

Social Impact

August 16, 9:00-10:00 AM

Content Innovation Platform (CIP)

Julia Adams

Manager, PMWB

Irina Valdez

Social Impact
Ambassador

Nathália Tatagiba

Social Impact
Ambassador

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- This presentation is for registered attendees of the Latin America LIM 2026.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Understand the purpose and missions of the two Social Impact programs the Educational Foundation and Project Managers Without Borders.
- Hear about examples of successful Social Impact activities and projects in Latin America

Key Takeaways

- Your chapter can use EF Resources and engage with EF Grantees
- Increase engagement, retention, and opportunities to put Project management into practice at any level by engaging with a Nonprofit that needs support using the PMWB process.



Julia Adams Naua
Project Managers Without Borders



Irina Valdez
LATAM-Regional Social Impact Ambassador



Nathalia Tatagiba
Brazil-Regional Social Impact Ambassador



Danielle Barbosa Paoliello
PMI Rio de Janeiro, PMWB Project



Juliana Rezende
PMI Santa Catarina, Social Impact



Rick Barbosa
PMI Pernambuco, Educational Foundation



Alexandra Cáceres
PMI Paraguay, Presidente



Javier Ferreyra
PMI Andes Patagonia, Presidente



Verónica Tamagno
PMI Buenos Aires, VP Branches



Camilo Caffaratti
PMI Córdoba, Presidente



Katy Rodríguez
Red PMI Educación, Directora México



Citlalli Carrillo
PMI Pacífico México Presidente

Social Impact

Content Innovation Platform

Content and Innovation Platforms

Shaping the Future
of the Profession

M.O.R.E. Together

Gigaprojects

AI

Agile

PMOs



Sustainability

Change
Management

Product
Management

Social
Impact

Agile

We champion modern, human-centered Agile practices beyond software development, advancing Enterprise Agility in an AI-accelerated world.

AI

We lead the AI transformation of project management and the project management of AI transformations.

Sustainability

We lead the integration of sustainability and regeneration practices into all projects. We lead the project management of the global transition to a more sustainable world.

Social Impact

We advance opportunities for youth and strengthen nonprofit organizations through education and partnerships.

Gigaprojects

We lead large-scale project delivery, connecting leaders, ideas, and solutions to help the world's biggest projects achieve stronger outcomes, better governance, and greater long-term

PMOs

We exist to elevate PMO professionals worldwide and advance the evolution of PMO practice.

Change Management

We empower professionals to lead change projects that drive meaningful transformation and impact.

Product Management

We bridge project and product disciplines to help professionals deliver greater value from idea to impact.

Social Impact CIP

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graph TD; A[Social Impact CIP] --> B[Social Impact Programs]; B --> C[PMWB]; B --> D[PMIEF]; B --> E[Other SI Activities];
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Social Impact Programs



PMWB

PMIEF

Other SI Activities

Social Impact CIP

Goal: Position PMI as a leading authority of project management for social impact through social innovation and community engagement, to demonstrate our purpose to Elevate our World.

The Social Impact CIP achieves this through:

- 1) Storytelling showcasing PMI as a thought leader in social impact and social innovation
- 2) Demonstrating skill-based volunteerism within all Chapters
- 3) Driving measurable engagement for youth



Social Impact Programs

Social Impact Programs

SIPs connect PMI's expertise, volunteers, and resources with real-world needs — strengthening nonprofits, supporting the community from youth to career professionals, and ensuring project management drives lasting social impact.

PMWB

Empowers and scales impact by connecting skilled project managers with nonprofits and NGOs to build organizational capacity.

PMWB Project Initiation Form

PMIEF

Educates and inspires the next generation by equipping youth with project management skills for confidence and career readiness.

Social Impact Activities Form

Other SI Activities

Social Impact initiatives that extend beyond the missions of PMIEF and PMWB.

Social Impact Programs Team



Ashley Forsyth
Director, Social Impact
Programs



Andrew Whitmire
Manager, PMIEF



Aisha Beverly
Administrator, PMIEF



Amber Buschmann
Global Partnerships
Manager, PMIEF



Tim Swain
Partnerships Specialist II,
PMIEF



Rebecca McWhorter
Social Impact Programs
Volunteers Administrator



Julia Adams
Manager, PMWB



Laura Davidson
Global Program
Manager, PMWB



Carol Martinez
Chapter Support
Specialist III, PMWB

PMIs Strategic Definition of Social Impact

Project Management for Social Change

Social impact means using our project management skills to make a difference.

By empowering non-profits we aim to create sustainable, long-lasting improvements in communities across the globe.

We align with the United Nations Sustainable Development Goals (UNSDGs), focusing on areas like education, health, sustainability, and economic stability. Through strategic volunteerism and Project Management expertise, we empower communities and transform lives.

