

Features of Social Project Development and Implementation.



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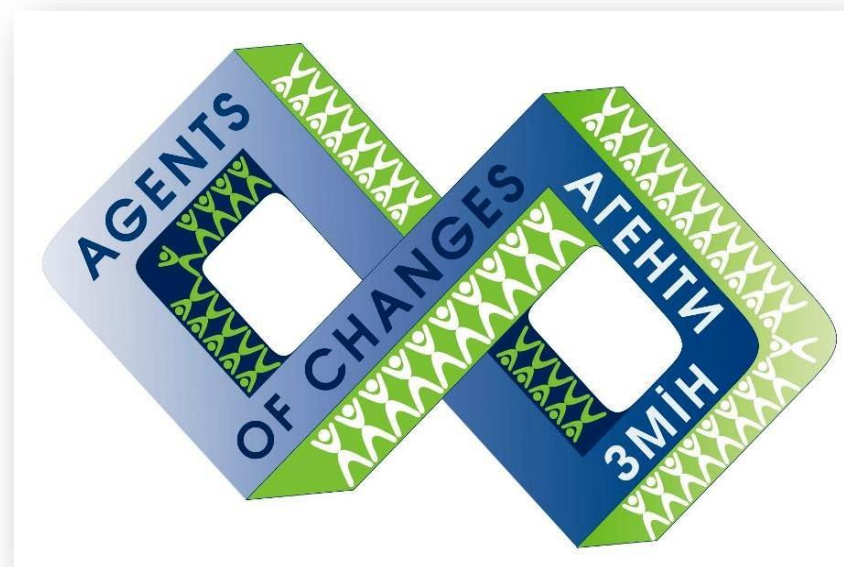
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Project and Educational Centre for Innovation Development and Investment Promotion in the Region «Agents of Changes» of Vasyl Stefanyk Precarpathian National University - is a team of project management professionals who help students and postgraduates improve their knowledge and skills in project activities. The aim of Project and Educational Centre “Agents of Changes” is to raise the innovation and competitiveness levels of the region's economy by enhancing its institutional and staffing capacity as well as improving information and educational support for project management.



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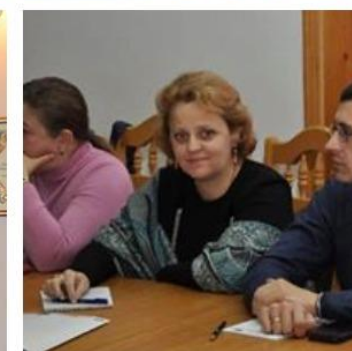
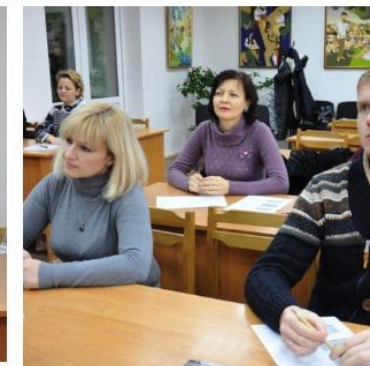
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The team of specialists of Project and Educational Centre “Agents of Changes” of Vasyl Stefanyk Precarpathian National University

Svitlana Kropelnytska, Director of the
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1. Notion and characteristics of social projects.

A social (soft) project - is a social innovation created by the initiator of a project. Its aim is to develop, modernize or maintain material or spiritual values in a changing environment that has spatio - temporal and resource boundaries and its impact on people is recognized as a positive social value (V. Lukiv, 2007).

A social (soft) project – is a complex set of actions aimed at solving a particular social situation, a problem, with limited time and resources (V. Shkuro, 2012).



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Spheres of social projects



- Helping children, students, youth.
- Public health, promotion of a healthy lifestyle.
- Assisting the elderly.
- Environment and animal care.
- Improving the quality of the community life.
- Helping the homeless.
- Improving security, assisting military personnel and migrants.



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❖ Scope and nature of social projects shows the level of development of organization social responsibility in particular and the community in general.

❖ In the course of implementing social projects, the community (organization) can have several goals: the development of tolerant, good and educated society, but also its own benefits (profit, media coverage, social responsible business image).

❖ Both goals are often combined harmoniously in most modern social projects.



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Project features



According to S. O. Kropelnytska (2018), projects have the following features:

- Target vision;
- Coordination of activities;
- Limited time frames and other time resources;
- Uniqueness (distinctiveness);
- Temporary nature;
- Defined responsibility;
- Innovativeness.

Project features

According to M. Smolinskyi (2017), international projects are primarily based on:.

- Effectiveness.
- Responsibilities and obligations.
- Equality.
- Savings and coherence (project activity meets common goals and fits within the project scope).
- Quality.
- Realism (project is realistic, goals are achievable).
- Elasticity (project should be planned, implemented and evaluated).
- Creativity and innovation.
- Competitiveness.



Types of social projects

innovative, supportive/sponsorship, investment, credit, budgetary, grant, charitable, at the expense of the organization, at the expense of membership fees, does not require funding / short-term (up to 2 years), medium-term (2-5 years), long-term (over 5 years)) / micro project (up to \$ 10,000), small project (\$ 10,000-100,000), mega project (over \$ 100,000) / educational, scientific, technical, cultural, political, etc. / international, national, regional, city (district), village (local communities), etc.



