PROJECT PLAN

DUIT4REAL

Windesheim Honours College
Introduction to Project Management
Rik Berbé
Zwolle, November 26, 2021

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Project Information

Project name	Raising Awareness On Consent
Project Team	Dult4real
Project Sponsor (Client)	Suzanne Vink

Key Contacts of the Project Team

Project role	First name	Last name	Student Number
Facilitator	Leila	Azelmad	1175101
Group dynamic	Tessa	De Waal	1163670
Keeping track of the timeline	Noa	Glastra van Loon	1176977
Head of finance	Femke	Rouschop	1167290
External communication	Florian	Schmidt	1170297

Project Plan Agreement Signatures

Project name: Raising Awareness on Consent

The undersigned acknowledge they have reviewed the Project Plan and agree with the approach it presents. Changes to this Project Plan will be coordinated with and approved by the undersigned or their designated representatives.

Signature:

Name: Leila Azelmad

Date: 26/11/2021

Signature:

Name: Tessa de Waal

Date: 26/11/2021

Signature:

Name: Noa Glastra van Loon

Date: 26/11/2021

Signature:

Name: Femke Rouschop

Date: 26/11/2021

Signature:

Name: Florian Schmidt

Date: 26/11/2021

Signature:

Name: Suzanne Vink

Date: 26/11/2021

Signature:

Name: Rik Berbé

Date: 26/11/2021

1. Executive Summary

We are DuIt4Real, five students from different countries studying Global Project and Change Management at Windesheim. We all know someone dear to our hearts who have dealt with not giving consent or for whom consent was not respected.
Consent means that before you touch someone or speak to them, you want them to join an activity, make or post pictures of them, or want something else from them – you check that the person wants this and feels like it. That might sound a little bit strict, but it simply means that you make sure that the other person enjoys the activity as much as you do (Vink, n.d.).

The definition was a shocking fact for us. Because of this, we want to make a change and use this opportunity to focus our project on raising awareness for consent. We believe that we can help break the silence and spread awareness, especially among students. Students are an essential group to learn more about consent because they get most involved in situations where consent is not known or respected. However, we found out that we have various views within our group on what consent means and what it means to us. Because of that, we want to inform people about the topic and create a situation in which they must think for themselves about what consent means to them.

Therefore, we are creating a short documentary in which we will interview people of different ages and from backgrounds about their vision of consent. We were inspired by Yann Arthus Bertrand's documentary called 'Human'.

This documentary will be shown at an event, where we will create a relaxed sphere to talk and discuss consent for curious students. The documentary will also be a deliverable for the client, making our project even serviceable after the event! We will promote the event to reach as many students as we can.
If we do not do it, then who will?

2. Project Definition

In the following paragraphs, we will overview the project's background and origin. We will explain what the project is about and the project's objective.

2.1. Project Background

We chose this project because we all know people close to our hearts whose boundaries have not been asked for or have not been respected. We have all either been in or have seen people in situations where they felt uncomfortable, unsafe, or even just misunderstood and not respected. Therefore, we share the same interest and objective as our client: wanting to raise more awareness on consent, starting with the students of Windesheim. We saw within the group that we have different ideas of what the concept of consent means, so we figured the first step of raising more awareness is letting people think about their definition of consent.

The name of our **client's organization** is Consent.Altijd.Enthousiast is an online platform focusing on spreading awareness about consent and situations that represent (lack) consent in both the Dutch and English languages to reach as many people as possible.

The **client's current needs** are to educate and reach as many students at Windesheim as possible. For this need and her goals, we have created a project that will give her a deliverable that she can use in this project and her following project after this.

We hope the people we will be able to reach will benefit from the project's outcomes in a way where they are more comfortable with themselves and can easily set their boundaries with confidence. We feel that this could help many people that end up in situations they want to get out of by giving them different insights that they may learn from.

