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**ODESSA NATIONAL ECONOMIC UNIVERSITY**

**THEORETICAL AND  
METHODOLOGICAL FUNDAMENTALS  
OF FORMATION OF CONDITIONS  
OF DEVELOPMENT OF HUMAN  
POTENTIAL OF THE REGION**

*Collective monograph*

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*The monograph provides an update of theoretical and methodological approaches to management processes of development of socio-economic conditions for the formation and development of human resources potential of the region. The influence of factors and conditions of human formation and development is studied potential in the context of implementing the socio-economic policy of the region and defined current trends and methodological approaches to assessing the human potential of the region. The existence and state of implementation of strategic programs of socio-economic development is studied. policies of Ukraine and the Odesa region and their impact on the formation and development of human resources potential. A simulation model based on the system's software platform was used Ithink analysis of Human Resource Development on the information base of the Odesa region since 2000. by 2020 as a corresponding algorithm for the management efficiency modeling process the human potential of the region. The features of forecasting strategic strategies are defined directions of socio-economic policy for the development of human potential in the region*

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## **INTRODUCTION**

The modern reality of human development is characterized by huge and rapid changes not only in the field of socio-economic transformations, but also in the views of scientists on the transformation of seemingly long-established theories, concepts, categories, terms and more. The need to update many scientific views on the present of the 21st century is becoming increasingly apparent. Rapid, not always predictable, changes increase the gap between reality in all its manifestations and the scientific interpretation of the essence and content of the mechanisms of transformation of human development.

As noted by the authors of the 2010 Human Development Report, "rethinking the conceptual framework of development research and studying how the concept of human development can make a person a central figure in development is not just an intellectual exercise, it means making progress right and comprehensive. active participants in change and a guarantee that progress will not be achieved at the expense of future generations, more effectively shape our understanding of the more general dimensions that are vital to our understanding of human development. "

[1].

Despite the breadth and diversity of consideration of the problems of human development, there are still many unresolved issues that require serious attention from both theoretical and practical points of view. Discussions are caused by a number of theoretical and methodological and applied problems, including those related to the socio-economic essence and development of human potential and its transformation into human capital, the relationship of basic concepts about man as a subject of economic life (human resources, human potential). , labor resources, labor potential, human capital, intellectual capital, etc.), methods for assessing the level of human development and competitiveness.

At the same time, to understand the phenomenon of human potential in the region, it is important not only its quantitative value, but also the socio-economic conditions under which it is formed and implemented. The greatest influence on the conditions in which a particular person lives and works has public authorities at the regional level, implementing in the region of socio - economic policy, taking into account the characteristics of a particular region. Thus, some limitation of appropriate systemic approaches to the management of the formation and development of human potential is becoming one of the pressing problems of science and practice. Therefore, there is a certain need for a clearer definition of the conceptual apparatus and, accordingly, appropriate action for the practical implementation of the task of human development.

The monograph includes research materials of the team of authors, which are partially reflected in the monographs "Formation and development of human potential in the region: essence, current trends and evaluation methods" - Odessa: WIPO WIPO "Atlant", 2018 and "Human potential in the strategic management of social economic development of the region " - Kharkiv: Promart LLC, 2020.

The first section identified and summarized theoretical and practical approaches to the essential and substantive characteristics of human potential and its role in the socio-economic development of the region. A study of the influence of factors and conditions of formation and development of human potential in the context of the implementation of socio-economic policy of the region. Current trends and methodological approaches to assessing the human potential of the region are identified.

In the second section, a general assessment of the state and dynamics of human potential as a basis for socio-economic development of the Odessa region was carried out, highlighting the positive experience and relevant shortcomings. The presence and state of implementation of strategic programs of social economic policy of Ukraine and the region and their impact on the formation and development of human potential in the region. A study was conducted on the existing mechanisms for managing the formation and development of human potential

region, their effectiveness is determined. The simulation model based on the software platform of the Ithink system of forecast analysis of human resources development on the information base of the Odessa region from 2000 to 2020 was used as an appropriate algorithm for the process of modeling the effectiveness of human resources management in the region.

The third section reveals the features of forecasting the strategic directions of socio-economic policy for the development of human potential in the region and summarizes and systematizes approaches to modeling the mechanism of management of socio-economic development of the region. The expediency of development of concrete strategic programs of social and economic development as the main element of effective formation of human potential on the basis of the offered mechanism of system transformation of management of development of human resources is substantiated.

The conclusions present the main results of the study on updating the theoretical and methodological approaches to the management of development processes socio-economic conditions of formation and development of human potential of the region.

The study was performed by the author's team under the guidance of Doctor of Economics, Professor V.G. Nikiforenko (introduction, 1.1, 2.3, 3.3, conclusions); Ph.D., Associate Professor T.I. Bogdanova (1.1,1.2); Ph.D., Associate Professor T.P. Zbitska (1.2, 2.2, 3.2); Associate Professor L.V. Ivanov (1.2); Ph.D., Associate Professor. M.S. Krivtsova (1.3, 2.1, 3.1); Candidate of Political Science, Associate Professor O.M. Petrovska (1.2, 2.1, 3.2); Ph.D., Associate Professor O.V. Soroka (1.3, 2.3, 3.3); Ph.D., senior lecturer O.V. Yolkin (sections 2.2, 3.3); Ph.D., senior lecturer M.V. Novitsky (sections 1.3, 2.3, 3.1); Ph.D., senior off A.I. Tabanova (sections 1.2, 2.2, 3.2); Art. off N.V. Karpenko (1.1, 1.2, 2.1); Art. off T.V. Perepelchuk (1.3, 2.1, 3.1); Ph.D., Assoc. J.V. Salo (1.2, 2.2, 3.2); Ph.D., Assoc. L.M. Svorobovich (1.3).

## **SECTION 1. THEORETICAL - METHODOLOGICAL PRINCIPLES OF FORMATION AND DEVELOPMENT OF HUMAN POTENTIAL OF THE REGION**

### **1.1. The essence and content of human potential and its role in socio-economic development of the region**

Under modern conditions of economic development, it is generally accepted that the main wealth of any country is people, namely - human potential. Hence, the key task of any society is to create conditions for the discovery and development of human potential.

The development of human potential is the foundation for the socio-economic progress of society. Creating conditions for the realization of human potential determines the strategic success of both the individual organization and the socio-economic growth of the country as a whole [2, p. 75].

Due to the fact that today in the scientific economic literature there is no single approach to defining the category of "human potential", there is a need to analyze the results of domestic and foreign research and summarize the findings of relevant research on this issue.

Human potential and state regulation of its development are the subject of research by many domestic and foreign scientists. Among them: O. Amosha, V. Blyzniuk, O. Buzgalin, I. Bobukh, A. Galchynsky, V. Geets, A. Hrytsenko, O. Grishnova, S. Dyatlov, T. Zaslavska, Y. Korchagin, Y. Latov, E. Libanova, L. Nesterov, O. Novikov, V. Marcinkiewicz, Z. Pushkar, I. Soboleva, O. Stefanyshyn, V. Tarasevich, V. Fedulova and others. Among Russian scientists, S. Solodovnikov, N. Sinitskaya, I. Frolov, A. Genisaretsky, and I. Sobolev deal with the components of human potential, the conditions for its formation and implementation.

The analysis of materials on researches of this multifaceted problem has shown that, despite considerable achievements in the theory and practice of management of processes.

development of human potential of society, many issues still need to be addressed.

Latin term *potential* means literally "possible in case of fulfillment (existence or presence) of the necessary conditions". In a narrow sense, "potential" can be interpreted as a synonym for opportunities that can be realized for a particular field of activity. In an expanded sense, "potential" means "sources, opportunities, means, resources that can be put into action, used to solve a specific task or achieve a specific goal." Thus, in the general sense, the potential is the presence of a resource that under certain opportunities and circumstances can be turned into a useful job, a useful result [3, p. 57].

The available interpretations of the category "human potential" are extremely diverse, but usually take into account two aspects: the resource component of human potential - a set of certain resources that can be used to achieve certain goals, and the presence of certain circumstances, opportunities, in the absence of which the return on the available resources of the subject is reduced (Table 1.1.1).

Table 1.1.1

Content analysis of the concept of "human potential",  
offered by Ukrainian scientists \*

№	Definition	Author
1.	Human potential is high quality characteristics of O. Amos,	
2.	human, its ability to live a long and prosperous life V. Antonyuk, life, the main element of national wealth and leading the purpose of social development of O. Novikov Human potential - is the abilities, capabilities and needs of L. Body	ess people to
	work, a set of their various qualities that determine the personality and spiritual	, both physical

3. Human potential is the total ability of society to V. Bliznyuk development and

	understanding of the world, accumulation of knowledge, creation of intelligent products and systems of reception, processing, use, reproduction and transmission information	this basis of
4.	Human potential is a concept that, being close in D. Goddess of content to such	nt to such
5.	Human potential - it is a set socially- O. Cishnov	ocio-
	demographic, socio-economic, activity and E. Libanov socio-cultural potentials	potentials
6.	Human potential is a systemic formation, the content and functions of which S. Pirozhkov are revealed in the process of interconnection and interaction of its components, the realization of which in the course of life leads to certain human achievements of social significance.	ion of its
7.	Human potential is a possible level of achievement B. Dusting the country's	untry's
	economy of the desired rate of economic growth using available human and intellectual capital	an and
8.	Human potential is human capital and social economic conditions of its formation, development and use.	of its
9.	Human potential is a human ability that does not depend on the level of their use in material or intangible production	l of their
10.	Human potential is a set of existing or natural O. Stefanyshyn's abilities for intellectual, creative, mental, economic, cultural activities for individual purposes	ities for

and social development

11.	Human potential - is available at the moment or in S. Trubych in the	future
12.	human opportunities that can be used in any field of socially useful activities to achieve this goal  Human potential - the total capacity of a particular human L. Shaul c	mmunity
* - source: [4]	(people, territorial community, labor the team of the enterprise, etc.) and the individual to economic and social activities and development	

Based on the concept of human development, which combines instrumental and social directions of determining the place of man in economic life, we can see that the concept of "human potential" reflects a much broader sphere of social relations than human capital and other related concepts [4, p. 31].

The team of authors led by S. Mocherny considers human potential in the context of the nation's heritage. Human potential is understood as the level of embodied in a person's natural abilities, talents, level of education, skills and their ability to generate income. According to scientists, in today's world, it is the high level of human development, rather than resources, technology and material values, that is the main driving force of economic growth. The impact of human potential on the process of economic growth is carried out through the use of human resources (quantity, skills, quality of management, labor costs) and the resource of knowledge (the amount of scientific, technical and other information). According to the author, unfavorable economic and social conditions in the country can neutralize the impact of human potential on economic growth in the country, lack of funds for human improvement and implementation in practice of human resources and knowledge resources [5, p. 216].

L. Alimov understands human potential as a set of basic competencies, the implementation of which increases (or decreases) the productivity of social production. The components of human potential, according to the author, are the potential of health, educational potential, cultural potential, intellectual potential, labor potential and social potential [6, p. 9].

R. Dorov considers human potential as a system-forming characteristic of macroeconomic development, which expresses the level of realization and humanization of economic life of society, the human dimension of socio-economic processes. Empowering people to ensure a decent standard of living for all, equal access to the results of market economy, which guarantees the right to free development of the individual, ensuring personal and economic security of citizens are conditions for human development [7, p. 6].

V. Nikiforenko considers the capitalized human resource to be the economic essence of society and the system-forming basis for the development of the knowledge economy. The basis of human resources development is knowledge and their information support. Knowledge itself significantly increases the added value of the created gross domestic product and national wealth in general [8, p. 64].

Human potential is a resource consisting of a number of important components for humanity, first of all, such as health, skills and ability to assimilate and create new knowledge and technologies, the availability of freedom of economic choice, which under certain opportunities and circumstances can be transformed. In creative work aimed at the development of society and obtaining a useful socio-economic result.

At the same time, different definitions of human potential in the modern scientific literature are either no different from the concept of human capital, or identical to the definition of the labor potential of society. In some cases, the difference between human potential and the concept of labor potential is to supplement the latter with the possibility of future realization of unused

abilities, or the structure of needs, or the requirements of life support, which makes the concept of human potential similar to the concept of quality of life.

The main provisions on the content of the category of human potential of different authors are given in table.1.1.2.

Table 1.1.2

The essence of different scientific views on the category  
"Human potential"

Author

The essence of "human potential" (LP)

TI Zaslavska	LP - a set of physical strength, business activity, initiative,
Wikipedia	creative energy of citizens that can be used to achieve individual and societal goals. LP is a measure of the embodied in a person's natural abilities, talent,
The World Bank	level of education, skills and their ability to generate income. The World Bank also includes in the concept of health and health
UN	and nutrition, the UN - education, professional experience, physical condition, ability to survive, and other characteristics that ensure the productivity and self-sufficiency of people.
L.M. Gasuda	LP can be considered as a set of creative, intellectual abilities and
A. Guzenko	skills of the person on the basis of accumulation of innovative knowledge, experience for the purpose of conformity to modern requirements of life support. LP economy can be characterized as the accumulated stock of
IM Kravchenko	physical and moral health, general cultural and professional competence, creative, entrepreneurial and civic activity that are realized in various spheres of activity, and also in structure of needs. LP - is available at the moment or in the future human
	12

opportunities that can be used in any field of community service

	<p>to achieve this goal. LP is characterized, first, by the conditions for its reproduction; secondly, the conditions for its formation and development; third, the conditions for its implementation.</p> <p style="text-align: center;">-</p>
V.S.	LP is a broader concept than human capital, because it contains
Васильченко	opportunities that under certain circumstances (motivation, time, labor, socio-economic conditions, quality of the management state...) are realized as human capital, and remain opportunities unrealized.
M.N. Ажажа	LP is functional component part
	<p>innovation potential of the country and is seen as knowledge, skills, practical experience, inspired by intellectual activity, which is a form of realization of intellectual, morally and culturally oriented human abilities to create new, previously unknown knowledge that provides intellectual rent and various advantages over competitors.</p>
More extended	ed, in our opinion, is the view on the essence of human

potential Stefanishina OV He believes that the human potential of society is an integral indicator of the maximum quantity and quality of work that society has at a certain level of development of science and technology, information, knowledge, cooperation and trust. Carriers of human potential are human resources that have "appropriated" the potential of people. The structure of people's potentials is represented by the following types: socio-demographic, educational-professional, intellectual, spiritual-informational, innovative, creative, cultural, motivational, etc. Thus, human potential is greater than human resources.

Some scientists identify the concept of human and labor potential Yes, [9]. Fedulova SA believes that "labor potential" and "human potential" are synonymous concepts, they mean the potential abilities of a person that he can use in his working life. And the category of "labor potential" is better to use in relation to the labor force of the enterprise or the state, and "human potential" refers to society and its economic development.

In our opinion, first, it is not correct to use the term "labor resources" for the company, because, and most importantly, they cover both working and non-working people, and the staff of the company does not have the latter. Secondly, the category of human potential is associated with human development, for which economic development is not an end in itself, and is not the only and not the main condition for development. It is the harmonious development of human abilities that is the criterion and goal of social development and progress. Third, the concept of these categories is narrowed only to the labor capacity of man. And the latter, in our opinion, the bearer of human potential at the lowest level of society is man, and therefore this category should be considered as the aggregate opportunities of an individual or enterprise, region, population, other community to economic, social activity and development.

At one time, the generalization of the opinions of different scientists on the relationship of categories that reflect the possibility of human participation in economic processes, was provided by B.M. Genkin [10, p.55].

In our opinion, the relationships presented in Fig. 1.1.1, characterize the level of scientific abstraction and quantification of concepts. Initially, the core of all categories is *workforce*, as a scientific abstraction of the employee's ability to participate in social work. Quantitative certainty of other categories allows us to have an idea of the amount of labor resources that society has. Thus, human capital can be determined through its valuation, labor potential - through the amount of potential working time, which has

society, enterprise, employee. Human potential (human potential)  
- human development index.

### Human potential

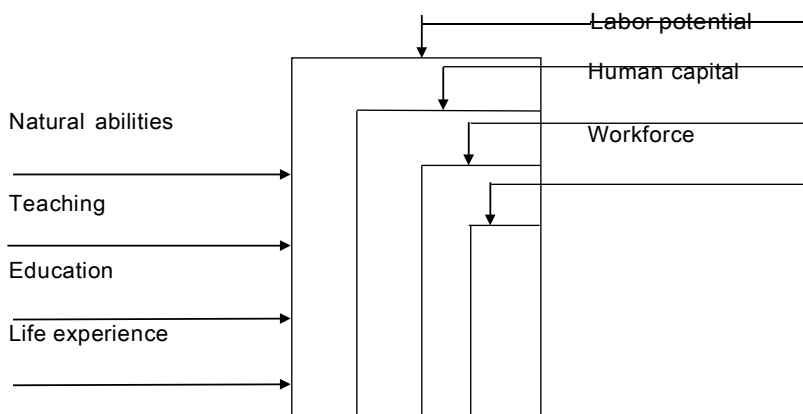


Fig. 1.1. The ratio of the concepts of "labor", "human capital",  
"Labor capital", "human potential" [10, p.55]

In close connection with the category of human resources considers the human potential of LKSemov [11]. The scientist believes that human resources are represented by a set of human potentials (socio-demographic, educational, professional, motivational, creative, intellectual, spiritual informational, innovative, cultural, ethnosocial, etc.), which determine their ability to work, ability to consume material and spiritual goods, ability to self-development, ability to create innovations based on new knowledge in all spheres of human activity. Human resources development, in her opinion, is the increase and qualitative growth of human potential, development and enrichment of the whole sector of

opportunities that a person has, and which he will later be able to realize for the benefit of himself and society [11, p.23]. But, in our opinion, such an understanding of the relationship of these categories does not distinguish the concept of human resources from human potential as a quantitative category. Even with fewer human resources, their human potential can be much higher,

than for more of them. This is possible due to higher education and qualifications of people, their greater creativity, innovation, mobility, civic consciousness and other quality characteristics.