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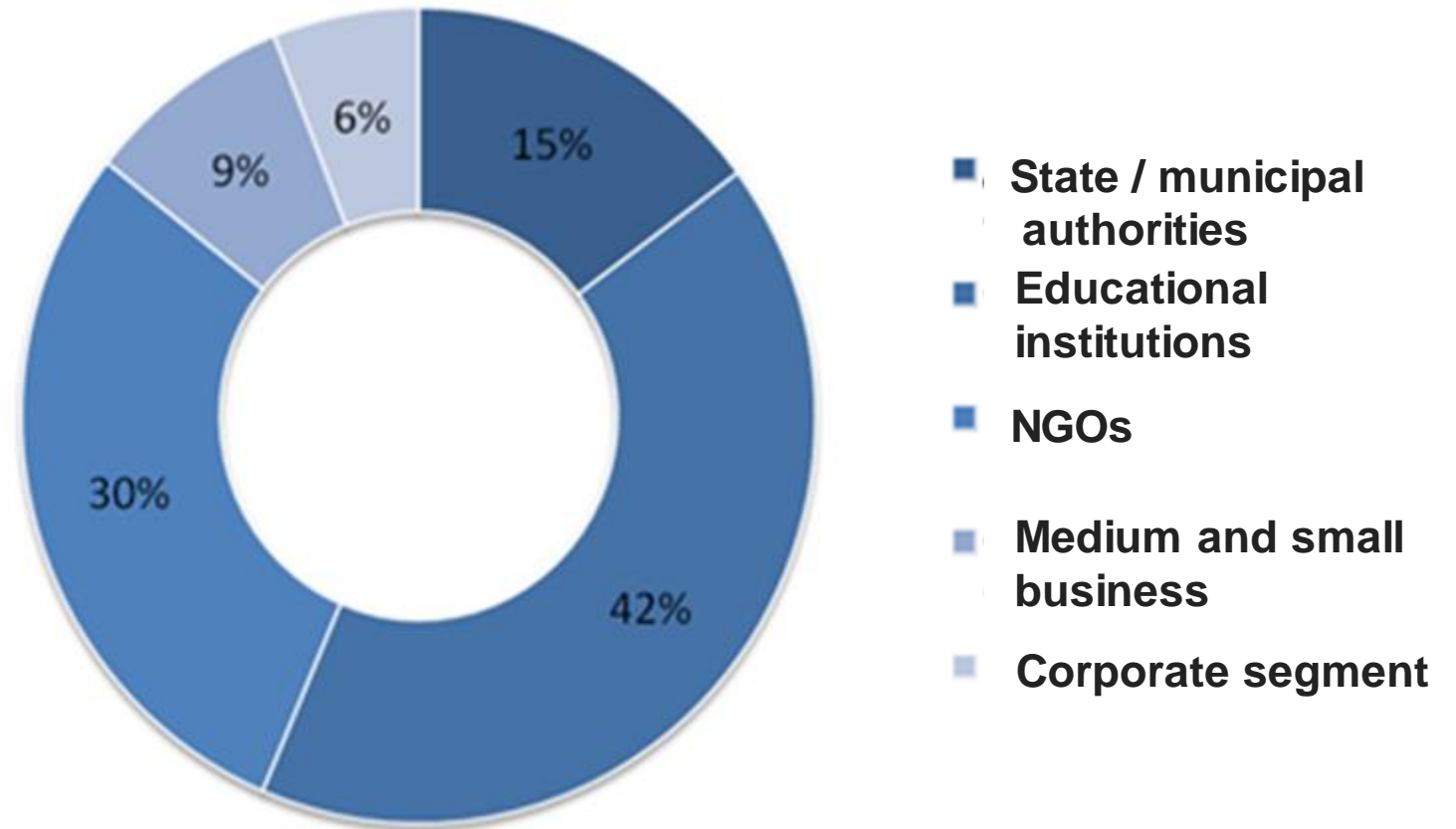


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The analysis results of the best Ukrainian social projects in 2015 («GURT» Resource Center)

Figure 1. Structure of projects by participants

(<https://gurt.org.ua/>)



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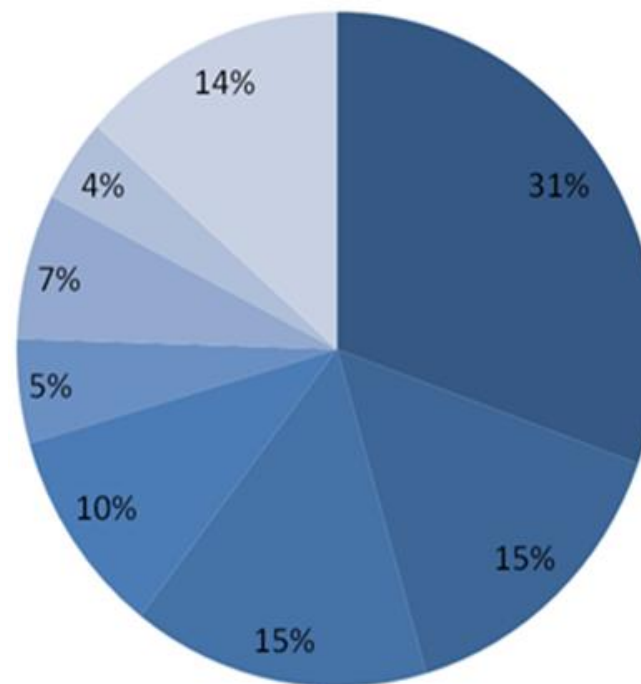


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Figure 2. Number of projects by nomination.



- Education, upbringing, development of children and youth.
- Health and wellbeing.
- Environmental protection.
- Science and culture support.
- Social entrepreneurship.
- Support and development of social activity.
- CSR
- Charity.

(<https://gurt.org.ua/>)



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Nomination «Volunteering»:

- **1 place** — Mentoring for orphans and boarding children (Kyiv).
- **2 place** — «Chance» temporary shelter stray animals (Zaporizhia).
- **3 place** — Rehabilitation and rest camp for fighters of ATO "With love in the heart" (Kosiv, Ivano - Frankivsk region).

Nomination «Culture»:

- **1 place** — The school assembly hall - a workshop for the development of students' creative abilities (Veletenske village, Kherson region).
- **2 place** — Banderstadt - 2019 Festival (Lutsk).
- **3 place** — ENTER UA (Lviv).

Nomination «Health & Medicine»:

- **1 place** — Aliens and Freemasons against vaccination (Kyiv).
- **2 place** — Ukrainian register of bone marrow donors (Ternopil).
- **3 place** — Childhood without violence (Kyiv).

Nomination «Education»:

- **1 place** — Noosphere Engineering School (Dnipro).
- **2 place** — Video project Displaced Universities (Kyiv).
- **3 place** — DIY EDU SPACE (Vinnytsia).

Nomination «Territories Development»:

- **1 place** — Family Nest. Barrier-free family psychological service (Kyiv).
- **2 place** — Lounge area in the lobby of the school (Veletenske village, Kherson region).
- **3 place** — BRANDVILLE. Brand making for Ukrainian villages (Kyiv).



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Nomination «Technology and Innovation»:

- 1 place — Odry_VR (Kyiv).
- 2 place — Volonter.org (Kyiv).
- 3 place — #StartBusinessChallenge (Kyiv).

Nomination «Sport and Healthy Lifestyle»:

- 1 place — Campaign «Play for Human Rights!» (Ivano - Frankivsk).
- 2 place — Sports Territory (Irpın, Kyiv region).
- 3 place — Children with disabilities for a healthy lifestyle (Stebnyk, Lviv region).

