


Complementation of various methodological tools to carry out innovation projects

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ABSTRACT

There are several methodological tools in the field of public policies that can be adopted and developed in the various phases of planning research projects. From some of the most diverse tools of technical consultancies in the field of development projects, such as the Logical Framework Approach, or the ZOPP method, elements and steps are offered that can be useful for academic research and the teaching-learning process in their incorporation to develop innovation projects. This text will try to offer the most relevant elements of the tools in order to be useful to researchers, academics and students from branches as diverse as the Social Sciences.

Keywords: Research methodology, Social sciences, Development projects.

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INTRODUCTION

Among all the various methods of project and program planning available, standardized, and accepted by the broad community of personnel who are in charge of the design and planning of social projects, there are the methods of the Logical Framework Approach or the ZOPP method, as well as various methodologies that, based on other explanations and concepts, serve to create regulated procedures of efficient intervention. consensual, and with a chance of success, viability, and sustainability.

The best known and most widely used is the Logical Framework Approach, EML, widely used by partners that receive funding from European foreign cooperation, as well as the German ZOPP method, along with which we could cite the eight steps for the development of public policies by the American E. Bardach, among others. All of them are various tools that allow us, from their possibilities and precisions, to be able to use them separately or together for a correct planning of projects aimed at achieving the objectives to be satisfied. All of this is encompassed within what is known as the Project Cycle, seen as a whole as an organic whole, in which its parts cyclically help as in a gear to achieve social development objectives (in the field of social projects that concern us).

The ZOPP method, based primarily on the study of existing problems, their reality on the ground, the experience of the team members and the consultation with the society where the intervention is to be carried out, the knowledge of the weaknesses and shortcomings, the positive factors and the potentialities, consists of making an orderly and joint reflection of the elements that have emerged and how they are interrelated. to be able to project the solutions pursued by this or that project or program. In this way, through the synergy of team members, all knowledge and experiences can be intercommunicated to add them in the direction of a main objective to be achieved and its subsequent specific objectives. Consensus among all, and the planning of problems using formulas such as the problem tree and the solution tree, contributed by all the members of the team, is essential to carry out a correct design from the base of the project.

On the other hand, in the Logical Framework Approach, EML, as a methodology that consists of the elaboration of a series of stratified objectives that, in order to be achieved, must be overcome in an orderly manner that lead to them; the various budgets, activities, means and contexts, related both ascending and descending in the matrix, are in tune. It also involves the elaboration of a tree of problems and a tree of associated solutions, as well as the elaboration of a gestation matrix that brings together all these interrelated ingredients.

The various project cycle management manuals, such as those of the Spanish Agency AECID, are based on the premise that development projects must first address the various "needs felt as priorities", since otherwise it is difficult to guarantee the contribution of those affected once the external intervention is over, since they will apply their scarce resources to cover their "needs".



felt as a priority", and not others. In the identification phase, the convergence of the various priorities of all the different participants, social actors, etc., is analysed. In the event that priorities do not coincide, it is not advisable to impose the criteria of one over the other. In order to reach a dialogue between all the parties affected by a possible project, participatory diagnosis methodologies must be used, which allow the different points of view to be presented directly that have an impact on the project.

There are many more tools, one of which can be combined with the aforementioned ones due to their systematization is Bardach's eight steps. A series of steps that are incorporated as tips to follow and take into account in the elaboration and subsequent phases of projects and public policies. All these systems tend towards a more uniform understanding of all the elements linked together in any intervention of a project, from the external elements (the contextual variables) to the internal ones (the equipment or the human components). From a realistic vision that knows the dangers and negative elements that have caused the situation to be corrected, to the ideal objectives and those that are possible or accessible, making a calculation of all the variables that can intervene throughout the life of the project.



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