

# Social Impact as a Growth Engine for PMI Chapters

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- This presentation is for registered attendees of Europe LIM 2026.

# Learning Objectives

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

1. Understand how social impact drives chapter growth
2. Apply a replicable growth operating model
3. Align initiatives with PMI's M.O.R.E. framework

# Key Takeaways

1. A **Social Impact Growth model** for chapters and NGOs
2. A **volunteer engagement model**
3. A **success story** linking social impact, sustainability to chapter growth and PMI's global mission

# PMI Chapters Are Missing a Growth Engine

Project managers build infrastructure, systems, and organisations.

**We can also help build stronger communities.**

**“PMI chapters have the capability to turn project management into a force for societal impact.”**



# What most Chapters focus on



**Events**



**Training/Certification**



**Networking**

**Necessary, but insufficient for growth**

# The Missed Opportunity for Chapters



- Chapters risk becoming transactional (events, certifications, PDUs)
- Limited Growth
- No real impact, no purpose
- Limited differentiation vs other professional bodies

**Chapters growth limitation**

# The Untapped Power of PMI Chapters



## PMI Chapters represent:

- 300+ chapters worldwide
- thousands of skilled volunteers
- strong local networks

# PMI Call for M.O.R.E.:

## Our 2025 Call to Action: M.O.R.E.

*“M.O.R.E. is a call to our profession shifting its focus and accountability beyond project management success, to project success. It represents a sweeping reconsideration of the role of our global project management community.”*  
– Pierre Le Manh, President and CEO, PMI

**M**

Manage Perceptions

**O**

Own Project Success  
beyond Project  
Management Success

**R**

Relentlessly Reassess  
Project Parameters

**E**

Expand Perspective

**How chapters can answer the  
call for M.O.R.E?**

# Project Success Is Also Being Redefined

Project management is no longer only about **delivery efficiency**.

It is about **value creation for society**:

- Sustainable outcomes
- Social value
- ESG impact
- Community engagement

## Project Success

[proj-ekt suhk-ses]

The consensus view across intended beneficiaries, other stakeholders and project participants that a project was perceived to have:

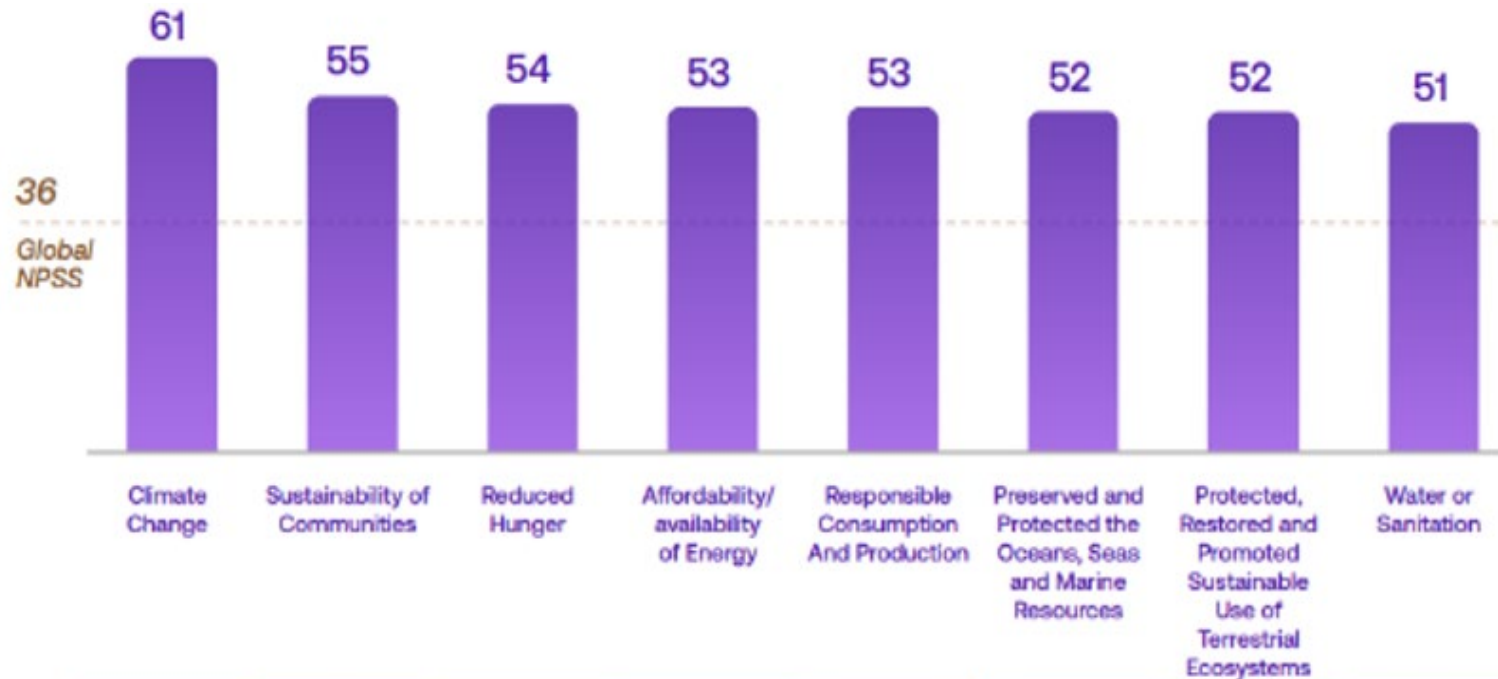
*Delivered **value** that was  
worth the **effort and expense**.*