Nomination «Urban Studies»:

- 1 place — Kolizei KPI (Kyiv).
- 2 place — Map Me Happy (Kyiv).
- 3 place — GO Pick (Kharkiv).

Nomination «Ecology»:

- 1 place — Charity shop «Kindness» (Kyiv).
- 2 place — Paper Monster (Odesa).
- 3 place — Garbage 31 (Lviv).

Nomination «Equal Opportunity»:

- 1 place — Organization of the Annual International Women's Action Forum (Odesa).
- 2 place — Active rehabilitation camps (Bucha, Kyiv region).
- 3 place — InvaFishky — You can do anything! (Bucha, Kyiv region).

The winner in nomination «Idea» — social platform «Kindness Shop» (Kyiv).



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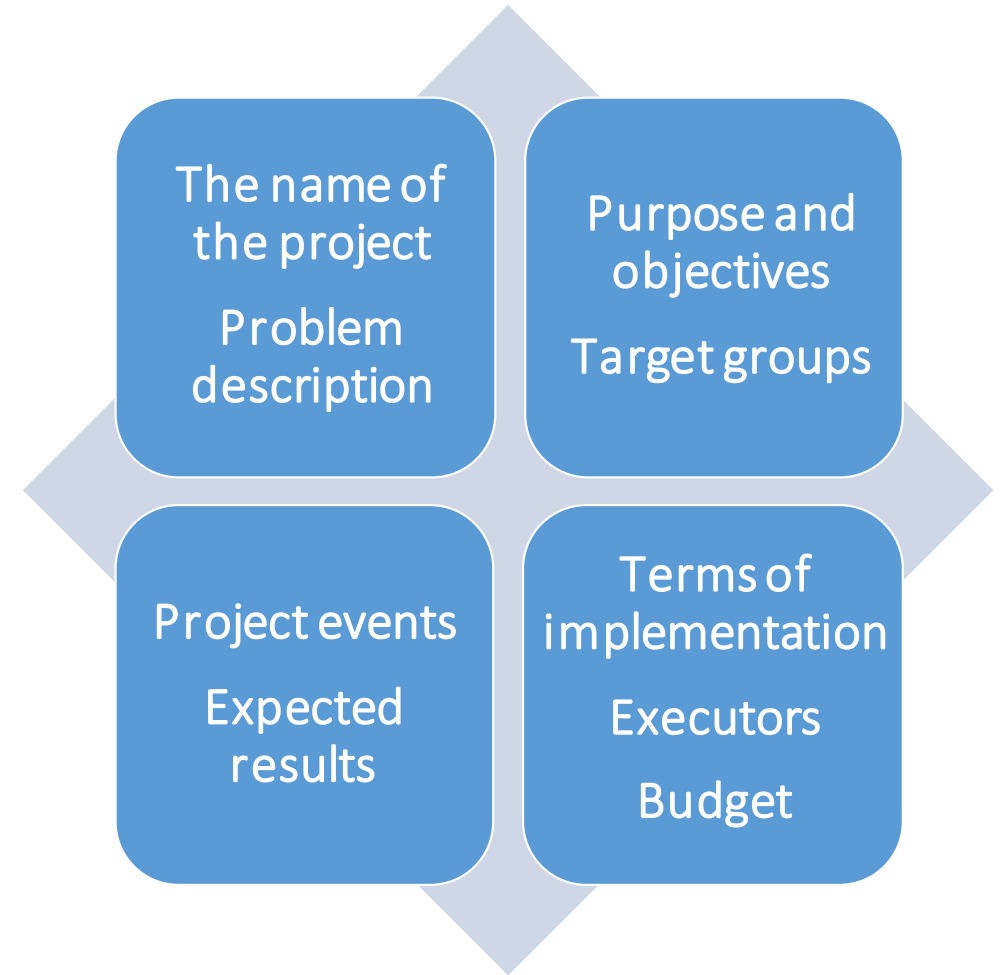
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2. Concept and structure of social projects

A project concept is a preliminary plan of a business idea implementation, which is submitted to the enterprise manager or potential investor in order to evaluate the prospects of this business proposal.



Stages of a project creation



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Sample. Approximate application form for social projects application.

Project title	
Project author, executors (contact information)	
The organization that submits a project, partners.	
Project compliance to Community, District, and Regional Development Strategies.	
Target groups (beneficiaries) of the project	
Project description	
Purpose and main objectives of the project	
Detailed description of project activities (events)	
Project implementation stages	
Expected project results (quantitative / qualitative)	
Project budget (grant / other sources)	
Visualization, video message (if needed)	



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Description of a social project problem

➤ These should be considered when choosing an idea and describing a social project problem:

- current needs of the community or individual social groups;
- stakeholders;
- partners who can be involved in the preparation and implementation of the project;
- acceptability of the project.

➤ The description of the social project problem in the competition application should not exceed 250-300 words.

Social project eligibility criteria (by T.M. Bezverkhniuk and others, 2013):

- ☐ community awareness of the social innovation importance envisaged by the project;
- ☐ community assessment of the degree (or likelihood) of the project objectives achievement
- ☐ community attitude to the ways of achieving the social project goals;
- ☐ anticipated community activity in the project implementation.



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The components of social project marketing (by T.M. Bezverkhniuk and others, 2013)

- ✓ **social diagnostics, that is information-gathering and its analysis to identify problem areas of the social sphere;**
- ✓ **estimating the potential of state and municipal structures or non-profit organizations and the cultural potential of society to meet a social need or to solve a social problem;**
- ✓ **defining the main features of the project outputs;**
- ✓ **social anticipation, that is determining the future results of the social project implementation and estimating their positive and negative consequences for the social system as a whole;**
- ✓ **developing and implementation of a project product promotion strategy, including the promotion of product-related social value.**



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Social project goal and objectives

Project goal is a model of future outputs (the final result).

Project goal consists of **1-2 sentences** and includes two parts: what we want to achieve and how to do it (S. O. Kropelnyska, 2018).

Example. Social project goal of "Doctor Holiday":

To improve the psycho-emotional state of sick children, their relatives (guardians), who are in the in-patient wards of medical institutions by organizing funny fairy performances and games, art therapies, communication; to teach the active youth of the city how to be charitable, tolerant, sympathetic to others' grief, creative and how to use critical thinking.



