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of Applied Sciences**

**SOCIO-ECONOMIC
TRANSFORMATIONS AND PRIORITIES
FOR INNOVATIVE DEVELOPMENT
IN THE CONTEXT OF DIGITALISATION
AND GLOBALISATION**

Scientific monograph



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REVIEWERS:

Romans Djakons – Dr.sc.ing., Professor, Academician, President of ISMA University of Applied Sciences;

Yurii Kyrylov – Doctor of Economic Sciences, Professor, Honored Worker of Science and Technology of Ukraine, Corresponding Member of the National Academy of Agrarian Sciences of Ukraine, Rector of Kherson State Agrarian and Economic University;

Viktoriia Hranovska – Doctor of Economic Sciences, Professor, First Vice-Rector, Vice-rector for Science and Education of Kherson State Agrarian and Economic University;

Sergiy Lavrenko – Candidate of Agricultural Sciences (PhD), Associate Professor, Honored Inventor of Ukraine, Vice-Rector for Science and International Cooperation of Kherson State Agrarian and Economic University;

Natalia Kyrychenko – Candidate of Economics (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Kateryna Nikitenko – Candidate of Economics (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Alla Karناushenko – Candidate of Economics (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Hanna Zhosan – Candidate of Economics (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Inna Varnavska – Candidate of Pedagogic Sciences (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Liudmyla Simontseva – Candidate of Juridical Sciences (PhD), Associate Professor, Kherson State Agrarian and Economic University;

Lesia Kononenko – Candidate of Economics (PhD), Associate Professor, Kherson State Agrarian and Economic University.

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The scientific monograph presents a study of socio-economic transformation and priorities for innovative development in the context of digitalisation and globalisation. It also examines aspects of accounting and financial support for sustainable development in business and the public sector. The monograph describes the interaction between management, marketing, human potential, and digital technologies. Additionally, it highlights topical issues in the humanities and social sciences. The publication is intended for researchers, educators, postgraduate students and students, as well as anyone interested in this issue.

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Table of Contents

CHAPTER «TOURISM AND HOSPITALITY BUSINESS: CURRENT STATUS, PROBLEMS AND DEVELOPMENT PROSPECTS»

Viktoriia Boiko

VIRTUAL TOURISM:

PROSPECTS AND DEVELOPMENT IN UKRAINE.....	2
1. Theoretical foundations of the development of virtual tourism	2
2. The current state of virtual tourism in Ukraine.....	9

Oleksandr Hladkyi, Valentyna Zhuchenko

ECOLOGICAL TOURISM PRODUCT DEVELOPMENT FRAMES

IN ZAKARPATTIA REGION	17
1. Ecological frames of tourism and recreational potential of Zakarpattia region	18
2. The development of ecological tourism services market in Zakarpattia region	23
3. The main stakeholders involved into ecological tourism product development of Zakarpattia region	27

Dariia Kichura, Iryna Sobechko, Roman Subtelnyi

DEVELOPMENT OF GASTRONOMIC TOURISM

IN THE LVIV REGION	38
1. Innovative development as the functioning of regional tourism systems	39
2. Structure of gastronomic tourism development factors.....	47

Kateryna Nikitenko

ESSENCE AND PRINCIPLES OF CLUSTERING ENTERPRISES

IN THE SERVICE SECTOR.....	65
1. General characteristic of clustering	65

Oksana Pelyukh

PUBLIC PERCEPTION OF THE RECREATIONAL AND TOURISTIC CHARACTERISTICS OF THE FORESTS IN THE UKRAINIAN CARPATHIANS.....	81
1. Review of literature on public perception of the recreational and touristic characteristics of forests	82
2. Formulation of the problem and research methodology on public perception of the recreational and touristic characteristics of the forests in the Ukrainian Carpathians.....	86
3. Perception of the recreational and touristic characteristics of the forests in the Ukrainian Carpathians and the fulfillment of needs related to the services of these forest ecosystems.....	91

Nataliia Turlo, Olena Litvin, Svitlana Markhonos

COLLECTIVE ACCOMMODATION FACILITIES IN THE CZECH REPUBLIC: CURRENT STATE, CHALLENGES AND FUTURE DEVELOPMENT PROSPECTS.....	100
1. Diagnosis of the development of collective accommodation facilities in the Czech Republic for the period 2019-2023	101
2. Problems and prospects for the further development of the country's hotel industry.....	113

CHAPTER «ACCOUNTING AND FINANCIAL SUPPORT FOR SUSTAINABLE DEVELOPMENT IN BUSINESS AND THE PUBLIC SECTOR»

Nataliia Avercheva, Arsen Yefremov

STRATEGIC IMPLEMENTATION OF ESG-PRINCIPLES FOR EFFECTIVE SUSTAINABLE RECOVERY OF UKRAINE.....	128
1. Scientific-methodological foundations of economic development on the basis of implementing ESG principles	129
1.1. Global experience in implementing ESG factors	129
1.2. Legal framework for implementing ESG principles in Ukraine ...	134
2. Directions of implementing sustainable development principles in the post-war reconstruction of the liberated territories of Ukraine ..	137
2.1. Problems and threats to the development of the liberated territories	137
2.2. The post-war recovery of the liberated territories on the basis of the principles of sustainable development.....	140

Kyrylo Ohdanskyi

FINANCIAL PROVISION OF SUSTAINABLE DEVELOPMENT IN THE PUBLIC SECTOR: MACROECONOMIC ASPECTS	151
1. Emergence of prerequisites of the problem and formulation of ways to solve its	152
2. Analysis of the mechanisms for ensuring the sustainable development of the national economic system in the conditions of a full-scale military invasion	157

Tetiana Pashkuda

SOCIAL ENTREPRENEURSHIP IN WAR CONDITIONS	164
1. Social entrepreneurship: nature, types and features.....	164
2. Problems of the social protection system in Ukraine as a prerequisite for the development of social entrepreneurship.....	168
3. Areas of social entrepreneurship in the context of war	170

Viktoriia Petrenko, Alla Karnaushenko

THE IMPACT OF OFFSHORE BANKING ON THE ECONOMY OF UKRAINE	176
1. Concept and classification of offshore banks	177
2. The impact of offshore banking on the financial system of Ukraine....	182

Oleksander Prystemskyi, Alina Sakun

INSTITUTIONALIZATION OF STATE FINANCIAL SUPPORT AND DEVELOPMENT OF SECTORAL ENTREPRENEURSHIP IN RURAL AREAS.....	193
1. Components of ensuring the financial capacity of sectoral business entities	194
2. Financial support of sectoral entrepreneurship: Experience of foreign countries and possible implementation in Ukraine	198

Vira Savchenko, Lesia Kononenko, Tetiana Povod

DEVELOPMENT OF FINANCIAL AND ACCOUNTING SUPPORT AND INFORMATION SUPPORT FOR SMALL AGRICULTURAL ENTERPRISES.....	208
1. The impact of Industry 5.0 on the requirements for finance and accounting professionals	209
2. Optimization of organizational aspects of financial and accounting support of small agricultural enterprises in the context of extension development	219

Maryna Tatar

AGRICULTURE AND OTHER SOCIAL
AND ECONOMIC SYSTEMS
AND GOVERNMENT STRUCTURES DEVELOPMENT
IN RESPONSE TO ENVIRONMENTAL POLLUTION
AND CLIMATE CHANGE235

1. Analysis of the temperature change and temperature forecast.....241
2. Impact of climate change on health and healthcare system243
3. Impact of climate change on the fuel and energy complex.....248
4. Impact of climate change on the agricultural sector251
5. Suggestions for the private and government structures
to mitigate the effects of climate change
on sectors of the economy258

Andrii Frolov

GREEN BONDS MARKET INSTITUTIONALIZATION
IN THE CONTEXT OF POST-WAR RECOVERY IN UKRAINE.....264

1. Features of green bonds as a financial instrument265
2. Organization of the green bond market
in the European Union271
3. Creating conditions
for the green bonds market development in Ukraine277

**CHAPTER «INTERACTION OF MANAGEMENT,
MARKETING, HUMAN POTENTIAL
AND DIGITAL TECHNOLOGIES:
CHALLENGES AND PROSPECTS IN THE DIGITAL ECONOMY»**

