



The new CEEQUAL 'Project Strategy' Assessment Section

Why add Project Strategy?

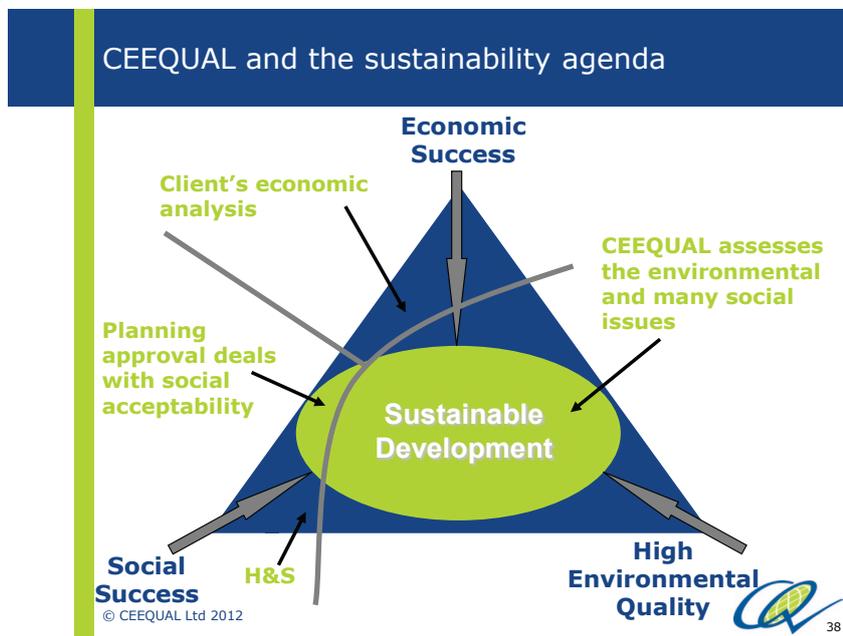
It is CEEQUAL's philosophy not to make judgement on whether a client's decision on whether they are constructing a good project, nor the planning administration process for allowing a project to go ahead. This has not changed with the new Version 5.

What CEEQUAL has stretched the scope of the question set and challenge teams to carry out assessments which might lead them to a conclusion on whether their project is a 'good project' from a sustainability point of view.

From the experience we have gained from the current scheme we know that when teams are using the question set to influence their thinking even the process questions trigger them to review their processes and changes to projects happen. CEEQUAL hopes that this will also happen with the 'Project Strategy' section questions:

- trigger project teams to look at their project in a wider scope;
- look at it in a sustainability point of view;
- challenge them to ask themselves on whether they are carrying out a 'good' project.

Below is a graphic on CEEQUAL's coverage:



As highlighted, CEEQUAL does not assess the client's economic analysis or the planning consent of a project. What Version 5 has done is cover more of the sustainability development agenda.

CEEQUAL has exported their experience to the American Society of Civil Engineers (ASCE) and the newly



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formed Institute of Sustainable Infrastructure (ISI). CEEQUAL acted as collaborators rather than consultants in order to not only help the ASCE with creating a sustainability tool but to learn from that process and export that knowledge back into upgrading CEEQUAL's methodology. That experience brought us into contact with FIDIC sustainable development committee but assessing 'pathway contribution' was a stretch too far and FIDIC Project Sustainability Management II is yet to be published. 'Pathway Contribution' is the contribution of the project on society to a more sustainable way of life.

For example a wrong 'pathway project' would be a new road in Los Angeles that increases sprawl. An example of a good 'pathway project' is a water treatment works which supplies potable water to a location for the first time.

CEEQUAL's aim with the inclusion of the new 'Project Strategy' section is to complete CEEQUAL's transition from an environmental assessment and awards scheme to a sustainability assessment, rating and awards scheme.

What is Project Strategy?

The 'Project Strategy' section is a new optional section to the Version 5 methodology, which in future Versions may become mandatory. CEEQUAL has not made the 'Project Strategy' section immediately mandatory as we still wish to encourage new users of CEEQUAL to assess the sustainable performance of a project. For some of these companies the 'Project Strategy' section may be tool challenging from the outset, and it may dissuade them from using CEEQUAL. However, this section will still be in the manual, so CEEQUAL hopes that the question set will be used as a guide to project teams and companies on how to move forward on the sustainability agenda.

CEEQUAL does believe that the section does move project teams on from assessing whether they are performing well from a sustainability perspective to whether they have considered and assessed the contribution (or future contribution) of the project to communities having a more-sustainable way of life.

What 'Project Strategy' covers?

In principle, there are some new areas that CEEQUAL has started to assess and some stretched scope which brings questions and issues at more strategic level.

CEEQUAL now assesses the:

- Wider economic benefits assessment.
 - o The challenge here is whether the Project Team has undertaken a wider (than just the project's owners) economic benefits assessment of the project.
- Social impacts assessment, and Improving quality of life, health & well-being, and reducing hazard.
 - o The challenge being whether the Project Team has undertaken a wider (than just the project's owners) social and quality of life benefits assessment of the project.
- Environmental impact assessment (EIA).
 - o We have drawn in and extended questions from existing question set. But challenge the project team on whether the boundary of the EIA in the right place for the maximum benefit for society.
- Resource strategy and life cycle assessments
 - o We have drawn in and extend Qs from current Question set on Life-cycle assessments, sourcing of materials and remote impacts.
 - o A stretch of 'disassembly for design' idea, where the question set encourages the project team of 'borrowing' resources to create a new project, and once the project has reached the end of its lifetime these resources can be recovered for use on another.

more overleaf...



The new CEEQUAL 'Project Strategy' Assessment Section continued...

- Pathway contribution.
 - o Has the project team analysed whether the project is helping the community it serves to move forward on the pathway to more-sustainable living (a positive pathway contribution) or towards less-sustainable living (negative)?

Applicability of the 'Project Strategy' section

CEEQUAL thinks that the section will be more applicable to Whole Project and Whole Project with Interim Awards. But the Section includes Construction Strategy, so the Section is applicable to all partial awards too.

Types of Awards

2 Award Types will be available:

- Sustainable Project Award
 - o The project has been assessed under all 9 Sections of CEEQUAL including Project Strategy
- Sustainability Performance Award
 - o The project has not included the Project Strategy section into the Assessment

Version 5 Summary

In summary of mine and Ian Nicholson's presentation Version 5 is an update and an upgrade of CEEQUAL's methodology.

Other improvements include:

- Increased scope and improved coverage
- Revised Question set
- Streamlined Sections
- Improved consistency between the Sections
- Raised the bar in some areas
- New weightings exercise
 - o The new Online Tool rescues the CEEQUAL Question Set once an International weightings exercise has been carried out.
- Revised Question scoring

We are welcoming applications now and the CEEQUAL Version 5 manual will be available from May 2012. Project teams are able to opt to use Version 4 until 31 October, this may be applicable to projects where its development is 5 years old and the project is half way through construction.