Why design/plan?

- Capturing economic resources
- Overcome the emergency
- Organizing the interventions effectively
- Gradually approach objectives (vision)

Planning for the community

The focus of planning/designing is no longer the individual but the community.

The community must understand what tools can be used to lower the level of social exclusion (reading needs and analyzing responses).

Our action must however necessarily be placed within a reading of the system and not of the need, and above all within the reading of the organizations that define the actions and interpret the communities.

The design can help the community work process (community psychology).

Suggestions

- Consider social planning not as an occasional extemporaneous modality (i.e. in view of participation in public tenders) but as a constant strategy for the activation of structural interventions in the field of social farming;

- Produce planned, strategic and synergic interventions that can give unity to preventive, rehabilitative, curative, training, occupational and entrepreneurial processes with respect to the target group object of the planning;

- Activate a network-type planning, capable of enhancing territorial cooperation and multi-actor participation in the project itself (public/public, public/priv... private/private).

Suggestions

- Design not as a mechanical meta-phenomenal engineering activity but as a process of social change and transformation. This process involves considering alternative options for future actions, identifying evaluation and validation criteria, constraints and conflicting values.

- The project is nothing but the result of the design process, therefore from a conceptual point of view it assumes a marginal importance.

- It is necessary to overcome the logic of the centrality of the project and put at the center the interventions that allow for enhancing the social design pro that is, all those activities useful to ensure an integrated and coherent p of the individual initiatives.

Taking into account the specificities

- Difficulty in designing in complex and constantly evolving areas, such as those of social change, even when it is related to a specific local context.

- The strategies of the interventions change, and the lack of continuity in the actions produces a strong sense of structural insecurity.

- Designing is a dynamic, generative act in which phenomena are analyzed, needs are read, values, reference models, theories that are used to build a process of change through targeted and outlined actions are made explicit

Networking

In the social sector, projects are almost always carried out thanks to the agreements, collaborations, relationships and coordination of a network of public, private and private social organizations. The aim of the project is to give life to new fluid participatory realities, capable of developing identifications and triggering strong motivational and value drives.

Principles

Many examples of successful social projects are based on some essential principles:

- Balance
- Circularity
- Effectiveness
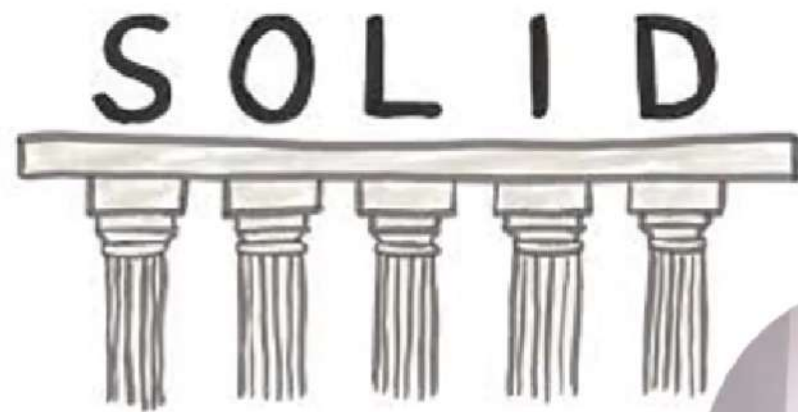
Balance

- In social design, each phase influences the next.

- To achieve a balance between strategies, resources and objectives, it is necessary to make appropriate changes where they are essential to obtain effective and successful design.

Circularity

- Circularity expresses the purpose of the social project, which becomes successful when the objectives defined in the initial phase become the final results.

- Imagining a circle, the starting point of a good project is the same in which the final point converges (which closes the circle).

Effectiveness

The effectiveness of a project is expressed through the optimized use of available resources, which translates into a well-known principle of 'minimum effort maximum yield'.

Need to produce, with the same resources, innovative services that are more responsive to people's needs and requirements in order to customize and make the offer more flexible

Constraints

- There are two constraints related to social planning: duration and budget. The pre-established objective must be achieved within the expected time and within the budget limits.

- For this reason, monitoring becomes a key function in the management of a social project: if any of the above factors change, the others will also be affected.

QUESTIONS TO ASK YOURSELF WHEN DESIGNING

- What do you want to do?

- Why do you want to do it?

- Who do you want to do it for?

- Who do you want to do it with?

- What do you want to achieve? (definition of objectives)

- Where do you want to do it?

- How do you want to do it? (methodology and activities)

- When do you want to do it?

- Who and how does it do it?

- With what?

- Under what conditions can it be done?

- What risks can it generate?

- How will I know if I have achieve goals? (indicators and evaluati

Different possibilities

- Starting a new social farm
- Starting a new social farming activity
- Taking part in a call for bids
- Creating a partnership for new collaborations and activities at the local level

THE STAGES OF A SOCIAL INTERVENTION PROJECT

IDEATION: one or more people hypothesize to carry out a project, to activate an initiative, to do or propose something

ACTIVATION: once you have started your own project hypothesis, you must try to verify what are the human and financial resources available and identify your role and that of the other subjects involved in the project, the problem and the intervention strategies

DESIGN: it consists in the development of a project that contains the identification and planning of the different phases of the intervention

IMPLEMENTATION: corresponds precisely to the implementation of the project itself. Through the start of the first activities, hypotheses are verified, the interventions and changes necessary to support the project are implemented, processes of comparison and ongoing verification are developed to m necessary adjustments.

VERIFICATION: this is expressed in the reformulation, redefinition or conclusion of the proje transversal and is present throughout the route.

Continous development

Since it is a rather complex process, the phases related to the design life cycle are constantly evolving. It may happen that you have to modify, during the work, timing, plans, means and resources.

Toolbox

- Analysis of the needs
- Identification of activities and roles for addressing needs and problems
- Mapping the stakeholders
- Creating networks and partnerships
- Structuring a social farm
- Strategies for social and economic sustainability
- Involving the territories
- Evaluating social farming