**Mastering Project Management for Sustainability Enhancement**

**Abstract:**
Sustainability becomes one of the most important words not only on the macro level relating to environmental care, economic safety, and social well-being. For the recent 40 years in developed economies and 20 years in emerging economies the responsibility and focus is being constantly transferred also to the business level. Business was not prepared for this role within existing paradigms of an enterprise and traditional role of the state.

Growing external pressures on business for its greening slowly but effectively change the attitude of business companies towards sustainability. From defensive strategies that bring costs but not the most desired competitive advantages and the company market value growth, leading companies adopted proactive strategies and made inroads into new business areas accessible only for these companies who developed competences and distinctive capabilities in the triple bottom line model of sustainability and learned how to integrate conflicting demands.

The arena for considering the potential conflicts resolution may be provided by the Project Management approach and tools, while the integration issues by the Strategic Management.

Sustainability is a broad and deep continuous process of change. It requires partnerships and institutional development. Businesses to profit from sustainability need the type of environment that is more and more demanding, but also supporting and rewarding. The idea of collaborative innovation is an inspiring challenge with its attractiveness load but also carries on huge uncertainty and complexity, again being the domain of strategy and projects. To build a critical mass in progressing towards sustainability not only giant leading companies have to be taken into account but also SMEs.

Sustainability is a local but also a global responsibility.