Social Impact vs. Social Good

Changing systems for tomorrow vs. helping people today

Social Impact

- Long-term systemic change
- Builds capacity and scalability
- Uses PM skills: planning, governance, quality assurance
- Focuses on root causes

vs

Social Good

- Immediate help to individuals
- Hands-on volunteering
- Short-term, visible results
- Direct service delivery

PMI drives social impact by applying project management expertise to create scalable, systemic change - not just one-time support.

PMIEF and PMWB Serve as Anchor Social Impact Programs

While social impact is embedded in everything we do, these two programs ensure focused delivery.

We maximize project success
to elevate our world.

PROGRAM TO EDUCATE & INSPIRE



PMI Educational Foundation enables **youth** to realize their potential and transform lives through project management.

Youth Focused (Ages 14-24)
Working with Youth Serving Nonprofits on Social Impact programs.

PROGRAM TO EMPOWER & SCALE



PMWB engages Project Managers with extraordinary non-profits and NGOs to move missions forward.

Skills based project management working with Nonprofits at an organizational level towards the UN's Sustainable Development Goals

Social Impact Program: PMI Educational Foundation



PMIEF

PMIEF is the philanthropic arm of PMI for the furtherance of their common mission to advance the understanding of project management principles worldwide.

PMIEF's goal is to forge partnerships with the nonprofit organizations that support and prepare youth for success by offering our project management expertise, resources, and volunteers to aid them in their missions.

Mission: Enable youth to realize their potential and transform lives through project management.

Vision: Inspiring youth to achieve their goals, making dreams a reality.

PMIEF'S WORK



- Funded by endowments, individual donors, corporate donors.
- Focused on youth aged 14-24
- Work through Youth-Serving Nonprofits (YSNPs) in more than 130 countries across the globe.
- In 2025, more than 4.2 million enablements were created to increase youth's understanding and use of project management skills

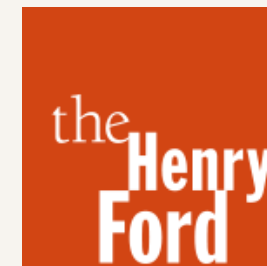
PMIEF Grantees/Partners in 2026



African Leadership Academy
Developing the next generation of African leaders



*18 Global Youth-Serving
Nonprofit Partners*



PMIEF WAYS TO ENGAGE

PMIEF provides chapters with tools, resources, and opportunities to engage youth in project management to strengthen community impact

Educational Resources

Free tools on the [PMIEF Resources page](#) for ages 14–24:

- *Project Management Skills for Life*
- *The Tower Game*: hands-on exercise
- *PM Fiction Books* by Gary Nelson

Volunteer Opportunities

Connect with YSNP partners by:

- Judging PM competitions
- Leading virtual trainings
- Mentoring and coaching youth
- Reviewing scholarships
- Developing resources
- Sharing career pathways

Destination Imagination

- In partnership with Children's International, DII expands its reach into Ecuador through Imagine Xperience, a STEAM focused program for K-12 youth
- “The creativity and resourcefulness of these kids was incredible,” says Children International President and CEO Susana Eshleman. “They are the epitome of what Children International is trying to accomplish around the world.”
- “From the first day my daughter got involved in the project, she [has been] super enthusiastic. She is giving 100% of herself.”
 - Hellen, mother of student participant



Junior Achievement Americas



- In 2026, JA's microlearning program, Chatbot provided 15,000 youth across the region with accessible project management and entrepreneurship skills
- Mucy-Laya from Peru received the PMIEF Project Success Award for developing a moisturizing cream made from cocoa mucilage, transforming agricultural byproducts into a sustainable, vitamin-rich product packaged in reusable glass jars

Social Impact Programs: PMWB

Project Managers Without Borders

PMWB Mission

PMWB partners volunteer project managers around the world with extraordinary nonprofits and NGOs to move missions forward.

Ways to Engage

Chapters: Engage with your community, start a PMWB project with an Initiation Form for each project, we'll follow-up with support.

Volunteers: Earn PDUs and experience by Signing up on the Volunteer Engagement Portal

Nonprofits: Indicate interest in support on our website at pmwb.org



PMWB Chapter Project Initiation Snapshot: LATAM

Chapters, regions, project volume, and explicitly documented SDG focus areas

20

Chapters with PMWB Projects

3

Chapter regions

32

Chapter Projects

12

Countries

Chapters by Chapter Region

Northern Latin America



Southern Latin America



Brazil



Chapters with PMWB by Country (18 chapters with PMWB Projects in 12 countries)

