

PMI and Green Project Management Announce Joint Venture to Champion Sustainability in Project Management

April 7, 2025



Project Management Institute (PMI), the leading global authority for project professionals, and Green Project Management (GPM), a pioneer in sustainable and regenerative project management, today announced a strategic joint venture aimed at advancing sustainability and regeneration within the project management profession worldwide.

Under the terms of the agreement, GPM's established assets for supporting project professionals in sustainable project management, including its standards, guides, tools, frameworks, learning resources, and certifications, will be transferred to the new joint venture. PMI will hold a majority stake in this new entity. GPM will retain its research and advisory activities, along with a minority stake in the joint venture for a minimum of five years, and will actively contribute its thought leadership and content expertise.

This joint venture arrives at a critical juncture, recognizing the increasing global imperative for sustainable environmental, social, and economic development. For project professionals, this collaboration presents a significant opportunity to drive positive impact across all sectors. PMI research indicates that projects aligned with social good are nearly twice as likely to succeed; however, only 22% of current projects meet this criterion, highlighting a substantial opportunity for the new venture to provide practical guidance for integrating sustainability effectively.

"Sustainability transformation is a defining challenge of our era, and projects are fundamental to achieving it. This joint venture strategically positions project professionals at the forefront of this transformation," stated Pierre Le Manh, PMP, President & CEO of PMI. "By integrating GPM's recognized certifications, learning programs, and standards into a joint venture fully aligned with PMI's global organization, we are significantly enhancing our capacity to empower our community to translate sustainability intentions into tangible, measurable outcomes. Leveraging PMI's extensive ecosystem of professionals, corporate

partners, academic institutions, training organizations, and governments, our objective is to make sustainability practical at the project level, equipping professionals and organizations globally to lead their own sustainability journeys toward a more resilient and prosperous future.”

Through this joint venture, PMI will incorporate GPM’s sustainability-focused certifications, frameworks, and tools, notably the GPM® P5 Standard for Sustainability in Project Management and the Sustainability Competence Standard, into its comprehensive learning ecosystem and global community platforms. These resources offer clear, actionable pathways for professionals to effectively assess, measure, and continuously improve the sustainability performance of their projects.

Joel Carboni, Founder of GPM and a recognized leader in sustainable project management, commented, “The future trajectory of project management must evolve beyond mere output delivery. Projects have a vital role to play in fostering prosperity, restoring ecosystems, and building more equitable communities. This joint venture marks a significant step towards embedding sustainability and regeneration as core tenets of the project management profession.”

PMI and GPM have cultivated a strong collaborative relationship, with PMI offering GPM’s Sustainable Project Management (GPM-b™) certification course since 2022 and integrating GPM content into PMI Infinity, its AI-powered knowledge platform. This formal joint venture represents a significant advancement, enabling both organizations to amplify their impact and further their shared mission of elevating the world through the successful delivery of projects.