


Elevate Every Project: An Earth Day Conversation with Lucila Dotto

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3 min read



Earth Day, celebrated each year on 22 April, is a global moment to reflect on environmental responsibility—but sustainability in project management and at PMI goes far beyond a single day. To understand how it's embedded in how we work year-round, we spoke with Lucila Dotto, Global Head of Sustainability, about how our Sustainability [Content and Innovation Platform \(CIP\)](#) is driving long-term, practical impact across our global community.

One message was clear from the start: we're calling on our employees and members of our global community alike to acknowledge that sustainability should not be treated as a separate initiative; instead, it should be embedded in all the work we do to elevate every project.



Sustainability: From Concept to Daily Practice

Before discussing priorities or progress, Dotto grounded the conversation in what sustainability means in practice for project management and PMI. While sustainability is often misunderstood as purely environmental, or something that should be disconnected from business performance, our [joint venture with Green Project Management \(GPM\)](#), previously announced in April 2025, challenges us and our community to think differently. We champion sustainability as a delivery and value-creation discipline—something that should be embedded across the full project lifecycle, from design and governance to delivery and evaluation.

"Earth Day is often associated with the environmental dimension," Dotto noted, "but sustainability is much broader. It's about innovation, resilience, and regeneration—and how we bring strategy to life."

Our Top Sustainability Priorities

With that foundation in place, the conversation shifted toward several priorities the CIP and our joint venture with GPM are advancing. These will continue to matter well into the future—not as isolated initiatives, but as proof points of how we're helping our community embody sustainability in their everyday work.

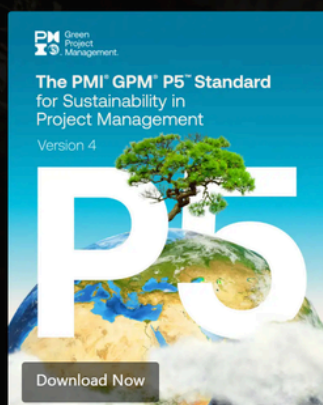
- She went on to share that one priority is **product reinvigoration**, including the refreshed **P5 methodology** and practice guide, the relaunch of the GPM-b™ certification as the new **Certified Sustainable Project Professional (CSPP)** certification, and expanded language access—making sustainability easier to apply across regions and roles.
- Another priority is positioning sustainability as a **performance driver**—and putting that insight into practice. She explained that our research shows that projects with sustainability KPIs are significantly more likely to succeed. That's why we're calling on our community to apply sustainability to every project possible, using the P5 Standard to embed it into project design, delivery, and evaluation as a business and value-creation discipline—not just environmental initiatives.
- Equally important is **community activation**. From sustainability champions across regions to new awards recognizing impact, the focus is on creating an ecosystem where project professionals learn from one another and see sustainability in action. Through webinars, regional activations, and community-generated stories, we're surfacing real-world proof points that show how sustainability can be applied across industries and project types—helping project professionals build confidence, capability, and momentum.

Together, these priorities show how our vision for sustainability moves from principle to practice.

Turning Awareness into Action

So, what actions can we take this Earth Day and beyond? Dotto suggests employees can start by simply using **PMI Infinity** as a practical entry point to embed sustainability into their daily work:

"If you go to PMI Infinity and ask, 'How can I organize my next week or my next project in a sustainable way using the P5 methodology?' It gives you clues. It's a simple way to start bringing sustainability to life in your daily work."



She also shared a few ways to stay up to date on sustainability progress and priorities, including:

- Visit pmi.org/learning/sustainability to learn more about PMI's sustainability initiatives, certifications, insights, and perspectives
- Explore projectmanagement.com for upcoming and on-demand webinars, events, and thought leadership on sustainability

As the conversation closed, Dotto returned to a simple but powerful takeaway on this Earth Day:

"Everything can be done in a sustainable way," she said. "It's not something we add on top—it's how we do things from the start to elevate every project."