Mexico: 5

Brazil: 3

Colombia: 2

Peru: 2

Argentina: 1

Bolivia: 1

Costa Rica: 1

Ecuador: 1

Panama: 1

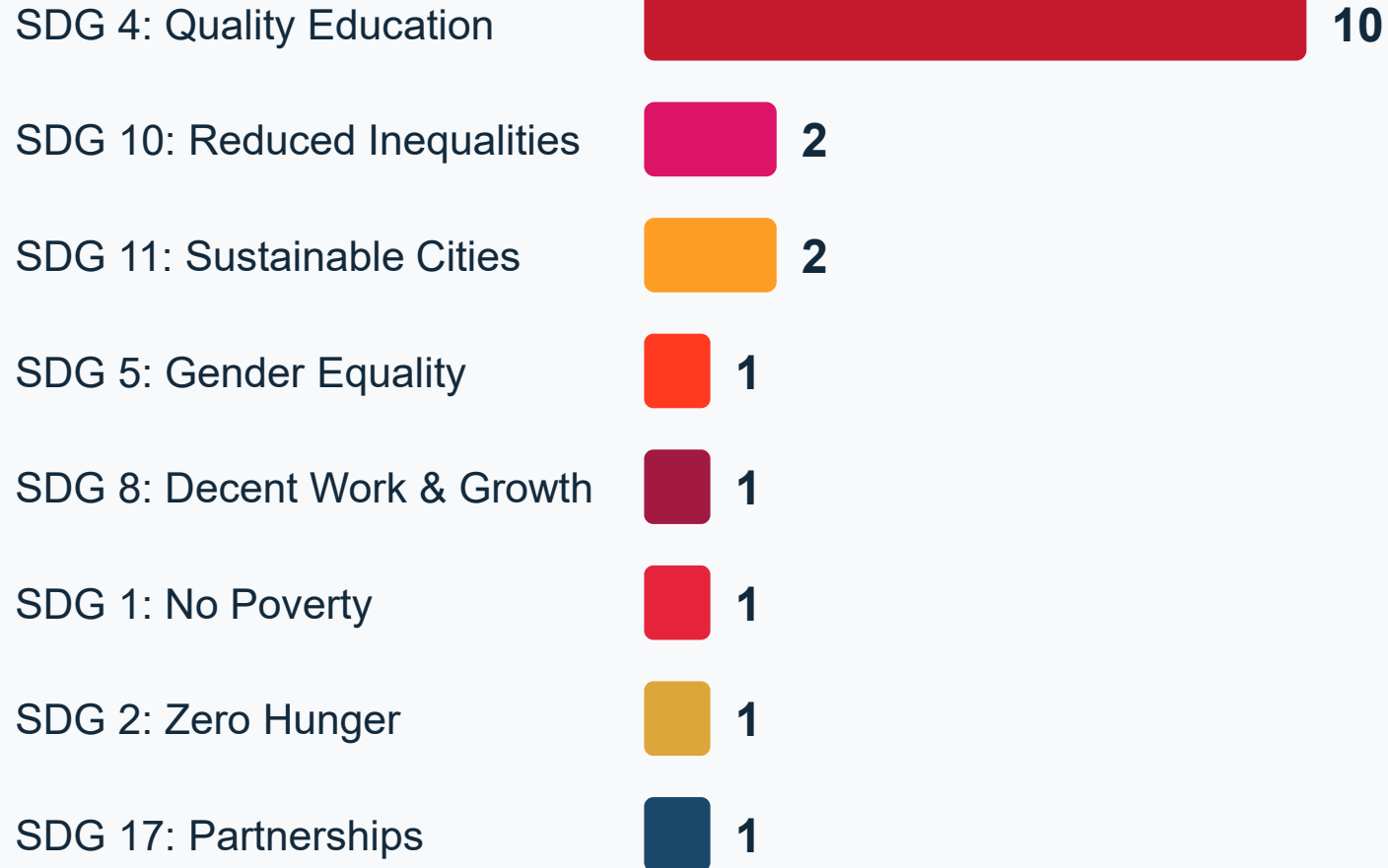
Paraguay: 1

Puerto Rico: 1

Venezuela: 1

Explicit SDG Focus Areas

12 project entries with an explicit SDG mention | 8 goals cited



The 17 Global Goals

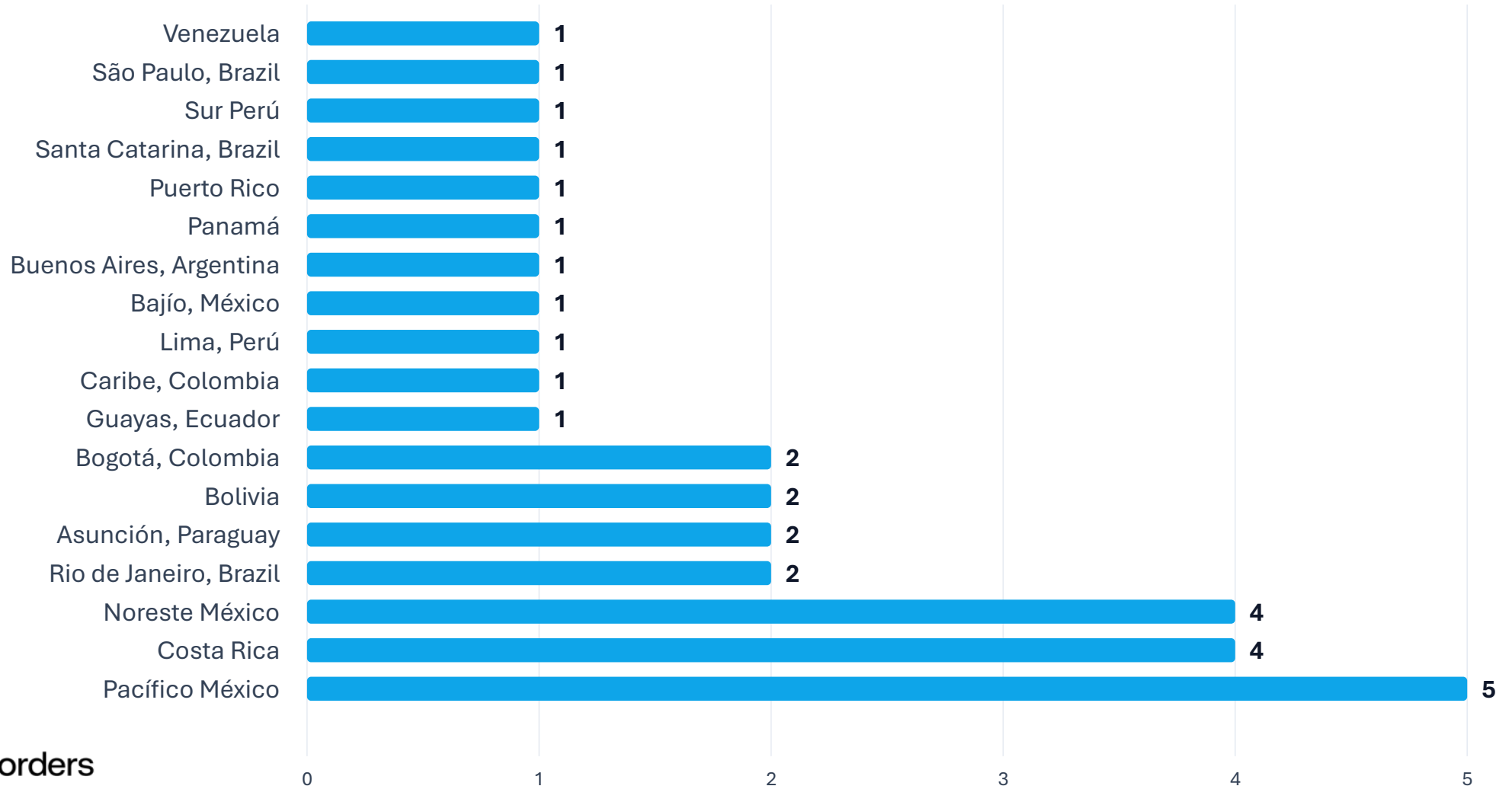
Highlighted = cited in projects



PMWB Chapter Project Initiation Snapshot

All 18 chapters ranked by number of project entries submitted

Project Entries per Chapter (32 total)



Success Stories

5 minutes each for 6 stories

Project Managers Without Borders Success Stories

Chapter-Led projects with Non-profits and NGOs in
collaboration with volunteer Project Professionals

Nós do Morro Initiative: Institutional Governance & Management Transformation in Vidigal, Rio de Janeiro

Danielle Barbosa Paoliello
PMI Rio de Janeiro



- **Project Title:** Nós do Morro Governance & Management Program
- **Project Manager:** Georgia Caran | **Lead / Contact:** Aline C.
- **Partner NGO:** *Nós do Morro* (Vidigal, Rio de Janeiro)
- **Duration:** 3–6 Months / 6–8 Months