Viktoriiia Hranovska, Hanna Zhosan, Natalia Kyrychenko

THE IMPACT OF DIGITAL MARKETING STRATEGIES
ON ENHANCING BUSINESS PERFORMANCE289

1. Analysis of the U.S. Automotive Sales Market290
2. Analysis of car sales in Ukraine.....295
3. The impact of marketing during wartime
on the competitiveness of the enterprise.....301

Elizaveta Zavhorodnya, Tetyana Melnyk	
A HOLISTIC VIEW OF ICT DEVELOPMENT: INFRASTRUCTURE, R&D, AND TALENT IN DEVELOPED ECONOMIES.....	305
1. ICT infrastructure in developed economies: a comparative analysis.....	306
2. R&D dynamics in ICT: analysing company and country-level effectiveness in developed nations	310
3. Building the future: ICT talent pool in developed nations	317

Vasyl Kopytko	
MANAGEMENT OF THE DEVELOPMENT OF HUMAN CAPITAL OF THE AGRARIAN SECTOR OF THE AGRO-INDUSTRIAL COMPLEX IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY.....	328
1. The current state of functioning of the agrarian sector of the economy of Ukraine and its influence on the development of human capital.....	329
2. Characterization and assessment of the state of human capital of the agricultural sector in the conditions of digital transformations	336
3. State Administration for Support of Formation and Development human capital of the agrarian sector of the agricultural sector.....	344

Patricia Crentsil, Alvina Oriekhova	
PERSPECTIVE AND PRACTICE OF REALIZATION OF CORPORATE SOCIAL RESPONSIBILITY IN GHANA	357
1. Corporate Social Responsibility in Ghana: Perspective and Practice	359
2. Current Perspectives of Businesses in Relation to Corporate Social Responsibility (CSR) in Ghana	369

Olena Loboda, Natalia Kyrychenko	
GLOBAL CHALLENGES AND OPPORTUNITIES FOR THE DIGITAL TRANSFORMAT	384
1. Analyzing the digitalization of the economy and globalization: A case study of leading countries	385
2. The roadmap for improving the information and communication infrastructure	394

Anastasiia Mostova

**DIGITAL SKILLS AS STRATEGIC DIRECTION
FOR DIGITAL TRANSFORMATION**

OF BUSINESS AND SOCIETY	404
1. The concept of digital skills and their research in the EU	405
2. Digital skills in Ukraine and their role in economic growth	409
3. The impact of digital skills on socio-economic development.....	415

Iryna Sysolina, Nataliia Sysolina

**STRATEGIC DIRECTIONS
FOR MANAGING INNOVATIVE DEVELOPMENT**

OF AGRIBUSINESS IN THE DIGITAL ECONOMY	421
1. Strategic Guidelines for the Management of Innovative Agricultural Potential	422
2. Human Capital Development in Agribusiness with the Use of Advisory Services in Modern Conditions.....	431

Olena Shaumian

VECTORS OF SELF-CHANGE

OF THE MANAGER'S PERSONALITY	442
1. Self-change of the manager: personal values and self-actualization of the individual.....	443
2. Psychological analysis of the correlational study results: vectors of personality value and personality self-actualization	455

Andrii Shevchuk

**THE PRACTICE OF MANAGING BUSINESS PROCESSES
IN CONDITIONS OF DIGITALIZATION**

AND PROTECTING DIGITAL ASSETS USING AI IS THE BASIS OF THE COUNTRY'S SECURITY	465
1. Emergence of advantages and risks in the conditions of digital transformations with the use of AI in the management of business processes at the stage of forming the network infrastructure of the digital economy	465
2. Analysis of methods of solving the problem of digital asset protection through the formulation of AI development vectors in the conditions of digitalization	481

CHAPTER «MODERN EDUCATION: SOCIO-ECONOMIC AND BEHAVIOURAL ASPECTS»

Oleksandr Kirdan

TRANSFORMATION OF PROFESSIONAL TRAINING OF FUTURE ECONOMISTS IN HIGHER EDUCATION INSTITUTIONS OF UKRAINE IN THE CONTEXT OF MARTIAL LAW AND GLOBALISATION.....	494
1. Trends in the development of professional training of future economists in higher education institutions of Ukraine.....	495
2. Directions of cooperation between higher education institutions and stakeholders in the context of professional training of future economists.....	510

Roman Chepok, Inna Varnavska

DEVELOPMENT OF DIAGNOSTIC TOOLS DURING THE PROFESSIONAL TRAINING OF A GRADUATE OF A HIGHER EDUCATION INSTITUTION.....	524
1. Pedagogical control in the system of higher education	525
2. Forms and principles of construction of test tasks.....	537
3. Methods of development of diagnostic tools.....	542

CHAPTER «TOPICAL ISSUES IN THE HUMANITIES AND SOCIAL SCIENCES: AN INTERDISCIPLINARY APPROACH»

Nataliya Bogatska

CROWDFUNDING IN SOCIAL ENTREPRENEURSHIP: EUROPE AND UKRAINE.....	552
1. Peculiarities of the development of crowdfunding in social entrepreneurship.....	553
2. Peculiarities of the development of crowdfunding of social entrepreneurship in European	559
3. Analysis of the level of crowdfunding development on the example of the social enterprise "Urban Space 100"	564
4. Crowdfunding as an instrument for attracting financing for social entrepreneurship	569
5. Perspectives of social entrepreneurship crowdfunding	578

Liudmyla Boiko

SOCIALITY AND INCLUSIVENESS AS BUSINESS COMPONENTS DURING THE WARTIME IN UKRAINE.....	586
1. Social entrepreneurship as an effective instrument for solving social problems.....	587
2. Inclusive entrepreneurship: the way to sustainable development and social justice	593

Uliana Ilynska

DIGITAL TECHNOLOGIES OF DIPLOMACY AND INTERNATIONAL ACTIVITIES OF UKRAINE IN THE GLOBAL INFORMATION AND COMMUNICATION SPACE: FEATURES AND TRANSFORMATION.....	601
1. Emergence of the prerequisites and formulation of the problem.....	602
2. Analysis of existing methods of solving the problem and formulating the research task	603
3. Conceptual and theoretical and methodological foundations of the formation and functioning of digital diplomacy in the global informational international space.....	605
4. Normative, legal and institutional dimension of digital diplomacy of Ukraine in the context of global information challenges.....	609
5. Information and communication technologies for the implementation of digital diplomacy of Ukraine in the conditions of modern challenges and threats	611

Yurii Kyrlyov, Mariia Novikova, Olha Pravotorova

THE DEVELOPMENT OF THE PARADIGM OF SUPERVISION AND CONTROL OVER THE PROTECTION OF PERSONAL DATA IN PUBLIC ADMINISTRATION.....	620
1. Theoretical aspects of supervision and control in domestic public administration doctrine.....	621
2. Supervision and control in the system of public administration concerning the protection of personal data.....	630

Tetiana Pavlyuk

SUPPORT AND MAIN AREAS OF DEVELOPMENT

OF VOLUNTEER ACTIVITIES IN UKRAINE..... 645
1.Theoretical foundations of volunteering..... 646
2. Problems and directions of development
of volunteer activity in Ukraine..... 651

Liudmyla Simontseva, Olha Kozii, Halyna Matusiak

PROMOTION OF READING CULTURE IN EDUCATING STUDENTS

ON THE EXAMPLE OF FANTASY LITERATURE 673
1. Mythopoetics of J. R. R. Tolkien’s fiction
as means of the formation of cultural identity 674
2. Halyna Pahutiak’s fairy novel “Enchanted Musicians”
and its role in the development
of the youth’s environmental awareness 684

Yuliia Chaliuk

THE SPECIFICS OF THE DEVELOPMENT

OF THE GLOBAL MARKET OF SOCIAL SERVICES

IN THE TURBULENT CONDITIONS OF MODERN TIMES..... 697
1. Principles and national features
of the provision of social services 698
2. Architectonics of the global system
of providing social services 706

SUPPORT AND MAIN AREAS OF DEVELOPMENT OF VOLUNTEER ACTIVITIES IN UKRAINE

Tetiana Pavlyuk

INTRODUCTION

Developing under conditions of crisis – social, economic, ecological, and political instability, the exacerbation of military conflict, and ultimately, under the conditions of a full-scale invasion by Russia – volunteer activity, driven by a wave of patriotic fervour, the affirmation of the identity of the Ukrainian nation, and the need for self-identification of every Ukrainian, has become a significant factor in restraining the advancement of the enemy and supporting the military, serving as an instrument of struggle here in the rear. However, unfortunately, this resource is not inexhaustible; fatigue, fear, stress, increased responsibility, and uncertainty lead to burnout and the reduction of the social, economic, protective, and supporting functions of volunteering.

