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TECHNOLOGICAL PRINCIPLES OF SOCIAL PROJECTING IN THE CIVIL SOCIETY ORGANIZATIONS' ACTIVITIES IN UKRAINE

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Abstract: *The ongoing war in Ukraine has exacerbated social vulnerabilities, prompting civil society organizations to adopt innovative strategies. This article explores the use of social projecting as a framework to guide project-based interventions supporting vulnerable populations. The aim is to define the technological foundations of social projecting within the context of Ukrainian civil society organizations, encompassing relevant content, forms, and methods of social work.*

The study employs methods of analysis, synthesis, and systematization of scientific sources to establish key concepts. Comparative analysis identifies the unique features of social projecting, while legal frameworks are examined to determine the basis for social planning within civil society organizations. Guided by problem-oriented and heuristic approaches, the research analyses and synthesizes existing definitions of "project" and project classification systems.

Key findings interpret "projecting" as a process of project creation and implementation, specifically within a social context. Social projecting is defined as a combined theoretical and practical activity aimed at developing projects for social systems, institutions, and objects. These projects rely on social prediction, forecasting, and planning to anticipate and optimize the social impact of interventions.

By implementing a robust social projecting framework, civil society organizations in Ukraine can strengthen their project-based interventions, ultimately enhancing the effectiveness of social support initiatives for vulnerable populations during wartime and beyond.

In the course of the study, the features of the social projecting process were determined: the contradiction of the social state; multi-vector development of a social object; multiplicity of factors of its being; subjective components of the formation of social expectation and forecast; factors determining various criteria for assessing social status. It is substantiated that the technologies of social projecting are determined by the environment of their implementation, orientation towards a certain group of recipients of social services, types of activities of specialists, features of the social institution. It has been established that four approaches should be taken into account in the development of social projecting technologies: environmental, institutional, person-oriented and activity-based, and their characteristics are provided.

The technological foundations of social projecting are defined as a set of content, forms and methods of social work aimed at optimizing social work with different categories of recipients of social services based on social prediction, forecasting and planning of their social qualities

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and properties. By implementing a robust social projecting framework, Ukrainian CSOs can strengthen their project-based interventions, ultimately enhancing the effectiveness of social support initiatives for vulnerable populations during the current conflict and beyond.
***Keywords**: civil society organizations, non-governmental organizations (NGO), project, projecting, project activity, social projecting, technological principles, technologies of social work.*

Introduction

Ukraine's contemporary social policy reflects a dynamic interplay of factors. These include socio-economic transformations within Ukrainian society, political and legislative efforts towards European integration and aligning with international norms, the expanding role of the non-state sector in regulating key social relations, and a shift in public perception regarding the significance of civil society organizations (CSOs) and their initiatives. The implementation of social work in Ukraine currently takes place in the conditions of the social crisis of wartime, which determines the need to find new, in particular, project-based forms of activity of civil society organizations for social support of vulnerable categories of the population. The ongoing war in Ukraine has significantly exacerbated existing social vulnerabilities, necessitating the exploration of innovative social work approaches. This study focuses on project-based interventions implemented by civil society organizations (CSOs) as a means to deliver crucial social support to vulnerable populations disproportionately affected by the war.

This research aligns with the legal framework of Ukraine, as outlined in the following laws: The Law of Ukraine "On Ensuring the Rights and Freedoms of Citizens and the Legal Regime in the Temporarily Occupied Territory of Ukraine" (Verhovna Rada of Ukraine, 2014) which addresses ensuring state sovereignty in occupied territories; the Law of Ukraine "On Social Services" (Verhovna Rada of Ukraine, 2019) which establishes principles for providing social services to those in difficult circumstances; the Law of Ukraine "On Public Associations" (Verhovna Rada of Ukraine, 2012) which defines the legal framework for the formation and operation of public associations.

The number of registered civil society organizations (CSOs) in Ukraine serves as an indicator of the development and vibrancy of its civil society. As of December 2021, the country had 96,258 registered CSOs, reflecting a 25% increase compared to 2013 (77,065) (CS.DETECTOR.MEDIA, 2023). This growth underscores the growing role of CSOs in Ukrainian society.