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Social project goal and objectives

Regional development projects must specify the **strategic goals** and **operational goals** set out in:

- Community development strategies;
- Ivano - Frankivsk development strategies for the period up to 2028;
- Ivano-Frankivsk region development strategies for the period up to 2020, etc.

Example. Strategic and operational social project goals:

Ivano - Frankivsk region development strategy for the period up to 2020:

Strategic goal 4. Human capital development.

Operational goal 4.2. Raising awareness and social activity of the region residents.

Task 4.2.1. Development of youth leadership and entrepreneurial skills.

Task 4.2.4. Ensuring acute health care needs and building healthy lifestyles.



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Social project goal and objectives



Project objectives – is a set of specific steps to take to solve the problem.

Objectives (**not more than 3**), is usually expressed with the infinitive verb, which means completeness

(**to produce, to enhance, to create, to accelerate, to enlarge, to improve** etc.)

(S. O. Kropelnyska (2018).

Objective  **Result**



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Setting SMART Objectives

SMART is an acronym, giving criteria to guide in running a project

SMART :

- *Specific;*
- *Measurable;*
- *Achievable;*
- *Realistic;*
- *Timely.*



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Example. The goal and objectives of the social project "Innovative resource space" "HAPPY PEOPLE".

Project goal – to expand the community's understanding of modern technologies of personal self-realization, leadership, mental health and promote the formation of practical skills of psychological assistance and self-help in difficult life situations by creating a modern Innovative Resource Space "HAPPY PEOPLE".

Project objectives :

1. To improve conditions for the development of a proactive community position in self-realization, preservation of mental health and psychological well-being of an individual by creating a modern Innovative resource space «HAPPY PEOPLE».
2. To expand knowledge of the community about ways of leadership qualities implementation and an individual's self-realization.
3. To raise awareness and practical skills in psychological care and self-help in difficult life situations by holding educational and developmental activities for the JTT community.



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The main indicators of social investment effectiveness.

T.M. Bezverkhniuk (2014) identified four main indicators of social investment effectiveness:

- ✓ **social effect that characterizes the population's level of satisfaction with their quality of life;**
- ✓ **social efficiency is an indicator that shows the rise of people's living standards;**
- ✓ **socio-economic efficiency is an indicator that shows the economic effectiveness of investment in the social sphere by taking into account the achieved social effect;**
- ✓ **cost-effectiveness is a form of analysis that reflects the cost-effectiveness of a project on the basis of the end cost-benefit ratio.**

Example. **The indicators of social investment effectiveness** are the emergence of additional social services, change in the consumer price index, unemployment reduction, housing, increase in fertility. **The indicators of socio-economic efficiency of the project** are determined after identifying the social effect by increasing the physical volume of the service, reducing the cost of the service, reducing the running costs of social organizations, increasing the number of visits of entertainment facilities, reducing unemployment benefits, etc.



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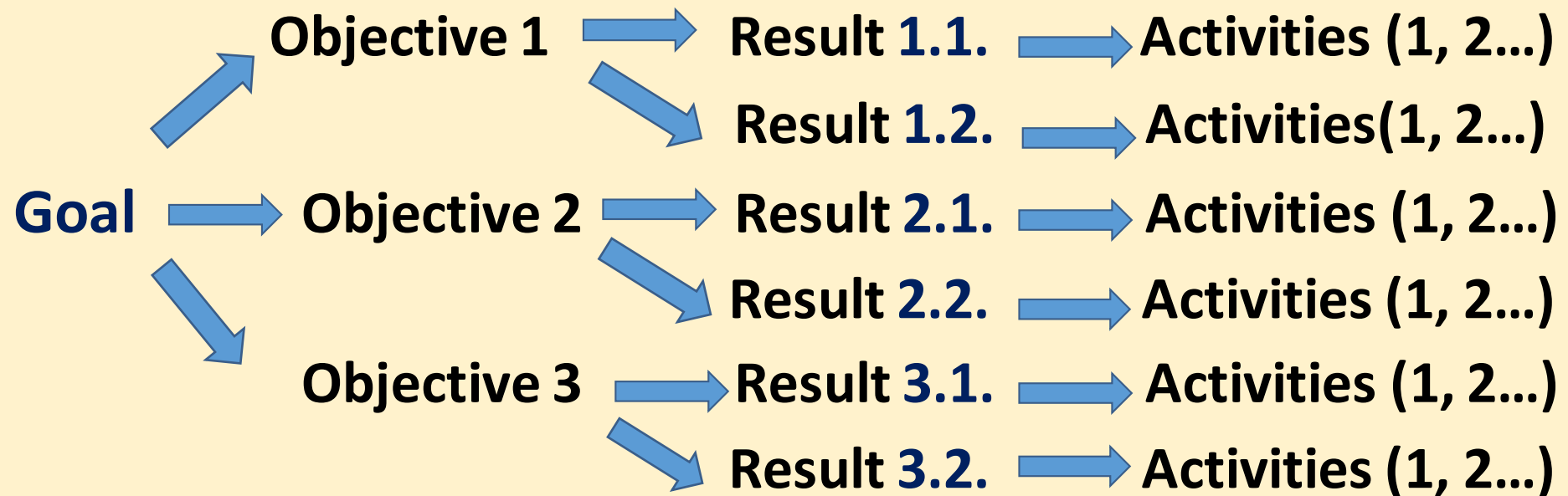


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Logical Framework Matrix of a Project



Social management system (SMS)

Key issues of social planning (by I. Pidluska, 2016):

- Does the project contribute to solving a social problem within the community?
- Does your project support the problem of social interaction, improve the issue of equality and provide equal access to the benefits it carries to all the community members?
- Does your project meet the standards of European and national legislation on compliance with social norms and standards?
- Does your project provide the full commitment of Ukraine to protect human rights and protect the environment?
- Does your project meet the European Investment Bank need to ensure the implementation of the social standards?
- Were the interested parties of the community consulted during the preparation of your project? Have you taken into consideration their opinion?
- Will your project have any potentially negative impact on cultural heritage objects?
- Does the project involve any involuntary resettlement?
- Will this project lead to any changes in living conditions of the local population, which may be considered as negative (including temporary ones)?