O. V. Bezpalko¹, T. I. Butchenko², O. Zharovska³, R. V. Zhilenko⁴, T. Kosteva⁵, G. I. Lemko⁶, O. V. Matyushenko⁷, C. V. Mishina, O. Yu. Mishin⁸,

¹ Безпалько О. В. Соціальне проектування : навч. посіб. Київ : Київськ. ун-т імені Бориса Грінченка, 2010. 128 с.

² Бутченко Т. І. Соціальне проектування : навчальний посібник для здобувачів ступеня вищої освіти бакалавра спеціальності «Соціальна робота» освітньо-професійної програми «Соціальна робота». Запоріжжя : ЗНУ, 2020. 107 с.

³ Жаровська О. Технології соціального проектування у підготовці фахівців соціономічних професій. *Social Work and Education*. 2019. Vol. 6. No. 3. P. 285–295.

⁴ Жиленко Р.В. Соціальне прогнозування і проектування: навчально-методичний посібник для студентів першого бакалаврського рівня закладів вищої освіти, що навчаються за спеціальністю 231 Соціальна робота. Ужгород: ДВНЗ «УжНУ», 2021. 56 с.

⁵ Костева Т. Особливості технології проектування в соціальній сфері. *Наукові праці Чорноморського дер жавного університету імені Петра Могили комплексу «Києво-Могилянська академія»*. Серія: Педагогіка. 2016. Т. 270. Вип. 258. С. 47–51.

⁶ Лемко Г. І. Соціальне проектування: дефініція поняття. *Педагогіка формування творчої особистості у вищій і загальноосвітній школах*. 2021. № 78. С. 50–53.

⁷ Матюшенко О. В. Соціальне проектування: теоретичні підходи до визначення. *Проблеми сучасних трансформацій*. Серія: Право, публічне управління та адміністрування. 2022. № 4. URL: <https://reicst.com.ua/pmtl/article/view/2022-4-02-01>

⁸ Мішина С. В., Мішин О. Ю. Науково-практичні засади соціального проектування. *Ефективна економіка*. 2020. № 1. URL: <http://www.economy.nayka.com.ua/?op=1&z=7620>

G. Nagorna⁹,¹⁰, V. Nikitenko¹¹, L. I. Romanovska¹², T. F. Biryukova, I. I. Kapritsyn, T. I. Butchenko, V. O. Skvorets, E. G. Tsokur¹³, and others, have explored the essence of social design in their works. However, the intersection of these two areas, particularly the application of social design as a tool in volunteer activities, remains unexplored. This represents a topic of scientific interest and significance for further research in this field.

The purpose of the study is to generalise and systematise the theoretical and methodological principles of using social design tools for the development of volunteer activities. In accordance with this goal, the following research tasks are defined:

- substantiate key proposals to address the challenges in developing volunteer activities in Ukraine, drawing on successful international experiences;
- to systematise the main components of the mechanism of social design as a tool for the development of volunteer activities.

1. Theoretical foundations of volunteering

In modern conditions, volunteering has a significant impact on the development of society as a whole. Volunteer activity can be considered a social phenomenon, an economic resource, an integral part of social work, and a sign of the development of civil society. The world community recognizes the special importance and significance of volunteer work¹⁴, and also emphasises its direct and indirect benefits. In particular, in its resolutions, the United Nations recommends that countries include volunteering in national strategies and socio-economic development programs, emphasising the positive social effects of volunteering and urging the international community

⁹ Нагорна Г. Соціальне проектування в державному управлінні: теоретичний аспект. дис. т-та держ. упр. : 25.00.01. ІФНТУНГ, Івано-Франківськ, 2018. 227 с.

¹⁰ Нагорна Г. Соціальне проектування: історія становлення та розвитку. *Молодий вчений*. 2016. № 5 (32). Травень. С. 451–454. URL: <http://molodyvchenu.in.ua/ua/archive/32/>

¹¹ Нікітенко В. Соціальне проектування у публічному управлінні: синергетична методологія. *Humanities studies : Collection of Scientific Papers* / Ed. V. Voronkova. Zaporizhzhia : Publishing house “Helvetica”. 2023. 16 (93). P. 174–182.

¹² Романовська Л. І. Особливості соціального проектування в соціальній роботі. *Педагогіка формування творчої особистості у вищій і загальноосвітній школах*. 2020. № 68, Т. 1. С. 104–108. URL: http://pedagogy-journal.kpu.zp.ua/archive/2020/68/part_1/23.pdf

¹³ Соціальне прогнозування та проектування майбутнього: зміни глобальної безпеки як виклик миротворенню та медіації: Матеріали XII Міжнародної наукової конференції (10 червня 2022 року, м. Запоріжжя) / І. О. Кудінов (гол. ред.), М. А. Лепський (наук. ред.); ред. кол.: Т. Ф. Бірюкова, Н. В. Лепська, Т. І. Бутченко, В. О. Скворець. Запоріжжя : ЦНСД, 2022. 167 с.

¹⁴ Загальна декларація волонтерів. Міжнародна рада директорів Міжнародної Асоціації Волонтерських Зусиль. URL: <https://volunteer.legalaid.gov.ua/wp-content/uploads/2023/07/zagalna-deklaratsiya-volonteriv.pdf>

to provide volunteers with legal status and social protection¹⁵. According to evaluations of the achievement of the Millennium Development Goals, it was concluded that ignoring the role of volunteering in the development and implementation of state policies carries the risk of wasting significant human potential and breaking the tradition of cooperation that ensures global unity among nations. The UN's call for state support for volunteer activities and the promotion of public awareness of the importance of volunteers' contributions to socio-economic development¹⁶ can be clearly discerned.

In modern conditions, volunteer activity is a social phenomenon, a unique phenomenon that knows no borders, unites different social strata of the population, aims to achieve various social results and creates a synergistic effect in uniting society around significant aspects of social life¹⁷.

In its essence, volunteer activity manifests as a social phenomenon and embodies the concept of social service. It serves as a practical realm of human activity, a component of social work, and an indicator of societal development. These perspectives are crucial for forming a comprehensive understanding of volunteering, portraying it as a multifaceted phenomenon with social, economic, financial, organisational, material, and systemic manifestations at individual, community, meso-, and macro-levels.

The primary actors in volunteer activity include the state, represented by government authorities at all levels, local self-governing bodies, charitable and volunteer organisations, and individual volunteers. The central body responsible for implementing state policy in volunteering is the National Social Service of Ukraine. It's important to note that the state's main role is to support and stimulate volunteering. Volunteering isn't aligned with any political agenda; it is grounded in universal human values and often fills gaps where state institutions and organisations may fall short. The key agents in carrying out volunteer activities are the volunteers themselves – individuals who, through their own efforts, contribute to the betterment of their communities or country.

The main forms of volunteering as a social service include material assistance and social services. The role of volunteering is illuminated through the functions it fulfils¹⁸.

¹⁵ Волонтерство для цілей сталого розвитку. Організація Об'єднаних Націй. URL: <https://issuu.com/aiesecukraine/docs/ivd-report-copу>

¹⁶ Горінов П., Драпушко Р. Волонтерська діяльність в Україні: соціально-правове дослідження : монографія. Київ : Державний інститут сімейної та молодіжної політики. 2022. 240 с. URL: <https://enpuir.npu.edu.ua/bitstream/handle/123456789/39498/tytul.pdf?sequence=1> (дата звернення 03.06.2024)

¹⁷ Вашкович В. Опис волонтерської допомоги (завдання) у договорах про надання волонтерської допомоги. *Підприємництво, господарство і право*. 2018. № 2. С. 45.

¹⁸ Горінов П., Драпушко Р. Волонтерська діяльність в Україні: соціально-правове

To grasp the concept of "social design" as a tool in volunteer activity, it's essential to define the term by analysing its core components – specifically "social" and "design" – and synthesising their meanings. The term "social" pertains to the interactions and relationships among people in society; it is employed in the sense of public or communal¹⁹. Moreover, it aims to alter social production relations.

