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THE SOCIAL PROJECT: CONCEPT, BASIC REQUIREMENTS OR THE PROJECT, STAGES OF DEVELOPMENT SOCIAL PROJECT

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The purpose of this article is to consider the concept, types of social projects, the basic requirements for the creation of a social project. The analysis of existing social projects was carried out, the main requirements for the definition of social projects, justification and goals were drawn up. The main part defines the stages of approval of procedures and mechanisms for the implementation of the social project, which were outlined with the help of textbooks on social design of foreign authors. With the help of scientific works of Ukrainian researchers were identified stages of development of social projects, ways of implementation of social projects in Ukraine.
Keywords: process, social project, audience, society, activity, Finance, efficiency, competition, result.

Problem statement. The problem of social design consists in the context of ideas related to the definition of opportunities and the activities which are purposefully influencing to the nature of the future development of events and thereby to some extent form their own future.

It should be noted that the social sphere and the cultural life of society remain weakly regulated by the law, which are difficult to manage the influence of the state and non-governmental organizations. In these areas that are still underdeveloped in the organizational plan, new questions arise, not all of which can and must be addressed within the framework of management [3, p. 112].

Due to the fact that there are changes in society, today the theme of social design draws attention, because the effectiveness of design technologies in managing social life is realized and social design is becoming more and more relevant.

In the implementation of a project, you must clearly know its implementation strategy and tactics of project management. And for this, in turn, it is important to have a clear idea about the features and properties of this project, this can be done with knowledge of classifications of social projects [1, p. 94].

The relevance of the issue of development of the social project becomes more important, since this industry is at the initial stage of development. The study of the issue of creating a social project is the definition of the sequence of steps for the effective implementation of the conceived idea in any particular social sphere at specific times, with the use of optimal means and resources. The sequence of creation of the social project consists in transformation of the primary description (task), with representation of the description (if necessary) in various forms; elimination of incorrectness of the primary description (tasks); optimization of the specified characteristics of the object (process). At the same time, a social project can have such an integral part (one of the tasks) as the educational process of the designer. The object of this article is social engineering as a method of researching socio-economic and political problems [6, p. 314].

Recent research and publications. The scientific developments of many scientists are devoted to the problems and prospects of developing new ideas and themes for social design in Ukraine and in the whole world.

In the manual V.I. Mazur "Fundamentals of project management" systematically considered a set of issues that together make up the essence of a relatively new synthetic discipline-project management (Project Management). All project management elements are presented in four parts: getting to know the world of project management; project development; project management functions; subsystems of project management. The book also contains a subject index and brief information about the authors. Widely used methodological techniques to ensure effective assimilation of materials by readers: examples from practice, exercises, tests, analysis of situations, etc.

In the scientific manual of L.N. Boronina, Z.V. Senukha the technology of project activity, institutional subsystem of projects, methods and means of project development are considered. The material is presented in accordance with the original author's method of teaching this course.

The manual by M.V. Romanova "Management of social projects" presents the main provisions of the modern concept of project management, based on the study of special literature, achievements of related industries and generalized experience of management consulting. Technologies, basic steps, algorithms, problems and benefits of project management are presented.

In the new edition of the manual "Social design" Lukov's orientation to the technology of social and project activities is preserved; mainly the manual presents those aspects of the theory, the knowledge of which helps to learn the skills of real social design. In this tutorial, Social Design is not limited to a narrow understanding of the tasks of social work. On the contrary, we want to show that the social-project approach allows us to combine ways of solving a whole range of socio-cultural problems and this should be the basis for achieving the goals of social work.

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The manual of S.A. Lukov contains a systematic presentation of the theoretical foundations and technology for the development of a social project, the assessment of its viability and the organizational foundations of its implementation. The author develops the original theory of social design on the basis of his thesaurus approach.

The purpose of the study is to study the modern concept of the creation of a social project in Ukraine, types of social projects, basic requirements for the creation of a social project, recommendations for defining the tasks of social projects, justification and formulation of goals, approval of procedures and mechanisms for the implementation of a social project, stages of development of a social project, introduction of social projects in Ukraine.

Presentation of the main material. Today, new technological processes such as design, modeling, social design are entering in our lives more and more firmly. Project technologies are actively demanded by the so-called "third sector" — non-profit public organizations, since they are for them one of the main mechanisms for financing non-commercial projects in the social sphere.

Unfortunately, many state and municipal institutions and organizations of the social sphere of Ukraine have little knowledge about the mechanisms of social order, social grant, competitive financing, modern social management, project technologies, PR-technologies. Stereotypes of "social dependency" hinder the development of these institutions, forcing them to sit back and wait for public funds for traditional, often irrelevant and outdated forms of work that do not bring significant social effect and do not solve pressing issues of social policy [5, p. 101].

