

**DISEÑO DE PROYECTOS SOCIALES.
APLICACIONES PRÁCTICAS PARA SU
PLANIFICACIÓN, GESTIÓN Y EVALUACIÓN**

Gloria Pérez Serrano (2016). Madrid: Narcea. ISBN 978-84-277-2141-8

The change, the transformation of societies, social groups and communities, is the essential task for agents of social change (educators, mediators, cultural managers, street educators, social workers, etc.). However, this social change could not be just coincidence or one action without relationship with the context in which it is developed, either the sum of disconnected activities or the result of a project without consistency or incoherent.

In this regard, it is fundamental to do the correct design of Social Projects which will properly manage our actions in social environments, which are regularly complex. Furthermore, these intervention proposals must be based on accurate diagnosis of the reality and also, they must be correctly planned, applied and evaluated, in specific and complex processes which are needed of books such as the present one.

Professor Gloria Pérez Serrano, author of this title, is an indisputable reference in the Social Action in general and particularly in the Social Pedagogy area, both in Spain and abroad. The Professor has published some years ago - "Elaboración de proyectos sociales. Casos practicos" (Development of social projects. Practical cases) - which has been point of reference for any social agent who will wished to develop an appropriate project or acquiring practical knowledge.

In the same way, with this book professor Pérez Serrano continues innovating in the most complex and multivariable Social Action area. In particular, this book provides complete information about planning, designing and developing projects for social and education interventions, which is highly valuable in times of crisis and lack of social cohesion.

This work is divided in two clearly different parts. The first one brings the planning concept, its basic principles and characteristics, the stages to follow the development of social project, as well as proper techniques needed for its implementation, evaluation and the preparation of the final report.

Therefore, professor Gloria Pérez Serrano, who is very knowledgeable about the importance to define correctly the coordinates to follow at a social intervention, pays special attention to the diagnosis of the reality, as well as identifying needs, establishing the priorities, defying the project's location and the primary target recipients of it.

In this first of two-part of the book, special attention is given, likewise, to the Logical Framework Approach, as an innovative tool of management which facilitates the planning, the implementation and the evaluation of projects. Therefore, this Approach is the method most widely used, for instance, for most of the agencies and organizations of international cooperation to prepare development projects, in which we are sure this part of the book, will be very useful for every professional who will be interested on the development of community or cooperation projects.

The second part of the book is dedicated to one of the principal concerns from professor Pérez Serrano, which appears in every of hers works: the practical application aspect. For this reason, we could found three practical examples about Projects for Social Interventions at the second part of this work, which were specially developed as the recommendations found in the first part, in order to get into the practical point, which is always appreciated.

Consequently, this practical applications, as social interventions models represent specific experiences on Intergenerational Relationships, on Education in Socio-environmental Values and the Prevention of youth nightlife leisure education, demonstrating through all of them, what we have stated on this book.

In short, it is a pleasant, clear and workable book, which will be very helpful for thousands of Social Action Professionals at time of crossroads and emergency in which we live and where it is just necessary to found works like this one from the professor Pérez Serrano to achieve the development and the changes that we wish to see in today's world.

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