In the basis of the definition of the concept of "social design", the key is the term design, which was initially used in engineering, architecture and technical matters to denote a certain plan, drawings, schemes. In the modern world, it is possible to project social processes, relations, reactions, and social reality.

Projecting involves the preliminary (virtual, meaningful) reproduction of reality, the formation of a prototype of the projected object (phenomenon, process) using specific methods. This is a type of management activity that can be widely used during the development of various programs, including at the state and local levels.

The project approach allows considering a phenomenon, process, object as a completely controlled change in the initial state of the system (state, organisation), which is associated with such resources as time and funds. This is the so-called "flexible method" aimed at establishing a relationship between intellectual (creative) efforts and opportunities with the general tasks of the manager. The essence of project-oriented management is the formation of management goals, identification and elimination of problems, and overcoming obstacles on the way to the achievement of defined goals. Projecting is based on methods of forecasting, planning and program-target management and allows public authorities or other subjects to project management actions in the sphere of public life²⁰.

For a further understanding of the essence of "social design", we will understand by "design" the creation of an image of the desired future (a future object or the modernization of an existing one), which can be carried out from the position of the management system (the subject affects the object of social reality) or from the position of solving certain "problem".

Regarding the definition of the essence of "social design", there are many points of view that describe social design as a scientific-creative, social-preventive or subject-practical activity. Based on the analysis of scientific

дослідження: монографія. Київ : Державний інститут сімейної та молодіжної політики. 2022. 240 с. URL: <https://enpuir.npu.edu.ua/bitstream/handle/123456789/39498/tytul.pdf?sequence=1> (дата звернення 03.06.2024)

¹⁹ Великий тлумачний словник сучасної української мови (з дод., допов. та CD / уклад. і голов. ред. В. Т. Бусел. Київ ; Ірпінь : ВТФ «Перун», 2007. 1736 с.

²⁰ Матюшенко О. В. Соціальне проектування: теоретичні підходи до визначення. *Проблеми сучасних трансформацій. Серія: Право, публічне управління та адміністрування*. 2022. № 4. URL: <https://reicst.com.ua/pmtl/article/view/2022-4-02-01>

sources, we will distinguish three main approaches to defining the essence of social design – object-oriented; subject-oriented and problem-oriented approach.

Let's consider each of them in more detail. The object-oriented approach assumes that the key is the object of social reality. Accordingly, social design aims to create a prototype of the future object or to modernise the existing, in particular, the image of social connections and relations²¹. Researchers also consider social design as a universal and independent type of activity aimed at creating social objects, processes, phenomena, which becomes a connecting link between the producer of social goods and the consumer. Emphasising the object side, social design is defined as a scientific-theoretical and at the same time practical activity; construction of social reality. Therefore, according to this approach, the essence of social design consists in the construction of desired states of the future²².

The subject-oriented approach emphasises the role of the subject in implementing social design. According to this approach, social design has a direct connection with management functions because it involves the development and adoption of relevant management decisions by the subject. It is considered a specialised type of management technology based on the project approach, enabling the subject to effectively manage social processes.

A problem-oriented approach assumes that social design is aimed at eliminating social problems by:

- development of possible options for their solution, taking into account the conducted research and available resources²³;
- a justified definition of the most expedient variant of the development of new social processes/phenomena with purposeful change of social institutions²⁴.

It is worth noting that solving problems involves the application of innovations, based on the fact that the problem cannot be solved at the level at which it arose, therefore:

- social design is considered as a technology for introducing certain social innovations and changes;

²¹ Бутченко Т. І. Соціальне проектування : навчальний посібник для здобувачів ступеня вищої освіти бакалавра спеціальності «Соціальна робота» освітньо-професійної програми «Соціальна робота». Запоріжжя : ЗНУ, 2020. 107 с.

²² Лемко Г. І. Соціальне проектування: дефініція поняття. *Педагогіка формування творчої особистості у вищій і загальноосвітній школах*. 2021. № 78. С. 50–53.

²³ Матюшенко О. В. Соціальне проектування: теоретичні підходи до визначення. *Проблеми сучасних трансформацій. Серія: Право, публічне управління та адміністрування*. 2022. № 4. URL: <https://reicst.com.ua/pmtl/article/view/2022-4-02-01>

²⁴ Соціальне прогнозування та проектування майбутнього країни: технології митотворення: Матеріали X Міжнародної наукової конференції (21 лютого 2020 року, м. Запоріжжя) / М. А. Лепський (гол. ред.), І. О. Кудінов (наук. ред.) ; ред. кол.: Т. Ф. Бірюкова, І. І. Капріцин, Т. І. Бутченко, В. О. Скворець, Є. Г. Цокур. Запоріжжя : КСК-Альянс, 2020. 177 с.

- social design embodies social technology, the goal of which is forecasting and programmatic implementation of social innovations;
- social design is an innovative activity that involves clearly designed actions localised in time, place and resources²⁵;
- such activity in the complex is aimed both at research and at practical changes of social formations on the basis of project management;
- the goal of social design is the organisation of the process that gives rise to changes in the social environment²⁶;
- social design is an expression of the new, which characterises the trends of social development²⁷.

It is worth noting that in modern conditions, from the point of view of an object-, subject- and problem-oriented approach, social design in volunteer activity is the construction of the desired states of social systems and institutions, the creation of a prototype of the future object or the modernization of the existing (image of social relations connections, relations, social sphere) on the basis of social prediction, forecasting and planning, which is implemented by the resources of volunteers.

Summarising the conducted research, it is possible to highlight the following prerequisites for social design in volunteering: social need for purposeful change and development of the volunteering system, social objects to which volunteering is directed, or their properties and relationships; the social need to overcome the spontaneous development of volunteer activities and ensure their orientation in meeting social needs; social need for planned, foreseen, forecasted and managed development of volunteer activity ; the need to create a dynamic system of volunteer activity²⁸.

So, for the formation of a holistic understanding of the essence of social design in volunteer activity, object, subject and problem-oriented approaches were considered. The value of social design as a tool is revealed through the functions it plays in volunteer activities, ensuring the systematisation and effectiveness of initiatives. In particular:

²⁵ Романовська Л. І. Особливості соціального проєктування в соціальній роботі. *Педагогіка формування творчої особистості у вищій і загальноосвітній школах*. 2020. № 68, Т. 1. С. 104-108. URL: http://pedagogy-journal.kpu.zp.ua/archive/2020/68/part_1/23.pdf

²⁶ Лемко Г. І. Соціальне проєктування: дефініція поняття. *Педагогіка формування творчої особистості у вищій і загальноосвітній школах*. 2021. № 78. С. 50–53.

²⁷ Соціальне прогнозування та проєктування майбутнього: зміни глобальної безпеки як виклик миротворенню та медіації: Матеріали XII Міжнародної наукової конференції (10 червня 2022 року, м. Запоріжжя) / І. О. Кудінов (гол. ред.), М. А. Лепський (наук. ред.); ред. кол.: Т. Ф. Бірюкова, Н. В. Лепська, Т. І. Бутченко, В. О. Скворець. Запоріжжя : ЦНСД, 2022. 167 с.

²⁸ Функція соціального проєктування. Освіта.UA (osvita.ua). URL: https://osvita.ua/vnz/reports/sociology/29664/#google_vignette

- strategic planning – social design helps define the goal and tasks of the volunteer project, develop strategies to achieve goals and determine key stages of implementation;
- community involvement – by using social projects, it is possible to include the community in the process of solving problems and developing initiatives, increasing their participation and self-interest;
- development of innovations – social design stimulates a creative approach to solving social issues and the development of innovative solutions that can be implemented as part of volunteer initiatives;
- evaluation and monitoring – systematic application of social design allows effective monitoring and evaluation of the results of volunteer projects to ensure their achievement and adaptation;
- attraction of resources – social design helps to identify and attract various resources, including financial, material and human, for the successful implementation of volunteer initiatives;
- increase in influence – through systematic planning and implementation of social projects, volunteers can increase their social influence, contributing to positive changes in the community and society;
- promoting cooperation – social engineering creates mechanisms for cooperation between volunteers, the community, business and public organisations, ensuring harmonious and effective efforts;
- ensuring sustainability – the use of social design allows volunteer initiatives to be considered as a sustainable and long-term contribution to solving social issues.