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Social management system (continuation)

- Will this project have bad impact on fragile groups of people (IDPs, handicaps, etc.)?
 - Were the stakeholders defined during the project preparation?
 - Are there any risks for the community in this project? Were you able to estimate them, develop preventive measures and to define the amount of compensation?
 - Does this project have either indirect or direct influence on public health protection and work safety? If yes, what should be done to mitigate it.
 - Does the project provide the establishment of a prevention mechanism, complaint management and reimbursement of possible harm? How will it work?
 - Does your project provide an adequate level of probity and accountability? How long will it last? What will the result be?
 - Will the communities be informed during the project? If yes, in what way it will be done?
 - Does your project involve independent monitoring? If yes, who will provide it? How will the informing about the results of monitoring be done?
- Answering these questions will help you better understand the social project objectives and results.



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Social Project Results

These results should be described in a project application

- ✓ **quantitative,**
- ✓ **quality,**
- ✓ **short-term (outputs),**
- ✓ **medium term (consequence),**
- ✓ **long-term (effect).**

Example. Quantitative / quality project results “School of Volunteer”.

The creation of “School of Volunteer” for the youth, holding 8 classes at the School of Volunteer, involving 60 students in volunteering / The development of methodological recommendations, the level rise of motivation for youth volunteer activity by 20%, holding 3 volunteer activities by students per month.



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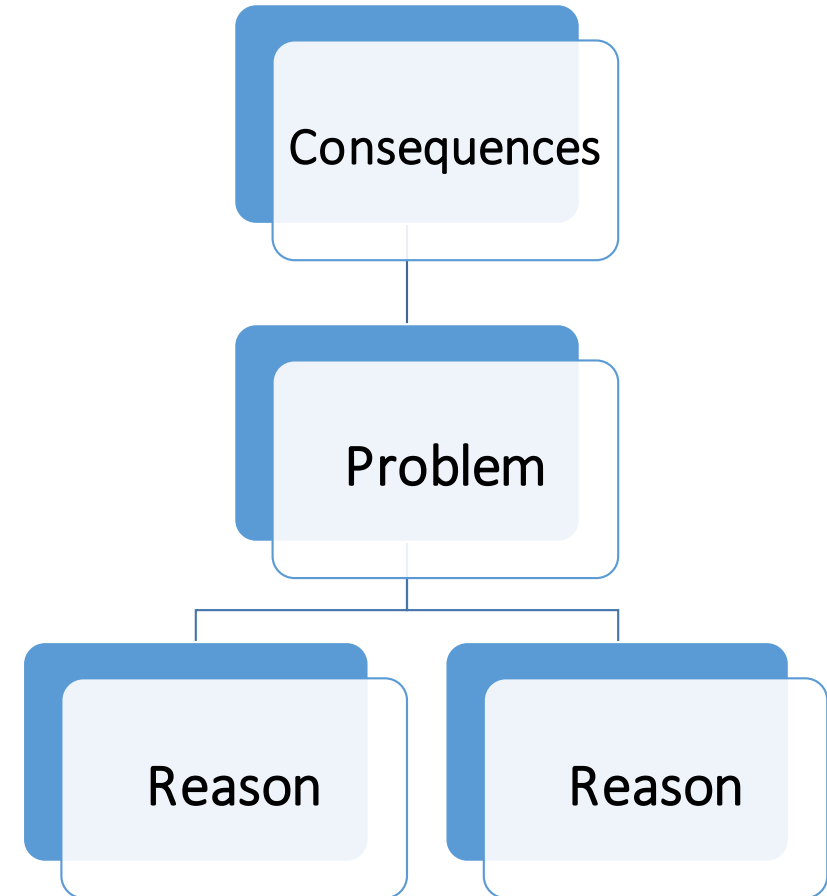
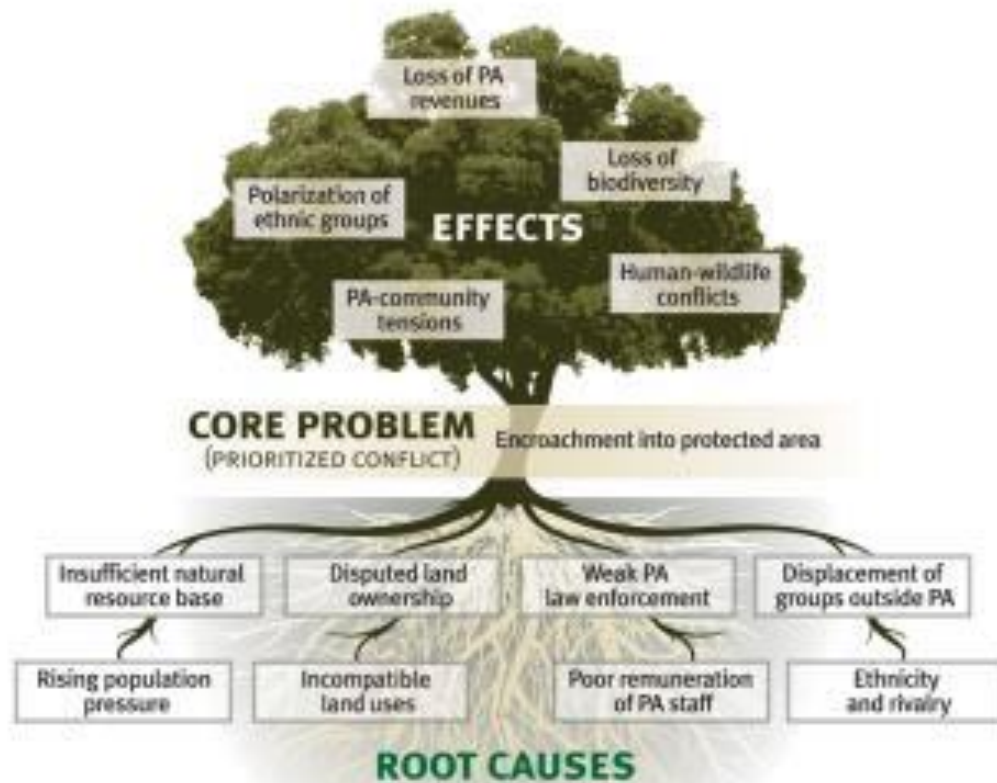


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3. Methods of social project problem analysis