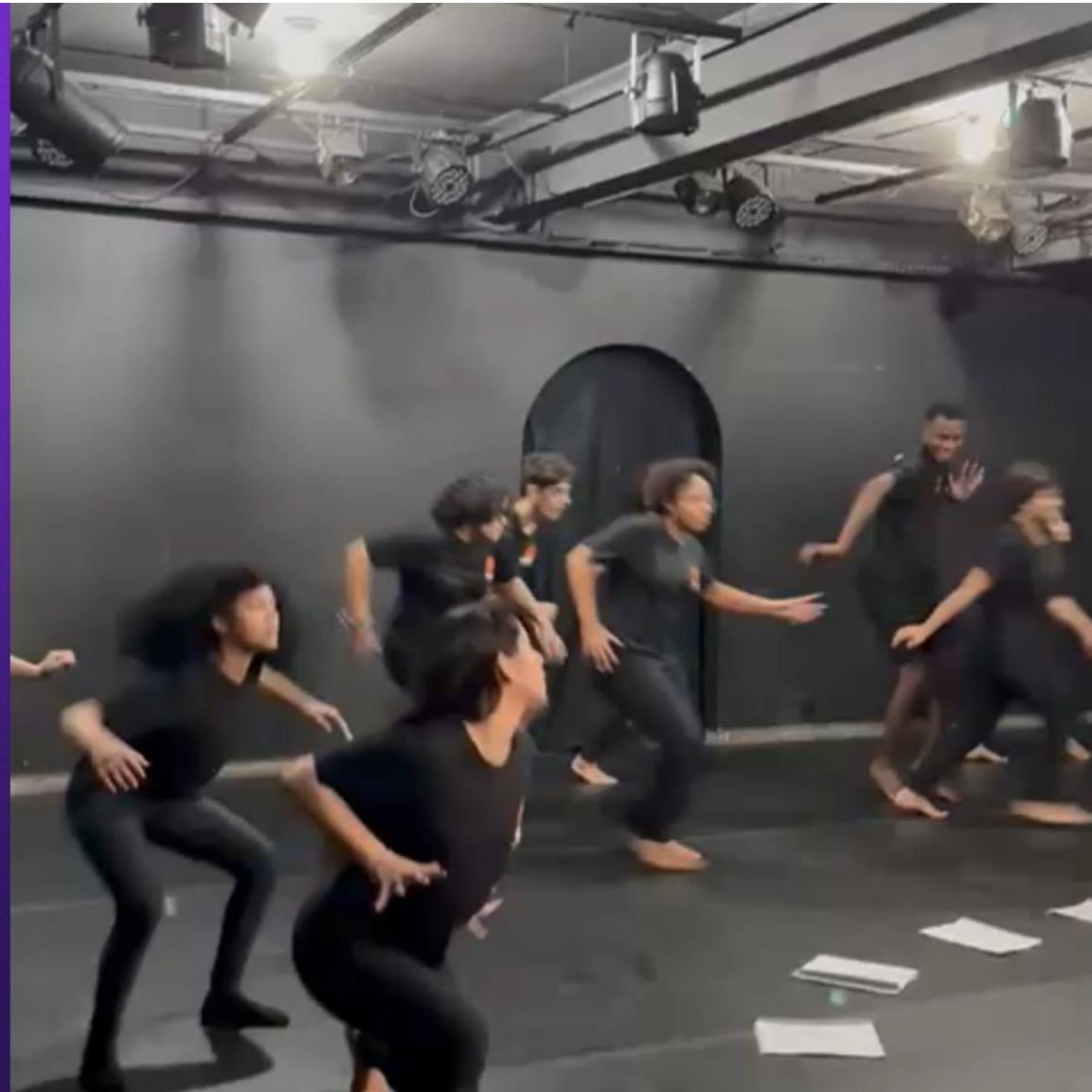
Problem Statement & Value Proposition

- **Problem Solved:** Absence of a practical functional org chart (vague roles between staff); strong artistic leadership contrasting with fragile executive management; urgent facility maintenance needs (tarp roof repairs); lack of structured volunteer recruitment/onboarding (high turnover); fragmented social media governance.
- **Value Generated:** Establishes a structured, professional, and sustainable governance model, enhancing transparency, process documentation, and management capacity.



Execution Highlights & Strategic Roadmap

- **Milestones Executed:** Kick-off (Oct 09), Org Chart & SWOT Analysis (Oct 23), Governance Strategy & RACI Matrix alignment (Oct 30).
- **Tool Adoption:** Deployed digital collaborative tools (Trello, Miro) for activity management and tracking.
- **Impact Metrics:** 5 management professionals trained; 50% of governance documents delivered; management maturity improved from **Low** to **Medium**.
- **Strategic Roadmap:** Expand public funding applications, establish CRM/student certification systems, implement preventive maintenance schedules, and develop B2B corporate theater products to reduce public funding dependence.