2. Problems and directions of development of volunteer activity in Ukraine

Based on our own analysis and analytical materials of researchers^{29 30 31} we can single out the main problems that characterise the current stage of the development of volunteer activities in Ukraine (Table 1).

²⁹ Благодійність очима українців. Український центр вивчення громадської думки «Соціоінформ». 2021. 94 с. URL: <https://zagoriy.foundation/wp-content/uploads/2022/01/blagodijnnist-ochyma-ukrayincziv-u-2021-1.pdf>

³⁰ Благодійність у часи війни. Український центр вивчення громадської думки «Соціоінформ». 2021. 48 с. URL: <https://zagoriy.foundation/wp-content/uploads/2022/08/doslidzhennya-2022-1.pdf>

³¹ Горінов П., Драпушко Р. Волонтерська діяльність в Україні: соціально-правове дослідження: монографія. Київ, Державний інститут сімейної та молодіжної політики. 2022. 240 с. URL: <https://enpuir.npu.edu.ua/bitstream/handle/123456789/39498/tytul.pdf?sequence=1>

³² Грищенко Н. І. Волонтерський рух в сучасній Україні як стратегія розвитку молодіжного лідерства. *Вісник НТУУ «КПІ». Політологія. Соціологія. Право.* 2018. Вип. 2(38). С. 78.

Table 1

**Problems of the development of volunteer activities in Ukraine
and directions for their solution**

The essence of the problem	The key direction of the solution
Lack of effective communication between volunteers and society	communication channels; trainings/education; Contact Information; regular meetings; public; reporting and transparency; feedback;
Insufficient control over further use of property transferred to volunteers	trainings/education; accounting/control; rules of use; reporting and transparency; partnership; property insurance; audit; legal regulation;
Officials' resistance and conservatism in the activities of state structures	involvement of representatives of state bodies; openness and dialogue; information campaigns; lobbying of volunteer initiatives; development and testing of new approaches; reforms; experts; partnership;
Cases of abuse by volunteers and activity of pseudo-volunteers	selection; protection of personal information; information campaigns; interaction with law enforcement agencies; audit; rules and standards of conduct; accounting and control; public; hotline; teaching;
Lack of proper coordination between volunteers	teaching; regular meetings; central coordinating body; register of projects; technical means; cooperation; working groups; coordinators; regular meetings; communication;
Insufficient competence of volunteers when interacting with certain categories of service users	mentoring support; specialised courses; practical internships; working groups; rating; monitoring; interaction with organisations of a specialised profile; medical training; involvement of experts; partnership; reporting; teaching;
Emotional burnout of volunteers and loss of motivation	communication; reporting; experts; psychological support; consultancy; community development; emotional intelligence trainings; diagnosis of work volumes; personal goals and interests; development prospects;
Ensuring the safety of volunteers	risk analysis; agreements; insurance; personal protective equipment; safety culture; medical training; rating; monitoring; practical internships and working groups; interaction with law enforcement agencies; teaching; communication.

Source: formed by the author based on the results of his own analysis and analysis of analytical materials

To overcome the problem of the development of volunteer activities in Ukraine, it is advisable to systematise measures within the main directions, in particular:

- Administration of the information and analytical platform, the role of the platform will be to collect and highlight information about volunteer organisations, volunteers, and volunteer projects. It will be a resource where those who need help can turn to. It will also be appropriate to develop other communication channels in order to build public awareness of volunteers and their work and, accordingly, increase trust in such a social institution.

- Professional training for volunteering on the basis of ZVO, psychological support for volunteers. It provides for the creation of specialised courses, training, volunteering programs, this will contribute to the involvement of young people in volunteering, and will create a habit and tradition in society. It is also possible to teach not only young people, but all interested categories of the population. For volunteers, organise training events, medical training, self-defence and safety training, etc. Psychological support for volunteers is especially important to prevent exhaustion, burnout, and disappointment.

- Establishing relations with the public, transparency and reporting of projects. A clear system of submitting information about the activities of volunteers, at the same time protecting personal data. Carrying out measures to popularise volunteer activities.

- Improvement of volunteer project competitions. The use of social design tools in the implementation of volunteer activities, which will make it possible to clearly form the structure of the volunteer project and meet the requirements of the competition and have competitive advantages in the fight for funds for projects.

- Activation of the exchange of volunteers' experience, organisation of events for the volunteers themselves, support of the community, recognition of the best projects and practices.

- Promoting the use of the best domestic and foreign volunteering practices – active research and implementation of best practices, assistance in training and mentoring of volunteers.

Summarising the proposed measures to solve modern problems of the development of volunteer activities, the author formed a matrix of proposals (Table 2).

Table 2

**Matrix of proposals for solving problems of the development
of volunteer activities in Ukraine**

Problems	Lack of effective communication between volunteers and the community.	Insufficient control over further use of property transferred to volunteers.	Resistance of social officials and conservatism in the activities of state structures.	Cases of abuse by volunteers and activity of pseudo-volunteers.	Lack of proper coordination between volunteers.	Insufficient competence of volunteers when interacting with certain categories of service users.	Emotional burnout of volunteers and decrease in their motivation.	Ensuring the safety of volunteers.
Offers	2	3	4	5	6	7	8	9
1								
Creation of communication channels/creation of an online platform for communication/effective communication								
Organisation of trainings/education								
Contact Information Setting/Message Hotline Support:								
Holding regular meetings:								
Public involvement/community engagement								
Creation of informational materials:								
Reporting and transparency:								
Consideration of feedback:								

Creation of an accounting/control system							
Definition of rules of use/Creation of clear rules and standards of conduct:							
Creating checkpoints:							
Interaction with partners/partnership							
Property insurance:							
Audit of volunteer projects/conducting audits and reviews							
Legal regulation:							
Involvement of representatives of state bodies in volunteer projects/interaction with law enforcement agencies							
Promoting openness and dialogue:							
Information campaigns:							
Lobbying of volunteer initiatives:							
Development and testing of new approaches/reform support							
Involvement of experts:							
Strict selection							
Protection of personal information:							
Creation of the Central Coordination Body:							
Development of the Unified Register of Projects:							
Provision of Technical Means:							

Development of Cooperation Procedures/Formation of Working Groups/Involvement of Coordinators								
Mentoring Support/Development of Specialized Courses/Practical Internships and Working Groups								
Assessment/monitoring								
Interaction with Organisations of the Specialized Profile/medical training								
Psychological Support/Counseling/Community Development/Emotional Intelligence Training								
Professional Reorganisation and Diagnostics of Work Volumes								
Determination of Personal Goals and Interests/Creation of Development Prospects								
Thorough Analysis of Risks/Conclusion of Agreements/insurance								
Personal Protective Equipment/Safety culture								

Source: formed by the author based on the results of his own analysis and analysis of analytical materials

It is worth noting that within the scope of the proposed measures, social design is seen as an effective tool capable of solving most of the problems of the development of volunteering. Social design, as a strategic approach, will contribute to the improvement of volunteer activities, ensuring systematic and purposeful planning and implementation of initiatives. This approach will make it possible to define specific goals, taking into account the needs of the community and the interests of volunteers, which will contribute to the effective implementation of projects and the achievement of positive social changes. Structured use of social design tools will contribute to interaction, expansion of resources, and increasing the impact of volunteer initiatives on society.

Social design as a process of project development in the social sphere at the meso- and macro-level is aggregated into the state program of social development (Figure 1).

Understanding the program as a set of projects or various activities united by a common goal and conditions for their implementation. The project can exist in two varieties: 1) as an integral part of the 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; 2) as an independent solution to the local problem of a specific target group of a certain social environment³³. A comparison of the program and the project in terms of structure is given in Table 3.

It should be noted that the solution of social problems is proposed to be carried out with the help of targeted social programs (social projects), and the executors of the social order are to be determined on a competitive basis. For the development of each individual social project with the involvement of volunteer resources, we offer the following mechanism (Figure 2), which includes subjects and objects of social design, forms of participation of volunteers in the project, a set of methods and tools. Levers, with the help of which subjects influence objects in order to achieve a certain result.

³³ Безпалько О. В. Соціальне проектування : навч. посіб. Київ : Київськ. ун-т імені Бориса Грінченка, 2010. 128 с.