Stakeholder matrix

The following matrix shows the various stakeholders. The position in the matrix defines the relationship between influence and interest. Therefore, it can be concluded that two key stakeholders, Suzanne Vink and Rik Berbé, are most relevant and have most influence on the project's success.

Power/ influence	**Windesheim board**		**Suzanne Vink, client**
High	**Windesheim Media centre**	**Unify & Lineke**	**Rik Berbé, lecturer**
Low	**Students**	**Interviewees**	

Interest low → high

2.2. Project Objective

Our client is an organization that raises awareness about consent and is very serious about including everyone. The organization looks at every aspect where consent can be violated, such as street harassment or a non-respect of self-imposed boundaries, and many more.
Our focus will be on the student of Windesheim. We will create a short documentary to project with interviewees that demonstrate the large diversity our client believes in. Afterward, we will hold a workshop to start the conversation about what they saw. This is our way to open the conversation about consent with students of Windesheim.

3. Project Scope

The project will be divided into five phases: the project will present a short documentary to raise awareness about Consent within Windesheim. We will show the documentary to students and then start the conversation about consent with the workshop. The event will take place on the ground floor of the X building. We will work within a budget of 150€, and the project will be completed in four months.

To Be Done	Resources Needed	Outcome	General Steps
Interview Preparation	Team Flyers from our clients	Finding people to interview	-Prepare pitch for 1-1 -Define the contact procedure -Organize the 1-1 Schedule -Distribute flyers
Conducting the interview	Team Interviewees Media Centre equipment and room Drink (coffee tea)	Scene recorded for the short documentary	-Book the location (Media Centre) -Write the storytelling of the short documentary -Call potential interviewees -Organize the first contact meeting -Ask for the equipment -Record the scenes
Editing the short documentary	Team Collaboration Editing Software Room to project the draft Availability of interviewees and client to view the draft	The final version of the short documentary	-Collaboration with filmmaker -Film extra scenes -Editing -Presentation of draft -Final version
Promotion of the event	Team	The time and place of the event will be known	-Contact the Windesheim Event Organisation -Book the location -Promote the event -Order food and drinks
Event Day	Team Client Interviewees Room Food and drinks	Projection of the short documentary and animation of the workshop	-Set the material in the projection room -Set the tables and documentation Guide the students

4. Project Work Plan

In this section, we will describe the details of the project in terms of tasks, cost, and time.

4.1. Project Deliverables

This project has two deliverables. The first one is a **short documentary**. Our goal with this deliverable is to give our client an element for their campaign they can use.
The second deliverable is the **promotion event** of the short documentary. The event will be held on the Windesheim campus. The building where the event will be held will be decided in the early phase of the execution process and will be divided into two parts. The first part will be the diffusion of the short movie, and the second part will be activities and opportunities to talk about consent. The event will be held in an open space; after watching the short documentary, the space will be rearranged so people will be gathered in small groups. This will facilitate the conversation about consent. We do this to help students understand the concept of consent in their daily lives.