N. Rymashevskaya notes that human potential is not volume production and the corresponding level of income, and the possibilities of human choice, which are expanding [12, p.101]. At the macro level, it identifies the following complementary indicators to determine the state of human potential: the vital potential of the population; investing in the formation and accumulation of human potential; scientific potential of society; employment potential; educational potential; health potential; cultural potential [13, p. 22-23]. Hence, human potential applies to all segments of the population capable of any socially positive activity, and covers such aspects as opportunities for both quantitative and qualitative development of the human community, opportunities for economic and social activity, social interaction and mutual understanding. The category of "human potential", in her opinion, characterizes the relationship to its self-realization as in the labor process,

In the eyes of Sakharov SN [22] on the ratio of categories that characterize human participation in social production (Table 1.1.3), in our opinion, there are also some identities and inaccuracies. Thus, the author believes that labor resources are represented by components: health; morality and ability to work in a team; creative potential; activity; organization and assertiveness; education, professionalism, working time resources. But these components of BM Genkin attributed it to labor potential. These components are qualitative characteristics of the possibility of human participation in the process of social production, and a quantitative component is the number of labor resources (at the enterprise level - the number of staff) - carriers of labor potential.

One cannot agree with the author's opinion that the labor potential has the possibilities of the past and the present, as well as the potential and the future, and therefore for this reason is a concept broader than "labor resources". Not

correctly, in our opinion, the category of "labor resources" can be attributed only to the present time. Their number is formed at least 16 - 18 years before the time when their carriers can be involved in the work, and this number is formed in demographic, economic, social, environmental, political and others. past conditions. Therefore, both the categories of "labor resources" and "labor potential" must be considered through the prism of the past, present and future.

Table 1.1.3

The ratio of the concepts of "labor resources", "labor potential",  
 "Human capital", "human potential" \*

Human potential (HR)

Human capital (LC)			
Labor potential (TP)			
Labor resource			
(TR)			
Provided	Expanding	Stand out	Treatment
quantitative and qualitative characteristics c their understanding of "here and now"	spatial temporary characteristics	financial characteristics «Investments - income ", but in calculation are accepted only implemented in t through income attachments	apply for account hidden opportunities and qualities that are not always implemented at this point in time these conditions through increase income, but that manifests itself in a higher quality life of others

Part	1. Displays	Focus	A man who has
<p>population, which owns necessary physical and intellectual development, abilities, knowledge and competence we to perform work in a certain sphere of production and material goods 2. C services. <i>Covers components:</i> health; morality and ability to work in the team; creative potential; activity; organization and assertiveness; education, professionalism; desktop resources</p>	<p>the past, that is, is totality properties that accumulated People system in their o in the process it a formation and wh determine it ability to functioning and development. characterizes and ern from the point the view of a practical application and using available abilities.</p> <p>3. Orientation the future development of their own abilities and opportunities. Has in quality of "potenc</p>	<p>appeals to investments in LC and their evaluation effective. le increase n abilities, cumulates LC which way investment in in themselves. LK - <i>not congenital abilities</i>, and accumulated man.</p> <p>Man is not born with ready LC, and it is created in process vital activity individual. Congenital abilities act as factor that contributes " fruitful</p>	<p>considerable accumulated LC, no will definitely be have a large income, but it will have a better circle communication, creative leisure, more capacious pleasure creative activity, more interesting work, and tend to have a higher standard of living and his satisfaction various aspects.</p>

time.	elements	formation of LC.	
	of the future development.		
* Compiled for [57]			

The broadest, in our opinion, is the characteristic of human potential, provided by RV Yakovenko (Table 1.1.4). He believes that the concept of human potential can be applied in all spheres of human activity. It examines the economic, psychological, social, moral, spiritual qualities of man. According to the author, the concept of human potential in contrast to the concept of human capital considers the role of man in human development quite broadly and in accordance with the goals and objectives of civilizational progress:

- there is a transition from a person "economic" to a person "creative";
- man is seen as a criterion and goal of human development;
- expanded reproduction of human abilities occurs in the process intellectualization of labor and increase in its structure the share of mental and creative activity.

Table 1.1.4

Comparative analysis of human capital concepts  
and human potential [14, p. 440]

<i>Characteristic</i>	<i>The concept of human capital</i>	<i>The concept of human potential</i>
1.Determines growing human role...	... In production	... Not only in production, but also in public life ... Economic,
2.Investigates...	... Economic, productive qualities and human abilities	psychological, social, moral, spiritual qualities of man
3. The main motive	... Material individual	... Intangible,

social development needs and interests

non-economic needs

is...		man and society ... Neoliberal
4. Formed on based on	... The latest institutionalism	economic theory of the twentieth century
5. Key economic category is the result transition...	... From industrial to post-industrial economic way management ... Increase efficiency	... From „man creative ”
6. The purpose of evolution man is...	production based ability growth human and scientific and technological progress	... Expanding the circle application of human abilities
7. Considers the person how...	... Highly productive determining factor production	... Criterion and purpose social development
8. Reduction of time that man spends on work is happening because of...	at... growth of public labor productivity based on new quality human capital ... In the field of effective	... Human desire to comprehensive and harmonious development ...In process
9.Expansion reproduction abilities human happening...  Meanwhile, from	social policy and distribution of production and availability of public goods, primarily education and health our point of view, the main r	intellectualization of labor and increase in its structure specific weight of mental and creative activity tive of social developmer

in the concept of human potential can not be considered only

intangible, non-economic needs of man and society (position 3 in table 1.4). Because at any stage of human development to ensure the solution of three key blocks of problems (live a long and healthy life; acquire, expand and update knowledge; have access to livelihoods that provide a decent standard of living) is impossible without a certain level of material prosperity in society.

The development of human potential in Ukraine for the majority of the population should be based primarily on achieving a decent level of income, which is a source for continuing education and self-education, quality improvement of the health care system. Therefore, considering the characteristics of the concepts given in table 1.1.4, for human potential should have been added "... in terms of ensuring a decent standard of living." This condition leaves an important task of increasing the human capital of society.

The original is the classification of components of human capital, provided by Yurchenko IV in the table. 1.1.5.

Table 1.1.5

Structural components of human potential [15]

Level	<u>Components</u>	Contents of the component
1. Potential stability and pla component population	equal	
	<u>Demographic</u>	Human physical capabilities that depend on his health, ability and willingness to procreate, which provide at the macro level reproduction of the population.
	Labor	Ability to work, permanent employment, responsible attitude to work, which provides stability
	Social	economic production. Ability to reproduce social ties,

	component	strong-willed and leadership qualities of a person, motivation to achieve goals, level of social trust, willingness to enter into relationships cooperation, the ability of members of society to express their views, to protect national values, to comply with the law, the standard of living.
2. Cultural	Ideological	The values on which a person relies in the
and morally spiritual potential	component	process of life, and which at the macro level ensure the unity of society and stability of information threats.
	Ethno-	Ability to accept cultural values, level of
	cultural component	upbringing, ability to reproduce cultural patterns of one's community, ensuring succession of generations, level of interethnic trust, readiness to enter into cooperative relations with bearers of other faiths, representatives of other nationalities, level of prejudice and freedom from gossip.
	Spiritually	Moral guidelines, ability to self-development
3. Potential	morally component	and creative activity, perception of cultural and spiritual values, awareness of one's place in the world, usefulness of one's participation in social development.
	Intellectual	Covers the level of knowledge, skills, innate
of the future	and a component	of ability, talent.

	Innovative component	Willingness and ability to engage in innovative activities, achievements in the field of innovation, which ensure the macro-level technological development of the country, its competitiveness in the global high-tech market.
	Components	The presence of active actors in the community
	passion with an	invincible desire for realization of ideals. High goals, sacrifice, willingness to take risks, the desire to change something for the better, providing a macro-level movements of productive, creative type.

There are three levels of potential, which are available, to a greater or lesser extent, to quantify their indicators and study the situation, determine the factors and directions of development of human capital components: the potential for stability and reproduction of the population; cultural and moral potential; potential of the future.

AM Ajazha emphasizes the importance of the development of the intellectual component of human resources for the period of intellectualization of the economy. In the context of globalization, when knowledge is involved in the practical processing of resources, knowledge itself, not work, becomes a source of value. The source of new knowledge is the intellectual activity of man. The author considers intellectual activity as a knowledge-based, conscious, morally oriented human ability to collect, accumulate and process increasing flows of information.

AM Ajazha does not single out *innovation potential* human, and refers to the potential of the country as a whole, where people through intellectual potential creates and implements various types of innovation. According to the author, human potential stands out *functional component*

part of the country's innovation potential and is seen as knowledge, skills, practical experience, inspired by intellectual activity, which is a form of realization of intellectual, morally and culturally oriented abilities  
man *to create new, previously unknown knowledge*, that provides obtaining intellectual rent and various advantages over competitors. [16, c.15].

Meanwhile, the author believes that the country's innovation potential «... includes: innovation; ability to generate or select new ideas, approaches and projects, identify promising areas of investment; skepticism and critical attitude to outdated stereotypes and stereotypes, conceptual approach and the desire for maximum awareness in their work; initiative, propensity for reform and experimentation; tolerance for uncertainty "[Ajazha 16, p. 14]. The question arises to whom, if not to man, can be applied these irrational elements associated with emotions, intuition, subconscious, etc.

Thus, in determining the human potential of A.M. Ajazheyu, in our opinion, we can identify the following components:

- intellectual potential (knowledge, skills, practical experience);
- innovative potential (ability to create new, previously unknown knowledge);
- social potential (spiritual intellectual activity that involves the need and moral and cultural readiness for the development of both themselves and society).

Studies of Russian scientists from the Human Institute of the Russian Academy of Sciences complement modern views on human potential with societal characteristics, socio - biological and socio-psychological aspects [17].

According to them, human potential is a set of a system of universal and specific needs, abilities and readiness of different social communities to perform socially necessary activities, basic social roles, functions that provide both continuity and innovation in the development of life. important

social spheres, as well as in society as a whole. According to this concept, the human potential of a country has three levels: personal; group and various social communities; supragroup, ie the integral human potential of the country [18].

As a special kind of socio-biological integrity, LP has the following components and relationships between them [18, p.21-22]:

- demographic component - need, ability and readiness of communities to ensure the continuation of their family, their lives from one generation to another;
- health component - the need, ability and willingness of communities for many years to maintain good health (physical and mental) and good performance;
- educational - formed in interaction with the social environment, the need, ability and willingness to learn and use different types of knowledge, as well as the achieved level of education;
- labor - formed in interaction with the social environment need, ability and readiness to perform professional roles, adhere to the norms of ethics of labor relations, treat actively and creatively their professional responsibilities;
- cultural - formed in interaction with the socio-cultural environment need, ability and willingness to interact with the world material and spiritual values, the ability to understand and critically evaluate different types and forms of culture, as well as the ability to create cultural values. It is also the need, ability and willingness to learn and use basic and specific patterns of behavior and thinking;
- public - formed in interaction with the social environment need, ability and willingness to perform various roles of a citizen of their country, the role of a participant in administrative, legal and political relations, is the ability to live in the interests of their homeland, is the ability to own

initiatives put, discuss and solve problems life support and development of the country;

- spiritual and moral - formed in interaction with the social environment need, ability and willingness to live, based on a historically developed, socially - approved set of moral norms and values, which provides personal autonomy and social solidarity. And neither society nor its various subsystems, including the economy, can function and even more so if their LP is not consolidated, not integrated, if it is not formed as a special kind of socio-biological integrity;

- network social component is the need, ability and readiness of social communities to form, develop and maintain social ties between collective and individual carriers of potential and between its individual components. It is also the need, ability and willingness of individual potential bearers to protect and uphold the integrity and unity of community potential.

The approach of Russian scientists allows to determine both the areas of research of human potential and the areas of socially acceptable and necessary interventions in its formation and use. But Russian researchers warn of the difficulty of studying human potential in the societal aspect. The social structure of society provides and at the same time limits the opportunities for development and manifestation, activation and functioning of human potential. Its polysubjectivity, inertia, versatility, complexity, complexity of object observation make the work of formation, change and use of potential extremely labor-intensive and multifaceted. The human potential of large social communities (population, ethnic group, youth, etc.) in contrast to the human potential of individuals and small social groups, is not available for direct observation and is formed indirectly. [19; 20].

The study of a large number of studies on human development gives grounds to draw a general conclusion that when considering the essential characteristics of these concepts, almost all researchers emphasize the mandatory nature of permanent development of human resources, human potential, labor potential, human capital and ultimately man himself. That is, it is possible to conditionally define the corresponding chain of interrelation of these categories in the simplified kind: the person - a resource - potential - the capital - human development. The above allowed VG Nikiforenko to provide a systemic relationship through the development of the corresponding scheme (Fig. 1.1.2).

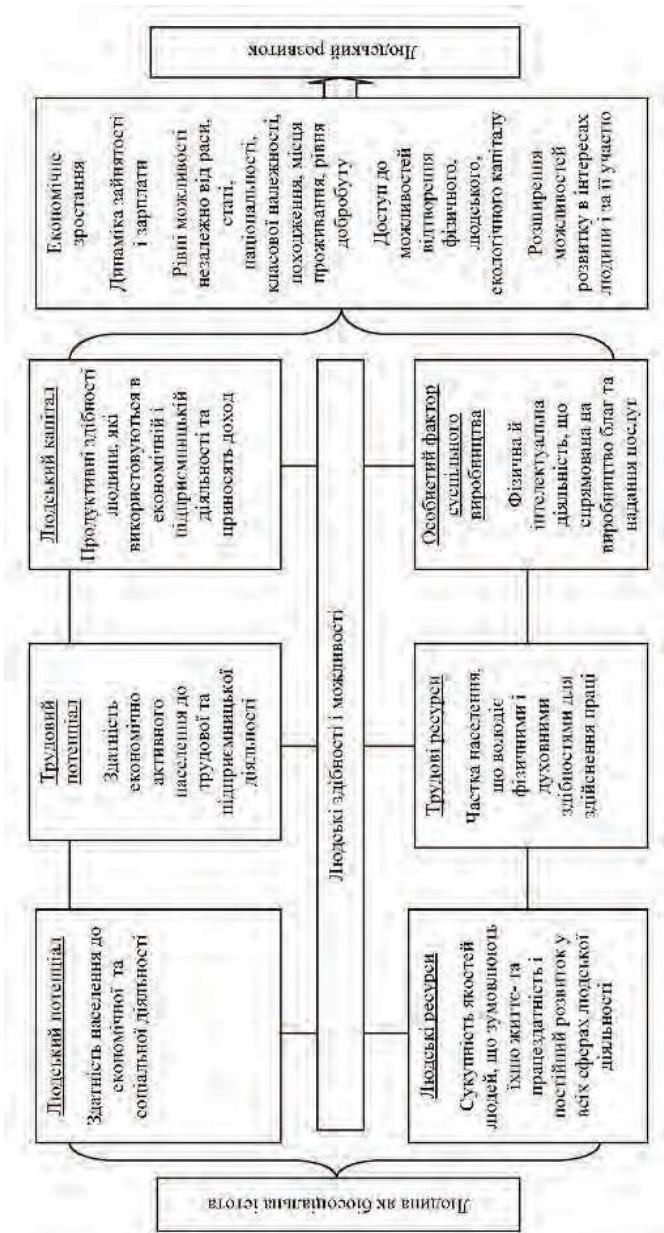


Рис. 1.2. Взаємозв'язок основних понять щодо людини як об'єкту соціально-економічного розвитку

### **1.1. Factors and conditions of formation and development of human potential in context of socio-economic policy of the region**

Note that each person as a biosocial being only becomes viable in the socio-economic system when he has the appropriate aggregate qualities: such as socio-demographic, educational-professional, motivational, mental, intellectual, spiritual-informational, innovative, creative, social, etc. .

Thus, we can draw a general conclusion that a broad interpretation of the concept of human potential allows it to be applied in different cognitive directions in different interpretations depending on the specifics of the field of scientific knowledge. However common to all definitions there remains an understanding of "potential" as a set of accumulated meaningful qualities of the object, which can be purposefully realized under certain conditions, as well as improvement.

Summarizing the above, we can see the value of a comprehensive approach to the study of human development. Further study of the factors that positively or negatively affect the human potential of society, will create a holistic picture of the prospects for the development of the studied issues. Such a vision should become the basis for a strategy for the social development of human potential.

The importance of studying the directions of human potential development makes it necessary to determine the factors of its formation. Unfortunately, in scientific theories on human potential, these factors are insufficiently studied, there is no scientific classification. Meanwhile, the presence of the latter is necessary to be able to analyze these factors and develop programs and measures aimed at strengthening their positive impact on the formation and development of human potential, or to neutralize them or prevent negative impacts.

Yes, Sakharov SN considers three groups of institutional factors of formation and use of human potential, where human capital is based on human capital [22]:

- first-order factors - primary and directly affect the formation of drugs (family environment, education, etc.). The integrated index is represented by the education and activities of the two previous generations;
- second-order factors - determine the share of targeted investments when investing in people in the coordinate system "investment - income", ie, the share of those resources (time, money, effort) that are invested consciously to increase wages in the future, based on existing systems of values and priorities and determine the amount of human capital (as a financial category in terms of "investment - return") in the structure of human potential;
- third-order factors - through which human capital is transformed into its realized form by obtaining higher incomes.

According to the priority of the impact on human potential, the main factors are of the first order, because the more effectively they are built, the higher the human potential. The structure of potential depends on the factors of the second order, because they are determined by the motivation and purpose of the investor. This model explains the lack of a direct link between human capital growth and economic growth in different countries at different stages. The author emphasizes that it is important to systematically influence all institutional factors together. Particular attention should be paid to the institution of the family, childhood, motherhood, raising minimum and average incomes, combating poverty and poverty, improving the quality of health care and education, transforming primary and special vocational education into decent training institutions. Relevant indicators are more social,

at all levels of government. In this classification, the author does not define specific organizational institutions of (centers of responsibility) and areas of action of these factors.

In the article Chernyshova T.M. [23] factors of formation and development human potential are not separated from each other, but considered in relation to each other. The author believes that the growth of human potential occurs in the dynamics, according to human age. For the purpose of research of factors the matrix of process of formation and development of human potential since preschool age and achievement by the person of the status of the worker is offered (tab. 1.2.1). The scientist identifies internal and external factors.

Table 1.2.1

Factors of formation and realization of human potential

Stages	Forming factors	
formation	Internal factors	External factors
Preschooler	Deposits, heredity, qualities	Family, parents, kindergarten
Schoolboy	(educators) Knowledge, personality, school, teachers	
Student	motivation for research activities Knowledge, skill,	skills, universities (teachers)
Employee	competencies, personal qualities, motivation for research activities Knowledge, skill,	skills, Organization (head),
	competencies, personal qualities motivation for research activities, self-education	, consumers, state

Internal factors are related to the person himself, and external - depend on the environment, which makes it possible to identify agents (persons) responsible for the formation of human potential and institutions, where the formation and further development. The formation of personality traits at the first stage is slow and their list is quite narrow. With human age, their further development takes place and their range significantly expands. In addition, there is an opportunity to deepen them and use them effectively.