Escuela de proyectos

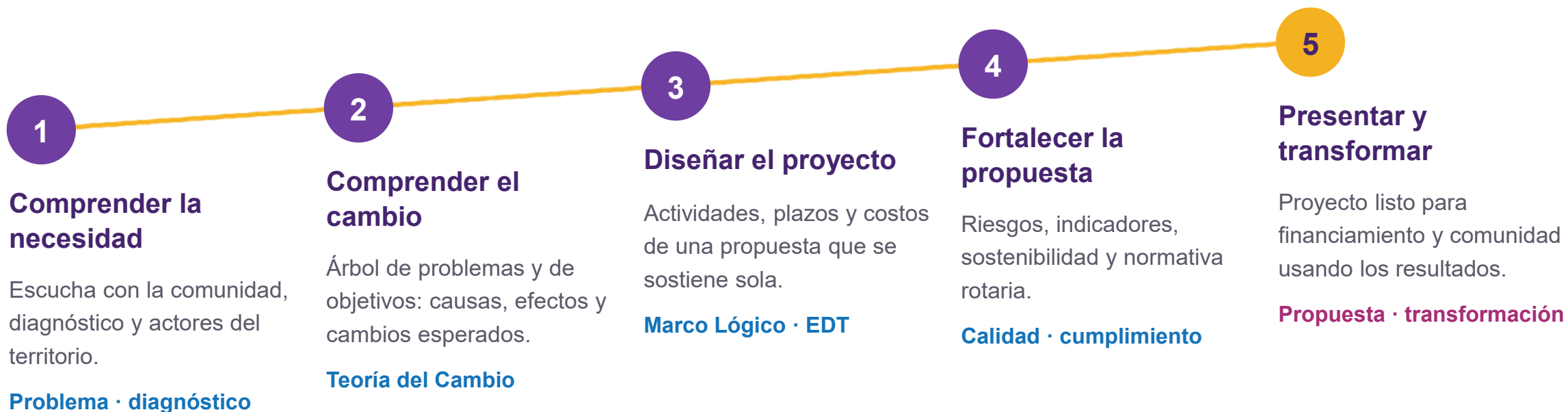
Rotary en el centro el mejor socio

Alexandra Cáceres
PMI Asunción, Presidenta



Cada clase convierte una necesidad en proyecto

Aprender haciendo · proyecto real · tutorías · acompañamiento hasta la presentación



Problema · Teoría del Cambio · Marco Lógico · EDT · cronograma · presupuesto · riesgos · indicadores · sostenibilidad · normativa rotaria

Resultados que ya transforman territorio

Desarrollados



Aprobados



En estos 3 años se han aprobado:

USD 500.000

movilizados

138 participantes únicos en la cohorte 2026 ¡Vamos por más!

Para un total de 150.000 PERSONAS BENEFICIADAS.



ÁREAS DE IMPACTO

Salud

Educación

Agua

Medio ambiente

Desarrollo comunitario

Escuela de Proyectos
Coordinador: Alexander Páez



pml@alexanderpaez.com
<https://www.linkedin.com/in/alexanderpaez/>

Social Impact Activities

Programa Agentes de Mudança: Empowering Students and Civil Society Organizations across Santa Catarina

Juliana Rezende
PMI Santa Catarina



- **Project Title:** Change Agents Program
- **Project Manager:** Tatiane Silva (tatianne.silva@pmisc.org.br | +55 48 98855-5745)
- **Partner Allies:** PMI Santa Catarina & UDESC / ESAG (State University of Santa Catarina).
- **Duration & Scale:** 4–6 Months per cycle | 9 cycles executed (2023–2025) across 3 cities in SC.

Problem Statement & Value Proposition

- **Problem Solved:** Students rarely apply project management practically before entering the job market, while Civil Society Organizations (CSOs/NGOs) lack technical capabilities and methodologies to plan community projects.
- **Impacted Segments:** 9th-grade through university students; CSO staff/volunteers; local receiving communities.
- **Value Generated:** Practical PM training (PM Canvas + Sustainable Development Goals / SDGs); viable structured project handovers to CSOs; expansion of the PMI volunteer ecosystem.



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Performance & Results (2023–2025)

- **Track Record:** 260+ direct participants trained; 20+ CSOs impacted; satisfaction $\geq 80\%$ across all mentored cycles (100% in 2025 UDESC/ESAG cycle).
- **Deliverables:** Official Methodology v3.0, PM Canvas project charters handed over to 20+ CSOs, certificates issued to 260+ participants/judges, and cycle-by-cycle mentor reports.



Liga+

**Más que un challenge, un reto que
transforma ideas en impacto social**



Katy Rodríguez | Citlalli Carillo
Red PMI Educación | PMI Pacífico México

Una idea

 5 Capítulos de México y la Red PMI de Educación
1 Capítulo Sponsor: Pacífico México

 Alianza con Capítulos LATAM:

 Project Management Institute. Centro México	 Project Management Institute. El Salvador	 Project Management Institute. Sureste México	 Project Management Institute. Bajío, México	 Project Management Institute. Bolivia
 Project Management Institute. Noreste México	 Project Management Institute. Pacífico Colombia	 Project Management Institute. Pacífico México	 Project Management Institute. Lima, Perú	 Project Management Institute. Guayas, Ecuador
 Project Management Institute. Guatemala	 Project Management Institute. República Dominicana	 Project Management Institute. Honduras	 Project Management Institute. Andes Pacífico, Ecuador	 Project Management Institute. Buenos Aires, Argentina
 Project Management Institute. Costa Rica				

 2 Empresas patrocinadoras

Liga GP+ Pregrado y Posgrado

Concurso internacional que nace en 2025, ofrece un laboratorio donde estudiantes de pregrado y posgrado aplican conocimientos a retos reales, colaboran y proyectan su talento con impacto regional.