However, the full-scale invasion of Russia in 2022 significantly impacted the landscape of CSOs in Ukraine. While the number of newly formed general CSOs decreased, there was a dramatic surge in the creation of new charities. This shift reflects the urgent need for humanitarian and social support during wartime. Media data further supports this observation, with mentions of charitable

organizations, foundations, volunteer organizations, and CSOs in Ukrainian media increasing nearly tenfold between February and November 2022 (CS.DETECTOR.MEDIA, 2023).

This transition in the types of CSOs emerging highlights the adaptability and vital role these organizations play in responding to evolving societal needs. Analysing the technological foundations of social projecting within Ukrainian CSOs becomes even more relevant in this context. Understanding and optimizing these foundations can significantly enhance the effectiveness of CSOs in conducting impactful social projects, ultimately contributing to the well-being of vulnerable populations during challenging times.

Literature Review

Several scholars have addressed various aspects of the theory and practice of social work and the application of project-based approaches within CSOs for social support of vulnerable groups of the population.

Thus, Honchar et al. (2020) emphasize the project as a strategic tool for realizing organizational missions, while Denysiuk et al. (2023) highlight the importance of project activities in social work with vulnerable groups.

Current research increasingly emphasizes project-based initiatives at various societal levels (Bezpalko, 2010). Shved (2023) defines social projects as actions targeted at specific social groups or communities, aiming to solve particular social problems and improve their overall well-being.

Existing scholarship has explored various aspects of project implementation, including monitoring and evaluation (Yaremenko et al., 2002), management tools (Verga Matos et al., 2019), and the logical framework in international development projects (Golini et al., 2018).

Monitoring and evaluation are crucial for assessing project effectiveness within social work, as highlighted by Shinkaruk et al. (2022). They define projects as interventions with defined goals, limited timeframes, and specific resource allocation. Similarly, Amin et al. (2023) advocate for stakeholder engagement in monitoring and evaluation within international development projects, fostering stronger stakeholder relationships and ensuring community impact.

Morris & Geraldi (2011) highlight the importance of leadership in creating supportive environments for project success, both internally within an organization and externally within the community. Additionally, Turner et al. (2010) emphasize the vast array of methods, techniques, and skills available in modern project management.

Project activities offer significant benefits: applying knowledge from various disciplines, addressing critical social issues, and generating theoretical, practical, and cognitive value (Mykhailichenko & Rudyk, 2016). Moreover, Morze et al.

(2017) emphasize the potential for scientific cooperation and project management using ICT tools.

In line with these scholars, we advocate for investigating the technological foundations of social projecting within Ukrainian CSOs. This includes identifying appropriate content, forms, and methods of social work to optimize their ability to support vulnerable populations.

Methodology

Research Objective: the study aimed to establish the technological foundations of social projecting within the activities of Ukrainian civil society organizations (CSOs). It sought to identify the relevant content, forms, and methods utilized in social work practices within CSOs.

Methods: to achieve our research goals, we employed a multi-pronged methodological approach:

Literature Review: we conducted a thorough analysis of 18 scientific publications and relevant Ukrainian legislation. This analysis focused on various aspects of social projecting in CSOs, as well as pertinent legal frameworks. The reviewed legislation included the Ukrainian laws: "On Public Associations" (Verhovna Rada of Ukraine, 2012), "On Ensuring the Rights and Freedoms of Citizens and the Legal Regime in the Temporarily Occupied Territory of Ukraine" (Verhovna Rada of Ukraine, 2014), and "On Social Services" (Verhovna Rada of Ukraine, 2019). This legal review ensured our research adhered to the current legal context of Ukraine.

Theoretical Framework: our research drew upon two key theoretical approaches: problem-based and heuristic frameworks. The problem-based approach acknowledges the centrality of problem situations in the design of social interventions. It emphasizes the importance of community and stakeholder involvement in addressing social issues. The heuristic approach highlights the application of project tools for creative problem-solving and facilitating successful social service recipient socialization. Additionally, the person-centered approach informed our focus on individual self-worth, self-actualization, and uniqueness.

Analytical Method: while the research question centered on the development of a theoretical framework, we did not utilize formal empirical data analysis. Instead, we employed an intuitive-logical analysis to examine the existing literature and legal documents. To ensure the validity of our interpretations, we engaged in theoretical triangulation by incorporating diverse perspectives on the interpretation of relevant data.