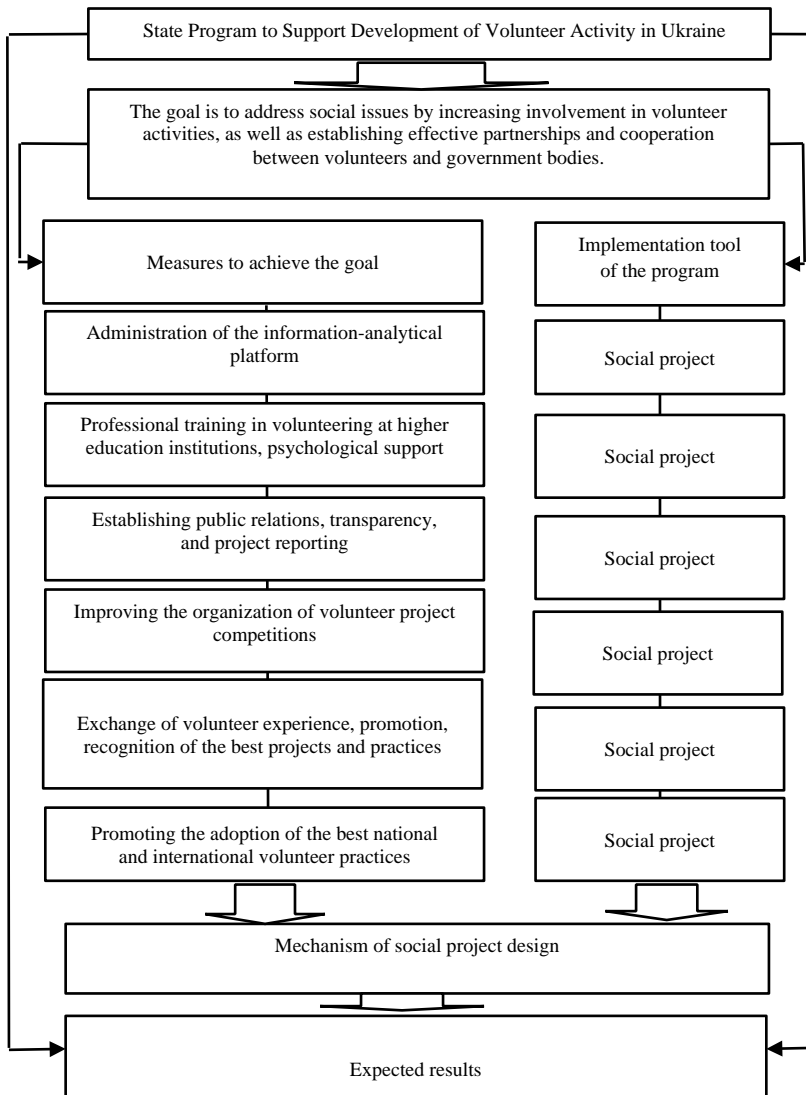


Figure 1. The main components of the State program to support the development of volunteer activities

State authorities of various levels, state institutions and enterprises, communal institutions and local self-government bodies in the proposed mechanism will mainly support and ensure the development of volunteer activities of communal institutions "Center for the provision of social services" in general. In particular, support and provision will cover:

- regulatory and legal support – adoption of the NPA, determination and consolidation of tax incentives for volunteers at the national or local levels, improvement of the legal field in which volunteer activities of the CU "Center for the provision of social services" will be carried out, etc.;

- organisational and informational support – support for maintaining and administering a single volunteer platform, encouraging volunteer registration,

³⁴ Безпалько О. В. Соціальне проектування : навч. посіб. Київ : Київськ. ун-т імені Бориса Грінченка, 2010. 128 с.

³⁵ Бутченко Т. І. Соціальне проектування : навчальний посібник для здобувачів ступеня вищої освіти бакалавра спеціальності «Соціальна робота» освітньо-професійної програми «Соціальна робота». Запоріжжя : ЗНУ, 2020. 107с.

³⁶ Жиленко Р.В. Соціальне прогнозування і проектування: навчально-методичний посібник для студентів першого бакалаврського рівня закладів вищої освіти, що навчаються за спеціальністю 231 Соціальна робота. Ужгород : ДВНЗ «УжНУ», 2021. 56 с.

³⁷ Нагорна Г. Соціальне проектування в державному управлінні: теоретичний аспект. дис. т-та держ. упр. : 25.00.01. ІФНТУНГ, Івано-Франківськ, 2018. 227 с.

³⁸ Нікітенко В. Соціальне проектування у публічному управлінні: синергетична методологія. *Humanities studies : Collection of Scientific Papers* / Ed. V. Voronkova. Zaporizhzhia : Publishing house "Helvetica". 2023. 16 (93). P. 174–182.

³⁹ Положення про Національну соціальну сервісну службу України: постанова Кабінету Міністрів України від 26 серпня 2020 р. № 783. URL: <https://zakon.rada.gov.ua/laws/show/783-2020-%D0%BF#n44>

⁴⁰ Про державне прогнозування та розробку програм економічного та соціального розвитку України : Закон України від 23.03.2000 № 1602-III; зі змін. і доп. від 2.12.2012. URL: <https://zakon.rada.gov.ua/laws/show/1602-14#Text>

⁴¹ Програма сприяння розвитку волонтерства *** територіальної громади на 2023-2027 роки: Типова цільова Програма сприяння розвитку волонтерської діяльності розроблена в межах впровадження проекту Ради Європи «Зміцнення громадської участі демократичному процесі прийняття рішень в Україні». 2022. URL: <https://rm.coe.int/municipal-programme-on-promotion-of-volunteer-activities/1680a84b7b>

⁴² Соціальне прогнозування та проектування майбутнього країни: технології миротворення: Матеріали X Міжнародної наукової конференції (21 лютого 2020 року, м. Запоріжжя) / М. А. Лепський (гол. ред.), І. О. Кудінов (наук. ред.) ; ред. кол.: Т. Ф. Бірюкова, І. І. Капріцин, Т. І. Бутченко, В. О. Скворець, Є. Г. Цокур. Запоріжжя : КСК-Альянс, 2020. 177 с.

⁴³ Соціальне прогнозування та проектування майбутнього: зміни глобальної безпеки як виклик миротворенню та медіації: Матеріали XII Міжнародної наукової конференції (10 червня 2022 року, м. Запоріжжя) / І. О. Кудінов (гол. ред.), М. А. Лепський (наук. ред.) ; ред. кол.: Т. Ф. Бірюкова, Н. В. Лепська, Т. І. Бутченко, В. О. Скворець. Запоріжжя : ЦНСД, 2022. 167 с.

maintaining a single registry of volunteers/volunteer projects, popularising volunteering, awards, training, courses, psychological support, etc.;

– material support – premises, equipment and facilities, means of communication, materials for work, paper, stationery, means for conducting actions and events by volunteers, etc.;

– financial support – with the help of the mechanism of grants and competitions, participation in the state program to support the development of volunteering, funds from local budgets and self-government bodies, etc.

Table 3

Comparison of the program and the project by structure

	A typical structure of target programs	Typical project structure
1	Content of the problem and justification of the need to solve it as a result of the implementation of the program	The problem that is solved in the project
2	The main goals, objectives and terms of implementation of the program	Goals and objectives of the project
3	System of program activities	Description of works (services) to be performed within the framework of the project, and requirements for them
4	Resource provision of the program	Terms of project implementation and expected results
5	Program implementation mechanism	Personnel, financial and material support
6	Organization of program management and control over its implementation	The procedure for management and control over project implementation (including those responsible)
7	Evaluation of the effectiveness of the socio-economic and environmental consequences of the implementation of the program	Cost estimate
	Add-ons: Volumes and sources of funding of the program (by years, costs, sources of funds, programs); Additional information on the program (graphs, diagrams, national and international experience, etc.)	

Source: systematised and calculated the author on basis⁴⁴

⁴⁴ Безпалько О. В. Соціальне проектування : навч. посіб. Київ : Київськ. ун-т імені Бориса Грінченка, 2010. 128 с.