In our opinion, this is the selection stages and formation factors human potential is reduced only to the formation of labor potential, because the author believes that the formation of human potential ends with the completion of human labor, when human potential is able to turn into human capital (23, p.6).

We believe that this approach of the author does not correspond to the concept of continuous human development, because human potential, which includes in addition to labor potential, a component of public consciousness, cultural, spiritual and moral, communicative and other components are also formed by external factors, including outside work.

In contrast to this view, E.S. Grishin distinguishes two groups of factors: the formation factor and the use factor [24]. The first group has an impact on education and the dynamics of human resources growth in the region. The second group - covers the factors that create favorable conditions in the region for the effective use of the human factor. This classification is based on the purpose of measures for the formation and use of human potential. In the process of forming human potential, measures are applied to create conditions for the growth of personality (ie, the acquisition of various qualities). At the stage of direct use of a person's skills and abilities, measures aimed at revealing the abilities and qualities of the individual in the process of his work are important.

The factors of human potential formation in the region include

[24]:

- low birth rate;
- growth of infant mortality rates;
- low provision of children's institutions;
- payment of secondary special and professional education;
- inaccessibility of higher education and after university (postgraduate, doctoral);
- inaccessibility of free of charge sports facilities, free institutions for additional education (creative, musical, etc.);
  
- low level of visits to cultural institutions;
- low level of awareness about competitions and Olympiads for pupils, students and, as a result, insignificant indicator of participation in these events. Factors that negatively affect the use and development of human potential include:
  - growth of the number of unemployed in the region;
  - low wages;
  - imbalance in demand for professions in the labor market and the structure of graduates;
  - high housing prices in the primary and secondary markets;
  - high level of taxation, tax burden on individuals;
  - high share of paid medical services;
  - high crime rate;
  - bad ecology.

As we can see, the author explores the factors that negatively affect human potential. Obviously, we can assume that the same factors without a negative sign have positive consequences and are effective factors in the formation and development of human potential.

Such an approach, in our opinion, can take place, because it really focuses on the measures that should be taken into account when developing programs for the formation and use of human potential.

Different scientific approaches to the classification of factors of formation, use and development of human potential indicate the complexity of the studied socio-economic category. In addition, its connection with many categories (as studied above) is so close (human resources, labor resources, labor potential, human capital, etc.) that the factors of their formation, use and development are also closely intertwined.

Summarizing the above points of view on the essence, structure of components of human potential, its close relationship with the above socio-economic categories, we offer our vision of the factors of formation and development of human potential, which are given in table 1.2.2.

In economic theory, human potential is not considered in all the variety of its characteristics, but only to the extent that its development and implementation determine the social and economic efficiency of reproductive processes.

Given the actual formation of the main theoretical and methodological provisions of human resource management, the ambiguous consequences of socio-economic development processes at the present stage require assessment and analysis of the volume and structure of human potential, factors of their formation and reproduction. This is especially true of the historically established features of the mental nature, development of society, ecological status and man-made load on the environment of human life.

In recent years in Ukraine there has been a complication of the reproductive factors of the human potential, negative trends in the structure of employment and quality in the labor market. Enterprises have almost lost control over the state of their human potential and the processes of its formation and use. Yes, falling production, low wages

wages cause a deterioration of the professional qualification level of employees, their moral, motivational and creative potentials, which, in turn, prevents the restructuring of production, the introduction of new technologies and the production of competitive products.

Thus, the formation of human potential in each region of the country is influenced by many factors, which can be divided into the following groups: economic, social, historical, environmental, demographic.

The mechanism of human potential formation includes, first of all, needs, improvement of their structure and possibilities of their transformation into real consumption on the basis of a certain level of freedom of choice. First of all, the mechanism of human potential formation is manifested in the socio-economic nature and qualitative and quantitative characteristics of consumption. The sphere of needs and consumption is an important sphere of formation of human potential, as well as labor activity.

The formation, identification and satisfaction of needs are the key points of reference of the reproduction process. In relation to human potential, there are two essential aspects of needs that can be defined as internal and external. On the one hand, the needs set the impetus for production and determine the directions of its development, on the other hand, the level of development and the ability to meet the needs determine the quality of reproduction of human potential. Both of these processes are interdependent.

Needs as an element of the mechanism of formation of development of human potential are closely interconnected with possibilities of the person to satisfy them which to a large extent depend on its freedom of choice. Therefore, the initial and most important element in the mechanism of human potential formation is to provide people with a wider choice in all spheres of life and to create conditions in which people will be able to fully develop their potential. In this context, the goal of social development is to expand opportunities for choice, opportunities to lead a productive and creative life in harmony with their needs and interests.

Table 1.2.2

## Structural components of human potential and factors of their formation and implementation

Level	Components	Contents of the component	Factors and directions that ensure implementation
93 1. Potential for stability and population reproduction	equal Demographic	Physical capabilities of man, depending on his	Improving the quantity and quality of medical services to the
	component	health, ability and willingness to procreate, which provide at the macro level reproduction of the population.	population. Implementation of the concept preventive medicine. Target programs of the state in the field of demography: stimulating the birth rate; reduction of maternal and infant mortality; Reduction of mortality, especially of working age. Increasing life expectancy
	Labor component	Ability to work, permanent employment, responsible attitude to work, which ensures the stability of economic production.	Development of a socio-economic development program of Ukraine until 2025. Program for the development of scientific and technological progress in Ukraine until 2025 Improving the efficiency of public employment services.

37			<p>partnership in the economic and scientific-technical spheres.</p> <p>Improving tax and credit policy. Raising social standards in the field of labor Increasing the value of human labor.</p> <p>Implementation of the concept of continuing education</p> <p>State program to improve living standards and</p>
	Social component	<p>Ability to reproduce social ties,</p> <p>strong-willed and leadership qualities of a person, motivation to achieve goals, level of social trust, willingness to enter into cooperative relations, the ability of members of society to express their opinions, to defend national values, to obey the law, the standard of living.</p>	<p>overcoming poverty, social protection</p>
2. Cultural and moral and spiritual potential	Ideological component	<p>The values on which a person relies in the</p> <p>process of life, and which at the macro level ensure the unity of society and stability to information threats.</p>	<p>Information Law. Access to information</p>
	Ethno-cultural component	<p>Ability to perceive cultural values, level of</p> <p>education, ability to reproduce cultural patterns of their community, ensuring</p>	<p>Law on Education</p> <p>Educational programs from preschool age and further on the education of culture, national consciousness.</p>

succession of generations, the level of interethnic trust,

<p>83 3. The potential of the future</p>		<p>readiness to enter into cooperative relations with bearers of another faith, representatives of another nationality, the level of prejudice and freedom from gossip. Moral guidelines, ability to self-development and creative activity, perception of cultural and spiritual</p>	<p>Education in the family, preschool institutions, schools, in</p>
	<p>Spiritually</p>	<p>values, awareness of one's place in the world, usefulness of one's participation in social development.</p>	<p>the system of vocational and higher education.</p>
	<p>morally component</p>	<p>Covers the level of knowledge, skills, innate abilities,</p>	<p>Medical reform, educational programs from early human</p>
	<p>Intelligent component</p>	<p>talent.</p>	<p>development to the system of continuing education.</p>
	<p>Innovative component</p>	<p>Willingness and ability to engage in innovative activities, achievements in the field of innovation, which ensure the macro-level technological development of the country, its competitiveness in the global high-tech market, innovation; ability to generate or select new ideas, approaches, identify promising areas of investment; critical attitude towards the elderly</p>	<p>Raising the prestige of scientific work</p> <p>Law on Scientific Activity Law (PROGRAMS) on the development of scientific and technological progress State programs to stimulate innovation, innovation and invention, grants.</p>

stereotypes and stereotypes, conceptual approach

		and the desire for maximum awareness in their work; initiative, propensity for reforms and experimentation.	
	Component	The presence of active actors with an invincible	Education by examples: cinema, Internet, museums,
	passion	desire to achieve ideals, high goals, sacrifice, risk, the desire to change something for the better, providing macro-level movements of productive, formative type.	theaters

From this point of view, the view of material wealth is changing: income is being transformed into a means of expanding human choice in such areas as health care, education, economic and social activities, and the possibility of free realization of creative potential. People do not need infinitely high wealth, it only expands the possibilities of human choice, but this impact decreases with increasing income in accordance with the principle of reducing its usefulness [25, p.42].

A person must participate in all processes that form the sphere of his life. Sustainable human development requires socially oriented growth, but also requires that people have political, economic, social freedoms, equal opportunities, freedom of movement, realization of creative abilities, guarantees of human rights.

Determining the priority role of human development does not underestimate the importance of economic growth, because increasing GDP per capita creates resources that ensure human development. But the goal of growth is to comprehensively enrich people's lives, to expand freedom of choice. Without economic growth, a fair distribution of opportunities can "lead to a cumulative zero result, when the expansion of opportunities for some groups of people will be achieved by reducing them for other groups, which is equivalent to the redistribution of poverty" [26, p. 233].

Economic growth and human development are interdependent processes in the long run. They can complement and reinforce each other, as economic growth is the objective basis for improving the quality of life and human development, while advances in human development that increase productivity and income will stimulate increased production.

The level of Ukraine's development in the future is determined by how effective the process of building the country's human potential will be and how effectively this potential will be used. In Ukraine, the priority areas of human development is the formation of social market

income systems, formation of a model of continuing education and self-education, ensuring a qualitatively new level of health care.

Under such conditions, there is a need to develop a comprehensive management system for human development, which acts in the direction of its three basic components in accordance with basic human needs and will contain specific ways to provide the region with human resources of the required quantity and quality (Table 1.2.3).

Table 1.2.3

Components of human resource management in the region [27]

	Factors	Basic components
1	Social demographic	<ul style="list-style-type: none"> <li>• construction of a mechanism for providing the population of the region with housing;</li> <li>• development of the system of providing housing and consumer loans to young families;</li> <li>• revision of the existing health care system: introduction of the system of compulsory health insurance and introduction of modern methods of treatment;</li> <li>• creation of regional systems of ecological control; formation of the ecological fund at the expense of introduction of local environmental fees and sanctions;</li> <li>• establishing a system to combat illegal migration and human trafficking and promote legal migration employment abroad on a contractual basis Ensuring full productive employment and expanding</li> </ul>
2	Economic	<ul style="list-style-type: none"> <li>employment opportunities:</li> <li>• introduction of a system of subsidies to entrepreneurs for job creation;</li> </ul>

		<ul style="list-style-type: none"> <li>• creation of a system of constant informing of the population about available vacancies in the regional labor market;</li> <li>• development of a program to stimulate self-employment and expand employment opportunities</li> <li>• ensuring the availability of education for people of</li> </ul>
	Intellectual • formation of a regional order for training and retraining of the workforce in accordance with the projected needs of the regional economy and on a tender basis for placing orders in universities;	<ul style="list-style-type: none"> <li>• creating a lifelong learning system</li> </ul>

The selected groups of the main factors cannot be considered in isolation, because the formation of working conditions occurs during the interaction and interaction of all factors.

Demographic factors have a great influence on the formation of human potential in the regions of Ukraine - the birth rate, mortality rate, migration, the share of the working age population in the total population, as well as life expectancy. The key role in the emergence, formation and development of labor potential, human capital is played by the family. The main factor in the formation and development of labor potential, human capital in all regions of Ukraine is a quality health care system and education. An important aspect of the development of labor potential is the formation and reimbursement of social costs, without which it is impossible to operate any production and which include the cost of restoring the worker, maintaining his family, education and fuller development of physical and spiritual abilities.

Criteria and indicators of the state and conditions of human development of the regions should

to provide transparent, unambiguously clear, important information for management decisions. The following types of comparisons of human development indicators are important (Table 1.2.4):

Table 1.2.4

Types of comparisons of human development indicators [28]

	Types of comparisons	The content of comparisons
1	Comparison with social boundaries  Comparison with	Comparison with the minimum social standards, guarantees, ie with the lowest of the permissible in the state (or in the civilized world) indicators
2	similar indicators most prosperous localities of the country or world  Comparison in dynamics	Comparison with the best achievements that are currently for this area are considered as long-term goals
3	with similar ones indicators of the past periods  Comparison with	Evaluation of the progress and effectiveness of measures aimed at human development goals  Comparison with strategic planning tasks
4	forecast data	and analysis of the probability of their achievement

Such comparisons are important for all components of human development, they will give an idea of the proximity and achievability of certain human development goals for each territorial unit.

The country's wealth lies in human potential. Human development contributes to the transition of the economy to an innovative path of development.

An innovation economy is an economy that creates, disseminates and uses a variety of innovations to ensure its growth and competitiveness. It is an economy in which knowledge enriches all industries, all sectors and all participants in economic processes. It is at the same time an economy that not only uses innovations in various forms, but also creates them in the form of a variety of high-tech products, highly qualified services, scientific products and education.

There are a number of indisputable facts in the economy of Ukraine that indicate problems in the reproduction of human potential. This applies to the income of the population, which forms the basis for the reproduction of human capital, and the problems of the family, which is currently in crisis, and the problems of the education system and the demographic crisis in Ukraine, which affect the quality of human potential.

Let's pay attention first of all to such moments which directly point to destruction of human potential. This is primarily a demographic crisis, manifested in depopulation, reduced life expectancy, aging population.

The main current problems that hinder the development of human potential are:

- low life expectancy and high mortality;
- low level of physical and mental health of the population under the influence social and environmental factors;
- difficult economic situation of children, young families and young people as the main ones elements of human potential;
- negative trends associated with the practical application of scientific technical achievements;
- a new cultural environment that surrounds the younger generations.

Partly these problems are related to the objective course of the civilizational process, which is characteristic of the modern century, partly - they are specific

in the conditions of our country. Consider the problems of human development in more detail.

1. The state of health and life expectancy of the population as one of the most important components of human potential.

The current demographic situation is assessed by experts as a crisis. Since 1991, the mortality rate, for the first time since the end of the Great Patriotic War, has exceeded the birth rate. During the independence of Ukraine, the population decreased from 51.94 million people in 1991 to 42.58 million people in 2017, in other words, the depopulation of the population of Ukraine in 1991-2017 amounted to - 9.4 million people.

The percentage of pensioners over the share of young people continues to grow. This trend is most pronounced in villages, where people of retirement age sometimes make up the majority of the population, which is associated with the extinction of the village and the ongoing processes of urbanization.

Despite the growth of the population that has reached retirement age (for the last 3 years 2015-2017), life expectancy in Ukraine is very low compared to economically developed countries. In 2016, life expectancy in Ukraine was 71.7 years, for men 66.7 years, and for women 76.5 years. The largest difference in life expectancy between men and women in Europe was almost 10 years.

The main reasons for low life expectancy are:

1) extremely high mortality from diseases related to the circulatory system. In 2016, of the 583.6 thousand people who died - 67.2% (392.3 thousand people) due to diseases of the circulatory system. Due to cancer - 13.5%;

2) high mortality from accidents and homicides (ATO), and also suicides, especially in working age - 5.4%.

3) a large number of deaths associated with diseases of the digestive system (3.8%), respiration (2.4%) and infectious diseases (1.6%).

In addition to high mortality, of particular concern is the mental health of the population due to the low level of culture of behavior, the lack of mass consciousness attitudes to a healthy lifestyle, poor

public awareness. As a result, there is a high number of patients with alcoholism and drug addiction, as well as people suffering from various mental disorders. The number of mentally retarded children is growing.

## 2. The impact of socio-environmental factors on human potential

The acute psychological and social situation is explained by two groups of factors:

- influence on mental phenomena due to shifts in physiological processes;
- the impact on the human psyche through changes in socio-economic

conditions.

The main factors in the first group include the phenomena of hypoxia, the action of various substances that poison the atmosphere, poor water quality, nutrition, etc. The most important factors of the second group are: low living standards, unemployment, lack of confidence in the future, increased flow of migration (especially from the Crimea and Donbass), difficulties in obtaining education, high cost of recreation, leisure, etc. .

The health of the population is directly related to the constant deterioration of the ecological situation in the country due to man-made environmental changes and physical changes in environmental conditions (climate change, radiation pollution, high electromagnetic radiation, noise, vibration, etc.).

An additional danger is the low level of monitoring of environmentally hazardous environmental phenomena and derivatives.

from it indicators of the state of health of the population.

3. The situation of children in difficult socio-economic conditions. At the beginning of the 21st century, socio-economic indicators, what characterize the situation of children in the set of parameters were unfavorable. Of concern is the high, compared to Western countries, infant mortality (in 2016, the mortality of children under 1 year was - 7.4 per 1,000 births, while in Western Europe this figure is 2-2.5 times lower).

The number of children suffering from chronic diseases, diseases of the central nervous system, digestive system, circulatory system, cancer and

diseases of the musculoskeletal system. Experts say that every 3-4 children have various health disorders when entering school, and by the end of school (in the 9th grade) - every second student. Only 20% of adolescents can be considered healthy.

Low living standards lead to a significant deterioration in the quality of children's nutrition, to their transition to a hydrocarbon model of nutrition, and this will negatively affect both the physical and mental health of children.

A special social problem of human development is neglect and, as a consequence, juvenile delinquency.

#### 4. The state of youth as a risk factor

High dynamics and degree of complexity, as well as lack of confidence in the future makes it especially difficult for young people to master the cultural and social environment. The imposition of the same general civilization negative tendencies to specific Ukrainian difficulties doubly strengthens youth issues. After all, it is the social and psychological protection of young people that is the least, as a result of which they feel the highest pressure of social problems.

Vocational guidance and employment of young people is a serious problem of human development. The system of education and vocational training is currently undergoing significant changes that have a negative impact on young people. In addition, there is a decrease in the reproduction of working specialties, especially mid-level professionals. Since the 2000s, there has been a sharp decline in the number of working specialties and a decrease in the number of educational institutions.

In the first half of 2017, the highest unemployment rate (according to the ILO methodology) was observed among young people aged 15–24 (19.9% - in% of the economically active population of the age group). There is still a big gap between the market of educational services and the labor market.