# Social Impact is directly linked to Project Success

NPSS of projects identified with benefits that contribute to a social good versus those that do not

Net Project Success Score (% rating successful - % rating failure)

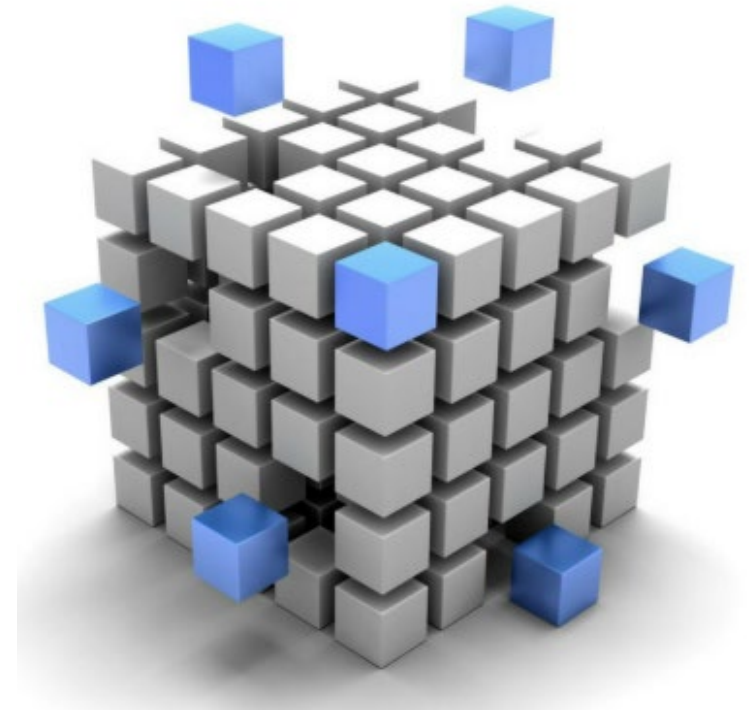


# Social Impact is a practical way for Chapters to deliver M.O.R.E.



# The Social Impact Operating Model

1. Select the correct NGO
2. Identify NGO pains and opportunities
3. Select one project to address major pain
4. Mobilise volunteers
5. Show the power of project management
6. Schedule regular catch ups to monitor progress
7. Measure and communicate outcomes



**“This model is replicable by any chapter.”**

# Key Insights about Working with NGOs



## NGOs often have:

- strong mission
- passionate teams

## But they often lack:

- time and resources
- structured planning
- delivery frameworks
- project governance

**“Project management fills that gap”**

# Governance Structure



## Key roles:

Chapter leadership  
NGO partner  
Volunteer project managers  
Sponsors / partners

## Critical success factor:

Clear governance and defined responsibilities.