4.2. Work Breakdown Structure

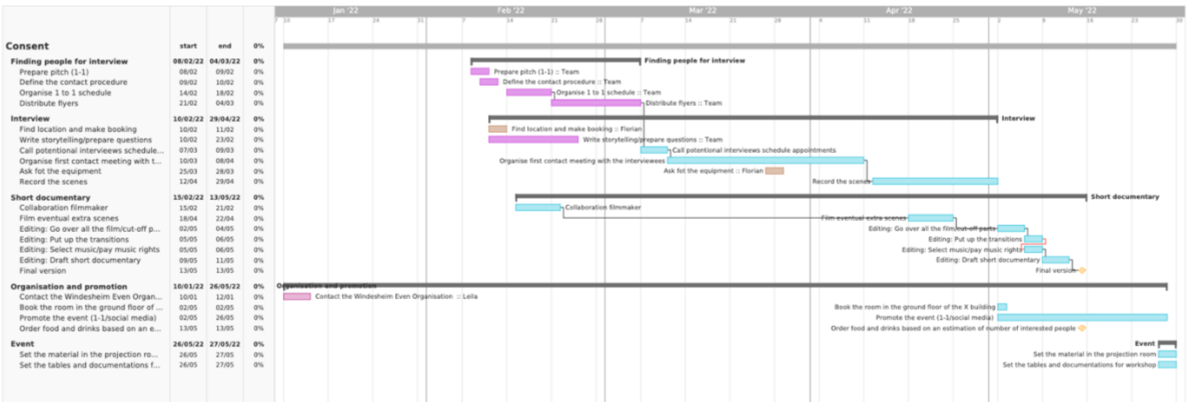
- Interview Preparation
  - Prepare pitch for 1-1
    - Meeting with the team to decide upon the pitch
  - Define the contact procedure
    - Meeting to define what are the elements to look for to ensure diversity in the documentary and how are we going to contact potential interviewees
  - Organize the 1-1 Schedule
    - All the team members are going to be available at least twice for a minimum of two hours
  - Distribute flyers
    - According to the schedule
- Conducting the interview
  - Book the location (Media Centre)
    - The location will be booked for two to three different dates
  - Write the storytelling of the short documentary
    - Meeting to brainstorm
    - Meeting for the final version
  - Call potential interviewees
    - Call to ask if still interested
    - Offer to meet for a coffee to talk about the interview, so they feel more comfortable
  - Organize the first contact meeting
    - Choose date according to the interviewees
  - Ask for the equipment
    - Ask the Mediacentre for how long and when we can borrow the equipment
  - Record the scenes
    - There will be a check-in with coffee and tea
    - One team member will be inside with the interviewees to make sure everything is okay
    - A safe word will be established, and the interviewees can take a break whenever needed
- Editing the short documentary
  - Collaboration with filmmaker
    - A collaboration to ensure the quality of the short documentary is going to be organized

- o Film extra scenes
- o Editing
- o Presentation of draft
  - ▪ Invitation on the client and interviewees
  - ▪ Feedback session
  - ▪ Modification following the feedback session
- o Final version

- Promotion of the event
  - o Contact the Windesheim Event Organization
    - ▪ E-mail going to be sent to request a meeting
    - ▪ Details of the organization of the event and budget needed will be discussed
  - o Book the location
    - ▪ Via the Windesheim Even Organization
  - o Promote the event
    - ▪ One to one
      - • Team members will go to every building to talk to the students and promote the event
    - ▪ Social Media
  - o Order food and drinks
- Event Day
  - o Set the material in the projection room
  - o Set the tables and documentation
  - o Guide the students

4.3. Project Schedule

The following Gantt chart shows the different tasks with the estimated time. The chart was generated with the website teamgantt.com.



4.4. Budget

The estimated time of labor is 325 hours with a budget of 150€. After meeting with the event organization, we learned that they could take everything in charge for the organisation of the event itself. We need to provide them with all the details of the event and then we need the approval of the responsible of the program to be able to use the GPCM fund.
Budget: 150€

4.5. Communication

The members decided to primarily use Microsoft Teams as the project platform for a successful communication and decision-making process within the DuIt4real project team and the stakeholders. Teams provide different tools to track the project's progress, make video calls, schedule meetings, and archive files.
The methods (appendix 1) used to contact the stakeholders are in-person meetings, e-mails, WhatsApp messages and video calls. These meetings are mainly conducted by video conference through the Teams platform. One team member is designated for communication with the client and key stakeholder, Suzanne Vink. The weekly 30 minutes status meeting on Tuesday will keep Suzanne Vink updated on the current project progress, and decisions for further steps can be made. In addition, the client can inform both project groups through the Consent WhatsApp group.
Communication within the team is based on different methods such as in-person meetings, video calls, and the team's WhatsApp group. A room for the weekly meeting is booked at the university to discuss various topics on the agenda. During these meetings, one member will keep track of the agenda and the time; another member will take the minutes by using the template provided on the project platform and upload the file on teams to access the document at any time and eventually access the document report to stakeholders.
In order to keep the interest level of the two key stakeholders high, the weekly meeting with the client and a monthly report will keep both up to date.