Therefore, today state and municipal institutions should actively develop project technologies and become competitive in the market of social services.

The success of a project depends both on the individual or social need to organize a certain activity, and on the achievement of the effect in the social sphere and the expansion of the number of people benefiting from the project.

A social project is a sequence of events and actions, aimed at preventing, minimizing or solving problems caused by deficiencies in socio-cultural integration, adaptation, rehabilitation, socialization, inculturation and self-realization of the individual. The sequence of interrelated activities Created on the basis of the analysis of the situation, events and actions, provided in the legal, economic and human resources, should ensure a change in the situation and create conditions conducive to resolving contradictions and difficulties of personal development; optimization of socio-cultural and socio-psychological environment of human habitation [7, p. 56].

For social projects, you can partially apply the characteristics that are produced in project management technology for commercial projects.

In organizational terms, commercial projects are evaluated in four ways:
- scale (size) of the project;
- deadlines for implementation;
- quality;
- resource provision, also take into account the place and conditions of the project.

The project, in which the signs are called, balances each other, equal, is called a "normal" project. But this is the perfect type of project [1, p. 30].

In real projects dominates one of the factors, and therefore the dominant can be identified such types of projects:

1) by the nature of projected changes:
- innovative projects. The task of innovative projects is the introduction of fundamentally new developments, which determines their close connection with scientific and technical projects. In the social sphere, innovation is not often associated with the creation of inventions and discoveries in science and technology;
- supporting projects solve environmental problems, including within the framework of cultural ecology. They are also called resuscitation or restoration.

2) by directions of activity:
- Educational projects resolve tasks related to the provision of educational services.
- Scientific and technical projects can also act as social projects if their consequences directly affect the public life.
- cultural projects may, according to their main focus, act as art projects, symbolic, exotic and others.

3) on the features of financing:
- investment projects. An investment is the contribution of property to a business in order to make a profit. Not every project can attract investments. The investor should have no doubt about the purpose of such a project, its significance, which determines the compliance of the capital investment. The state in the person of public authorities and local authorities can act as an investor.
- credit project. The way of financial security of the social project can be a credit. (A form of financial support for a project that can make a profit).
- budget projects. Due to the fact that social projects are often unprofitable and unprofitable in direct financial terms, but at the same time solve important tasks (and therefore pay for themselves), a significant part of the projects is carried out within the framework of state social policy and solving local problems.
- sponsorship projects.
- charity projects. Financing of such projects often takes the form of sponsorship.

4) by their scale:
- microprojects. Microproject — this is a form of individual initiative that is recognized by others. The microproject is carried out in the full sense of the word for itself and for its own. It may not require external financing or special equipment.
- small projects do not provide for too many consumers, they are quite easy to manage and do not require much financing.
- megaproject. Megaprojects are usually targeted programs consisting of interconnected projects.

5) in terms of their implementation:
- short-term projects (about a year, maximum two years.)
- midterm project. 3-5 years.
- long-term projects. 10-15 years.

6) bogus projects (pseudo projects) (The visibility of the project, the form that covers some other meaning, is not represented in the pseudo-project itself):

– fictional project that use the design form as camouflage. Moreover, fiction can be both at the concept stage and at the stage of a report on the work done / the result obtained.

– quasi projects. Such projects have all the features of this project, but plan innovations, which are actually not [16, p. 112].

On the basis of the analysis of existing projects you can identify the main requirements for the project:

1. Limitations (in time, goals and tasks, results, etc.)

This characteristic of the project allows you to monitor the progress of its implementation at clearly defined stages based on the indicated, measured results of each stage.

The limitations of the project mean that it contains:

– stages and specific deadlines for their implementation;

– clear and measurable tasks;

– specific and measurable results;

– work plans and schedules;

– The specific quantity and quality of resources required for implementation.

2. Integrity – the general meaning of the project is clear and obvious, each part of it corresponds to the general plan and the expected result.

3. Consistency and coherence – the logic of creating parts that relate and justify each other. Goals and tasks directly follow from the problem. The budget is based on a description of the resources and is combined with the plan.

4. Objectivity and validity – the evidence that the idea of the project, the approach to solving the problem were not random, but is a consequence of the work of the authors in understanding the situation and assessing the possibilities of influencing it.

5. Competence of the author and staff – an adequate expression of the authors' knowledge of the issues, means and possibilities for resolving the issue. Knowledge of staff about the technologies, mechanisms, forms and methods of project implementation.

6. Viability – the determination of the prospects for development of the project in the future, the possibility of its implementation in other best conditions [5, p. 85].