**Without structure, social impact initiatives fail.**

# Lessons Learned

## Major lessons from implementation:

- Start small and scale gradually
- Choose the right NGO
- Clarify roles and responsibilities
- Manage stakeholders
- Apply real project governance
- Communicate results and impact



**Social impact must be managed like any other project.**

# Social Impact Growth Flywheel

POWERED BY M.O.R.E. – A SELF-REINFORCING CYCLE FOR CHAPTER GROWTH



This is a self-reinforcing growth system – not a one-off initiative.

# Case Study: Proof That This Works

Irish NGO: **An Taisce**

Social Impact Initiative: **Climate Action Week**



# Who is An Taisce



- An Taisce is one of Ireland's oldest and largest environmental organisations (1948)
- Independent charity that works to preserve and protect Ireland's natural and built heritage.



# What is the Climate Action Week (CAW)



The screenshot shows the homepage of the Climate Action Week website. At the top left is the Climate Action Week logo, which consists of a stylized globe icon with green and blue segments. To the right of the logo is the text "Climate Action Week". Further right in the top navigation bar are the links "About Us" and "Events". The main content area has a dark green background with a yellow and green wave-like graphic at the top. The text "Climate Action Week" is prominently displayed in a large, bold, white font. Below this, the dates "13th – 19th October 2025" are shown in a smaller white font. A paragraph of text describes the event: "Climate Action Week is coming to a place near you! Dive in to a week of exciting talks, workshops, and creative collaborations that empower action. From live panels to hands-on activities, there's something for everyone." At the bottom of the main content area, there are two buttons: "What is #ClimateActionWeek? →" and "Explore What's On →". Below these buttons, there is a section labeled "On this page:" with two sub-buttons: "Get Involved" and "Resources, Toolkits and Templates".

- Ireland's largest climate engagement programme
- 9<sup>th</sup> edition of the CAW
- Held on October 13-19, 2025
- 200+ sustainability events across Ireland
- National community engagement