Stakeholder action plan

Key stakeholders	Action
Suzanne Vink, client	Weekly 30 minutes meeting and monthly report
Rik Berbé	Update during classes and monthly report

4.6. Project Monitoring and Evaluation

Short-term planning

Every three weeks, we write short-term planning. Firstly, we look at the Gantt Chart to see what must be completed to execute our project. We then review course deadlines and decide on deadlines we like to set as a team (our team sets deadlines prior to the course deadlines to ensure that tasks are completed on time). Lastly, we look at any meetings that must be scheduled with our client or stakeholders. Individual group members can refer to this planning when filling out their personal agenda or creating their personal planning for the coming weeks.
(Appendix 2)

Gantt Chart (long-term planning)

We will use a Gantt Chart as a long-term planning tool. The chart is used as a basis for our detailed three-week planning (Appendix 3).

Key performance indicators (KPI's)

In order to monitor and evaluate our project, we have defined our Key Performance Indicators (KPI).

Our KPI are measurable values that we look at and reflect on to track our progress. (Indeed Editorial Team, 2021, pp. 9-11)
The KPI we will be looking at are:

Key performance indicators	Feb	Mar	Apr	May	Jun
Overall project performance	O	O	O	O	O
Stakeholder involvement	O	O	O	O	O
Project Budget	O	O	O	O	O
Project schedule	O	O	O	O	O
Project scope	O	O	O	O	O

At the end of our project, we will use these indicators, amongst other tools, to determine the success of our project.

Status and Evaluation Report

Another tool we will be using to monitor our project is a Status and Evaluation Report. We will write a status report every three weeks. Our status reports will consist of a cohesive summary of where we stand in the process. Firstly, we review our short-term planning, then we have a look at our Gantt Chart and thereby review our long-term planning. We will then look at our KPI and define whether we expect to meet our targets. We will reflect on our final goal, (spreading awareness on consent) are we moving in the right direction? Lastly, we reflect on if our approach is sustainable for each individual team member (each team member works on this last part individually) this could be about the structure and planning of weekly meetings, task division and group dynamics. Our reports can be shared with our stakeholders and our client to keep them informed of our progress.
(Appendix 4)

5. Risk Management Plan

A project is the subject of many risks. We searched for internal and external variables that could influence our project. Afterward, we categorized every risk by taking into consideration their likelihood and severity. This created a risk matrix.

1. **Lockdown or restrictions because of corona (likelihood high, severity high)**

Mitigation: No way of reducing the risk.
Response: Acceptance and monitoring are all we can do. It is beyond our control. We will monitor it by keeping track of new covid-19 updates every week.

2. **Personal issues can influence the project (likelihood medium, impact low)**

Mitigation: Do check-ins where we can talk about personal stuff that is going on.
Response: We have a procedure for when someone cannot spend as much time as planned on the project.

3. **Not enough interviewees were found to make the short documentary (likelihood low, impact high)**

Mitigation: Make a clear plan of how we are going to find as many people as possible.
Response: Monitor and prepare. We want to create a backup plan.

4. **We cannot find someone who wants to edit our video (likelihood medium, impact high)**

Mitigation: Start early with finding someone.
Response: Acceptance. If we cannot find someone, we must accept that the short film is not going to be as high quality as we want it to be.

5. **Windesheim will not give us the authorization to arrange an event (likelihood low, severity medium)**

Mitigation: Get information about arranging events at Windesheim and look for the right people.
Response: Prepare. A backup plan with various locations and the prices that will come with it will give us insight into other options.