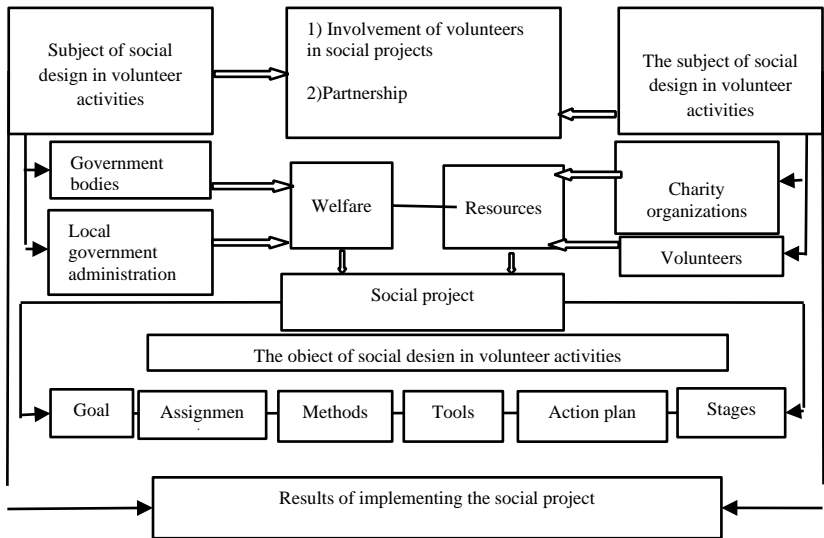


Figure 2. Mechanism of social design in volunteering

Source: developed by the author

The goal of the state policy to support volunteering is to create the necessary economic, social and legal conditions and guarantees for effective volunteering⁴⁵. The best practices of international experience in supporting the development of volunteer activities are systematised in Table 4.

In the context of adaptation in Ukraine of foreign experience in the regulation of volunteer activities, we consider it appropriate to highlight the following positive practices, in particular:

- understanding the importance of education for volunteers;
- conclusion of contracts that determine the conditions of cooperation of volunteers with the organisation, which allow to clearly record the rights and obligations of both parties and expectations from the activities of the volunteer;
- financial support of volunteer organisations by the government, but we believe that in order to preserve the organisation’s independence in decision-making, it is advisable to diversify funding sources, in particular, by using a fundraising system;

⁴⁵ Артеменко І. Е. Концептуальні засади створення школи волонтерів для роботи з людьми поважного віку. *Науковий часопис Національного педагогічного університету імені М. П. Драгоманова*. 2018. Вип. 24. С. 137–142.

- grant programs for financing volunteer activities involving the use of social design;
- the presence of a significant number of model programs and ongoing initiatives aimed at strengthening volunteerism supported by ministries;
- access to information about volunteer organisations and transparent reporting;
- stimulation of volunteer activity – tax benefits, public awards, volunteer status awards, propaganda, creation of a positive image of a volunteer; the time of volunteer activity is taken into account in the professional experience of allocating certain days in the work schedule of the company employee for joint work for the benefit of the community; special volunteer vacations both at one’s own expense and at the expense of the enterprise⁴⁶;
- development of partnership between authorities and volunteer organisations;
- representation and lobbying of volunteers’ interests before the government, parliament, church, various public institutions;
- stimulating the participation of young people and older people in volunteer activities^{47, 48, 49}.

We believe that at the state level, a more detailed study and use of Sweden’s experience in creating a special structure that would be responsible for the volunteer selection database is worthy of attention. Also interesting to study is the experience of creating the Volunteer Fund, as it was done in Italy at the initiative of the Roman Savings Bank. Attention should also be paid to the functioning of organisations in Germany whose activities are focused on active elderly citizens.

⁴⁶ Горінов П., Драпушко Р. Волонтерська діяльність в Україні: соціально-правове дослідження: монографія. Київ, Державний інститут сімейної та молодіжної політики. 2022. 240 с. URL: <https://enpuir.npu.edu.ua/bitstream/handle/123456789/39498/tytul.pdf?sequence=1>

⁴⁷ Артеменко І. Е. Концептуальні засади створення школи волонтерів для роботи з людьми поважного віку. *Науковий часопис Національного педагогічного університету імені М. П. Драгоманова*. 2018. Вип. 24. С. 137–142.

⁴⁸ Грищенко Н. І. Волонтерський рух в сучасній Україні як стратегія розвитку молодіжного лідерства. *Вісник НТУУ «КПІ». Політологія. Соціологія. Право*. 2018. Вип. 2(38). С. 78.

⁴⁹ Мирошніченко Н. О., Ковальчук Л. В. Волонтерська діяльність підлітків як умова соціального їх становлення. *Наукові записки*. 2020. Випуск 148. URL: <https://enpuir.npu.edu.ua/handle/123456789/38488>

Table 4

International experience of supporting volunteer activities

Country	The main body of support	Legislative support
<i>1</i>	<i>2</i>	<i>3</i>
United Kingdom	National volunteer organisations: NCVO, Volunteer Development Scotland, Wales Council for Voluntary Action, Northern Ireland Volunteer Development Agency	Volunteer organisations are perceived as self-governing bodies, so they are allowed to regulate their activities and internal affairs independently. All conditions of participation in volunteer activities depend on the rules of self-regulation of the organisation, as well as the agreement between the volunteer and the host organisation. The organisations are funded by the government and supported by local and regional voluntary organisations
Bulgaria	Nationwide platform and network of organisations: the National Alliance of Volunteer Actions, Tulip Foundation	Promotes, recruits and trains volunteers for various types of activities; - provides grants, training and networking opportunities for community organisations, conducts national campaigns and systematically works to encourage volunteerism. The Fund's activities are financed by state and private donors.
Germany	Federal Ministry of Family Affairs, Senior Citizens, Women and Youth Affairs, National Organisation of Voluntary Agencies", BAGFA, Initiative of the Transparent Civil Society, Offices of seniors	- Responsible for a significant number of typical programs and ongoing initiatives aimed at strengthening volunteerism in civil society; - supporting the expansion of volunteering centres throughout Germany by developing volunteering standards and providing advice - providing full and transparent access to information about their activities and goals. list of information required for coverage: founding agreement, composition of the board, information on sources of funds and directions of their use, personnel structure. These offices focus on a specific target group (retirees), but their goals are very similar to those of volunteer organisations.

France	"Stock volunteer movement"	<ul style="list-style-type: none"> - Provides their associations with tax benefits. Those who are most distinguished are regularly awarded awards "Palm branches of the volunteer movement"; - There is a "volunteer passport" in the country.
Sweden	<p>National Council for Youth Affairs (Ungdomsstyrelsen),</p> <p>National Council for Health Care and Social Security (Socialstyrelsen),</p> <p>Swedish Agency for Economic and Regional Development (Tillväxtverket)</p>	<p>The volunteering model in Sweden is characterised by its membership orientation. It focuses not on service delivery but on advocacy and lobbying;</p> <ul style="list-style-type: none"> - state institutions nationally responsible for the distribution of grants, information, and consultations, as well as for implementing policies on voluntary organisations across various sectors, facilitate dialogue and partnership between authorities and volunteer organisations. This is underscored by the signed agreement between the Government, volunteer organisations, and the Swedish Association of Local Authorities and Regions (SALAR), outlining six principles for future relations.
<p>In these countries, there is no national legislation that would clearly regulate the issue of volunteering and the status of volunteers. The activities of volunteers are regulated in various laws, which to one degree or another relate to issues of volunteer activity.</p>		
Italy	<p>Law on volunteering</p> <p>Italian volunteer fund</p> <p>Standing Committee of Heads of Volunteer Organisations and Foundations,</p>	<p>The Foundation provides consulting and educational services to volunteers and organisations, publishes the "Volunteer Magazine", founded several National awards in the field of volunteering in order to identify and support the most promising and proactive groups that solve social problems, which represents the interests of almost two million volunteers before the government, parliament, church, and various public institutions.</p>

Hungary	About voluntary activity in the interests of society"	"Organisers of volunteer activities" can be charitable organisations, state institutions, state or private service providers in the fields of social assistance, culture, education and protection of minorities" mandatory registration of organisations that engage volunteers, as well as mandatory management by a volunteer organisation registration of volunteers and retention of this data for five years after termination labour relations with them.
Belgium	Law on Volunteer Rights Supreme Council of Volunteers	The advisory board plays a role in advising, conducting research, and reviewing matters related to volunteer expenses reimbursement and insurance obligations within the voluntary sector.
Luxembourg	Law on youth volunteer service	Stimulating the social activity of young people through non-profit organisations accredited by the Ministry of Youth Affairs
Poland	Law on Public Benefit Activities and Volunteering	Volunteers are provided with a set of benefits and rights, in particular: - covering travel expenses and payment of per diems in the same in size, as in relation to hired workers; - compensation of other necessary expenses; - the right to care assistance during illness; - health insurance of volunteers delegated to work for other countries.
Special laws regulating volunteer activities have been adopted.		