# Climate Action Week Activities



# Climate Action Week Events



**Mapping for Climate  
Webinar**



**Climate Games Night**



**Swap Shop Social &  
Repair Café**



**Sea the Future: Blue  
Bioeconomy for Growth**

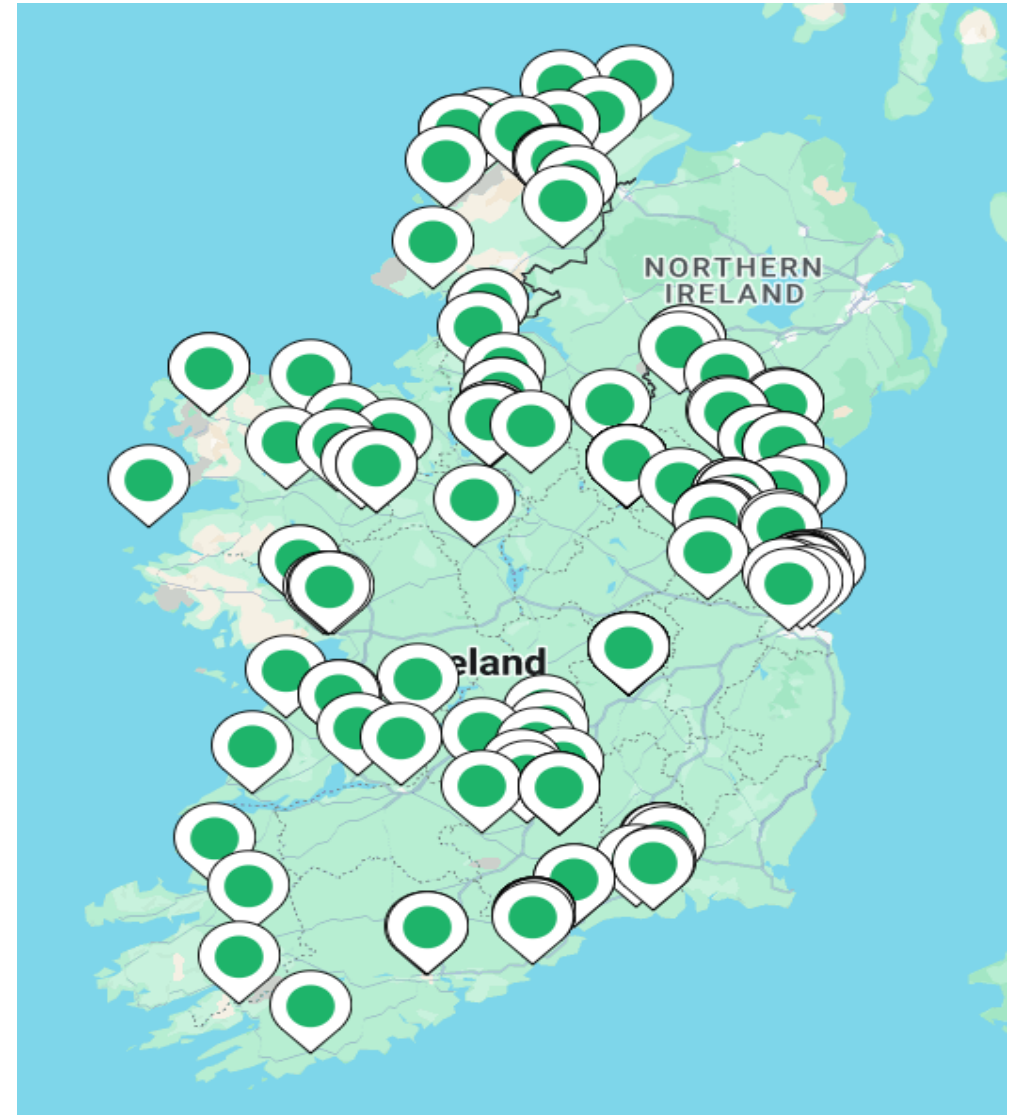


**Circular Living  
Workshop**



**Single Use Plastics: A  
Panel Discussion**

# Climate Action Week - Results



# Benefits for An Taisce and CAW



- Improve PM skills
- Better planning
- Increased outreach
- Access to new audiences
- Potentialized impact
- Bigger plans for 2026

# Benefits for Ireland Chapter



## Stronger and more relevant chapter!

- Real impact in the society
- Volunteer engagement
- Leadership development
- Increased visibility for PMI
- Attract and Retain members
- Win-win partnership:
- Regular catch-ups
- Project management skills
- Joint events and trainings
- Joint press release

# Call to Action: Chapter 90 Days Plan

1. Select one NGO
2. Select one project
3. Recruit 3-5 volunteers
4. Deliver the project
5. Track 3 KPIs:
  - Impact
  - Engagement
  - Visibility



# What happens if you don't act



1. Chapters remain transactional
2. Lose relevance
3. Miss ESG positioning
4. Lose younger professionals

# Social Impact is the Growth Engine

POWERED BY M.O.R.E. – A SELF-REINFORCING CYCLE FOR CHAPTER GROWTH



This is a self-reinforcing growth system – not a one-off initiative.

*Let's get connected  
and continue  
the conversation!*



**Carlos Mandolesi**

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Transformation Leader | Six Sigma & Pr...



Thank You!  
*Questions?*