In the first half of 2017 compared to the same period in 2016, there was an increase in the need of employers for employees of all professional groups, and most - for technical staff (by 84.8%) and for workers in maintenance, operation and control of technological equipment, assembly of equipment and machinery (at 84.3%).

We have a disappointing trend: 65% of Ukrainians who work in their specialty want to change their profession. At the same time, 32% of Ukrainians did not work in their specialty at all, and 15% had such experience, but changed jobs. That is, almost half of Ukrainians did not find a place in the profession they mastered at the university.

5. The impact of scientific and technological advances and the media on human potential.

In conditions of constant competition and lack of effective tools of legal control, as well as moral self-control, the media often manipulate both individual and collective consciousness and behavior.

We can also note the negative trends associated with the practical application of scientific and technological advances. These trends are most acute in connection with the constant development of computer technology. Today, the number of people who are excessively fond of computer games and the use of social networks is actively increasing, while the number of so-called computer addicts is increasing (addict means dependent users). This trend mostly applies to the younger generation (up to 35 years).

Mainly, dependence on modern computer technology is expressed in two main forms:

1. Internet addiction (Internet addiction);
2. Excessive obsession with computer games.

The crisis of the social and labor sphere leads to direct and indirect leaching of human potential. Social stratification and inequality are intensifying, contradictions are accumulating in the sphere of labor reproduction.

If before the collapse of the USSR Ukraine was second only to the countries of the "golden billion" in the most important parameters of development, and among the 15 republics of the USSR it was the most developed, now it is ahead of about three quarters of the world's population.

The current economic situation in Ukraine is unfavorable for the development, implementation, and sometimes for the preservation of human potential at the same level. The systemic crisis has caused significant losses of national human potential, which has led to the corresponding consequences - the emergence of basic society in Ukrainian society, which does not acquire qualitative characteristics, but destroys them, so it is characterized as a population "without qualities, worldview and morals."

In 2016, Ukraine ranked 84th out of 188 countries in the Human Development Index (HDI), which is formed annually under the auspices of the United Nations Development Program (UNDP), which is 3 points lower than the previous result. Since 1990, the HDI has increased by 5.2%; life expectancy at birth increased by 1.3 years, average life expectancy increased by 2.2 years, and life expectancy increased by 2.9 years; GNP per capita decreased by 31.9%. At the same time, Ukraine's results remain lower than the average of countries belonging to the group with a high level of human development, and lower than the average of countries in Europe and Central Asia [29]. And according to the World Happiness Report 2017, Ukraine is recognized as the most unhappy country in Europe.

All these problems make us think about the fact that now in our country the process of accumulation of human potential and future development of man and personality has been undermined.

Spiritual crisis has a particularly tragic effect on human development. Society did not find a new system of values and turned out to be "intermediate". AND

such a society is doomed to constant movement without development. Loss of life landmarks, deprivation of the meaning of creative work, erosion of family values lead to a slowdown in human development, reducing the quality of human potential.

Human development in Ukraine is in the opposite direction of civilizational progressive movement. Human potential is not only not used and not developed, and sometimes even destroyed. The weak progressive movement of the country to the post-industrial state actualizes the search for new social coordinates of human development.

### **1.2. Current trends and approaches to assessing the human potential of the region**

The human potential of the region as a result of socio-economic development, on the one hand, and as a basis for future growth, on the other hand, is currently one of the most popular objects of research in economics. The relevance of the study is determined by the fact that, first, there is a need for a perfect method of assessing human development in the regions, which allows to measure various aspects of human development. Secondly, it is necessary to objectively assess the activities of regional authorities, for which it is necessary first of all to determine a set of the most important target indicators of socio-economic development.

The existing disparities in the socio-economic development of the regions of our country actualize the solution of problems related to the formation and realization of human potential at the regional level. Methods for measuring regional human potential have not yet been sufficiently developed. UNDP approaches that focus on interstate comparisons and are unsuitable for domestic comparisons predominate. Meanwhile, objectively there is a need not so much to adapt existing methods to domestic conditions, as to obtain an effective tool for analyzing the socio-economic development of regions.

Methodological approaches to assessing human potential for international comparisons were developed by M. Ul-Hak and S. Anand (UN Development Project). To assess human potential at the regional level, consider certain techniques;

1. Assessment of human potential using a system of indicators - social indicators

This approach assesses working conditions, level and quality of life, health and education, their impact on the level of human development. In foreign studies, such parameters as mortality, accidents, crime, alcoholism, drug addiction, etc. are used. [32, p. 28-38]. However, it should be emphasized that the indicators selected for analysis are not always reliable and representative, available at the regional level on the basis of official statistics [33, p. 113-119].

2. Integral assessment of human potential of territories.

The second approach to measuring human potential is based on a comprehensive, integrated assessment, which involves the construction of a consolidated index. Within the framework of this methodological approach, the most common is the calculation of the Human Development Index (HDI, also known as the Human Development Index, HDI). It is a composite indicator that focuses on three main dimensions of human development: longevity and health, as measured by life expectancy at birth, the ability to acquire knowledge as measured by average life expectancy and life expectancy, and the ability to achieve a decent standard of living as measured by gross national per capita income. The maximum value of the index is equal to one.

The Human Development Index is based on a comparison of information on heterogeneous but related indicators, the values of which are expressed by private indices:

$$I_{xi} = (X_i - X_{min}) : (X_{max} - X_{min})$$

where:

$I_{xi}$  - the value of the private index of the indicator;  $x$

- the estimated indicator;

$i$  - object of analysis (in this case, the name or conditional number of the district);

the value of the estimated indicator in area  $i$ ;

$X_{min}$  - the minimum possible value of the estimated indicator;  $X_{max}$  is the maximum possible value of the estimated indicator.

If the component of the integrated index corresponds to a negative phenomenon (its growth worsens the state of potential), the inverse formula is used:

$$I_{xi} = (X_{max} - Xi) : (X_{max} - X_{min})$$

During its application in UNDP annual reports, the index has often been criticized, subject to some changes and additions [34-36]. In particular, some scientists have proposed alternative indices [37, p. 589-605; 38, p. 3057-3064]. Currently, for a more comprehensive measurement of human development, UNDP offers four more components of the index:

1. The inequality-adjusted HDI discounts the level's HDI inequalities.

2. The Gender Development Index (GDI) compares the value of HDI in men and women.

3. The Gender Inequality Index (GIG) emphasizes empowerment and opportunities for women.

4. The Multidimensional Poverty Index (MDI) measures aspects of poverty, no related to income.

However, the introduction of additional indices did not solve the main problems of this method. The index is still criticized by a number of scientists (Ratan Lal Basu, Brian Kaplan, VA Sukhikh, etc.) and is not always considered an adequate measure of human potential. One of the disadvantages of this method is the lack of unambiguity in determining the minimum and maximum limits. During the evolution of the method of calculating the HDI

both fixed and relative values were used. The first, as a rule, were established by an expert. In some cases, determining the relative limits of the maximum and minimum values observed for the year complicates the analysis of the dynamics of the phenomenon, despite the fact that it allows you to better convey the differentiation of the objects of study [39].

3. Measuring the level of human development by sociological results research.

Using given approach allows consider quality population characteristics on individual level and degree of implementation life strategies. A significant role is given to such parameters as image and lifestyle, abilities and capabilities [40, p. 50-53]. According to some researchers, in particular BG Yudin [41, p. 12-18], to analyze the level of human potential it is necessary to take into account the assessment of readiness for family life and upbringing of children, adaptation to the social infrastructure of society, cultural and value orientations and psychological competence. Despite the fact that sociological research creates the preconditions for the analysis of large data sets, they also have shortcomings, including sampling error, limited data compatibility for the long term, resource-intensive organization of the study [42, p. 80-96] (Table 1.3.1).

Table 1.3.1

Advantages and disadvantages of methods for assessing the human potential of the region

Advantages of the method Disadvantages of the method

<i>Sociological research</i>	
1) the possibility of considering the individual, individual strategies;	1) sampling error, limited long-term data compatibility and resource intensity of its organization;
2) allow you to detect stable and	2) subjective nature

changing characteristics of society.

<i>Statistical (indicator system)</i>	
1) allows for a comprehensive assessment; 2) comparability of statistical data for a long period; 3) allow you to reveal the characteristics and regularities of the studied phenomenon	1) lack of necessary data in statistical databases; 2) lack of observation on the required level of relevant research; 3) not all statistics are reliable, there are
Integral score	a. systemic and representative (consolidated index)
1) the use of a limited number of indicators to ensure the simplicity of the consolidated indicator; 2) comparability of data, the ability to rank countries, regions, districts, etc.	1) allows you to get only general information; 2) ignoring difficult to measure aspects of life

The Human Development Index can be used as a tool for assessing socio-economic development at the regional level. The beginning of measuring human development dates back to the 90s of the twentieth century, when UN experts in the report "Concept and measurement of human development" [43]. the concept of human development in its modern sense was formulated. In formulating the concept, the idea is concentrated that development is a process at the center of which is a person. In this report, the Index of Human Development (or Human Development) was introduced into public circulation, the main components of which were identified health, material

welfare and education [44]. The general scheme of construction of the Index is given in Fig. 1.3.1. Since then, the international index has been published annually in human development reports.

In some countries, there have been attempts to assess regional human development (within the country), but they have not been based on their own national methods. Thus, in Poland the international methodology was used [45], in the Russian Federation - indicators of achievement of the Millennium Development Goals [46].

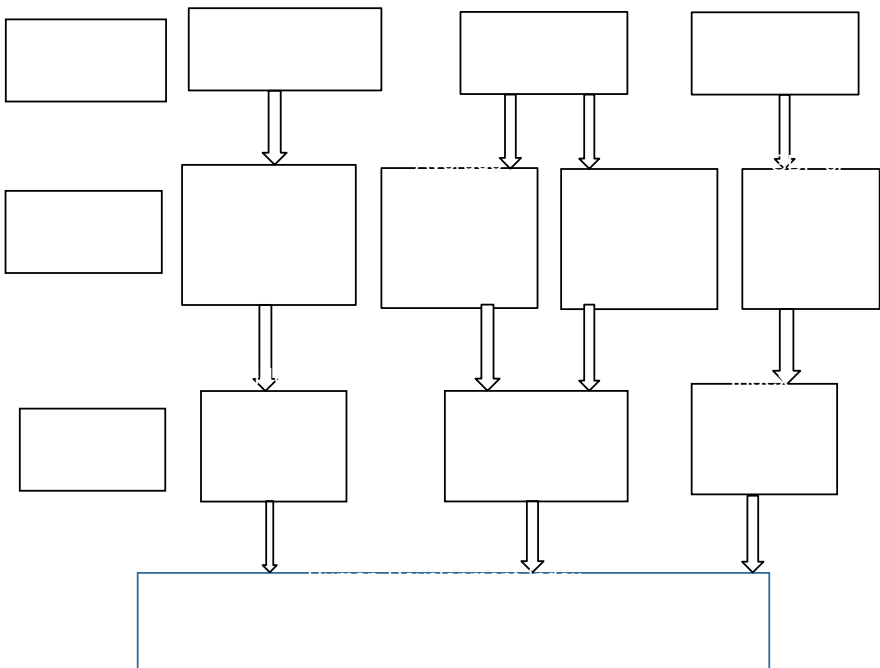


Fig. 1.3.1 General scheme of construction of the Human Development Index (According to the method

UN)

In Ukraine, a significant contribution to the development and improvement of national methodology for measuring human development at the regional level has been made

A. Vlasyuk, S. Pirozhkov, E. Libanova, E. Grishnova, O. Novikova, V. Sadova, A. Gladun, I. Hnybidenko.

In 2000, specialists of the National Academy of Sciences of Ukraine created a national methodology for assessing human development [47]. It was based on the use of 96 indicators that reflect nine aspects of human development: living conditions, social environment, labor market, social financing, demographic development, health, education, material well-being, environmental status. Since 2001, the State Statistics Service of Ukraine has started annual monitoring of the Regional Human Development Index (hereinafter - RILR).

The national methodology for assessing regional human development is designed to monitor the state of human development in the regions of Ukraine. It allows you to track changes in regional ratings both by the integrated index and by its individual aspects (partial indices); identify the factors that cause these changes, analyzing the primary indicators and their impact on the integrated values. The advantage of the national methodology is the ability to use a wide range of indicators (characteristics of human development), adapt the methodology to the needs of a particular country, use it as a tool for formulating and evaluating public policy, as well as determining its priorities.

Until 2012, the national methodology, in contrast to the international one, remained unchanged, although during its application the socio-economic situation, information and statistical support changed significantly, new analytical needs arose, in particular, in assessing human development progress and assessing its factors at the regional level.

Thus, the advantage of the updated methodology (compared to the previous one), in terms of analytical capabilities, was the ability to more adequately measure the progress of human development. The fact is that the calculation of integrated indices according to the method of 2000 was carried out using the procedure of normalization of indicators on the scale of regional variation, and in this case the use of indices was limited to estimation.

changes in regional ratings. Thus, if for a particular period in a particular region there have been no positive changes, and the condition of other regions has deteriorated, this region improves its ranking position, but this does not indicate any progress in this matter. Thus, from the point of view of an objective assessment of human development, it was more appropriate to move from the assessment of changes in ratings to the assessment of progress.

Given the above, it is possible to formulate the basic requirements for information support of the calculation of RILR:

1. Indicators should transparently reflect all aspects of the human development, ie their essence should be clear to potential users.

2. Changes in indicators over time should be unambiguously interpreted in terms of impact (direct or reverse) on the state of human development.

3. Indicators must meet all formal requirements for statistical indicators (in terms of quality, reliability, availability) [48].

The composition of primary indicators for the calculation of RILR has changed significantly. First, their number has decreased significantly - to 33 instead of 96. Analysis of the practice of using the method in 2000 allows us to draw the following conclusions: the method is overloaded with the number of indicators, especially since some of them have a significant correlation (they characterized the essence of the same phenomenon) . Second, a number of indicators do not serve as direct characteristics of the state of human development. In particular, the experience of RILR has proved the inexpediency of using indicators of budget funding of the social sphere as indicators of human development. Of course, funding must provide opportunities for human development. However, since its volume is determined by the principle of distribution aimed at equalization, it does not reflect the successes or progress of the region itself.

It was also considered inexpedient to use indicators for only one type of area to characterize the situation in the region as a whole, as it is

was in the previous version of the methodology in the block "Labor Market Development". For example, indicators such as economic activity, employment and unemployment were calculated only for the urban population. This was due to the fact that during the development of this methodology, these indicators (calculated based on the results of the survey of economic activity of the population by the State Statistics Service of Ukraine) were unreliable for rural areas. However, since then there have been changes in the "design" of the sample (the survey has become monthly, the rotation of respondents has changed, the number of territorial units and sample size has increased, improved evaluation procedures), which has ensured their higher reliability.

The methodology also included several indicators that had not been used before (for example, the total fertility rate). Given that global birth rates and human development are in feedback, it was decided to include them in the calculation based on the goals of the national demographic policy aimed at increasing the birth rate.

The methodological shortcoming of the 2000 methodology is the limited composition of indicators characterizing the state of the environment. To update the methodology, experts from the Institute of Nature Management and Sustainable Development of the National Academy of Sciences of Ukraine proposed an integrated indicator "Index of environmental impact on public health", which contains about 20 different characteristics of soil, water and air pollution.

The updated version of the RILR calculation method, as well as the previous one, has a three-level structure: Level 1 - primary indicators, which at Level 2 are integrated into 6 partial indices that reflect such aspects of human development as "Population Reproduction", "Social Environment", "Decent work", "Education", "Welfare", "Comfortable life". At the 3rd level, partial indices are aggregated into a single integrated RILR index. Table 1.3.2 presents the indicators for the calculation of RILR.

Table 1.3.2

Blocks and indicators that characterize the human development of the regions of Ukraine

(developed by experts from the Institute of Demography and Social Research

NAS of Ukraine named after MV Birds).

Blocks	Indexes
<i>Population reproduction</i>	<p>Total fertility rate Infant mortality</p> <p>Average life expectancy at birth Probability for men to live from 20 to 65 years Probability for women to live from 20 to 65 years Crime rate</p>
<i>Social environment</i>	<p>Number of patients diagnosed with active tuberculosis for the first time</p> <p>Number of patients diagnosed with alcoholism and alcoholic psychosis for the first time, mental and behavioral disorders due to use of drugs and other psychoactive substances</p> <p>Number of orphans and children deprived of parental care</p> <p>Adolescent birth rate</p> <p>Number of deaths from intentional self-harm</p> <p>Provision of housing in urban settlements</p>

<p><i>Comfortable life</i></p>	<p>The share of housing equipped with centralized sewerage and drainage in rural areas</p> <p>The share of housing equipped with centralized drainage in rural areas</p> <p>Indicator of the state of the environment</p> <p>Planned capacity of outpatient clinics</p> <p>Volume of services provided to the population</p> <p>Poverty level by relative criterion</p>
<p><i>Welfare</i></p>	<p>Proportion of households that made savings or bought real estate</p> <p>The number of minimum grocery baskets that can be purchased for per capita income</p> <p>Domestic regional product for 1 person</p> <p>Availability of a basic set of durable goods</p> <p>Employment rate</p>
<p><i>Decent work</i></p>	<p>Unemployment rate</p> <p>The share of employees who receive a salary not exceeding 1.5 subsistence level</p> <p>The share of employees who work in conditions that do not meet sanitary and hygienic standards</p> <p>The ratio of average and minimum wage</p>

pay

<i>Education</i>	Level of social insurance coverage Net indicator of coverage of children aged
	3-5 by preschool educational institutions Coverage of school children of general secondary education Proportion of persons with higher education among the population aged 25 and over Average duration of education for persons over 25 years of age Average score according to the results of external evaluation

Each indicator in the method is assigned its own weighting factor depending on its significance for human development. The weight of the coefficients was determined using expert assessments, special procedures of the method of pairwise comparisons of expert opinions. This method is used for each block of indicators separately and is implemented in four stages: 1) filling in special tables by experts; 2) formation of a matrix of pairwise comparisons; 3) calculation of the weight of indicators for each expert; 4) calculation of the generalizing weight of indicators [49].

When developing a new version of the methodology, more attention was paid to the characteristics of information quality. In particular, before the inclusion of indicators in the method provides an analysis of their variation: if the value of the indicator (with the elimination of the trend) has significant fluctuations in the dynamics, it may indicate its unreliability (if there are no reasons for such fluctuations). In this case, it is necessary to apply special statistical procedures that ensure better data reliability (for example, statistical smoothing of indicators significantly improves the reliability of the estimate).