You can create a general algorithm for creating a social project:

1. Information gathering, analytics. Creation of an analytical note of a project.

2. Statement and specification of a social problem. Justification of relevance.

3. Setting goals and tasks of the project.

4. Definition of the project concept.

5. Introductory information about the project.

6. The content of the project.

7. Management system in the project.

8. Project staffing.

9. Financial and logistical support.

10. Expected results. Project performance indicators / criteria.

11. Monitoring in the project.

12. Program implementation plans: strategic, operational, calendar [13, p. 44].

The purpose of the project is a conscious presentation of the result of the project activity.

The purpose occurs when a problem is detected and draws an image of the desired result. The formulation of the purpose should be related to this problem and, if possible, solve it, pointing the way from the actual state of affairs to the ideal or expected after the implementation of the project.

The main requirements for the formulation of the purpose are as follows:

– achievability within framework of this project;

– absoluteness, as for the project activity the study of possible conditions must be completed before the start of work;

– prediction of the final result of the project;

– compliance of competence, preparedness of financial and economic, material and technical, organizational conditions for the implementation of the project.

Definition of the purpose is an important aspect of the design process; you cannot approach it formally. You can achieve results in any business if you clearly know what you want to achieve. Pseudo-goals (inaccurate or incorrect) in the process of project implementation do not allow to achieve positive results [6, p. 320].

It is important to differentiate the concepts of "goal" and "task" in the work on the project. In life and in the reference literature these concepts, unfortunately, are interpreted as synonyms, but in the design process they are filled with specific content.

The task is a private goal, or mini-goal. This is a concretization of a common goal, a step towards its achievement. The word "task" also means "assignments, objective, questions", it requires a decision on known data in compliance with the conditions.

The task in the project is a specific part of the purpose (point) that needs to be implemented, or is the action you are doing to achieve the purpose of the project. It is better to avoid such words as (to promote, support, strengthen), and to apply such as (to prepare, reduce, increase, organize, produce). When formulating tasks it is recommended to use the international SMART criterion. (Specific, Measurable, Achievable, Relevant, Time-bound) [4, p. 133].

The section "goals and tasks" can be considered prescribed if it meets the following conditions:

– describes the expected results of the project, which are being evaluated;

– the purpose is the overall result of the project, and the task is the intermediate, partial results;

– it is clear from the section what changes will occur in the social situation;

– there is at least one clear task for each problem formulated in the previous part;

– the goals are achievable in principle and results are measurable;

– the authors do not confuse the setting of goals and tasks with the methods of their solution;

– the speech is clear, without unnecessary explanations and references [7, p. 198].

The main component of the design is the choice of content, forms and methods of activity. This is a technological stage, which involves the selection of the optimal system of actions aimed at solving each of the tasks.

The selection of technological tools assumes that you prescribe in some detail in which directions, in what way, when, in what sequence, and how it will be done to get the desired results.

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If the content is a monolith, not divided into parts, then this will complicate the work on the project, since the activity is always of a multifaceted nature. In other words you can't lump everything together and get things straight later.

The content of the project, as chapters in the book, must be made of large and small elements – parts. Blocks, directions, levels, modules are used as elements of the structure. For small projects, such separation can be avoided (if the project consists of a single module or direction).

If we structure the content, then we need to consider "vertical" and "horizontal" links between the parts. In order to understand you can first display the entire content as a diagram. Charting is not necessary, but useful. The diagram (or textual information) of the project and the action plan are basic concepts in the technology of developing the content and mechanism of implementation, as they clearly show what will be done, who will carry out the actions, how they will be carried out, when and in what sequence, which resources will be attracted.

The control characteristics in this section can be:
– the clarity of the structuring of the project into parts and the vision of their relationships;
– an accessible description of the main activities and reasons for choosing these particular forms of work;
– it is clear from the section how, with whom, when and where the project will be implemented;
– naturalness of the logical chain: problem – purpose – task – method;
– there is no unnecessary descriptions, appendices and other burdens of the text.

Project management is the process of managing all work in a project from initiation to completion.

Social project management includes three main activities: planning, organization, management.

Planning includes:
– Determination of the desired results of the project, that is, the prescription of what you want to see after the implementation of the project.
– Development of implementation strategy and work schedule. All invented events, including the search for resources and sponsors (if required) as well as various meetings, promotions, surveys and risks (problems that may arise during the project) should be described along with the deadlines and responsible ones;
– calculation of the amount of required resources. Roughly speaking, everything you will need for the development and implementation of the project (people, money, vehicles);
– expenses, office expenses, etc.

Organization is the distribution of roles, responsibilities (functional) within the project team. The project should clearly state who is planning, who is involved in fundraising, looking for sponsors, who interacts with, for example, the city or district administration, who is responsible for monitoring the project, who is involved in preparing the event, etc.

