



Mission Statement

Purpose: Conceptualize and express the project’s “loftiest goal”

The mission statement is meant to express the “loftiest” goal of the project and to encapsulate as many of the project’s keywords as possible without getting into much detail at all. Mission statements should allow you to quickly answer anyone who should ask you what your project is about (your parents, your friends, casual acquaintances made while on site, local professionals, etc.)

A mission statement is generally phrased in the following manner:

<i>This project is intended</i>	[or similar verbs like: <i>designed, aimed, etc.</i>]
<i>to help</i>	[or similar verbs like: <i>assist, contribute, aid, etc.</i>]
<i>the</i>	[sponsoring Agency, or local community]
<i>to</i>	[ultimate goal of agency/community]
<i>by</i>	[contribution of project team].

There are many possible variations on this theme, as shown in the examples below, pertaining to the C02 Thailand projects.

Examples of Mission Statements

Here are some concrete examples of Mission Statements that follow more or less the above structure:

The ultimate goal of this project is to help a group of Karen villages in Thailand, which are not connected to the national power grid, to become more self-sufficient, by exploring the feasibility and desirability of installing a microhydroelectric system powered by a local waterfall. The team will analyze the power requirements of the villages, estimate the costs of the overall power production and distribution system and address the maintenance and long-term operational costs of the system versus its benefits to the local villagers.

EXAMPLE # 1

This study focuses on the problem of trafficking in Women and Children in Thailand and it is intended to aid the local UNESCO office in Bangkok in the establishment of a complete and organized computerized collection of data concerning this issue, which will allow in-depth analysis of the trends, patterns and underlying causes of the phenomenon. The project will rely on Geographical Information Systems to depict and investigate the spatial patterns of the trafficking networks.

EXAMPLE # 2

The parts in bold above represent the actual mission statement, whereas the sentences not in bold type are simply meant to further expand on the basic statement to add a little more information.

You should try to keep the mission statement as short as possible without sacrificing completeness.