In addition, the analysis of interregional variation (eg, partial indices) has its own analytical value. A slight variation of the indices indicates the similarity (greater homogeneity) of the regions in certain aspects of development, and vice versa.

It was proposed to use the best European standards or (in the absence of data) national targets set by experts as target (standard) values of indicators. In this technique, experts focused on the values that can be achieved within 10-15 years.

Thus, for the fertility rate, the total fertility rate is defined as the target. It is equal to 2.1, which corresponds to the level of simple reproduction of the population

Certain problems arise when it comes to setting targets for cost indicators (eg, household incomes). First, their nominal size can change only due to inflation, not providing real growth, so it is better to use the recalculation (for example, at the beginning of the study period). Secondly, in determining the target values of indicators that characterize consumption, it is necessary to take into account the principles of sustainable human development, according to which the interests of man today should not limit the interests, needs and opportunities for future generations. That is, it is not necessary to increase the volume of consumption of material goods and services indefinitely and to use the maximum possible values as targets.

Human development should contribute to the preservation of the environment, not its destruction, increase the responsibility of people for their own lives and the lives of their descendants. It is this attitude that will help social inclusion, justice and the unification of society.

Defining standard or target values allows to obtain a number of additional analytical capabilities (for example, measuring the progress of human development in individual aspects and in general, comparing individual regions by degree of progress and analysis of the degree of achievement of targets).

The presented methodological approaches and evaluation results are an attempt to create the tools necessary to support the state socio-economic policy both in individual regions and for the formation of regional policy at the national level.

In the future, we conducted a detailed critical analysis of the most common practices of world and domestic experience in identifying trends and approaches to assessing the human potential of the region.

For a long time, the main statistical indicator characterizing the level of human development was the gross national product (GNP) per capita, and its change was the most important characteristic of progress. Currently, the level of human development characterizes the human development index (human development index - HDI) (in other translations - the human development index), invented by Megnad Desai (Lord Desai) and Amartya Sen. The Human Development Index (HDI) is designed to compare countries and is published in the annual reports of the United Nations Development Program since 1990.

realize that HDI and GNP per capita do not measure the same thing. GNP per capita is an indicator of economic well-being, while HDI is a measurement of the level of human capabilities.

Until the 70 's of the twentieth century, the main indicator of the level of human development was GDP per capita, and changes in per capita income have traditionally been considered the most important indicator of human development. In 1970, MD Morris proposed an index of physical quality of life, which is an unweighted average of three indicators: infant mortality per thousand births, estimated on a 100-point system, where the worst corresponds to zero points, the best - 100 points; life expectancy at the age of one year on a 100-point system, where the worst indicator in each year corresponds to zero points, the expected best indicator - 100 points; the percentage of adult literacy. However, this index did not receive proper attention from practitioners and could not replace the GNP indicator. In 1990, M. Desai and A. Sino

proposed the level of human capacity to be measured using the human development index. Almost immediately, this index was widely recognized as an alternative indicator of human development [30, p.32]. It should be noted that the semantic load of well-being and opportunities is different.

The Human Development Index measures opportunities, the set of goods available to people that people have freedom, and per capita GNP measures the subjective satisfaction that people get from consuming goods. For example, a person may live a long life but lay hands on himself; a person can travel and enjoy the benefits of mobility, but will decide otherwise; a person may be able to fully satisfy their food needs, but go on a hunger strike. Thus, indicators of opportunities and well-being should be considered not as interchangeable, but as complementary.

The index of human potential development gives a general description of the joint impact on human potential of the most important socio-economic processes [31, p. 20].

The following indicators are used to quantify the three basic dimensions of human development:

- 1) longevity rate: average life expectancy at birth;
  
- 2) indicators of education: the level of literacy (the share of literate people among the population aged 15 and older) and the level of enrollment (the total share of students among the population of the appropriate age);
  
- 3) indicator of material well-being (adjusted real GDP per capita)

These indicators are measured in different units (years, percentages, dollars), they change unevenly and often in different directions. Therefore, to build a general index of human development (HDI) requires rationing of these indicators, ie bringing them to one dimension, for which partial indices of human

development - life expectancy index, education level index, adjusted real GDP index.

Life expectancy index  $I_{life}$  is calculated according to the formula:

$$I_{life} = \frac{X_{max} - X_i}{X_{max} - X_{min}} \quad (7)$$

where  $X_i$  - life expectancy at birth of the population territory;

$X_{max}$  - the maximum value of the indicator (adopted at the level of 85 years);

$X_{min}$  - the minimum value of the indicator (adopted at the level of 25 years). The indicator of average expected duration was chosen as a measure of longevity life at birth. Average life expectancy at birth characterizes the average life expectancy of newborns in a given year, provided that throughout their lives the mortality rate at each age will be the same as it was in the year of their birth. In other words, the average life expectancy at birth characterizes the longevity of a hypothetical newborn, if he had to live a lifetime in this intensity of mortality. This is an indicator of the current process

- mortality rate in the country. It responds instantly to any events that cause changes in mortality - such as natural disasters or wars. In reality, due to the increase in the quality of life, a newborn in a given year will live on average longer than the calculated average life expectancy.

The life expectancy index is calculated in order to normalize the average life expectancy at birth. The closer this index is to 1, the closer the country is to reaching the average life expectancy of 85 years, which is still a dream for the population of any country on Earth.

Education level index  $I_{educ}$  is calculated according to the formula:

$$I_{educ} = (2 * \dots + h_i) / 8$$

where **AND<sub>adult</sub>** - adult literacy index;

**AND<sub>child</sub>** - index of the total share of students in the total population of the appropriate age.

Components of this index **AND<sub>adult</sub>** and **AND<sub>child</sub>** are calculated by the same formula as life expectancy at birth. With  $X_i$  - means the share of literate among the adult population of the i-th territory in% (for calculation  $X_{adult}$ ) and the total share of students in% (for calculation  $X_{child}$ ); maximum and minimum are also fixed here - 100% is taken as a maximum, 0% as a minimum).

Really in some countries **AND<sub>child</sub>** exceeds 100%, because in its calculation the total number of people who started training at all levels of education (including foreign nationals studying in this country, as well as people over 25) to a total population aged 5 and over up to 24 years. However, when calculating the HDI is maximum **AND<sub>child</sub>** taken at the level of 100%.

The vital interpretation of these indices is simple: the closer they are to 1, the closer this country is to full literacy and full coverage.

young people. In practice, calculate **AND<sub>adult</sub>** and **AND<sub>child</sub>** means to translate the percentage expression into an index. For example, literacy rate of adult population is 99.6% means that **AND<sub>adult</sub>** is 0.996, and the level of training coverage of 84.5% means what **AND<sub>child</sub>** is equal to 0.845.

This indicator has its drawbacks. It does not reflect the quality of the results education, may conceal significant differences between countries due to age differences corresponding to a certain level of education and duration of training programs.

Index of adjusted real GDP at per capita  $I_{inc}$   
calculated by the formula:

$$I_{inc} = \frac{\lg x_{max} - \lg x_{min}}{\lg x_i - \lg x_{min}} \quad (8)$$

$X_{max}$  - the maximum value of the indicator (taken at the level of \$ 40,000 US per year per person (at purchasing power parity);

$X_{min}$  - the minimum value of the indicator (taken at the level of \$ 100 US per year per person (at purchasing power parity).

Really in some countries  $I_{inc}$  exceeds 40,000 US dollars per year per person (for example, in 2002 in Luxembourg - 61190 dollars), but when calculating HDI is maximum  $I_{inc}$  is taken at the level of 40,000, which corresponds to the position of the concept of human development that a person does not need infinitely high income to ensure development.

UNDP emphasizes that GDP per capita is the least successful of the four indicators, reflecting real opportunities for human development. To at least partially smooth out the contradictions of GDP per capita as an indicator of human development

certain methodical methods are used. First, GDP per capita is translated into international currency (in practice - the US dollar) not at the official exchange rate, but at purchasing power parity, which is determined by the number of national currency units needed to purchase a certain "basket" of goods and services similar to which can be bought for \$ 1 in the US. Secondly, to take into account the declining utility of growing income, the procedure of logarithmic rationing of GDP by the decimal logarithm is used. In this calculation, any increase in income is discounted, but has a certain value, and the decrease in marginal utility is reflected in the specifics of the logarithmic function [50, p. 109112].

To calculate the individual components of the index, the actual values of indicators for a country are compared with fixed standards of minimum and maximum values. When determining the life expectancy index, the minimum standard is the age of 25 years, the maximum - 85 years; to calculate the education index, the standards are 0 and 100%, respectively;

for the per capita GDP index, the minimum standard is \$ 100 per PPP and the maximum is \$ 40,000 per PPP.

Weights of relevant indices-elements of HDI: life expectancy is 1/3, a special indicator of material well-being - 1/3, the literacy rate of the adult population is 2/9, the indicator of completeness of enrollment - 1/9; thus, the weight of each element of the HDI is equal to 1/3.

The value of the HDI varies from 0 to 1: the closer it is to 1, the higher the development of human potential and the shorter the path that this country must take to achieve socially significant goals. Countries where the HDI is greater than or equal to 0.800 belong to the group of countries with a high level of human development. The group of countries with an average level of development includes those for which the index varies from 0.500 to 0.799. The category with a low level of human development includes countries that have an HDI of less than 0.500 [31, p. 26].

To build a general index of human development requires their aggregation, ie bringing them together. In general, the human development index is calculated by the formula of a simple arithmetic mean of indices

individual components:

$$IRLP = \frac{I_1 + I_2 + I_3}{3} \quad (9)$$

IN international "Reports about human development 2010 »

the incorrectness of this method of aggregation is substantiated. It is noted that as a result of summing up the constituent indices there is an effect of their interchangeability. That is, it is possible that low performance in one dimension of human development can be linearly offset by higher performance in another. In response to criticism of the interchangeability of sub-indices of the HDI in this UN document formulated recommendations for the use of a multiplicative model

aggregation of constituent indices and calculation of the integrated indicator of HDI as geometric mean  $\text{yoga}$  about subindexes:

$$\text{IRLP} = \frac{\quad + \quad + \quad}{\quad} \quad (10)$$

Rationale for changing the method of aggregation in the "Human Development Report 2010" remains within the framework of mathematical improvements. The technical appendix to this report does not discuss the specifics of the phenomenon, for the measurement and evaluation of which a summary indicator of HDI was developed. It should be noted that these changes in the method of calculating the HDI at the moment are not widespread among all countries. In our national reports when calculating the HDI for the regions of Ukraine, the additive model of aggregation of component indices is still used [51, pp. 347-348].

In the economic literature there is another method of calculating the HDI. The method is broader than the previous one, its feature is that the arithmetic mean is calculated, consisting of five main components: life expectancy at birth, level of education, level poverty, unemployment and real GDP per capita in the population [31, p.27]:

$$\text{IRLP} = \frac{1}{5} \sum_{i=1}^5 \text{Ix}_i \quad (11)$$

where  $\text{Ix}_1$  - life expectancy index at birth;  $\text{Ix}_2$  - index of the level of education of the population;  $\text{Ix}_3$  - poverty index;  $\text{Ix}_4$  - general unemployment rate index;

$\text{Ix}_5$  - index of real GDP per capita.

This method is also not widespread and is in the process methodical discussions.

In general, it should be emphasized that the method of calculating the HDI is in constant discussion, improving and methodological approaches to the calculation of composite indices and integrated indicators, updating the marginal

the value of rationing of primary indicators. Visually changes in the methodological approach to the calculation of HDI are shown in table. 1.3.3.

Priorities of further scientific research were aimed at expanding the conceptual interpretation of human development, improving the system of collecting statistical information, improving the quality and reliability of data, developing approaches to taking into account disparities in development between certain groups and categories of the population. These innovations were reflected in the expansion of the "family" of human development indicators in 2010 through the introduction of additional indicators, including - HDI adjusted for inequality, indices of gender development and gender inequality, as well as the index multidimensional poverty.

Geographically or administrative disaggregation data on subnational level has become one of the most important areas research in sphere of human development, because within the framework of the "classical" HDI the territorial disparities of the quality of life of the population of one country are noticeably smoothed, although in reality they can significantly exceed interstate differences. Accordingly, a significant number of national reports on human development are devoted to this issue, which present the results of calculations of integrated indices at the regional, oblast / provincial and district levels. The variety of innovative approaches to the calculation of HDI at the subnational level is presented in table. 1.3.4 [52, p.16].

In the context of the study, it is worth paying attention to the Report on Local and Regional Human Development in Poland (2012), which was devoted to substantiating approaches to the calculation of human development indices adapted to the needs of the subnational level [45].

Table 1.3.3

Transformation of methodological approaches to the calculation of UNDP, 1990—2010 pp [source: 52, p.14]

Period	Marginal value	Indexes			Approach to aggregation constituent indices
		Health and longevity	Education	Income	
1990	Within the fac-expected political duration guard	at birth life (UNESCO) (UN Population Division)	Level of adult literacy (UNESCO)	Real GDP per capita (log) (The World Bank)	Average arithmetic
1991—1993			(2/3) The level of adult literacy (UNESCO)	Real GDP per capita (adjusted by the Atkinson formula on fixed values) (World Bank)	
1994	Fixed sizes	(1/3) The average number of years of study (UNESCO)	Real GDP per capita (adjusted by the Atkinson formula for fixed values) (World Bank)		
71	Higher: within actual observations. Lower: fixed values	(2/3) The level of adult literacy is measured by average values (UNESCO) (1/3) Average 1995-1998 (World Bank) (years of study) (UNESCO)	Real GDP per capita (log) (The World Bank)		
1995		(2/3) Adult literacy rate (UNESCO) (1/3) Combined gross coverage per real GDP per capita (log)			
1998					
1999					
2000-2009			settlement by education (UNESCO)		
2010-date lane		(1/2) Average years of studyReal GNI per capita (ln) Average (UNESCO) (1/2) Expected durationWorld Bank (geometric) geometric education (UNESCO)			

The analysis of regional disparities is carried out with the help of local indices of human development (LILR), which allow to compare achievements and gaps in the field of development between individual territorial-administrative units. Relevant calculations were made for 16 voivodships, 314 rural counties and 65 cities on the rights of counties, and dynamic changes in the position of regions on the scale of local human development.

Table 1.3.4

Some innovative approaches to disaggregation of HDI in national reports on human development of the world [source: 45] Year Measurement of

Country	Year	disaggregation of indicators	Territorial unit
Lebanon	199	Social stratification (gender and settlement inequality)	Administrative territorial unit
Bulgaria	200	Regional disparities	Administratively-territorial unit the lowest level
Nepal	200	Regional disparities / level of administrative and economic development	territorial unit
Kirghizia	200	Zoning by features high-altitude mountain belt natural conditions	territorial unit
Uganda	200	Regional disparities / level of incidence	Administrative unit of HIV / AIDS
Mongolia	200	Settlement disparities (urban Settlements of different / countryside) type	Administrative unit
Egypt	200	Regional disparities / level of income	Administrative unit
India	200	Social stratification (gender and caste inequality)	Region

Dominican Republic	Individual / collective	
2008	opportunities	Region
Mexico	2010 Regional disparities	Administrative unit /
Poland	Regional disparities	Administrative-
2012	the effectiveness of political inter-territorial of Venice (county and voivodeship)	territorial unit

estimated for 2007-2010. Unfortunately, no systematic practice of such calculations was initiated, so the Report was the only such study conducted by researchers from the Warsaw School of Economics with the support of UNDP and the Polish Ministry of Regional Development.

The system of indicators used to calculate LILR in Poland is characterized by a certain innovation, as it introduces additional indicators into scientific circulation (Table 1.3.5).

Table 1.3.5  
Component indicators of LIRR indices, Poland [source: 52]

Measurements	Health	Education	Welfare
Indexes	Expected	Level coverage to- T	tal income of payers
LILR	duration life at the birth	school education of children of age of 3-4 years	taxes, income from agriculture and total expenditures on programs social protection budgets
	AggregatedThe	average score on the results	
	of the level of e mortality of nat from the onco gichny tashko y	ams in mathematics and natural sciences on lower level of the middle	

Sub-index	Index	Education index	Welfare index
Local indices of human development	health	ent (LILR) at the level of counties and voivodeships	

Thus, the state of health of the population is proposed to be assessed by two indicators: life expectancy at birth and aggregate mortality from cancer and cardiovascular diseases, which are the main causes of premature mortality.

According to experts, the proposed additional mortality index reflects the availability and quality of specialized medical services, as well as the impact of the environment and lifestyle on the health of residents of the regions.

Achievements in the field of education at the local level are also measured using two specific indicators, including the level of coverage of children aged 3-4 years in preschool education and the average score on the results of exams in mathematics and science at the lower secondary school level.

The latter indicator is used to assess the quality of educational training in secondary school, and receiving preschool education is perceived not only as an important factor in the further success of the child in education, but also an effective tool of economic policy [53, p.13-30].

The standard of living of the population at the local level is assessed according to the data on the average volumes of total income of taxpayers, income from agriculture and total expenditures on social protection programs of local budgets (excluding financing of compensations and assistance in case of natural disasters).

According to the results of calculations of integrated indicators, the highest level of human development at the local level is typical for metropolises (capital region), large cities and surrounding areas, the lowest level of human development - for rural counties.

It should be noted that the considered indices are positioned by the developers of the methodology as tools for monitoring the results of certain political interventions and influences aimed at supporting the development of human potential and improving the quality of life of the population. The innovativeness of the approach of Polish scientists is the introduction of an additional category of local HDI, based on a system of indicators to assess the "contribution" of relevant policies to human development policy, ie to measure the effectiveness of public intervention. The construction of an appropriate system of indicators is structurally subordinated to the traditional dimensions of human development (life expectancy, education and welfare of the population) and involves the assessment of infrastructural features and volumes financing of human development policy in the regions.

Finally, the Report on Local and Regional Human Development in Poland emphasizes that traditional dimensions of human development (health, education and well-being) do not cover all aspects of quality of life on which people's sense of subjective well-being depends. In order to expand the list of indicators, a number of additional ones have been proposed contextual indices that reflect other components of human development and can be assessed at the regional or local level. Among such measurements that should be considered in further research:

Human capital (average number of years of study required for achieving the acquired level of education of the population aged 25 and older);

- labor market (registered unemployment rate);
- poverty (the share of the population receiving social assistance);
- civic activity (the turnout of citizens in local elections); - the level of public involvement in the use of digital technologies  
(share of tax returns filed by citizens via the Internet);
- empowerment of women (their share among deputies

local level);

- protection of the environment (volumes of municipal waste in per capita).

