

Social project design

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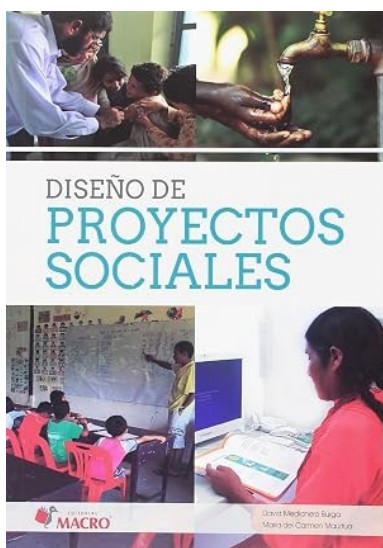
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The book *Social Project Design*, by David Medianero Burga and María del Carmen Maúrtua, serves as a methodological guide for the formulation and evaluation of social projects aimed at reducing poverty. Its distinguishing feature lies in its emphasis on linking such projects to economic competitiveness through sustainable productive initiatives that effectively increase the income of target populations. The central objective is to consistently integrate three dimensions that are often addressed separately in practice:

- Qualitative analysis (problem identification, stakeholder analysis, objectives, and logical framework);
- Quantitative analysis (costs, benefits, budgeting, and cash flow); and
- Formal requirements established by funding agencies (SNIP and APCI formats, business plans, and related documentation).

El ofrecimiento del libro es directo ya The book offers a clear value proposition, asserting that by following its methodology, it is possible to develop coherent, realistic, financially viable, and evaluable projects using the same technical language employed by evaluators in public institutions and international organizations. The content is organized into three major sections, complemented by an annex presenting a complete model of a productive development promotion project.

One of the key concepts addressed in the work is the principle of autonomy, which recognizes individuals' right to make informed decisions regarding matters that affect them. In this context, autonomy is associated with informed decision-making as an essential process of communication and participation. The first section presents the conceptual framework, defining what constitutes a project and distinguishing it from routine administrative management. A project is described

as a set of interconnected activities designed to achieve specific development objectives within clearly established timeframes and budgetary constraints.

The text further clarifies the concept of a social project, examines its different modalities, and approaches evaluation not merely as a technical requirement but as a meaningful exercise in value assessment. Strategic business analysis is adapted to the social sector in order to design projects that not only attract support but also demonstrate market viability. Finally, the authors outline the general project design methodology and the instruments employed throughout the process, including design procedures, analytical tools, key guiding questions, and the role of social projects within public policy and government action.

The second section functions as the practical component of the book. It presents a case study that applies the methodology through ten sequential steps, each supported by theoretical foundations, analytical tools, and practical implementation examples. These steps range from defining the central problem and conducting problem and alternative analyses to project description, market assessment, implementation planning, and financing strategies, culminating in project feasibility assessment. The section concludes with a complete productive development promotion project model, illustrating how project identification, formulation, and evaluation stages should be structured.

The third section focuses on project writing and presentation. It provides general guidelines for effective writing and offers recommendations aimed at achieving clarity, logical organization, and coherence. Various project formats are presented, including generic project proposals, business plans, and other commonly required structures.

In conclusion, the book proposes an integrated methodology for the formulation of social projects aimed at combating poverty through technically sound design, economic consistency, and compatibility with financing and international cooperation systems. The text is specifically intended to support the development of projects capable of securing funding, being effectively implemented, and undergoing rigorous evaluation. It successfully bridges social objectives with the practical realities of available resources, market dynamics, and public policy frameworks.