Source: formed by the author based on ⁵⁰, ⁵¹, ⁵², ⁵³

⁵⁰ Волонтерство для цілей сталого розвитку. Організація Об'єднаних Націй. URL: <https://issuu.com/aiesecukraine/docs/ivd-report-copy>

⁵¹ Волонтерський рух: світовий досвід та українські громадянські практики : аналіт. доп. Київ : НІСД, 2015. 36 с.

⁵² Горінов П., Драпушко Р. Волонтерська діяльність в Україні: соціально-правове дослідження : монографія. Київ : Державний інститут сімейної та молодіжної політики. 2022. 240 с. URL: <https://enpuir.npu.edu.ua/bitstream/handle/123456789/39498/tytul.pdf?sequence=1>

⁵³ Про стан волонтерства у світі: створення рівноправного суспільства для всіх»: Доповідь UNV 2022. URL: https://swvr2022.unv.org/wp-content/uploads/2022/04/UNV_SWVR_2022.pdf

Having considered the main measures of state support and successful international experience in the development of volunteer activities. It is worth noting that state support is a necessary, even system-creating component in modern conditions, however, domestic experience has shown that territorial communities, individual organisations and institutions, and simply individuals who are volunteers, and people without volunteer status, are the subjects that directly carry out volunteer activities. They proved that the desire to help, save, win is able to rally around the solution of common problems; proved that the initiative can come from below, from each of us, that in the event of the state's inability to respond appropriately and promptly to challenges, volunteers did it. They insured, took on such responsibility, made and are making a contribution to the common Great Victory, each in their own city, village, community. But, of course, the volunteer resource is not limitless - people get tired, exhausted, burned out, sometimes disappointed. Supporting this movement, this spirit that saved our country, made it possible to show Europe that we are worthy of a chance to live and be independent, is a priority task of state authorities at all levels and local self-government bodies, those institutions that exist on the taxes of Ukrainian society, who are responsible and to whom the obligation to protect, protect, and help is delegated.

CONCLUSIONS

Based on the analysis of theoretical studies, four main approaches to understanding the essence of volunteering have been determined, in particular, as a social phenomenon and the idea of social service, a practical sphere of society's life, an indicator of social development of society, a component of social work. For the purposes of analytical research, volunteer activity was understood as voluntary, socially oriented, non-profit activity carried out by volunteers through the provision of volunteer assistance – works and services performed and provided by volunteers free of charge. In Ukraine, volunteering activities are carried out by: institutions and organisations that involve volunteers in their activities (the register is maintained by the National Social Service Service of Ukraine; by individuals without official "volunteer" status).

Subjects of volunteer activity are the state in the form of state authorities at all levels, local self-government bodies, charitable and volunteer organisations, and volunteers. The central body of the executive power implementing the state policy in the field of volunteering is the National Social Service Service of Ukraine. It is worth noting that the main role of the state is to support and stimulate volunteering, since volunteering is not an activity for the benefit of the state, it does not have a political colour, is based on universal human values, and in most cases fills the "gaps" or what state institutions and organisations cannot cope. The key subjects who implement

volunteer activities are volunteers, not so much legal organisations that involve volunteers, but natural persons-volunteers who, let's say, "with their own hands" do good and necessary things at this stage of the development of the community or the country.

From the point of view of the object approach, social design in volunteer activity means the construction of desired states of social systems and institutions, the creation of a prototype of a future object or the modernization of an existing one (the image of social connections and relations) on the basis of social prediction, forecasting and planning, which is implemented with the resources of volunteers or with their involvement. A problem-oriented approach to social design in volunteer activity assumes that it is a model of action of the subject of volunteer activity, which has a certain structure of practical implementation and is aimed at solving a social problem in a new way or with the use of new tools. The importance of social design as a tool is revealed through the functions it plays in volunteering, in particular, the function of strategic planning, community engagement, innovation development, evaluation and monitoring, resource mobilisation, increasing impact, promoting collaboration, ensuring sustainability, etc.

Summarising the proposed measures to solve the modern problems of the development of volunteering, the author formed a matrix of proposals (given in the appendices). The proposals are systematised within the main areas of support for the development of volunteer activities, in particular, the administration of an information and analytical platform, professional training for volunteering on the basis of vocational training, psychological support for volunteers; establishment of relations with the public, transparency and reporting of projects; improvement of volunteer project competitions; activating the exchange of volunteers' experience, organising events for the volunteers themselves, supporting the community, celebrating the best projects and practices; promoting the use of the best domestic and foreign volunteering practices. The next step is the proposed implementation of directions in the complex of a comprehensive State program to support the development of volunteer activities in Ukraine, which will include a set of social projects as the main mechanism for implementing the program's tasks. Social design, as a strategic approach, will contribute to the improvement of volunteer activities, ensuring systematic and purposeful planning and implementation of initiatives; will allow defining specific goals, taking into account the needs of the community and the interests of volunteers, which will contribute to the effective implementation of projects and the achievement of positive social changes. Structured use of social design tools will contribute to interaction, expansion of resources and increasing the impact of volunteer initiatives on society.

Based on the study of successful international practices of supporting the development of volunteerism, the main ones in the context of adaptation in modern domestic realities are identified, in particular, understanding the importance of education for volunteers; conclusion of contracts that determine the terms of cooperation of volunteers with the organisation; financial support of volunteer organisations by the government, use of fundraising tools; grant programs for financing volunteer activities; implementation of typical programs and ongoing initiatives aimed at strengthening volunteerism, which will be supported by ministries; access to information about volunteer organisations and transparent reporting; stimulation of volunteer activity; development of partnership between authorities and volunteer organisations; representation and lobbying of volunteers' interests before the government, parliament, church, various public institutions; stimulating the participation of young people and older people in volunteer activities.

It is proposed to introduce the developed mechanism of social design in volunteer activities into the activities of the CU "Center for the provision of social services", which includes the main components, in particular, the definition of subjects of social design in volunteer activities and the form of their participation, levels of interaction among themselves, as well as a system of methods, tools and levers, with the help of which subjects influence objects in order to achieve a certain expected result.

SUMMARY

The work summarizes and systematizes the theoretical and methodological principles of the use of social planning tools for the development of volunteer activities. Substantiate key proposals to address the challenges in developing volunteer activities in Ukraine, drawing on successful international experiences. To systematized the main components of the mechanism of social design as a tool for the development of volunteer activities. On the basis of the researchers' own analysis and analytical materials, the main problems that characterize the current stage of the development of volunteer activities in Ukraine have been identified. A matrix of proposals for solving the problems of the development of volunteer activities in Ukraine is proposed.

It is worth noting that within the scope of the proposed measures, social design is seen as an effective tool capable of solving most of the problems of the development of volunteering. For the development of each individual social project with the involvement of volunteer resources, the following mechanism is proposed, which includes subjects and objects of social design, forms of participation of volunteers in the project, a set of methods and tools.

Having considered the main measures of state support and successful international experience in the development of volunteer activities. It is worth noting that state support is a necessary, even system-creating component in modern conditions, however, domestic experience has shown that territorial communities, individual organisations and institutions, and simply individuals who are volunteers, and people without volunteer status, are the subjects that directly carry out volunteer activities. They proved that the desire to help, save, win is able to rally around the solution of common problems; proved that the initiative can come from below, from each of us, that in the event of the state's inability to respond appropriately and promptly to challenges, volunteers did it.

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Information about the author:

Tetiana Pavlyuk

PhD in Economics, Associate Professor,
Associate Professor of the Department of Economics and International
Relations, Vinnytsia Institute of Trade and Economic
of State University of Trade and Economics
87, Soborna str., Vinnytsia, 21050, Ukraine
ORCID: <https://orcid.org/0000-0001-5300-3588>