6. **We are not able to promote the event enough that people show up (likelihood medium, impact medium)**

Mitigation: Create a good promotion system. However, Covid can also make it hard to get people to the event.
Response: Monitor and prepare by creating a tool that will give us insight into how many people minimum will be there. All we can do besides that is accepted; because of Covid, the show up might not be as much as we hoped for.

7. **Communication will not be efficient (medium, medium)**

Mitigation: weekly check-ups
Response: Reducing the probability of the risk by putting time into team bonding and effective communication.

8. The project purpose is not clear and aligned with everyone (low, high)

Mitigation: We are going over it all together to be sure we are in one line.
Response: We will try to avoid this situation.

9. Time indication is not correct, and we will not finish in time (medium, medium)

Mitigation: Keep track of the time indication.
Response: Monitoring and preparing will give us the opportunity to be aware of time pressures and problems beforehand, to avoid having time problems at the end of the project. We also scheduled some time with nothing in our Gantt Chart, which gives us more flexibility if there indeed was a wrong time indication.

Risk Matrix

Likelihood			
High	8		1
↑		6, 7, 9	4
Low		2, 5	3

Consequences Low → high

References

Horine, G. (2017). *Project Management Absolute Beginner's Guide* (4th ed.). Que Publishing.

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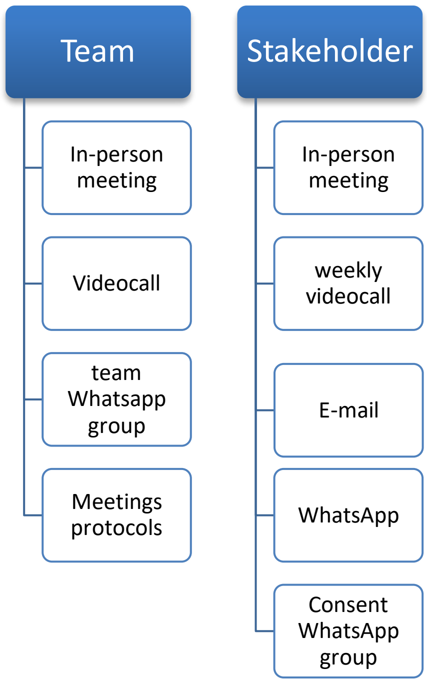
Statement of Work Template. (2021, October 6). ProjectManager.Com. https://www.projectmanager.com/templates/statement-of-work-template

Vink, S. (2021). Presentation Consent. Suzanne Vink

Appendices

Appendix 1:



Appendix 2

Short-term planning

Every three weeks, we write short-term planning. Firstly, we look at the Gantt Chart to see what must be completed for the execution of our project. We then review course deadlines and decide on deadlines we like to set as a team (our team sets deadlines prior to the course deadlines to ensure that tasks are completed on time). Lastly, we look at any meetings that must be scheduled with our clients or stakeholders. Individual group members can refer to this planning when filling out their personal agenda or creating their personal planning for the coming weeks.