Analyzing the international experience of building regional indices of human development, it is necessary to pay attention to methodological approaches to assessing interregional disparities in the level of human development at the level of the European Union. The report "Regional Human Development Index in the EU" (2014) [54] presents a system of indicators that allow you to assess the models and trends of regional human development in EU member states.

Measurement	Indicator	Description of the indicator	Nature indicator
Health	Level mortality	The ratio of the number of deaths to a certain	Stimulator
	babies	period of children under 1 year of age to the number of births for the same period, per 1 thousand live births	
	Expected duration of healthy living	The number of years a person must live in good health. The indicator combines data on mortality and self-assessments of health status	Stimulator
Education	Young people who are not covered by the share of young people aged 18-24, not captive to education or employed in the labor market, do not receive employment or vocational training		Stimulator
	Prevalence of higher education	The share of people aged 25-64 with higher education	Stimulator
Income	Household- Net adjusted disposable income		Stimulator
	kingdoms	households	
	Employment rate	The share of employed persons among the population aged 15 and older	Stimulator

Due to this, for the first time a scientific comparison and juxtaposition of achievements in the field of human development was carried out at the level of regions within countries that have common features of historical, economic and cultural development. Calculations were made for the administrative-territorial division in accordance with the 2nd level of the Nomenclature of Territorial Units of Statistics of the European Union.

The main methodological challenge was to substantiate indicators that would meet all the requirements for the quality of statistical data, including the characteristics of validity (relevance to the phenomenon being studied), reliability and accessibility for regions and time periods. At the beginning of the study, 22 indicators were selected that characterize the dimensions of health, education and income. After the data validation procedure, the list of indicators was reduced to six indicators characterizing the main characteristics of human development in 272 regions of the EU (Table 1.3.6).

Summing up the analysis of international experience in calculating regional human development indices at the subnational level, it should be noted that, despite the diversity of national methods, the vast majority of them focuses on three classic dimensions of human development: long and healthy life, educational achievements and the level of welfare of the population.

Although the list of indicators used to assess the achievements of individual areas may be supplemented by additional indicators (eg, infant mortality, poverty or unemployment), the interpretation of the components of human development is quite narrow.

As a result, scientists ignore important aspects of regional human development: the state of social or environmental conditions, living conditions and security of the population, the availability of civil liberties or a sense of subjective well-being. This determines the need to expand the worldview of human development at the regional and local levels, taking into account other important characteristics of the quality of life.

A well-thought-out, balanced and clear method of calculating the HDI and its However, no changes in the methodology of calculating the HDI can reduce its importance as a fundamentally new tool for studying social progress.

The UNDP HDI calculation methodology needs to be expanded and improved for domestic use. The main reasons for the need for such improvement are:

1) Quite a limited number of indicators used

UNDP methodology, does not give a complete description of the state of human development in the country. The international methodology uses only the information that is collected for all countries without exception. At the same time, Ukraine has a fairly broad, reliable and operational information base on a variety of indicators that characterize the capabilities of various aspects of human development both in the country as a whole and in individual regions. This information is regularly collected, accumulated and processed by the State Statistics Committee of Ukraine and allows to take into account a much larger range of factors that determine human development.

2) Proposed human development indices are taken into account by UNDP exclusively positive factors (stimulators) of human development: increasing life expectancy, education and income clearly contribute to the empowerment of people. But the possibilities of human development are also influenced by negative factors (disincentives) for the development of society (eg, crime, unemployment, etc.). Taking them into account provides important information about the course of undesirable, but existing processes in the course of human development.

3) Such an important and universal indicator of society as the integrated index of human development should be overly informative, which is a reliable guarantee against its distortion in the direction of overestimation or underestimation. Calculations of the human development index for only four indicators determine their contribution to the final result, which, in case of inaccuracy of information on

any of the basic characteristics, significantly distorts the information. The use of more intermediate indicators increases the information reliability of the overall index.

4) It is more realistic to take into account the various components of human development capacity in the overall index not with the same weights (as done according to the UNDP methodology), but with different ones to reflect their different significance for the overall process.

These reasons prompted Ukrainian scientists to develop their own methodology for assessing the human development index, which avoids these shortcomings and to determine the rating of each area as the general level of human development and its individual components.

This method, adapted to national conditions, especially to the national statistical base, was developed in Ukraine by specialists of Derzhkomstat together with scientists of the Council for the Study of Productive Forces of the NAS of Ukraine under the leadership of Corresponding Member of the Academy of Sciences of Ukraine E. Libanova. This methodology was approved by the Joint Resolution of the Board of the State Statistics Committee of Ukraine and the Presidium of the National Academy of Sciences of Ukraine, according to which annual calculations of integrated indicators of human potential development have been introduced into the practice of state statistics.

The use of national methods ensures the validity of comparisons of socio-economic development of individual regions of the country, scientific support for systematic calculations of indices of human development of the regions of Ukraine. Determining the location of each region on a universal scale allows you to perform methodologically correct comparison both on an integral index, and on each of 9 indices of separate aspects of development of human potential. Each of the aspects development of human potential corresponds to a separate block of indicators that form a system of indicators of human development of the regions.

It should be noted that the Human Development Index since 2013 has the

international name "Human Development Index". In the Ukrainian scientific

Both names are used in the literature, but more often the "Human Development Index", so in the future we consider it necessary to use this term.

The scheme of construction of the integrated index of human development in Ukraine provides for a 3-stage process in accordance with a 3-level hierarchical system of indicators.

The principal point of the methodology is its orientation exclusively on the information base of the State Statistics Committee of Ukraine - data from state statistical observations and systematic sample surveys of households.

The national methodology for measuring regional levels of human development is based on the ideas and principles developed by UNDP. Based on the information base available in Ukraine, the national methodology significantly complements international developments by taking full account of the multifaceted nature of human development. This is manifested by the use of a wide range of indicators, a more balanced approach to determining the weight of each parameter in the overall result, as well as the inclusion in the model of indicators that negatively affect the possibilities of human development.

The Ukrainian national methodology for constructing the human development index is a three-tier system. The upper step is the integrated regional human development index (RILR), the second step is general indicators of development of 9 main aspects of human development: the level of education of the population; living conditions of the population; material well-being of the population; state and protection health; environmental situations; social environment; demographic development; development labor market; human funding development.

The third step is the characterization of each of the aspects of human development of the regions of Ukraine, which is provided by the use of 94 primary components of 9 general indicators.

Thus, the domestic method provides an intermediate stage - the construction of general indicators that characterize each of the main

aspects of human development of the regions. This avoids excessive informative burdening of the integrated indicator while providing a comprehensive approach to the characterization of regional features of human development and minimizing the impact of random circumstances.

Thus, the characteristics of each aspect of human development of the regions of Ukraine are provided by the use of generalizing and component indicators.

For the selection of indicators in this technique uses the method of factor analysis, the advantage of which is that it allows not only to determine the relationship between certain aspects of the object under study, but also determines the extent of this relationship. Based on observations of numerical indicators and the relationships between them, factor analysis allows to identify the most significant causes, as well as systems and structures underlying heterogeneous phenomena. Accordingly, the indicators that are identified as the most significant by factor analysis are selected to calculate regional human development indices and their components.

Given the fact that almost all indicators of human development are named values, the necessary procedure of the method is the preliminary rationing of selected indicators, which ensures the comparability of the obtained values of indicators. Rationing is performed according to different formulas for indicators-stimulators and indicators-disincentives. This provides unambiguous interpretation of the obtained values of normalized indicators: the higher the indicator - the better the level of this aspect of human development.

Certain aspects of human development are to varying degrees important for its overall process. Therefore, different indicators should be taken into account in the integral and general indices with different weights. The weight of each indicator shows the share of the corresponding factor in the total amount (which is equal to 1 or 100%).

Theoretically, there are many ways to calculate the weights of indicators, with which they are taken into account in the integrated indicator. In the methodology, which we consider as the most appropriate method of determining the weight of the components

indicators by factor loads. Weights are calculated once and used throughout the period of application. They are reviewed only when making changes to the human development system. methods. indicators

Calculations of general indicators  $I_j$  which characterize certain aspects of human development, are carried out according to the formula:

$$I_j = \sum_{i=1}^n y_{ij} \quad (12)$$

where:

$y_{ij}$  - normalized  $i$ -th indicator  $j$  Of the general indicator  $I_j$

$w_i$  - weight  $i$ -th indicator when calculating overall indicators  $I_j$

$n$  - the number of indicators used in the calculation  $j$  -Go

overall indicator

Integrated Regional Human Development Index (RDI)  $I$  calculated on the basis of general indicators of its individual aspects  $I_j$  by formula:

$$I = \sum_{j=1}^n w_j I_j \quad (thirteen)$$

where:

$I_j$  - overall figure  $j$  Block of human development in the region

$w_j$  - weight with which the total figure  $j$  -Th block is taken into account when calculation of the integrated index of regional human development [47, p. 18-43].

Until 2012, the national methodology, unlike the international one, was constant, although during its use the socio-economic situation, information and statistical support changed significantly, new analytical needs arose, in particular, to assess the progress of human development and its factors at the regional level. But in 2012, this technique was improved.

The composition of primary indicators for the calculation of RILR has changed significantly. First, their number has decreased significantly - to 33 instead of 94. Analysis of the practice of using the method in 2000 allows us to draw the following conclusions: the method is somewhat overloaded with the number of indicators, especially since some of them have a significant correlation (they characterized the essence of the same phenomena). Second, a number of indicators are not direct characteristics of the state of human development. In particular, the experience of RILR has proved the inexpediency of using indicators of budget financing of the social sphere as indicators of human development. Of course, funding must provide opportunities for human development. However, since its volume is determined by the principle of distribution aimed at equalization, it does not reflect the successes or progress of the region itself.

It was also inexpedient to use to characterize the situation in the region as a whole indicators for only one type of area, as was the case in the previous version of the methodology in the block "Labor Market Development". For example, indicators such as the level of economic activity, employment and unemployment were calculated only for the urban population. This was due to the fact that at the time of development of this methodology, these indicators (calculated from a survey of economic activity of the population by the State Statistics Service of Ukraine) were unreliable for rural areas. However, since then there have been changes in the "design" of the sample (the survey has become monthly, the rotation of respondents has changed, the number of territorial units and sample size has increased, procedures for evaluating indicators have been improved), which ensured their highest reliability.

The methodology also included several indicators that had not been used before (for example, the total fertility rate). Given that globally, birth rates and levels

human development have feedback, it was decided to include it in the calculation based on the objectives of the national demographic policy aimed at increasing the birth rate.

The methodological flaw of the 2000 methodology is the limited composition of indicators that characterized the state of the environment. For the updated methodology, specialists of the Institute of Nature Management and Sustainable Development of the National Academy of Sciences of Ukraine proposed an integrated indicator "Index of environmental impact on public health", which contains about 20 different characteristics of soil, water and air pollution.

Thus, the advantage of the updated methodology (compared to the previous one), in terms of analytical capabilities, was the ability to more adequately measure the progress of human development. The fact is that the calculation of integrated indices according to the method of 2000 was carried out using the procedure of normalization of indicators on the scale of regional variation, and in this case the use of indices was limited to assessing changes in regional ratings. Thus, if for a particular period in a particular region there have been no positive changes, and the situation of other regions has deteriorated, this region improves its ranking position, but this does not indicate any progress in this regard. Thus, from the point of view of an objective assessment of human development, it was more appropriate to move from the assessment of changes in ratings to the assessment of progress.

The updated version of the methodology for calculating RILR, as well as the previous one, has a three-level structure: Level 1 - primary indicators, which at level 2 are integrated into 6 partial indices that reflect such aspects of human development as "Population Reproduction", "Social Environment", "Decent work", "Education", "Welfare", "Comfortable life". At the 3rd level, partial indices are aggregated into a single integrated RILR index. Each indicator in the method is assigned its own weighting factor depending on its significance for human development. The weight of the coefficients was determined using

expert assessments, special procedures of the method of pairwise comparisons of expert opinions. This method is used for each block of indicators separately and is implemented in four steps: 1) filling in special tables by experts; 2) formation of a matrix of pairwise comparisons; 3) calculation of the weight of indicators for each expert; 4) calculation of the generalized weight of indicators.

When developing a new version of the methodology, more attention was paid to the characteristics of information quality. In particular, before the inclusion of indicators in the method provides an analysis of their variation: if the value of the indicator (when eliminating the trend) has significant fluctuations in the dynamics, it may indicate its unreliability (if there are no reasons for such fluctuations). In this case, it is necessary to apply special statistical procedures that ensure the reliability of data (for example, statistical smoothing of indicators significantly improves the reliability of the assessment) [55, p. 43-44].

It should be noted that the calculation of the index of regional human development is carried out in the framework of assessing the socio-economic development of regions. On December 20, 2017, the Cabinet of Ministers approved a new methodology for measuring the socio-economic development of regions, from now on it will be measured by two main indicators - the Regional Human Development Index (HDI) and the Competitiveness Index [56]. The calculation of the regional human development index is carried out in three areas: long and healthy life, well-being and decent work, education. The method of calculating the indices of competitiveness of regions involves the standardization of indicators and the use of weights in accordance with the level of development of the region. The source of information for the calculation of HDI is the data of state and industry statistics, as well as survey data. So,

1) Long and healthy life:

- average life expectancy at birth, years - integrated indicator of population health;

- total population growth (reduction) ratio, on 1000 people of the current population, ppm - the intensity of growth (reduction) of the population;

- mortality rate from intentional self-harm, per 100 thousand people existing population, prosantimile - the impact on the mental health of the population of social instability and tension in society.

2) Welfare and decent working conditions:

- the amount of local budget expenditures (including intergovernmental transfers) per person, hryvnia - the state of formation of the financial base for development in the regions, including social orientation (education, health care and social protection);

- the ratio of the average wage to the minimum, times the actual size of the average monthly wage in the regions relative to the statutory minimum wage as the main state guarantee in the field of wages;

- employment rate of registered unemployed, interest up to number of citizens who had the status of unemployed during the year - creating favorable conditions for employment of registered unemployed.

3) Education:

- net indicator of enrollment of children in preschool educational institutions age three - five years, a percentage of the total number of children of this age, the level of socialization of preschool children, which contributes to their physical and mental development;

- number of graduates of higher educational institutions of I-IV level accreditation, interest to the total population aged 25-70 years, the level of educational and qualification training of the adult population [56].

This approach significantly brings the modern Ukrainian method of calculating HDI to international standards. However, a wide range of socio-economic indicators and the complexity of statistical procedures that

applied to the rationing of primary data, make it impossible to make any comparisons of regional human development indices of Ukraine with indicators of comparable administrative-territorial units of European countries. Solving this problem will require further research aimed at converging national and foreign methods and aligning the information support of research. A possible tool is to substantiate the adjusted human development index, which will take into account the specifics of the regional level and will allow to compare regions and countries in time and space.

Thus, in modern conditions, ensuring the development of human potential remains largely the prerogative of the state. This determines the special importance of the development and implementation of interconnected state and regional programs related to human development. It is important to develop and deepen local self-government and to transfer more and more powers and necessary financial resources to the relevant structures and institutions. This will bring the solution of current social problems of human development directly to people whose practical problems should be discussed and addressed by the authorities. It is at the regional level that the real connection between the formation of democracy and the provision of conditions for human development takes place.

**SECTION 2. ANALYSIS OF THE STATE OF FORMATION AND DEVELOPMENT OF HUMAN  
POTENTIAL  
IN THE SYSTEM OF STRATEGIC MANAGEMENT OF SOCIO-ECONOMIC  
DEVELOPMENT OF THE REGION**

**2.1. General assessment of the state and dynamics of human potential as a basis for  
socio-economic development of the region (on the example of Odessa region)**

Dynamic changes in the socio-economic and political situation in Ukraine, intentions and actions for EU integration necessitate stimulating long-term socio-economic development of regions, ie their transition to a new, higher level of functioning and reproduction, because trends in economic development are directly determined by development indicators individual regions.

Decision of this task needs increase efficiency use of natural, economic, human potential of the regions, which is a prerequisite for achieving a qualitatively new level of competitiveness and efficiency of the economy and a decent standard of living, both in the region and in the country. The main driving force and the main "factor of economic growth in the regions is human potential" [1].

Ogienko MM believes that "the human potential of the region is a unique combination of natural and acquired physical, social, intellectual, cultural and spiritual components of the potential of its bearers, which constitute the population of the region with appropriate conditions for their implementation, to effectively address current and strategic regional development problems. given vector "[2].

Analysis of theoretical and methodological foundations and modern approaches to assessing the human potential of the region shows that its development is influenced by many factors that can be conditionally combined into the following main blocks:

demographic,

socio-economic,  
political.

*Political factors* have a specific impact on human potential

by

creating general conditions for the development of the state and are in the field of political science.

Regarding *demographic and socio-economic* factors, then they have a greater impact on the formation and development of human potential both at the state level and at the regional level, so we consider it appropriate to conduct an analysis in such areas with their further detailing and identification of major trends in their impact on human development in Odessa region.

#### *Demographic factors*

The natural basis of human potential is the population. *Demographic factor* is one of the determinants for ensuring stable and secure development of the state, and the problems of optimal demographic development should be considered as the primary interests of the state, as a factor and result of its functioning. The development of labor potential and, as a result, the value of total national income depends on the demographic characteristics of the working population and indicators of demographic development.

Demographic factors in the formation of human potential include: birth rate, mortality rate, migration, the share of the working age population in its total number, life expectancy [3].

Demographic factors provide quantitative and qualitative characteristics of human potential, determine its physical, intellectual and socio-economic components in general and by different age groups. Quantitative factors determine the demographic situation in the country and in the regions. In addition, the age structure of the population makes it possible to determine the economic burden of the working population, affects its mobility,

level of social productivity, educational and professional qualification structure, etc. Migration processes also play an important role.