Limitations: the article acknowledges the limitation of not employing formal empirical data analysis. Future studies could benefit from incorporating

quantitative or qualitative data collection and analysis to further enhance the understanding of social projecting practices in Ukrainian CSOs.

Research Results

We assumed that in modern scientific research in the field of social work, the issues of developing the content, forms and methods of the project activities of civil society organizations remain insufficiently resolved; development of an algorithm for implementing projects of civil society organizations for social support of various categories of recipients of social services. Therefore, we faced the task of analysing scientific approaches to defining the concepts of "project", "projecting", "social project", and "project activity".

The concept of "project" found scientific, theoretical and technological justification at the beginning of the 20th century, translated from Latin (projectus) means "thrown forward".

Encyclopaedic sources interpret the concept of "project" as a set of coordinated actions with certain reference and completion zones to achieve goals with established deadlines, costs, and performance parameters (Zvereva, 2008); as an idea, planning system, concept, activity to create a prototype, prototype of the intended object (Kremen, 2021).

There are many approaches to grouping projects according to various characteristics. That is why the exact definition may depend on the purpose of the project (engineering, design-project, management). The following projects are defined as the type of document: technical, graphic, sketch, working, etc. According to the nature of the planned changes, the projects are divided into innovative, construction and traditional. According to the features of financing, investment, sponsorship, budget, charity projects are distinguished. According to the global impact, such projects can be defined as macro-projects, small-scale projects, or mega-projects. The scale of changes allows us to name the following types of projects: national, interregional, regional, local. Also, the basis for grouping projects is the duration of actions, so short-term, medium-term, and long-term are defined.

Nowadays, along with classic projects (technical, engineering, architectural and construction), project technologies have been developed in other areas, in particular in education, sociology, and social work. Therefore, the following types of projects can be defined by the field of activity: social, pedagogical, cultural, economic, technical, financial, mixed, etc.

A project is an imaginary construction of certain changes, which is pre-planned and can be implemented later in real life. The project provides an opportunity to move from ideas to action, structuring the stages of this process in a certain way and has several characteristic features. First, it always has a goal, because clearly defined goals are the key to obtaining specific results. Projects are

always limited in time and space because they always have a beginning and an end. The project is implemented in a certain place (institutions, social institutions, communities, etc.) and context.

It is known that each project has its life cycle - the period of time from the moment of the project's appearance to its final implementation (Figure 1). It reflects the development of the project, the work carried out at various stages of preparation, implementation and operation of the project. The life cycle is a certain scheme or algorithm, with the help of which the sequence of actions is established during the development and implementation of the project. The degree of detail and the terminology of the description of the relevant procedures depend on the nature of the project, the subject culture, the tasks set, the available resources, and partly the preferences and tastes of the project developers.

Figure 1 ***Life cycle of the project*** *(made by authors)*

The life cycle of a project begins, actually, with the need for it. That is, there is some problem, or there are no necessary conditions for the comfortable existence of a group of people. That is, there are obstacles in development, or there are no certain conditions for development. If a person (or a group of people) decides to get rid of these obstacles (or create these conditions), then he, first of all, determines what exactly he wants to achieve (improve), that is, he sets a certain goal for himself (Honchar et al., 2020).

There are four phases of the project, which alternate successively throughout its life cycle: project concept (formation of the idea (idea), setting of tasks); project development and preparation; project implementation; and the end of the project. Each of the phases is characterized by a set of more or less stable elements and a certain implementation technology.

Project management in a public organization involves the management of a project; the content of the project; terms; the budget; human resources; communications; risks. Each of the components requires improvement of the competencies of both the manager and team members and the development of corporate culture in the organization. In general, the application of the project approach will be able to increase the organizational capacity of the public sector (Honchar et al., 2020).

Each project has a corresponding text design, which mostly reflects: the problem, the solution of which the project is aimed; the purpose and tasks of the project; a description of the types of activities that are planned to be performed within the scope of the project; terms and place of project implementation; predicted results; personnel, financial and logistical support of the project; cost estimate. The text description of the project is a form of recording the intended ideas of the developers and a working document during the implementation of the project. When the project has the form of a certain text document and the available resources for its implementation, the stage of direct implementation of the project comes, when not only the planned activities are carried out, but also monitoring is carried out - constant tracking of the progress of the work carried out within the project to compare the actual state of affairs with the plan.

