



Experience report

Task Force Project: case studies about social action and the use of social networks

Projeto Mutirão do Bem: estudo de caso sobre ação social e uso de redes sociais

Abstract

Objective: reporting the results and social impacts gotten by the Task Force Project, developed in 2021, in the city of Montes Claros-MG, by academics of management of a University Center. **Methods:** this is a case study that presents actions of sustainable development, built through the collection of food, personal hygiene items and warm-ups for families in situations of social vulnerability. We used project management tools and social networks such as Instagram® and WhatsApp®. **Result:** the project was successful in its actions; several families were benefited, and the team can increase the initial collection target. **Conclusion:** it is concluded that sustainable development actions are extremely necessary to alleviate situations of poverty and hunger, as well as bring comfort to families in need.


Keywords: Partnerships. Social projects. Project management.

Resumo


Objetivo: relatar os resultados e impactos sociais obtidos pelo projeto Mutirão do Bem desenvolvido em 2021, na cidade de Montes Claros-MG, por acadêmicos do curso de administração de um Centro Universitário. **Métodos:** trata-se de estudo do tipo relato de experiência que apresenta ações de desenvolvimento sustentável, desenvolvidas através da arrecadação de alimentos, itens de higiene pessoal e agasalhos para as famílias em situação de vulnerabilidade social. Utilizaram-se ferramentas de gestão de projetos e redes sociais, como Instagram® e Whatsapp®. **Resultado:** o projeto obteve êxito em suas ações, várias famílias foram beneficiadas e a equipe pode aumentar a meta de arrecadações estabelecida inicialmente. **Conclusão:** conclui-se que ações de desenvolvimento sustentável são extremamente necessárias para amenizar situações de miséria e fome, bem como levar conforto às famílias necessitadas.

Palavras-chave: Parcerias. Projetos sociais. Gestão de projetos.


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INTRODUCTION

Since 2020, when Covid-19 began to spread across the country, people everywhere are experiencing a very delicate period and social differences have become more apparent. According to Damasceno (2021), hunger reached about 19 million people in Brazil. Unemployment rates have reached levels never seen before. In view of this report, it is necessary that social and sustainable actions be developed to minimize the negative effects of the pandemic.

According to Bruntland (1991), Sustainable Development is one that meets the needs of the present generation, without compromising the capacity of future generations. In 2015, 17 Sustainable Development Goals (SDGs) were defined by the United Nations (UN), in the search for a culture of environmental and social sustainability, involving themes such as the eradication of hunger, health, education, global warming, gender equality, among others.

Thus, an Integrator Project was directed in one of the disciplines of the Management course of the FUNORTE University Center. The idea of the team turned to actions to help families who are living in a situation of social vulnerability, through the project entitled Task Force Project. For this, tools were used, such as the social networks Instagram® and WhatsApp® to collect non-perishable food, personal hygiene items and warm-ups.

To achieve the objectives, the project was presented to a religious institution, the Queen Mother Parish. The parish is about Saint Lucia, in the city of Montes Claros/MG. It is currently composed of the communities of Santa Candida, in the Belvedere neighborhood; Saint Cecilia, in the Vila Analia neighborhood; São José, in the Camilo Prates

neighborhood; San Francisco, in the New Dolphin neighborhood; the rural communities of São Pedro and São Paulo (Tip of the Hill), São Sebastião (Stream of the Fire), São Norberto (Mamones) and São Miguel (Cross). The donations collected were intended for families living in the parish coverage area and the goal was to serve 100% of the families registered in the parish with at least one (1) basic groceries.

METHODS

The present case study seeks to describe the stages, results and social impacts obtained by the Task Force Project, which was developed in 2021, in the city of Montes Claros, by academics of Administration of the FUNORTE University Center, attending the discipline Multidisciplinary Integrator Project. The project aimed at sustainable development actions, through the collection of food, personal hygiene items and warm-ups for families in situations of social vulnerability. To achieve the results, made use of social networks Instagram® and WhatsApp®.

The Task Force Project used several tools to reach the largest number of donors. Social networks Instagram® and WhatsApp® were essential for the dissemination of project information. Several campaigns have been developed through videos and folders. Each project member was responsible for producing a video with information from the Task Force Project. For the creation of the folders, software was used, such as Canva® and Corel Draw® and the contents were aimed at boosting the human feeling of help to others.

Microsoft Excel® was widely used for stock control of donations and systemic view of results.

The partnership with the parish was of paramount importance. The Vincentian movement provided us with a list of 24 families living in a situation of social vulnerability. The list contained important data, such as name, address, telephone number, number of residents; data that helped us in the distribution of donations. Many neighborhoods were contemplated with the action, being Saint Lucia I and II, New Dolphin, Palm Trees Garden and Venice Park. With the help of the list, a planning of deliveries was made, the addresses were mapped, and the route was traced. The delivery of donations was divided into two days and two vehicles were used for transportation.