Fases

Formación

Desarrollo del reto

Elevator pitch

Premiación

Challenge Pregrado 2025

- Gestión Sustentable de Residuos Electrónicos en la Comunidad
- 6 proyectos, 3 países



Challenge Posgrado 2025

- Empleo Digno para Adultos Mayores: Contribuyendo al Crecimiento Inclusivo en México y Latinoamérica
- 5 proyectos, 5 países



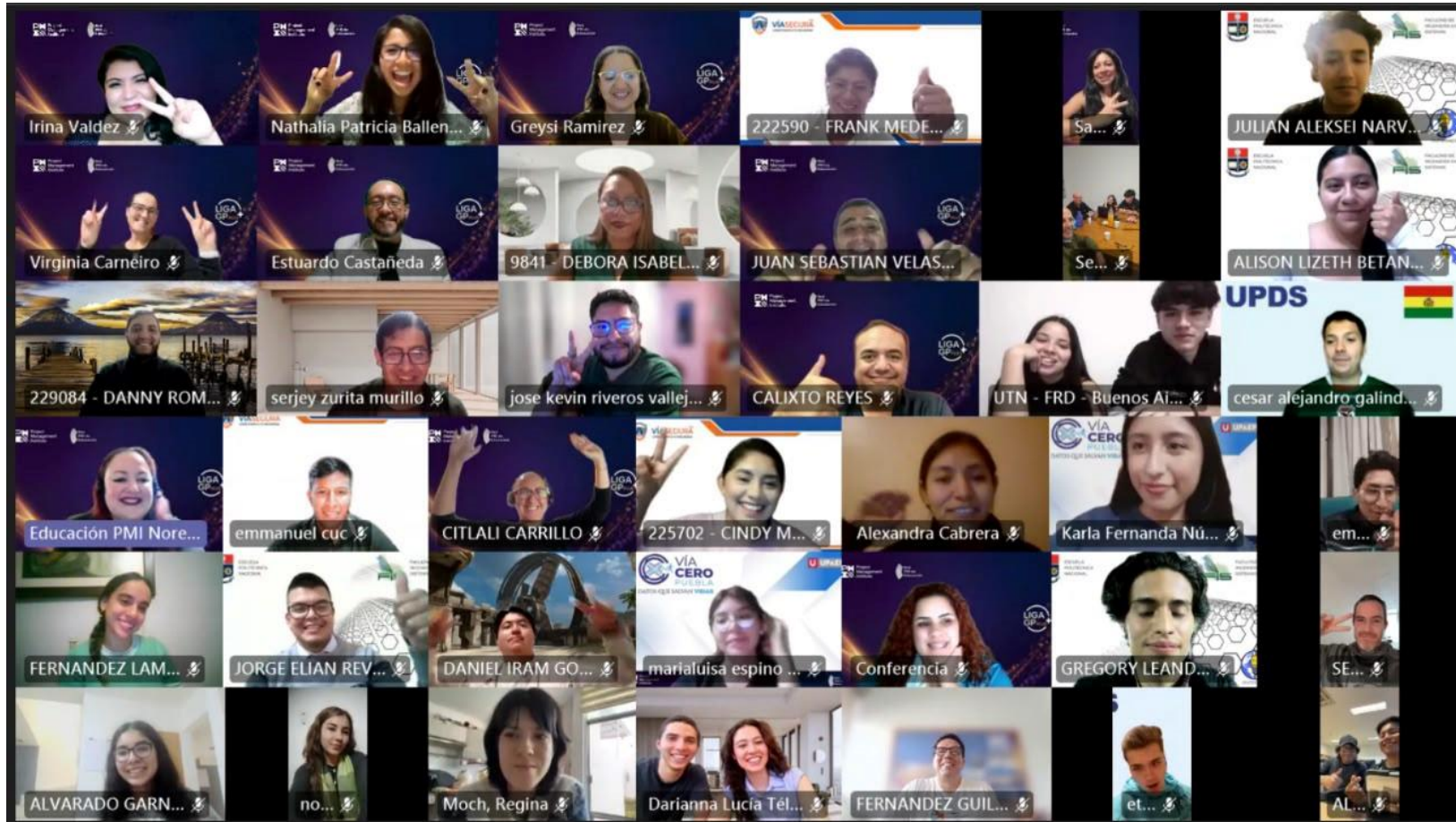
Challenge Pregrado 2026

- Movilidad urbana segura en mi ciudad
- 17 proyectos, 7 países



Resultados Liga GP+

🧠 Apps desarrolladas por jóvenes 🤝 Alianzas con empresas y ONGs 👥 Convenios entre capítulos y universidades



211 participantes

42 universidades

26 proyectos

4.79/5 satisfacción

Educational Foundation

Skills for Life and other resources

Scholarships

Grants to Youth Serving Non-profits

Skills for Life – Robotics Workshop with Introduction to Project Management

Rick Barbosa
PMI Pernambuco



Chapter 1: PMI Pernambuco — Skills for Life

- **Project Title:** Skills for Life – Robotics Workshop with Introduction to Project Management
- **Project Manager:** Erasma Mariano (erasma.mariano@pmipe.org.br | +55 81 98596-4469)
- **Partner Allies:** NGO *Juntos Somos Mais Fortes*, NTT DATA Foundation ("Play and Make It"), and ABA / Neuropsychology Specialists.
- **Duration:** 2 Months (Execution: February 28, 2026).