Having considered a number of social projects aimed at harmonious spiritual development of a student's personality and inculcating in him the fundamental principles of morality based on the orthodox patriotic, cultural and historical traditions of Ukraine, it is possible to identify a number of typical mistakes in creating a social project. For example:

– lack of information about the technology of preparing and implementing social projects, about the work of other groups of students;
– revaluation by students of their strength and capabilities of the project team;
– proclaiming a "red" idea without further efforts on its implementation by the students, that is, bringing to practical results;
– lack of real sources of financial and logistical support of the proposed social project.

Conclusion. Social consciousness and social environment in Ukraine have changed greatly in recent years. Social activity has increased, people's desire to change the world around them is growing. This applies not only to the yard or street – it is important for residents participate in the life of their settlement, city, district. Territorial public self-government, social entrepreneurship and other forms of constructive social activity are developing. People want to be involved in decision-making. Creation of social projects will help to realize these social needs.

There are such types of projects: innovative projects, support projects, educational projects, scientific and technical projects, cultural projects, investment projects, credit projects, budget projects, charity projects, short-term projects, long-term, etc.

Based on the analysis of existing projects, it is possible to identify the main requirements for the project such as limitations, integrity, consistency and coherence, objectivity and validity, competence of the author and staff, viability.

The main elements of the project activity and its most important theoretical categories are: design, system, subject of design, object, social technology (as a set of operations), methods of social design, design conditions; mechanisms of social design, etc.

The purpose of the social project arises when a problem is detected and creates an image of the desired result.

The formulation of the purpose should be related to this problem and, if possible, solve it, pointing the way from the actual state of affairs to the ideal or expected after the implementation of the project.

A task is a private goal, or a mini-goal. This is a concretization of a common goal, a step towards its achievement. The word "task" also means "assignments, objective". A task in a project is a specific part of a purpose (item) that needs to be implemented, or it is an action that you do to achieve a project goal. In the process of formulation of tasks it is better to avoid such words as (to promote, support, strengthen), and to apply such as (to prepare, reduce, increase, organize, produce).

The main component of the design is the choice of the content of the activity. This is a technological stage, which involves the selection of the optimal system of actions aimed at solving each of the tasks. Social project management includes three main activities: planning, organization, management.

Due to the fact that there are changes in society, today the theme of social design attracts more attention and today this topic is relevant, because realized the effectiveness of design technologies in managing social life.

Social projects (programs) of historical and cultural orientation, carried out in the form of a public association, can quite successfully solve a whole range of social and cultural problems and pedagogical tasks. The content of health programs carried out on the basis of cultural and leisure institutions is to provide additional conditions for a person to achieve physical and mental well-being, to provide a wide range of programs of physical and health orientation, to form the skills of self-provision of normal functioning of the body, etc.

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СОЦІАЛЬНИЙ ПРОЕКТ: ПОНЯТТЯ, ОСНОВНІ ВИМОГИ ДО ПРОЕКТУ, ЕТАПИ РОЗРОБКИ СОЦІАЛЬНОГО ПРОЕКТУ

Анотація
Метою даної статті є розгляд поняття, типів соціальних проектів, основних вимог до створення соціального проекту. Був проведен аналіз існуючих соціальних проектів, складено основні вимоги по визначенню завдань соціальних проектів, обґрунтування і цілей. В основній частині визначено етапи затвердження процедур і механізми реалізації соціального проекту, які були окреслені за допомогою навчальних посібників з соціального проектування зарубіжних авторів. За допомогою наукових робіт українських дослідників було визначено етапи розвитку соціального проекту, шляхи впровадження соціальних проектів в Україні.
Ключові слова: процес, соціальний проект, аудиторія, суспільство, діяльність, фінанси, ефективність, конкурс, результат.

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СОЦИАЛЬНЫЙ ПРОЕКТ: ПОНЯТИЕ, ОСНОВНЫЕ ТРЕБОВАНИЯ К ПРОЕКТУ, ЭТАПЫ РАЗРАБОТКИ СОЦИАЛЬНОГО ПРОЕКТА

Аннотация
Целью данной статьи является рассмотрение понятия, типов социальных проектов, основных требований к созданию социального проекта. Был проведен анализ существующих социальных проектов, составлены основные требования по определению задач социальных проектов, обоснования и целей. В основной части определены этапы утверждения процедур и механизмы реализации социального проекта, которые были очерчены с помощью учебных пособий по социального проектирования зарубежных авторов. С помощью научных работ украинских исследователей были определены этапы развития социального проекта, пути внедрения социальных проектов в Украине.
Ключевые слова: процесс, социальный проект, аудитория, общество, деятельность, финансы, эффективность, конкурс, результат.

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