



ESTABLISHING A PROJECT

Suggested Activities

Activity 1: Brainstorming Project Ideas: Goals

Do what?	Using what general approach?	By when?	For how many and/or how much?	With what result?

Brainstorming Project Ideas: Objectives

Do what?	Using what approach?	Who will do it?	By when?	With what result?

Human Inventory / Mapping

Who	Knowledge / Skill	Role

Predicting problems and coming up with solutions

Barrier	Possible Solution

Activity 2: SWOT Activity

Strengths	Weaknesses
The resources and capabilities of the organization and its members that will help make the project successful. Also partners in the community.	The problems of the organization and its members relating to the project idea. Ex. weak structure and roles/ responsibilities, lack of training or knowledge, etc.
Opportunities	Threats
Situation, events or people outside the organization that can help the project become successful. Ex. sharing resources and attending training with other groups, etc.	Situations, events or people outside the organization that could influence the project in bad ways. Ex. elections, financial crisis, corruption, etc.



Activity 2: Problem Tree

Problem tree analysis is useful in many forms of project planning. Problem tree analysis (also called situational analysis or just problem analysis) helps to find solutions to an identified problem by mapping out its causes and effects. A problem tree seeks to answer the question of “why” something is happening in a community, truly getting to the root cause of a problem, and thereby making it easier to develop solutions. Problem trees are useful because they:

- Break down a problem into manageable and definable chunks. This allows for a clearer prioritization of negative community conditions and can help shape and focus project objectives as a result.
- Provide more understanding of the problem and its causes. This is often the first step in finding win-win solutions.
- Help establish whether further information, evidence or resources are needed to make a strong case or build a convincing solution.
- Enable discussions and analysis that often help build a shared sense of understanding the problem, the project’s purpose, and action required to implement the project and address the problem.

In a problem tree, the trunk represents the problem, the roots are the causes of the problem, and the branches are the consequences of that problem. Completing a problem tree analysis can help you find solutions to identified problems by mapping out causes and effects.

Write the problem in the center of a flip chart. This becomes the “trunk” of the tree. As a group, identify the causes of the problem. Place them on the flipchart as the “roots” of the tree.

Identify the consequences of the problem. These become the “branches” of the tree. Next, cluster the causes and consequences into groups focusing on similar themes.

Next, review your problem tree and discuss its design within your group. The causes and consequences can be shifted and rearranged, including sub-branches and roots. The group may also choose to arrange these items according to priority or importance in the community. Record related ideas and points on a separate sheet of paper as they are brought up during the discussion. These ideas could include solutions, concerns, or decisions.

Some questions to consider during your problem tree discussion:

- Does this tree accurately describe and define all economic, political, and socio-cultural dimensions to the problem?
- Which causes and consequences of the problem are getting better, which are getting worse and which are staying the same?
- What are the most serious consequences? Which are of most concern? What considerations are important to us in thinking about a way forward?



- Which causes are easiest / most difficult to address? What possible solutions or options might there be? Where could a policy change help address a cause or consequence, or create a solution?
- What decisions have we made and what actions have we agreed upon during our discussion?

Activity 3: Write your problem statement

What is the primary problem the project will address?
Write a problem statement

Activity 4: Determine the project goal

Write your project idea
Write your intended target group
Write the problem the project will address
Write how the project fits within and addresses one or more long-time goals?



Activity 5: Identify expected outcomes

What are long-time goals?	
What is the project goal?	
What is your problem statement?	
What are your objectives?	
What do you think will happen because of this project?	
Internal (within the organisation)	External (within the community)