Starting with the assessment of the human potential of the Odessa region, it is necessary to give its general characteristics:

- Odessa region is located on the territory of 33.31 thousand square meters. km and occupies 5.5% territory of Ukraine;

- the territory of Odessa region as of January 1, 2018 is divided into 26 districts, 19 cities, 33 urban-type settlements and 1124 rural settlements. Total number of settlements - 1176, including urban - 52, rural - 1124. For each km<sup>2</sup> territory has almost 72 people;

- gross regional product (GRP) in 2018, UAH 119.8 billion. (+ 4.2% y 2017). Position by volume of GRP - 6;

- Odessa, Izmail and Chernomorsk are the largest in terms of population settlements of the region. The administrative center of Odessa region is the city of Odessa with a population of more than 1 million people [4].

The first step in the study of the demographic component of the human potential of the Odessa region is the analysis of the number of permanent and existing population and its structure by place of residence, which are given in table. 2.1.1.

According to Table 2.1.1, the number of permanent residents (permanently residing in the territory, regardless of whether it is in this territory at the moment, provided that the period of absence is temporarily not more than 12 months) shows a tendency to decrease from 2455.7 thousand people in 2002 to 2369.3 thousand people in 2019, ie by 3.5%, from 2014 to 2019 the decrease of this indicator was only 0.7%. It should be noted a slight increase in the permanent population in 2014-2015 compared to 2010, due to changes in the political situation and the beginning of hostilities that led to the movement of the population from the occupied territories to the Odessa region. The trend of changing indicators

the number of urban and rural permanent population is different: the number of urban permanent population for the period 2002–2019 increased by 37.3%,

during the same period, the number of rural permanent residents decreased by 39.4%. During the period 2014–2019, the number of urban permanent residents decreased by 0.5%, the number of rural permanent residents decreased by 1%. This difference between the indicators of growth rates of urban and rural permanent population for the period 2002-2019 and for the period 2014-2019 is explained by structural changes in the permanent population of the region in these periods.

Table 2.1.1

The number of permanent and current population of Odessa region and its structure by place of residence as of January 1 for 2002, 2010, 2014-2019, thousand people

Indicator and									Growth rate	
	2002 *	2010	2014	2015	2016	2017	2018	2019	2019 / 2002,	2019 / 2014,
	*								%	%
Constant										
total	2455.7	2380,0	2385,4	2385,4	2379,2	2375,5	2372,0	2369,3	96.5	99.3
in that number										
urban	1148.8	1113,8	1585,5	1120,6	1118,1	1116,7	1576,6	1577,3	137.3	99.5
in% to general										
number and rural	46.8	46.8	66.5	47.0	47.0	47.0	66.5	66.6		
	1306.9	1266,2	799.9	1264,8	1261,1	1258,8	795.4	792.0	60.6	99.0
in% to general										
number and Available population,	53.2	53.2	33.5	53.0	53.0	53.0	33.5	33.4		
	2469.0	2391,0	2396,5	2396,4	2390,3	2386,5	2383,1	2380,3	96.5	99.3
total				91						

in that

number											
urban	1624.4	1595.1	1603.8	1603.1	1597.4	1595.7	1594.9	1595.5	98.	99.	
in% to general											
number and rural	65.8	66.7	66.9	66.9	66.8	66.9	66.9	67.0			
number and rural	844.4	795.9	792.7	793.3	792.9	790.8	788.2	784.8	92.9	99.0	
in% to general											
number and rural	34.2	33.3	33.1	33.1	33.2	33.1	33.1	33			

Compiled for [5]

\*\* data for 2002 correspond to the data of the All-Ukrainian census on December 5, 2001 year.

Regarding the structure of the permanent population of the region, it can be noted that the share of the rural population in 2002, 2010 and in 2015-2017 is only 6.4-6.0% higher than the share of the urban population, ie they differ slightly . In 2014, for only one year, there is a surprisingly significant change in indicators: the share of rural population is almost twice less than the share of urban population and the same situation is observed in 2018-2019. Such a change in the structural indicators of the permanent population may be rather above all, explained by the presence of the institute of registration of residence in Ukraine.

But the rate of economic growth of the region depends largely on the size of the existing population (ie the totality of people who are in the region at the moment, including temporary residents, provided they are not permanently resident for no more than 12 months) and its sex and age structure, life expectancy, morbidity rate, education level, etc. indicators.

The number of the available population in each year of the study period exceeded the number of the permanent population by about 0.5% and in general throughout the period showed a tendency to decrease, for

with the exception of 2014 and 2015, where there was a slight increase in indicators. During the period 2002–2019, the number of the available population decreased 3.5%, and for the period 2014-2019 - 0.7%. Thus, according to the Main Department of Statistics in Odessa region, the relative indicators of declining population and permanent population are exactly the same.

Both urban and rural population are also declining: the decrease in the urban population for the period 2002–2019 was 1.8%, and during 2014-2019 only 0.5%; reducing the number of rural population for the period 2002–2019 was 7.1%, and during 2014 - 2019 1%, which is explained by indicators of natural and migratory population movement.

The structure of the current population is represented by two thirds of the urban population and one third of the rural population and changes only slightly: the share of urban population increases by 1.2% in 2002-2019 and the share of rural population decreases by the same amount.

That is, according to Table 2.1.1, there is a general absolute decrease in both permanent and current population of Odessa region, except for 2014-2015, where there was a slight increase compared to 2010, which can be explained by the beginning of hostilities in Ukraine and the movement part of the population from the occupied regions to the Odessa region and the dynamics of births and deaths. The decrease in absolute indicators of the population is due to socio-economic and political reasons. The structural indicators of the permanent population at the place of residence change significantly. In contrast to 2002, 2010 and in 2015-2017, in which the share of rural permanent population was slightly higher than the share of urban permanent population, in 2014 and 2018-2019.

living in Ukraine. The structure of the current population at the place of residence changes very slightly in the direction of increasing the share of urban population and decreasing the share of rural population. The share of urban population as a whole is twice the share of rural population, which is explained by the dynamics of natural processes of births and deaths of the population of the study area and migration. These processes can be traced:

- 1) according to statistical indicators of birth rate, which are higher in the city areas compared to similar indicators in rural areas;
- 2) in the direction of migration flows to urban areas from rural, due to better socio-economic conditions in cities. During the period under consideration, the processes of urbanization are deepening in the region.

Indicators of natural and mechanical movement of the population of Odessa region are given in table 2.1.2.

Table 2.1.2

Indicators of natural and mechanical movement of the population of Odessa region for 2002, 2010, 2014-2018 [5]

Indexes	Year							Growth rate	
	2002	2010	2014	2015	2016	2017	2018	2002 / 2018 , %	2014 / 2018 , %
<b>Number available</b>									
population, thousand persons respective	2469.0	2391.0	2396.5	2396.4	2390.3	2386.5	2383.1	96.5	99.4
Data Chief management statistics in Odessa region									
<b>Number born</b>	21227	28690	29465	27416	26417	25195	23144	109	78.5
persons									
<b>Number deceased, persons</b>	38917	36144	34155	34555	33570	33361	33607	86.4	98.4
<b>Natural increase</b>	-1769	-745	-469	-713	-715	-816	-1046	59	22

(abbreviation),

Number cases	-	37958	31709	25781	17896	25150	38284	-	121
arrival, persons									
Number cases	-	32856	27070	24795	14516	20425	30588	-	113
disposal, persons									
Migration increase					3380				
(abbreviation), persons	100	5102	4639	986		4725	7696	770	166

\* \* *data for 2002 correspond to the data of the All-Ukrainian census of December 5, 2001*

The balance of natural increase of the population of Odessa region is negative during all years of the studied period. But its indicators decrease from 17,690 people in 2002 to 10,463 people in 2018, ie by 40.9%. The lowest rate of natural population decline was in 2014 and amounted to 4690 people. During 2014-2018, it grew by 123%. This dynamics of this indicator is due to the dynamics of births and deaths in the region. The lowest value of the number of births in 2002 - 21227 people, the highest in 2014 - 29465 people. From 2014 to 2018, this figure decreased from year to year to 23,144 people in 2018, ie by 21.5%. The death toll showed a general downward trend with small fluctuations over the years.

During the period 2014-2018, the growth rate of the number of deaths (98.4%) exceeds the growth rate of the number of births (78.5%) by 19.9%.

Indicators of migration growth, on the contrary, are positive throughout the period, due to the dynamics of arrivals and departures. Arrival rates are higher than departure rates, because the Odessa region is attractive to migrants, both from other parts of Ukraine and from other countries, largely due to natural and climatic conditions.

But the growth rate of migration growth in 2014-2018 (166%) is much lower than the growth rate of natural population decline (223%), which determines the dynamics of the population of Odessa region towards its

reduction of 0.6%.

Important indicators are the structure of the region's population by sex and age groups. The structure of the permanent population of Odessa region by article for 2002, 2010, 2014-2018 is presented according to Table 2.1.3.

Table 2.1.3

The structure of the permanent population of Odessa region by sex as of January 1 for 2002, 2010, 2014-2018, thousand people [5]

Indexes	Year							Growth rate	
	2002	2010	2014	2015	2016	2017	2018	2018 / 2014, %	2018 / 2010, %
Number permanent population, total, including:	2455.7	2380.0	2385.4	2385.4	2379.2	2375.5	2372.0	96.6	99.4
number men	1148.8	1118.6	1119.7	1120.6	1118.1	1116.7	1114.8	97.0	99.6
specific weight men in									
general number permanent population, %	46.8	47.0	46.9	47.0	47.0	47.0	47.0	-	-
number of women	1306.9	1261.4	1265.7	1264.8	1261.1	1258.8	1257.2	96.2	99.3
proportion of women in general									
number permanent population, %	53.2	53.0	53.1	53.0	53.0	53.0	53.0	-	-
Correlation number men and women	879	887	885	886	887	887	887	100.9	100.2

According to Table 2.1.3, the excess of the number of women over the number of men is characteristic of the structure of the population of Odessa region by sex. For the population of both sexes, the general trend is a decrease in the number with small fluctuations. The analysis of relative indicators shows that during the period 2002-2018 the number of men decreased by 3%, women - by 3.8%, for the period 2014-2018, the decrease in the number of men was 0.4%, women - 0.7%. That is, the number of women is declining more rapidly.

This is confirmed by the indicator of the share of women in the total permanent population, which tended to decrease: from 53.2% in 2002 to 53.1% in 2014, and up to 53% in 2018.

The share of men in the total permanent population for the same period had a slight tendency to increase from 46.8% in 2002 to 46.9% in 2014, and to 47% in 2018. For every thousand women in the region in 2002 there were 879 men, in 2014 - 885, and in 2018 - 887 men, ie this indicator also tends to increase, which is, albeit insignificant, but a positive trend. The structure of the permanent population of Odessa region by age is given in table 2.1.4.

Table 2.1.4

Distribution of the permanent population of Odessa region by age groups  
as of January 1, 2002, 2010, 2014-2018, thousand people [5] \*\*

Indexes	Year							Growth rate	
	2002 **	2010	2014	2015	2016	2017	2018	2002, %	2014, %
Number permanent									
population, all in all	2455.7	2380.0	2385.4	2385.4	2379.2	2375.5	2372.0	96.6	99.4
number in age:									
0 - 15 years	452.1	377.3	397.7	405.6	412.5	419.0	423.7	93.7	106.5
16 - 59 years old	1519.8	1539.3	1499.0	1485.0	1468.3	1452.5	1439.0	94.7	96
60 and older age	<u>483.8</u>	<u>463.4</u>	<u>488.7</u>	<u>494.8</u>	<u>498.4</u>	<u>504.0</u>	<u>509.3</u>	<u>105.3</u>	<u>104.2</u>
Specific weight	18.4	15.9	16.7	17	17.3	17.6	17.9	-	-
			97						

population aged 0 – 15 years in number permanent population, %  Specific weight										
population aged 16 - 59 years old number permanent population, %  - Specific weight	61.9	64.7	62.9	62.3	61.7	61	60.7	-	-	
population aged 60 years and older in number permanent population, %  Coefficient general	19.7	19.5	20.5	20.7	20.9	21.2	21.5	-	-	
load on persons aged 16-59 years, ‰	616	546	591	606	620	635	648	-	-	
* <i>The data are calculated for two consecutive years</i>										

Table data. 2.1.4 show that with the general tendency to decrease the permanent population of Odessa region, the number and share of certain age groups show different trends of change for the period under study.

The population aged 0-15 years decreased from 452.1 thousand people in 2002 to 377.3 thousand people in 2010. During the period 2014-2018, there was an increase in the number by 26 thousand people, or 6.5%. But, even with such growth, in 2018 the level of 2002 was not reached. The decrease in the population of this age group for the period 2002-2018 amounted to 28.4 thousand people or 6.3%.

The population aged 16-59 in absolute terms in 2010, compared to 2002,

increased by 19.5 thousand people. And for the period from 2014 to 2018, it decreases from year to year, the total decrease for this period is 4% or 60 thousand people. During the period 2002-2018, the decrease was 5.3% (80.8 thousand people).

The age category of 60 years and older shows a general upward trend: for the period 2002-2018 by 5.3%, for the period 2014-2018 by 4.2%, which is evidence of the aging population of Odessa region.

Due to the above trends in the population of certain age groups, the ratio of the total burden on people of working age (16-59 years) - increases from year to year, which is also a negative trend.

The structure of the permanent population of Odessa region by age groups in relative indicators illustrated in Fig.2.1.1.

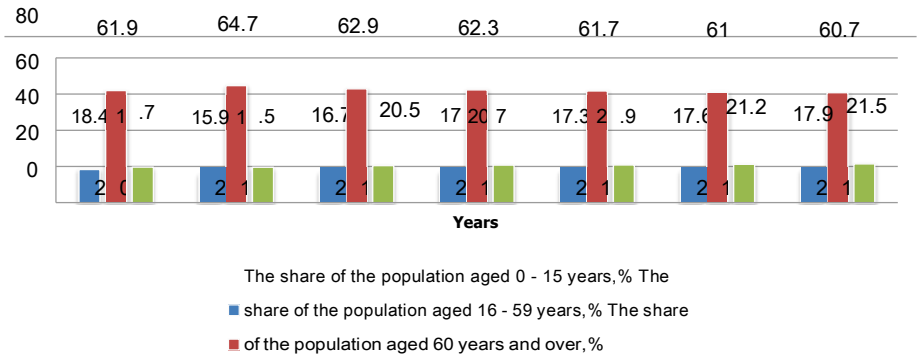


Fig. 2.1.1 The share of the population by age groups in the number of permanent population of Odessa region in 2002, 2010, 2014-2018, % [5] The reasons for such changes in the population of certain age groups

groups are: negative dynamics of births and deaths and, accordingly, indicators of natural increase (decrease) of the population, movement of part of the population of Ukraine from the territories of hostilities to peaceful territories, which include Odessa region, population health, occupational injuries at enterprises . While maintaining these trends, the projected number of working population in

in the future it will tend to decrease, which will undoubtedly affect the indicators of socio-economic development of the region.

The population of certain age groups also depends on the indicators of average life expectancy at birth (average life expectancy at birth - the average number of years that will live

newborns, provided that the age mortality rates will remain as they were in the year of calculation of table. 2.1.5, fig. 2.1.2.

Table

2.1.5

Average life expectancy at birth of the population of Odessa region and population of Ukraine for 2002, 2010, 2014 - 2018  
Average life expectancy at birth, years

Period, for which calculated Indexes (years **)	both sexes		men		women		difference between expected
							duration life men and women Odessa area
	Odessa region	Odessa region Ukraine	Odessa region Ukraine	Odessa region Ukraine	Odessa region Ukraine	Odessa region Ukraine	
2002 **	66.6	68.32	61.4	62.7	72.1	74.13	10.7
2010 **	68.95	70.44	64.33	65.28	73.52	75.5	9.19
2014	70.33	71.37	65.87	66.25	74.69	76.37	8.82
2015	70.36	71.38	65.94	66.37	74.69	76.25	8.75
2016	70.83	71.68	66.38	66.73	75.15	76.46	8.77
2017	71.09	71.98	66.59	67.02	75.5	76.78	8.91
2018	70.98	71.76	66.37	66.69	75.54	76.72	9.17
Absolutely deviation, years 2018-2002	4.38	3.44	4.97	3.99	3.44	2.59	- 1.53
Absolutely deviation, years 2018-2014	0.65	0.39	0.5	0.44	0.85	0.35	0.35
* The table for [5, 6, 7] is made for two consecutive years							

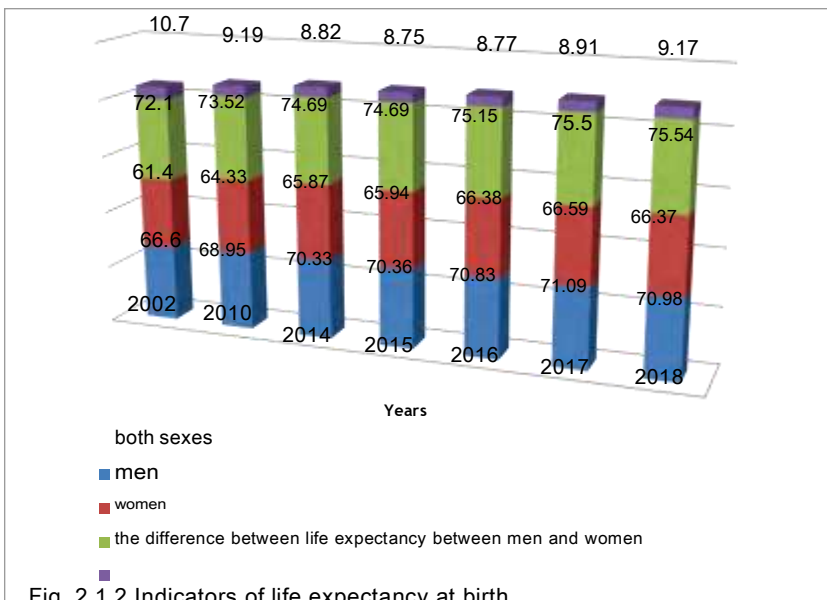


Fig. 2.1.2 Indicators of life expectancy at birth

population of Odessa region in 2002, 2010, 2014-2018 [5]

According to table 2.1.5 and fig. 2.1.2 indicators of average life expectancy at birth of the population of Odessa region in 2002, 2010, 2014-2018 for women are much higher than for men. The general tendency of growth of indicators is traced: at men from 61,4 years in 2002 to 65,87 years in 2014 and to 66,37 years in 2018; for women from 72.1 years in 2002 to 74.69 years in 2014 and up to 75.54 years in 2018. That is, the growth of this indicator for men for the period 2002-2018 was 4.97 years, for the period 2014-2018 - 0.5 years, for women, respectively, 3.44 years and 0.85 years. This dynamics of these indicators determines the dynamics of the difference between the life expectancy of men and women, which in 2002 was 10.7 years, in 2014 - 8.82 years, and in 2018 - 9.17 years. Developed countries have a difference in life expectancy

men and women - 7 years, and in the Odessa region in 2002, 2010, 2014-2018 it ranged from 8.8 to 10.7 years.