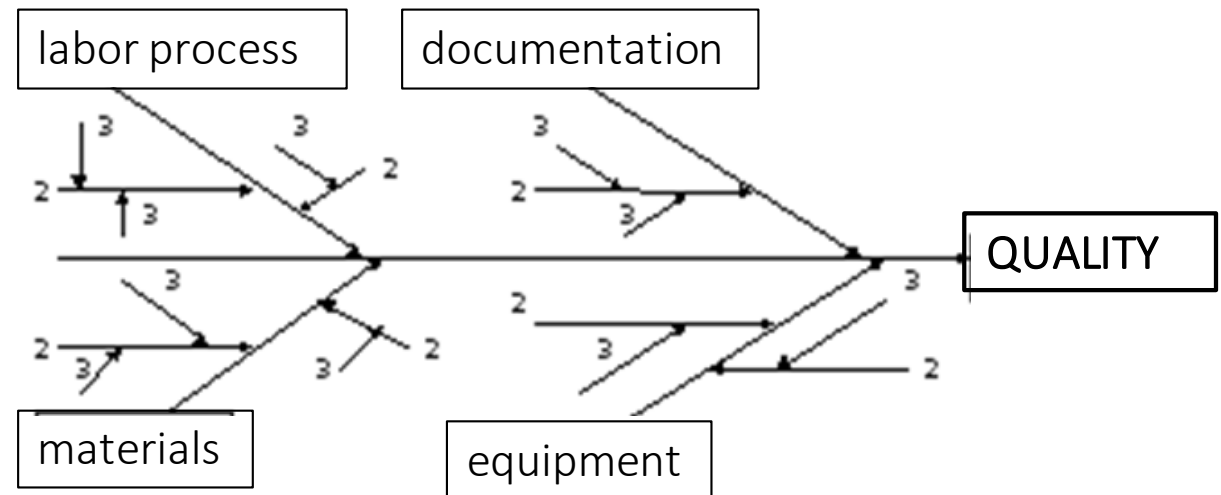


Problem Analysis Methods - Ishikawa Diagram

Cause and effect diagram (Ishikawa) – is a method of qualitative problem analysis, that helps to identify the most significant factors that affect the end result.

Analysis indicators:

- ☐ peoples,
- ☐ machinery,
- ☐ material,
- ☐ work method,
- ☐ environment.



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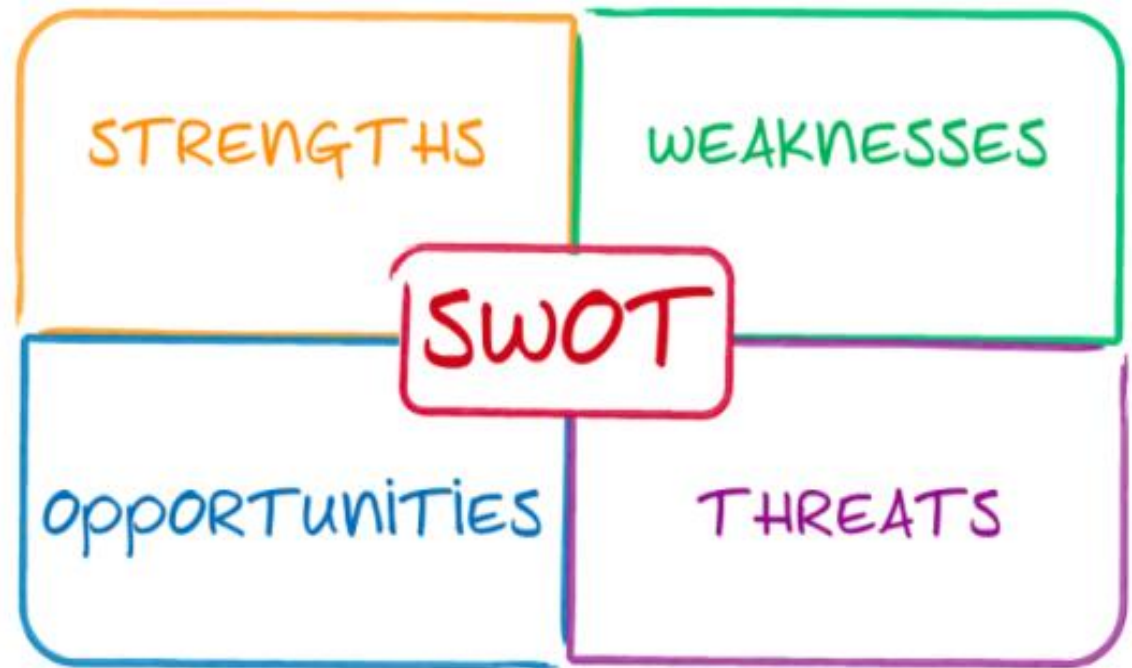
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Problem Analysis Methods – SWOT

SWOT– is a method of qualitative problem analysis, that helps to identify internal and external strengths and weaknesses of the project.

Analysis indicators:

- ☐ Strengths,
- ☐ Opportunities,
- ☐ Weaknesses,
- ☐ Threats.



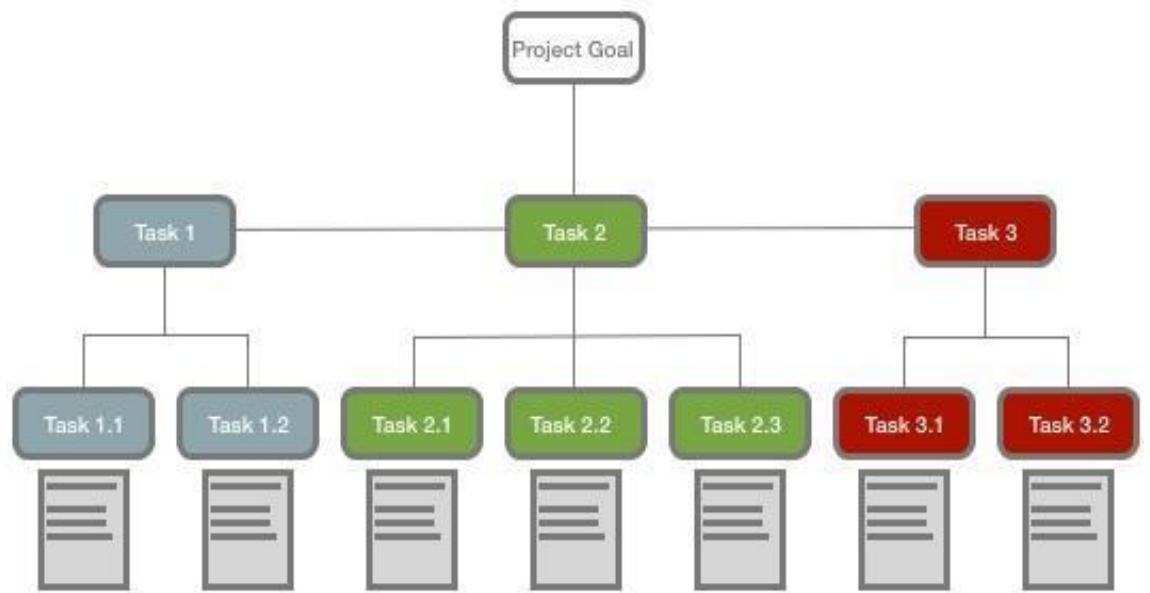
Problem Analysis Methods – WBS

Work breakdown structure (WBS) – is a method of hierarchical structuring of the project or decomposition structure, where project objectives reflect the relationship to each other and the project in general.

