi, 2021) - The sustainable objectives of the university

Figure: PESTLE Analysis

Source: (Created by Self)

Appendix 3: RACI Matrix

Decision	Responsible	Approver	Consulted	Informed
Choosing the guest list	Project Management team	Project Manager	Faculties and Seniors	University Authority
Event Scheduling	Project Management team	Project Manager	Faculties and Seniors	University Authority
Fixing the Budget	Project Management team	Project Manager	Fund Manager	University Authority
Choosing the lecturer	Project Management team	Project Manager	Faculties and Seniors	University Authority

Figure: RACI Matrix Analysis

Source: (Created by Self)