Template

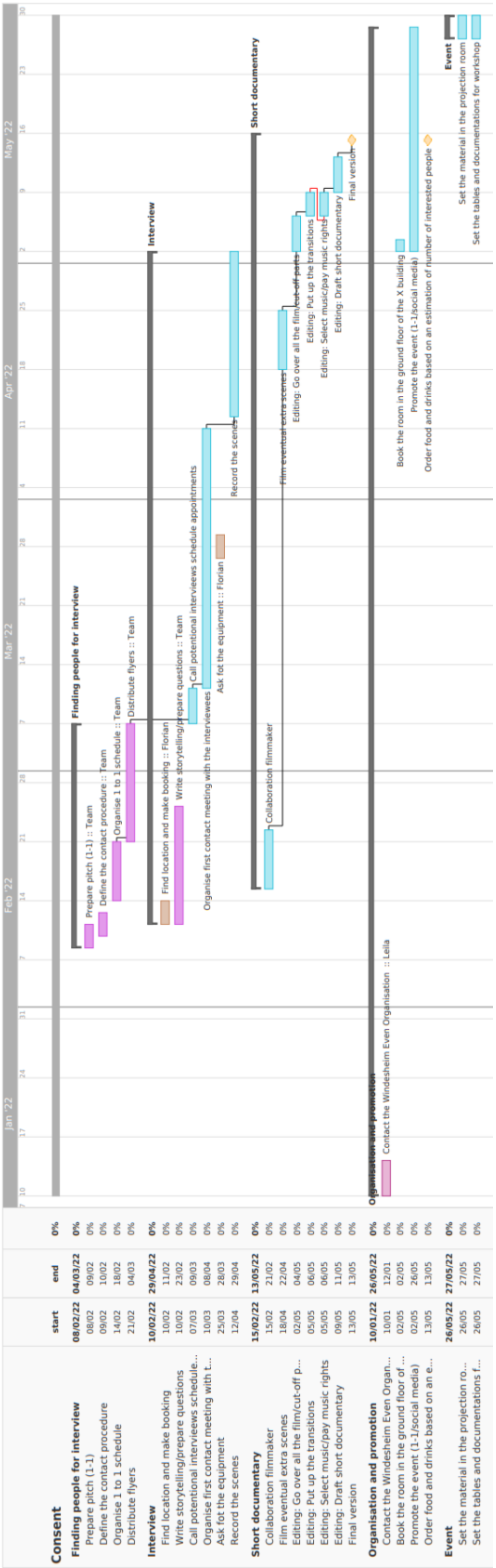
Week: … - ….

Event	Date/Deadline	Participants
Upcoming/prioritized Gantt chart deadlines *e.g., filming the short documentary*	*Date of completion/deadline*	*Which group members participate?*
Upcoming course deadlines *e.g., the project plan must be uploaded*		
Course deadlines set by our team *e.g., we want our project done one week prior to the actual deadline.*		
Meetings with Suzanne/Stakeholders *e.g., client meeting*		

List of deadlines/meetings in order of completion:

Appendix 3

Gantt chart



Appendix 4

Status Report
Another tool we will be using to monitor our project is a Status and Evaluation Report. We will write a status report every three weeks. Our status reports will consist of a cohesive summary of where we stand in the process. Firstly, we **review our short-term planning**, then we have a look at our Gantt Chart and thereby **review our long-term planning**. We will then **look at our KPI** and define whether we expect to meet our targets. We will **reflect on our final goal** (spreading awareness on consent). Are we moving in the right direction? Lastly, we reflect on if our **approach is sustainable** for each individual team member (each team member works on this last part individually). This could be about the structure and planning of weekly meetings, task division, and group dynamics. Our reports can be shared with our stakeholders and our client to keep them informed of our progress.

Template

Did we meet all our deadlines/targets on our **short-term** planning?
- Yes
- No (If no, what deadlines did we miss?)

Are we on track with our **long-term planning**?
- Yes
- No (If no, in which area are we behind?)

Are we meeting our **KPI targets?**

Key performance indicators	Feb	Mar	Apr	May	Jun
Overall project performance	O	O	O	O	O
Stakeholder involvement	O	O	O	O	O
Project Budget	O	O	O	O	O
Project schedule	O	O	O	O	O
Project scope	O	O	O	O	O

Do you feel like our **approach is still sustainable** for you as an individual? (E.g., do our weekly meetings work for you? How do you feel about the task division? Do you have any concerns about the dynamic within the group?)

Florian:

- I am satisfied and feel confident about our approach
- I am worried about...

Noa

- I am satisfied and feel confident about our approach
- I am worried about...

Tessa

- I am satisfied and feel confident about our approach
- I am worried about...

Femke

- I am satisfied and feel confident about our approach
- I am worried about...

Leila

- I am satisfied and feel confident about our approach
- I am worried about...