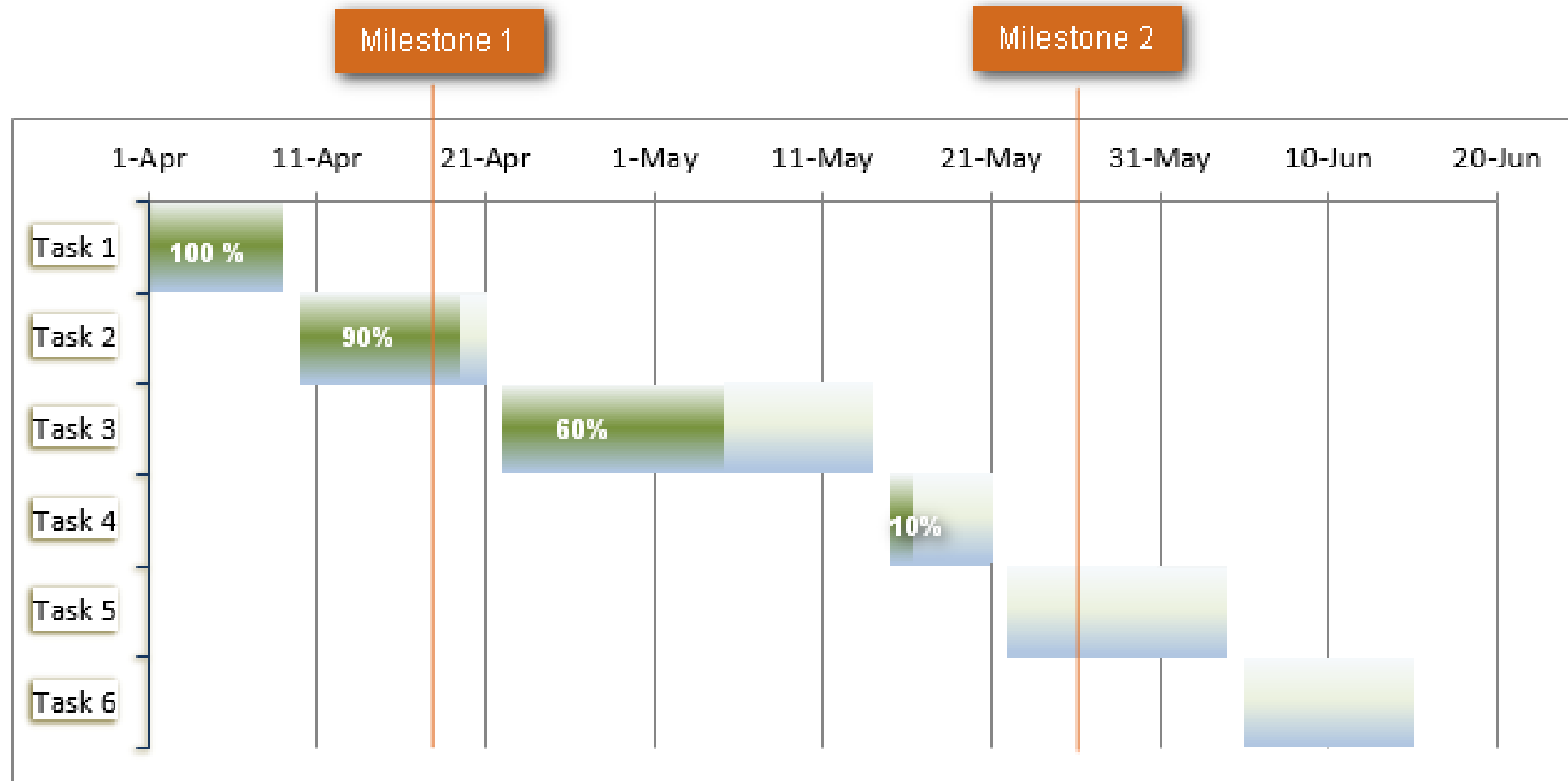
It helps to predict project results according to different scenarios.

WBS has a branch structure that covers all project stages.

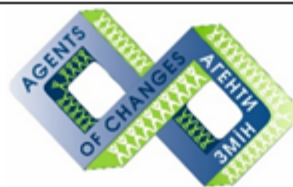
A project is divided into easy to manage components until one of the team members is appointed to execute it.



Project planning – Gantt chart



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4. Budget structure of social projects (by T. Maiorova, 2018)

1. HUMAN RESOURCES

1.1 Remuneration (total amounts) including accruals

1.1.1 Project staff (project team)

1.1.2 Other personnel involved in the project

1.2 Renumeration (total amounts, external/foreign staff)

1.3 Daily business trips

1.3.1 Abroad (project team)

1.3.2 Local (project team)

1.3.3 Seminar / conference participants



2. TRIPS

2.1. Trips abroad

2.2 Local trips

3. MACHINERY, EQUIPMENT AND MATERIALS

3.1 Purchase and rental of vehicles

3.2 Furniture, computer equipment

3.3 Equipment, tools

3.4 Spare parts/equipment for machines, tools

3.5 Other (please specify)



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4. LOCAL OFFICE

4.1 Vehicle expenses

4.2 Office rent

4.3 Consumables - stationery

4.4 Other services (tel / fax, electricity / heating, maintenance)

5. OTHER EXPENSES

5.1 Publications

5.2 Research

5.3 Audit costs

5.4 Evaluation costs

5.5 Translation (written and oral)

5.6 Conference / seminar costs

5.7 Measures to cover project activity

6. OTHER



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7. Total direct eligible project costs (Sum 1-6)

8. Contingency reserve (maximum 5% of 7 total direct eligible project costs)

9. Total direct eligible project costs (7+ 8)

10. Administrative costs (maximum 7% of 9 total direct eligible project costs)

11. Total eligible costs (9+10)



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It is important, according to T. Maiorova (2018), for the **social project budget**

- to fit the social project concept;
- to describe the project cost in detail, including the costs of the organization and other partners / funds;
- to show the internal contribution to the organization (volunteers, time, office, means, money, etc.);
- to explain the nature of all costs so that the budgeting is clear for the grantor.