EXPERIENCE REPORT

On April 14, there was an online meeting with Father Gledson Eduardo de Miranda Assis (parish priest) and two members of the task force team to present the proposal and receive suggestions from the project. Father Gledson was enthusiastic and willing to help. Also on the 14th, the Task Force Project team met remotely to transmit the information and proposals of the meeting. From this meeting, strategies were defined for the execution of the project.

On April 17, the project logo was created and, on April 18, the Instagram® page, with the aim of more effective dissemination and attracting partners. On April 19, the first publication was made on the project page, which was also shared through WhatsApp®. Over the course of the day, the sharing of images and videos with information from the Task Force Project was continuously maintained in the stories of the team members.

On April 25, the academics went to the parish to present the project after Holy Mass and invite the community to support the cause. It was defined that the collection points would be the parish secretariat (Street

Agnelo Rodrigues, number 51, Neighborhood Saint Lucia) and the Community Saint Candida (Street A4 - Belvedere) every Saturday, at the Mass of 18h 00min.

After the meeting with the assembly, tasks were defined among the members, such as seeking partnerships, making posts *on the Instagram®*, collecting donations, both in the secretariat and in the Santa Candida community and the organization of families contained in the list delivered by the Vincentians. The list contained 24 families, containing names, address, telephone number for contact and number of residents, which helped a lot in the strategies and preparation of baskets. Every week, the script was updated to control the activities already performed and identify what was still necessary to be done. To better measure the results, a spreadsheet was developed with all the foods that were given to stipulate every week how much was missing to beat the goal of 24 families.

On May 8, some of the members gathered to assemble the first basic groceries totaling 16 that day; others made badges for the identification of members and messages to put inside the groceries. On the eve of the day of delivery, the project received the donation of two more complete groceries and two donations in cash, totaling the amount of R\$ 250.00. Part of the amount collected was destined to the purchase of food that was missing in the basic groceries, the rest was used to supply the vehicles used in deliveries.

On May 15, they were made as first deliveries with 18 basic groceries. The first neighborhoods contemplated were Saint Lucia I, Saint Lucia II, New Dolphin, Palm Trees Garden and Venice Park.

On May 22 received a donation of basic groceries from the company MSD. The company had developed an action like the Task Force Project. From this project, there were 11 complete and 7 incomplete food groceries that were made available to the Task

Force Project. With the donations received and the food collected, 18 groceries were assembled, totaling 36 basic groceries, a number higher than the stipulated goal. Missing only 6 families previously registered for the 2nd delivery and, with the 18 basic groceries in hand, the project was able to increase the number of families.

On May 22, the 2nd delivery was made: 18 basic groceries: 6 for the families registered and the remaining 12 for the families that were later included and who sought the project after information received through social networks.

CONCLUSION

The planning, organization and execution of the Task Force Project made it possible for academics to put into practice previous knowledge acquired in undergraduate studies and develop talents not yet practiced. In addition, they were able to collaborate with the well-being of several people.

The pandemic and social distancing were not obstacles for the project to succeed, because the team members had the opportunity to meet, initially

remotely, to do all the planning and, later, develop the actions.

Administrative tools were put into practice for the control and organization of the collected items. Through the project, we realized the importance of social networks, such as Instagram® and WhatsApp®, always stocked with informative publications and videos, to answer doubts and explain about the project. This made a significant impact, the Instagram® managed to reach the expressive number of followers and was notorious people's engagement. Social networks were assertive choices for the execution of the project, as they are free tools and easily accessible.

People's participation and collaboration were fundamental to achieving the results, especially when it comes to sustainable development actions, because none of us are as good as all of us together!

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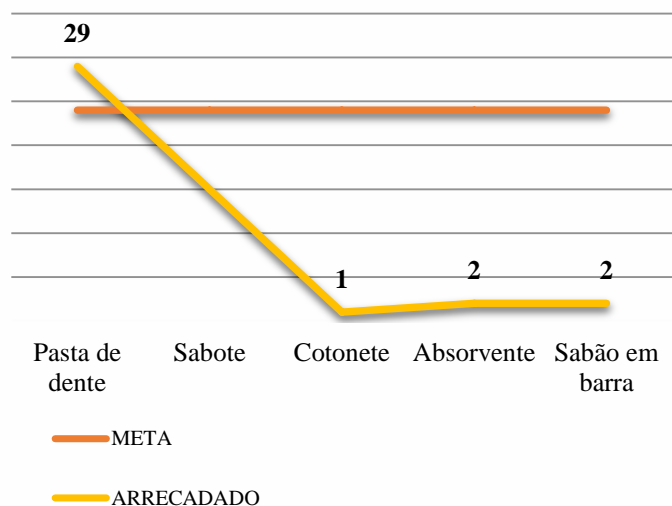
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Figure 1 - Project identification.



Graphs 1 and 2 – Established goals and collection achieved. 2021.

Itens de higiene pessoal



Cestas básicas