1. Problem Statement & Value Proposition

- **Problem Solved:** Addresses the lack of inclusive STEM/technology initiatives tailored for neurodivergent individuals, combined with the need to support families of autistic children with structured routine, predictability, and organization tools derived from Project Management principles.
- **Beneficiaries:**
- **Direct:** 9 children diagnosed with Autism Spectrum Disorder (ASD), spanning support levels 1, 2, and 3.
- **Indirect:** Families and caregivers across the 150 children assisted by NGO *Juntos Somos Mais Fortes*, plus the local community.
- **Value Generated:** Delivers cognitive stimulation, logical reasoning development, and digital inclusion using Arduino. Introduces structured PM thinking (*Skills for Life*) to build bridges between technology, education, and soft skills.

Execution Highlights & Deliverables

- **Completed Deliverables:** Inclusive Arduino kits, Visual Step-by-Step Project Guides (Playful Schedules), Certificates of Participation, snacks, toys, and a successful hands-on workshop.
- **Multidisciplinary Team:** PMI-PE (Governance), NTT DATA Foundation (Technical), NGO *Juntos Somos Mais Fortes* (Logistics), and Ednalva Mariano (Master Psychologist / ABA Specialist ensuring behavioral accessibility).
- **Risks & Mitigation:** High risk of sensory overstimulation/meltdowns managed via 100% continuous specialist monitoring, individualized team support, and visual predictability.
- **Impact Metrics:** 100% of planned robotic cars built and operated within schedule; 1 NGO empowered; 3 partner organizations united in volunteering.



Celebrating Excellence: PMI Pernambuco Chapter Recognized with Recife's ODS Seal and Territorial Change Agent Award



Deja Tu Impacto



Javier Ferreyra

PMI Andes Patagonia |
Presidente



Verónica Tamagno

PMI Buenos Aires |
VP Branches



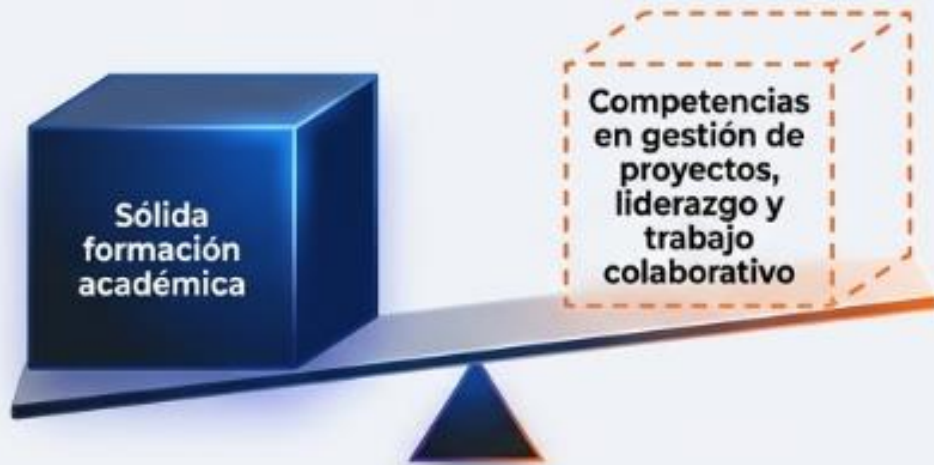
Camilo Caffaratti

PMI Córdoba |
Presidente



El origen: una idea para generar impacto

Detectamos una oportunidad



Los estudiantes universitarios cuentan con excelente teoría, pero carecen de las habilidades demandadas por el mercado laboral.



Objetivo: Capacitar jóvenes universitarios en dirección y gestión de proyectos utilizando los pilares del PMI.

Crecimiento e impacto

653

Estudiantes inscriptos



399

Participantes activos



+20

Voluntarios (Speakers y equipo de coordinación)



11

Universidades participantes y anfitrionas



3

Capítulos articulados para expansión a nivel nacional



Una buena práctica (PMIEF)



Mayor acceso a educación en gestión de proyectos.



Desarrollo de habilidades para la vida y el empleo.



Trabajo colaborativo entre voluntarios y universidades.



Formación de jóvenes capaces de generar impacto positivo en sus comunidades.



Deja tu Impacto demuestra que cuando los capítulos de PMI trabajan en conjunto con las universidades, la gestión de proyectos se convierte en una herramienta para transformar el futuro de cientos de jóvenes.



Adriana Santos



María José Urdaneta



Norma Vite



Maria Sol
Salloechebarria



Jorgelina Vignolo



Paola Niella



Project
Management
Institute.
Andes Patagonia,
Argentina



Project
Management
Institute.
Buenos Aires,
Argentina



Project
Management
Institute.
Córdoba, Argentina



Project
Management
Institute.
Educational Foundation

Finalist for Chapter of the Year for the second year in a row



Thank you!

Let's continue the conversation!



Nathalia Tatagiba

Liderança em Tecnologia at Luiza Labs |
Especialista em Soluções & Adoção de IA | Líder...



Julia Adams, MA, PMP

Visionary enthusiastic process-improving
problem-solver who gets laser focused o...



Irina Valdez

Strategy Execution Leader | PMO,
Portfolio & Business Transformatio...



Thank You!

Questions?