The project can exist in two varieties: as an integral part of the wider economic and social development program, which defines the main goals and tasks that belong to the social sphere and must be fulfilled in the planned period, as well as the main means and ways of their implementation; as an independent solution to the local problem of a specific target group in a certain environment (Bezpalko, 2010: 7). To optimize and improve measures designed to maximize the probability of project success, it is important to have an effective monitoring and evaluation system that will help to recognize promising measures at the early stages to be able to implement them in other places.

In the scientific literature, projecting is considered as an activity to create and implement a project, that is, as a method that was used in both technical and social fields of human activity; as the ability to plan, outline a plan of action, construct, plan and implement a plan, intention (Yaremenko et al., 2002). In the theory of social work, projecting is considered as the definition of versions or variants of the development or change of a certain phenomenon or object; construction of variants of the optimal future state of the object; a form of anticipatory reflection and transformation of reality, aimed at constructing a system of parameters of the future material object or its qualitatively new state; decision-making in conditions of uncertainty (Bezpalko, 2010: 5). Terms close to projecting are also used (modelling, construction, forecasting). In particular, constructing is considered the ability to develop a certain design of an object or system, which is then materialized in the planning of the teacher's activities by the given goals and objectives. Modelling is understood as the study of certain

phenomena, processes or systems by building and studying their substitute models, analogs of the object under study. The researcher interprets forecasting as the ability to make scientific predictions, a special study of the prospects of a certain phenomenon by comparing goals with real, concrete conditions and ways of achieving them in the past and now. Also close is the understanding of planning as an idealized representation of future activity (Pehota et al., 2001). We believe that projecting is a more general concept, and the projecting process cannot be reduced to planning only. According to the project ontology, the project defines a complete object, and describes its structure and functioning. Instead, the plan specifies only the state of the planned object and recommendations for the use of one or another means of transition from one state to another.

The project is always implemented in certain spaces and environments: territorial, temporal and social. That is why the project as a result of creative collective activity contributes to changes in the social environment. Therefore, the next task of our theoretical analysis was to define approaches to the concept of "social project".

In scientific literature, a social project is interpreted as a constructed social innovation, the purpose of which is to create, modernize, or maintain in an environment material or spiritual value, which has space-time and resource limitations and whose impact on people is positive in terms of its social significance (Zvereva, 2012); the social projecting is defined as a scientific-theoretical and at the same time practical activity for creating projects for the development of social systems, institutions, objects based on social prediction, forecasting and planning of their social qualities and properties (Bezpalko, 2010). This provides opportunities to manage social processes and is an expression of the new, which characterizes the trends of social development. That is why social projecting is related to innovative activities and the implementation of social innovations. To ensure the creation and implementation of a social project, it is necessary to perform a certain set of actions: informational, analytical, organizational, legal, financial, personnel, material and technical, expert, forecasting, etc.

Depending on the field of implementation and the category of service recipients, a social project acquires certain features. Scientists single out the socio-pedagogical project as a constructed social innovation, the purpose of which is to improve pedagogical processes (development, education, upbringing, social formation of personality) in certain socio-cultural conditions. Unlike social projects, which are aimed at the transformation and improvement of society, social relations and processes, the socio-pedagogical project is aimed at solving the tasks of education and upbringing. Objects of socio-pedagogical design: socio-cultural environment (creation of a favourable socio-cultural space and optimization of conditions for self-development of the individual, social group, territory in general); lifestyle (support of certain types and areas of personal

activity that contribute to the growth of quality indicators of life); spheres of an individual's life (educational, leisure, educational, industrial, sports, informational, etc.). Socio-pedagogical projects can be aimed at creating conditions for the development of the sociality of the subject (individual, group); self-realization of the individual in the main areas of his life; ensuring favourable conditions for the socialization of the individual in various spheres of the social environment; solution or minimization of unfavourable conditions of socialization of the individual (Bezpalko, 2010).

If we consider the process of social design as a prediction of ways of development of social objects, qualities and characteristics, then the following parameters can be laid down in the basis of social design: contradiction of a social object; multi-vector development of a social object; multiplicity of factors of its being; subjective components of the formation of social expectation and forecast; factors determining various criteria for evaluating a social object, etc.