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5. Information about social project contests in 2019.

Internet Platforms:

- ✓ <https://gurt.org.ua/>
- ✓ <http://zrda.org/grants/>
- ✓ http://urbanspace.if.ua/uk/get_grant
- ✓ <https://www.science-community.org/uk/grants/contests-by-type/social-contests>



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There are active tenders for grants to take part in 2019 on the web-site of the Ministry of Economic Development and Trade of Ukraine <http://www.me.gov.ua/> :

- [Launch announcement of the second BSBP Project Contest](#)
- [Poland-Belarus-Ukraine SOP EIS Competitions 2014-2020](#)
- [Ongoing grant competitions within the framework of the 2014-2020 EIS JI PP](#)

These are investment projects in most cases.

It should be mentioned that UAH 3 820 million were allocated from the state budget for 13 projects in 2018. Most of the money was spent on transport infrastructure, health care and socio-cultural projects.



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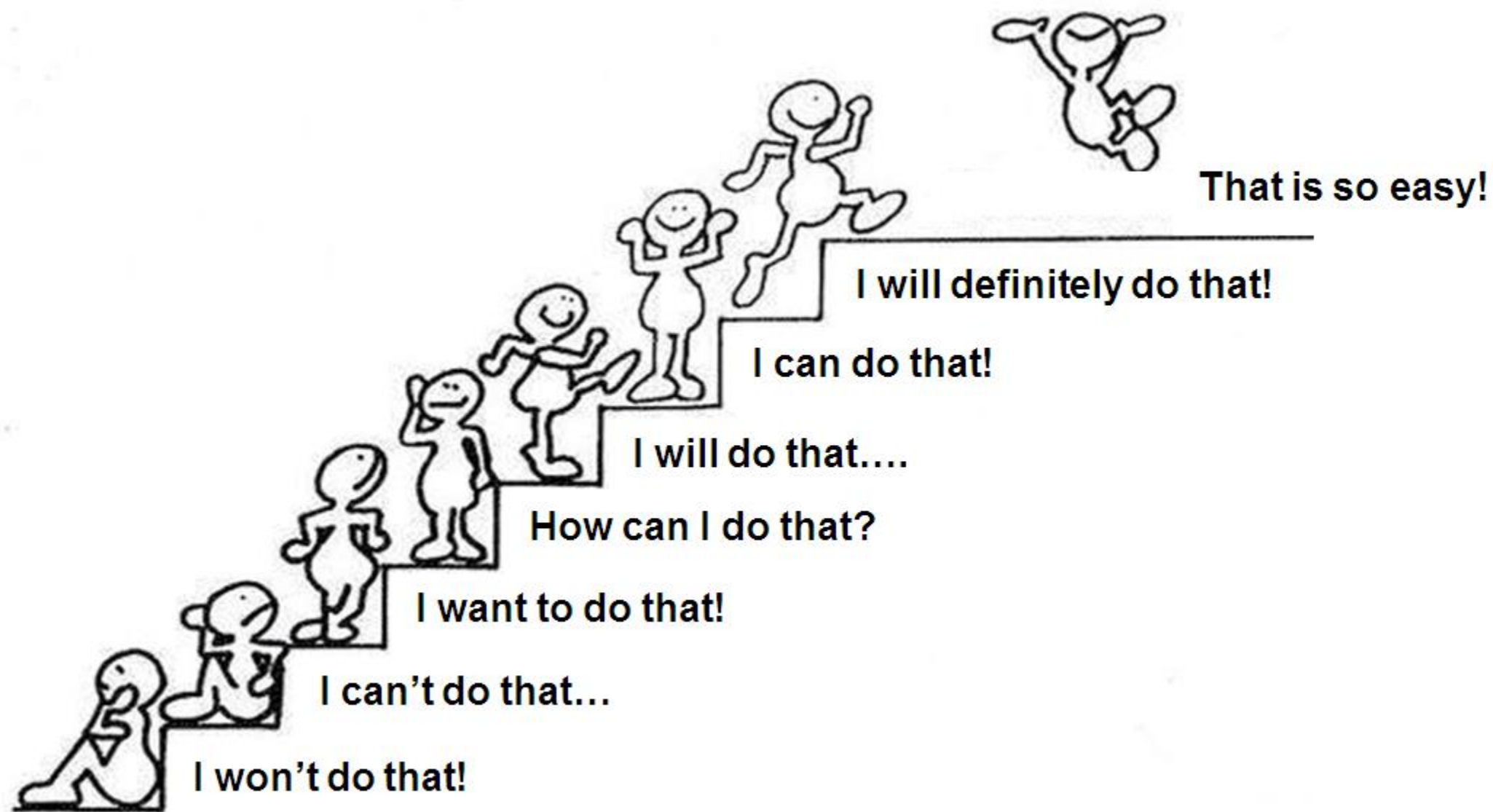


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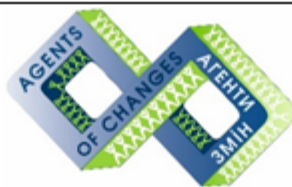
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Thank you for your attention!
We wish you success in your projects!



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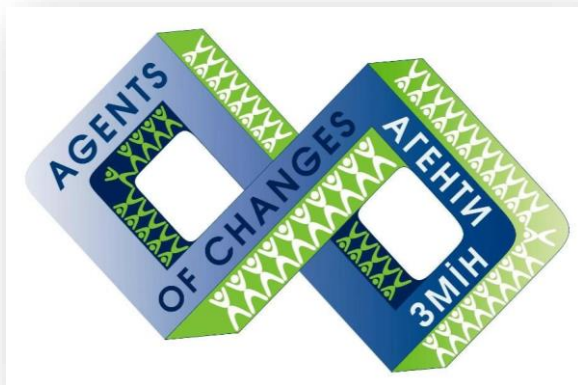
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