



Making Learning Fun
and Ecological

SUSTAINABLE DEVELOPMENT AND PLANNING

MODULE 2



TO INCLUDE THE SUSTAINABLE DEVELOPMENT IN SOCIAL ENTREPRENEURSHIP IS CRUCIAL TO UNDERSTAND ALL 17 SDG'S (SUSTAINABLE DEVELOPMENT GOALS): "END POVERTY, PROTECT THE PLANET AND ENSURE THAT ALL PEOPLE ENJOY PEACE AND PROSPERITY".

17 SDG'S

- 1.No Poverty
- 2.Zero Hunger
- 3.Good Health and Well-being
- 4.Quality Education
- 5.Gender Equality
- 6.Clean Water and Sanitation
- 7.Affordable and Clean Energy
- 8.Decent Work and Economic Growth
- 9.Industry, Innovation and Infrastructure
- 10.Reduced Inequality
- 11.Sustainable Cities and Communities
- 12.Responsible Consumption and Production
- 13.Climate Action
- 14.Life Below Water
- 15.Life on Land
- 16.Peace and Justice Strong Institutions
- 17.Partnerships to Achieve the Goal

PLANNING

Most experts believe that planning is the most important function of a manager.

Planning determines how an organization can get to where it wants to go. Planning determines what an organization will do to accomplish its objectives. The fundamental purpose of planning is to achieve your objectives. In order to do that planners must keep in mind the organization's mission, environment, resources, and values. All of these play a part in successful planning.

An important point about planning is that it helps managers think beyond the daily activities that surround them. It helps them plan for the future and be ready for any challenges that could arise.

After Planning Process There are several models that could be used for planning and they are all very similar. This one should work well as an example of effective planning.

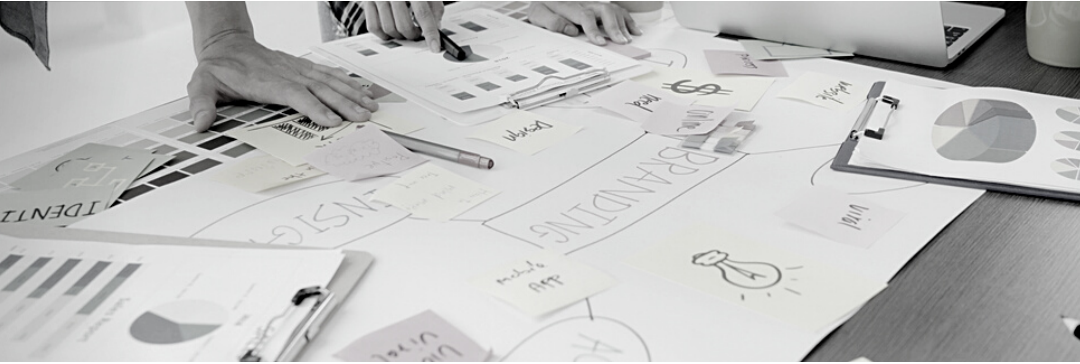
THE PLANNING PROCESS CONTAINS SIX STEPS:

1. Stating the organizational objectives – this is a necessary starting point of successful planning and should remain a focal point throughout the planning process.
2. Listing alternatives for reaching objectives – managers should list many different ways ways for reaching the objectives reaching the objectives.
3. Developing assumptions about each alternative – managers should spend time thinking about what might happen depending on which alternative is chosen. Managers need to use their knowledge and experience to make solid assumptions.

4. Choose the best alternative – evaluate the assumptions and choose the best alternative.

5. Develop plans to pursue the chosen alternative – the manager begins to develop plans.

6. Put the plans into action – this is where the organization benefits from all the planning.



STRATEGIC PLANNING FOR SUSTAINABILITY

Strategic planning for sustainability is far from easy or precise. Not only because it requires that simultaneous consideration be given to economic performance and development, but also to environmental protection and the social wellbeing of employees and other persons and groups outside of the organization. Companies and their managers are struggling to find and deploy the tools and practices that are necessary for balancing and reconciling the “triple bottom line” of profits, planet and people. Clearly a company cannot contribute to sustainable development on a long-term basis unless it remains “in business” and this often means taking actions. Even when businesses clearly understand that preserving the environment and society are necessary it may take time for them to make needed changes in their operational activities and it is not always possible for companies to avoid actions that might cause short-term environmental or social harm. In those situations, however, companies need to take responsibility for their actions and remediate the damage, such as by committing building new skills and find employment for workers.



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TYPES OF PLANNING

STRATEGIC PLANNING

Strategic planning is defined as long-term planning that focuses on the entire organization. Strategic planning involves managers at the highest ranks. The leaders are asking what must be done in the long run to achieve the organizational goals and objectives. The nature of strategic planning is to develop strategies for achieving your objectives. Strategies must of course be consistent with the purpose and mission of the organization.

TACTICAL PLANNING

Tactical planning is characterized as short-term planning. This type of planning is usually limited to one year or less. It is more concerned with current operations, and as such, usually involves mid-level managers instead of the highest rank managers. Tactical planners are thinking about tomorrow and next week or next month, and planning is much more detailed than strategic.

CONTINGENCY PLANNING

This is a term that is frequently used within organizations. It simply means what do an organization do when something unexpected happens or when something needs to change. This is where contingency plans can be very helpful. Contingency plans may make a manager to go back to the original planning and look at other alternatives. Contingency planning is the “what if” way of thinking.