One of the priority tasks of social work of civil society organizations is the development of modern technologies of social projecting. We detail the content of the concepts of "technological principles" and "social projecting technologies".

Technologies of social work act as an intellectual resource to a large extent, the use of which allows you to actively influence the process of social development of society, to obtain a predicted social result. That is why the effective formation of the social policy of Ukraine is possible only based on the technologization of social processes, due to the optimal use of social resources and the capabilities of social institutions, in particular, the resources of project activities.

All technologies known today are divided into two groups: industrial and social. Social is defined as a technology in which the initial and final result is a person, and the main parameters of measurement are its qualities and properties (Zvereva, 2012).

Understanding social work as an integrated, universal type of activity aimed at satisfying the socially guaranteed and personal interests and needs of people, first of all, socially vulnerable strata of the population, allows defining two types of social technologies: social programs containing certain means and methods of activity; the activity itself, built according to such programs. As for the second type, the term technology of social work (activity) is more often used here.

Social work technologies are considered an algorithmized set of content, forms, methods, and techniques used by social institutions and social workers to solve social work tasks (Denysiuk et al, 2023). Depending on the type, content and priority practices of social work, the following basic technologies of social work are determined: social expertise; social control, social prevention, social correction, social rehabilitation, social therapy, social legal protection, social support, etc. In our opinion, social engineering technologies have recently occupied a prominent place in this list. Technologies of social projecting are

complex and integrate all existing technological approaches in an end-to-end manner.

Conclusions and Recommendations

We found that social projecting technologies are determined by the environment of their implementation, orientation towards a certain group of recipients of social services, and types of activities of specialists. In addition, the specifics of social projecting are determined by a specific social institution (institution, agency, organization, etc.). Accordingly, four approaches should be taken into account in the development of social projecting technologies: environmental, institutional, person-oriented and activity-based.

The environmental approach involves the definition of social projecting technologies depending on the environment of their implementation. Accordingly, we can define the following groups of technologies: technologies of social projecting in the community, technologies of social projecting in the environment of a big city; technologies of social projecting in the socio-cultural environment, technologies of social projecting in the educational environment, etc.

The institutional approach allows to determine of social projecting technologies according to institutions, institutions/facilities providing social services (inpatient, rehabilitation, temporary stay). The technologies of this group include technologies of social projecting in social services; technologies of social projecting in the field of health care; technologies of social projecting in educational institutions; technologies of social projecting in institutions of the penitentiary system; technologies of social projecting in rehabilitation centers; technologies of social projecting in employment centers; technologies of social work at enterprises, institutions; technologies of social desi projecting in organizations of the non-state sector, etc. We deliberately choose those social institutions, the social projecting technologies of which are aimed at ensuring social functioning. To fulfil the tasks of our research, the priority group of institutions is civil society organizations.

A person-oriented approach involves directing social projecting technology to improve the social condition of a certain group of recipients of social services and to each person separately, taking into account their personal needs and requests. The main group of such technologies is social projecting in work with families: with families in difficult life circumstances; with families of military personnel; with families of internally displaced persons; with foster families; with young families; with antisocial families, etc. Technologies of social projecting in social work with children and youth include the following types of work: with gifted children and youth; with deviants; with persons with physical and intellectual limitations, etc. Among the priority modern types of personally-

oriented technologies of social projecting are the technologies of social projecting in work with military personnel; volunteers; persons who suffered damage caused by fire, natural disaster, catastrophe, hostilities, terrorist acts, armed conflict, temporary occupation; persons with disabilities; terminally ill; unemployed; persons without a fixed place of residence; the poor; persons who have lost social ties (convicts); victims of violence, etc.

The active approach is the most represented in the characteristics of the types of technologies of social projecting. Its essence is the determination of the process of social projecting by the content of the social worker's professional activity and leading professional tasks. Such technologies are the projecting of technologies: social diagnosis, social prevention, social therapy, social correction, social rehabilitation, social and legal protection, mediation, support, case management, representation of interests, consulting, etc.

The technological foundations of social projecting are defined by us as a set of content, forms and methods of social work aimed at optimizing social work with different categories of recipients of social services based on social prediction, forecasting, and planning of their social qualities and properties.

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