

ABSCHNITT I. ECONOMICS

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COMPONENTS AND FEATURES OF THE SOCIAL PROJECT

ORCID ID: 0000-0002-1543-1060

Tetiana Myhovich
PhD (Economics), Associate Professor at the Department of Finance
Vasyl Stefanyk Precarpathian National University

ORCID ID: 0000-0003-4992-9550

Svitlana Kropelnytska
PhD (Economics), Associate Professor
Department of Finance, Associate Professor, Project Manager
Project and Educational Center "Agents of Changes"
Vasyl Stefanyk Precarpathian National University

ORCID ID: 0000-0002-9130-1719

Myroslava Kulesha-Liubinets
PhD (Psychologys), Associate Professor,
Department of General and Clinical Psychology, Associate Professor
Vasyl Stefanyk Precarpathian National University

UKRAINE

Global challenges to society create a significant number of social problems. Overcoming these problems requires careful assessment and its clearly defined scope of necessary resources. In this case, it is appropriate to use social project mechanisms.

A social 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 spatial, temporal and resource boundaries and its impact on people is recognized as a positive social value [1].

Spheres of social projects are 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.

Scope and nature of social projects shows the level of development of organization social responsibility in particular and the community in general [2].

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

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

When choosing an idea and describing a social project problem the authors should be considered 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.

Social project eligibility criteria:

– 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 [3].

The main components of social projects are the description of the social project problem project goal, project objectives, indicators of social investment effectiveness, social project results.

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

Project goal is a model of future outputs (the final result). The goal consists of 1-2 sentences and includes two parts: what we want to achieve and how to do it. Regional development projects must specify the strategic goals and operational goals set out in community development strategies, region development strategies, etc.

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.).

There are four main indicators of social investment effectiveness such as 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; social-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.

Social Project Results should be described in a project application quantitative, quality, short-term (outputs), medium term (consequence), long-term (effect) [4].

Social project is used as a component of purposeful activities to develop various new solutions to social problems. It is also used in the preparation of social plans and programs to regulate the new processes and phenomena that previously did not require detailed elaboration and management.

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