The average life expectancy at birth of the entire population of Odessa region for the period from 2002 to 2018 increased by 4.38 years, for the period from 2014 to 2018. - for 0.65 years.

It should be noted that indicators of average life expectancy at birth of men, women and both sexes in Ukraine for the analyzed period also show growth trends and always exceed the corresponding indicators in Odessa region, which indicates the worst socio - economic conditions in the region, more low level of health of the population, compared to Ukraine, unfavorable environmental situation.

Analysis of the demographic component of the human potential of Odessa region shows the existence of positive and negative trends, with the predominance of the latter.

*Positive trends are:*

1) exceeding the available population in each year the study period over the number of permanent residents;

2) exceeding the indicators of mechanical arrival over the indicators mechanical loss of population, ie positive indicators of migratory population growth in the region;

3) general population growth at the age of 0-15 years;

4) an increase in average life expectancy at birth of the population of Odessa region.

*Negative trends are:*

1) reduction in the overall absolute number of both permanent and existing population;

2) deepening of urbanization processes, which is reflected in the indicators structure of both permanent and existing population;

3) negative indicators of natural population growth during all years of the studied period and the tendency to their growth;

4) the excess of the number of women over the number of men and tendencies to decrease the population of both sexes;

5) a decrease in the population aged 16-59 years, ie able-bodied population;

6) population growth of the age category of 60 years and more;

7) increasing the coefficient of the total load on the able-bodied persons aged 16-59 years;

8) a significant excess of the average expected duration life at birth in women compared to men;

9) lower average life expectancy at birth of men, women and both sexes in Odessa region compared to similar indicators in Ukraine;

10) a significant excess of the difference between the expected life expectancy of men and women in the Odessa region above the world average (by 1.8-3.7 years) and the tendency to increase.

In general, Odesa region has a good resource for the formation and development of human potential, but it is necessary to pay attention to the already manifested negative trends and develop a set of measures to eliminate them until the situation reaches a critical state.

#### *Socio - economic factors*

Socio-economic factors influencing the formation and development of human potential include various indicators (see section 1.1.) Among which the greatest attention, in our opinion, should be paid to the following:

- medicine: the state of health of the population of the region; medical care health (number of doctors, etc.);

- education: number of students, availability of education, employment youth, prevalence of continuing education;

- socio-economic position population: level life, income differentiation, level of state social standards, average pension and wages, level of employment, unemployment;

- social partnership: the state of social dialogue, the state of social protection.

*Medicine.* In general, to assess the health of the population are traditionally used indicators of its mortality, prevalence of diseases, primary

morbidity and disability, medical health care.

As mentioned earlier (see Table 2.1.2), the number of deaths exceeds the number of newborns and this trend is observed throughout the analyzed period (2002-2018), which indicates unfavorable conditions for increased population growth and low health of the population of Odessa region.

The state of health of the population of the Odessa region is characterized by the following data:

1) over the last 5 years there has been a consistent increase in indicators morbidity among the entire population of the region. There is a leading dynamics of overall morbidity compared to the primary, which reflected the accumulation of morbidity. Thus, if over the past 5 years the increase in primary morbidity was 5.2%, the overall incidence over the same period increased by 7.3%. This indicated an increase in the chronicity of diseases among the population. However, over the last 2 years, there has been a greater increase in the detection of diseases than their spread, which may indicate a decrease in the number of chronically ill patients and shortcomings in the medical examination of the population (see Tables 2.1.6 and 2.1.7).

Table 2.1.6

Indicators of morbidity of the population by classes of diseases of Odessa region for 2002, 2010 and 2014-2017, thousand cases of diseases

Indexes	Year						Growth rate	
	2002	2010	2014	2015	2016	2017	2002 / 2017 , %	2014 / 2017 , %
			104					

## 1. Quantity for the first time

registered cases diseases in Ukraine, thousand, total **	32233	33080	26881.26	89 273	1 26615		82.6	99
2. Quantity								
first registered cases diseases in Odessa region, thousand, total including	1565.3	1728.3	1652.3 1	30.4 16	2.5 161	.8	103.4	98
2.1. some								
infectious and parasitic diseases	-***	71.1	71.9	71.3	71.8	72.4	-	101
2.2. Neoplasms	17.3	19.0	19.2	18.4	16.0	16.3	94.2	84.9
2.3. disorders	-***	10.75	10.7	10.2	10.03	9.8	-	91.6
psyche and behavior								
2.4. diseases	45.7	50.8	47.8	47.8	50.0	48.5	106.1	101.5
nervous system								
2.5. diseases systems							98.8	92.8
blood circulation	121.1	131.1	129.0	127.8	126.3	119.7		
2.6. diseases	635.2	728.6	721.7	721.5	721.0	721.2	113.5	99.9
respiratory system								
2.7. skin diseases and subcutaneous fiber	100.5	93.3	91.0	91.7	99.6	96.9	96.4	106.5
2.8. diseases, musculoskeletal					66.4			
systems and connective tissue	73.4	78.9	68.3	65.2		64.3	87.6	94.1
2.9. diseases urogenital	88.2	104.8	104.0	101.8	99.4	98.5	111.7	94.7
systems								
			1 5					

2.10. born

anomalies (defects development), deformation and chromosomal violation	2.4	2.5	2.2	2.2	2.3	2.4	10	10
2.11. injuries, poisoning and some other consequences of action external causes	110.7	125.0	114.0	112.0	111.0	109.0	98.0	95.0
* The table is based on [5, 8, 9]								

\*\* The number of first registered cases of diseases in Ukraine in 2014-2017. given without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and the temporarily occupied territories in Donetsk and Luhansk regions.

\*\*\* data is not freely available

Table 2.1.7

The prevalence of diseases of the population of Odessa region by class diseases for 2010-2017  
(number of newly registered cases per 100,000 population)

Indexes	Years					Growth rates
	2010	2014	2015	2016	2017	2017 / 2014, %
Number for the first time registered cases of diseases, thousand, total including	72653.6	69266.0	68439.0	68669.0	68196.0	98.5
Some infectious and parasitic diseases	2990.3	3015.1	2993.9	3018.0	3051.0	101.2
neoplasm	798.3	805.2	770.7	671.0	685.0	85.1
Mental disorders and	451.7	449.4	428.2	422.0	685.0	152.4
			6			

behavior

nervous disease	<u>2137.5</u>	<u>2004.6</u>	<u>2006.3</u>	2101	2045	102
systems						
system diseases	6353.3	5406.7	5365.7	5313	5041	93.2
blood circulation						
organ diseases	<u>30628.2</u>	<u>30256.4</u>	<u>30283.9</u>	<u>30329</u>	<u>30383</u>	100.4
breath						
skin diseases and subcutaneous tissue	<u>3924.1</u>	<u>3814.6</u>	<u>3848.9</u>	4188	4080	106.7
bone diseases				2793	2708	94.6
muscular system and connective tissue	3316.7	2861.7	2737.0			
urogenital diseases	<u>4406.3</u>	<u>4361.4</u>	<u>4272.2</u>	4182	4152	95.2
systems						
congenital anomalies						
(malformations), deformities and chromosomal violation	104.8	90.6	90.7	97	100	110.4
Injuries, poisoning and	5255.5	4816.3		4687	4604	95.6
some other consequences of external causes			4731.2			
<i>* The table is based on</i>	[5, 8, 9]					

2) More than 4.5 million are registered annually in the Odessa region cases of diseases, including about 40% - are cases with a first diagnosis.

3) It should be noted a significant increase in the number of first registered cases of mental and behavioral disorders per 100 thousand population of the region, which increased by 52.4% in 2017 compared to 2014.

4) In recent years in the structure of the prevalence of diseases population Odessa region continues to be noted features that are characteristic of our region. This is a fairly high prevalence of pathology of the digestive system and especially the hepatobiliary system, which is almost twice as high as in Ukraine.

5) Primary morbidity of the population in 2014

amounted to 69266.7 cases per 100 thousand of the total population, further registered for three years decreased (by 1.5%) and according to operational data for 2017 is 68196 cases per 100 thousand population.

6) Among socially significant diseases it is fixed that epidemic

The spread of HIV among the population of the region in the period from 2013 to 2016 decreased (from 2752 people to 2158 people, respectively), and in 2017 again increased sharply (to 2700 people). The number of AIDS patients is also growing - from 619 people in 2013 to 1706 people in 2017. This reflects disappointing trends in the development of the region. So in comparison with similar indicators across Ukraine in Odessa region there is a considerable excess of cases

incidence of AIDS (215% from 2013 to 2017 in the region against 98% in Ukraine) and tuberculosis (118.5% - Odessa region against 71.4% - Ukraine) (Table 2.1.8.).

Table 2.1.8

Incidence rates of HIV, AIDS and tuberculosis in Odessa region and Ukraine for 2013-2017 [10]  
Indexes

	years	OX- infected, persons	Among the HIV- infected - patients with AIDS	Incidence of active tuberculosis, persons
	2013	21660	9375	30819
	2014		9854	
Ukraine	2015	19306	8475	25543
	2016	15892	8867	23896
	2017	17100	9325	23292
	2013	2752	619	2185
	2014	2625	1433	2342
Odessa region	2015	2385	1407	2446
	2016	2158	1429	2594
	2017	2700	1706	2561
		84.2	99.5	71.4
Growth rates 2017 to 2013	Ukraine			
%	Odessa region	98.1	275.6	118.5

7) Incidence of tumors in recent years in the area slowly increased, but since 2014 the figure began to decline. In 2016, the figure

detection of this pathology is 671 against 805.2 cases per 100 thousand inhabitants in 2014, and in 2017 - the figure increased slightly compared to 2016 and amounted to 685 cases per 100 thousand population.

8) Financial standard of budget support per year, y

In 2016, it amounted to UAH 1,221.52 (2015 - UAH 1,183.76) per 1 inhabitant, taking into account extra-budgetary revenues - UAH 1,374.71 (2015 - UAH 1,279.79). In 2017, the general standard increased to UAH 1,649.1. per 1 inhabitant of the region [11].

9) Very important in terms of human development of medical

the demographic indicator is the mortality of the population: its general significance and causes of mortality. Because it is the analysis of the causes of death that can show the state of the health care system and the access of the population to medical services. According to research, due to health disorders and high premature mortality in Ukraine annually loses about 4 million man-years of potential life and from 47.9 to 89.1 billion UAH. underdeveloped national product; payments for social insurance assistance in connection with temporary incapacity for work together with payments due to industrial injuries and occupational diseases amount to almost UAH 5 billion. For Odessa region, unfortunately, this trend also continues, and although the number of deaths in the period 2015-2018 is gradually declining (from 40075 people in 2015 to 33607 people in 2018), but in absolute terms, this figure remains quite high compared to the number of births. (Tables 2.8 and 2.2). It should be noted that the mortality rate in the Odessa region is lower than in Ukraine (14.1 ‰ against 14.3 ‰ in 2018).

10) Regarding the causes of adult mortality, in the Odessa region

The situation is as follows: a high mortality rate from endogenous causes (diseases of the circulatory system - 21,825 people in 2018 (65.4% of the total number of deaths) and tumors - 4763 people (14.2%)) is combined with no less significant mortality from exogenous factors (accidents,

injuries and poisonings, infectious diseases, respiratory and digestive diseases), which also correlates with all-Ukrainian indicators at the state level (Table 2.1.9).

Table 2.1.9

The structure of the main causes of mortality of the population of Odessa region and dynamics of mortality rate in 2005, 2010, 2014-2018 [5]

Indexes	Year							Growth rate	
								2018 /	2018 /
	2005	2010	2014	2015	2016	2017	2018	2005, %	2014, %
<b>1. Total</b>									
of the dead	40075	36144	34155	34555	33570	33361	33607	83.7	98.4
persons									
<i>including for some reasons</i>									
<b>1.1. some</b>									
infectious and parasitic diseases	1747	1368	1007	1074	976	992	1020	58.4	101.3
<b>1.2.</b>	5068	4789	4593	4714	4859	685	4763	93.9	103.7
neoplasm									
<b>1.3. diseases</b>									
systems	24109	23089	22348	22916	22180	21791	21825	90.5	97.6
blood circulation									
<b>1.3. diseases</b>	1173	886	827	827	803	732	768	65.5	92.9
respiratory system									
<b>1.4. diseases</b>									
bodies	2029	1786	1612	1573	1443	1464	1695	83.5	105.1
digestion									
<b>1.6. External</b>	4331	2685	2404	2234	2118	2072	2152	49.7	89.5
causes of death									
<b>2. Average annual</b>									
number	2409.0	2389.9	2396.5	2393.4	2388.4	2384.8	2381.7	98.9	99.3
available									
population,									

thousand people

3. Coefficient									
mortality (number died per 1000 persons available population), ‰	16.6	15.1	14.3	14.4	14.1	14.0	14.1	-	-

System medical and preventive institutions of the Odessa region is widely represented, medical care is provided by health care institutions of various levels and departmental subordination.

The network of health care facilities during 2013-2017 tended to reduce hospitals and increase outpatient facilities, which was partly due to the optimization process. Thus, the number of hospitals decreased from 143 to 92 units, outpatient clinics increased from 413 to 440 units. At the same time, the number of hospital beds decreased from 20.3 to 18.4 thousand units, and the planned capacity of outpatient clinics increased from 49.0 to 49.6 thousand visits per shift. The number of ambulance stations (departments) also increased from 51 to 73 units.

During the period of 2013-2017, hospitals with 57 beds and outpatient clinics with 1,458 visits per shift were put into operation. The number of doctors of all specialties decreased from 11.3 to 11.1 thousand people, nurses from 20.9 to 19.8 thousand people. Provision of the population with doctors of all specialties per 10 thousand population in 2017 was 47.1 people, the average medical staff was 83.5 people. (Table 2.1.10.).

Table 2.1.10

Indicators of medical care for the population of Odessa region and Ukraine for the period 2013-2017 [10]

**Indexes**

Years	Number	Secure	Number of Security	Number	Secure
	doctors	honesty	average h	hospital-	honesty
		111			

		all populated	- Go populated	them populated			
	2013	217287	48	440838	97.4	398080	88
Ukraine	2014	185945	43.5	378880	88.6	335835	78.5
	2015	186234	43.7	371736	87.3	332686	78.1
	2016	186776	44	366756	86.5	315068	74.3
	2017	186178	44.1	360416	85.4	308736	73.1
	2013	11371	47.7	20934	87.8	20325	85.2
Odessa region	2014	11309	47.4	20925	87.7	19965	83.7
	2015	11181	47	20162	84.7	19708	82.8
	2016	11240	47.3	20093	84.6	18799	79.1
	2017	11183	47.1	19809	83.5	18468	77.9
Pace	Ukraine	85.7	91.9	81.8	87.7	77.6	83.1
growth, 2017 until 2013, %	Odessa region	98.3	98.7	94.6	95.1	90.9	91.4

Thus, considering the main trends in the field of health care population of Odessa region, it can be argued that the current problem of the region is the aging population and the spread of epidemics of tuberculosis and HIV / AIDS, the greatest losses from which suffer groups of young and middle working age. All this has an extremely negative impact on the formation of human potential, because the sick population can not use its full potential. It is important to improve the situation

to play back the health care system that is currently in the process of reform and transformation.

Over the last half century, the ability of the health care system to influence the health of the population has increased several times. According to the WHO, the modern health care system should ensure the availability of health services for those who need them most, be characterized by high quality and safety of health services and ensure the maximum possible health outcomes at the population level. With effective organization, the health care system can reduce overall mortality under the age of 75 by 23% for men and 32% for women; mortality from coronary heart disease - by 40-50%.

An important area of improving the efficiency of the public health system is the most promising and cost-effective strategy to reduce extremely high morbidity and mortality, which requires reorientation of doctors and patients to the priority of outpatient care, improving secondary prevention through early detection of diseases, introduction of modern preventive and curative technologies.

It is necessary to pursue an appropriate policy of state regulation of pricing to increase the availability of medicines for the general population with the improvement of the system of preferential supply of medicines.

International experience shows that the main role in improving the health of the population and increasing life expectancy is played by the orientation of public policy on the formation of people's ability to manage their health and improve its quality, to achieve a high level of self-preservation culture. In modern Ukrainian conditions, limited state material and financial resources should be directed to the formation of social and individual attitude to the priority of a healthy lifestyle; reduction of losses associated with alcohol abuse and smoking; reduction of mortality from cardiovascular diseases; harm reduction from

drug use and combating the HIV / AIDS epidemic; implementation of an effective strategy to combat the tuberculosis epidemic; reduction of road traffic injuries and mortality caused by them; increasing the efficiency of the public health system and strengthening its preventive focus [12, P. 93].

*Education.* The decisive role in the formation of human potential belongs to education, which is the main factor of success in the market, the key to economic growth of the country, increasing its scientific and technological potential. The formation of human capital through education and training promotes investment, intensifies the development and implementation of new technologies and increases productivity per employee.

*Odessa region* Is a region with high scientific and educational potential. As of the beginning of the 2017/2018 academic year, there are 40 higher education institutions operating in the region, including 19 - I-II levels of accreditation (colleges, technical schools, colleges and 21 - III-IV) (universities, academies, institutes). »Have 9 higher educational institutions [13, P. 31].

The system institutions **general** education condition **ON** beginning 2018-2019 is 816 institutions of various types and forms of ownership. 265.3 thousand students study in educational institutions of the region. A new Ukrainian school has been launched in the region. All educational institutions have started training according to the new State Standard of Primary General Secondary Education, which was started by almost 30.5 thousand first-graders. In the 2016-2017 academic year, 248.8 thousand students studied in 867 schools, in the 2017-2018 academic year, 255.5 thousand students studied in 855 schools, in the 2018/2019 academic year. their number increased by 9.8 thousand (3.8%) and amounted to 265.3 thousand students. Currently, there are 34 support institutions with 63 branches - 9 with which operate in united territorial communities.

Comparative data on the number of educational institutions and the number of students in them are given in table. 2.1.11. and in fig. 2.1.3.

Table 2.1.11

Number of educational institutions in Ukraine and Odessa region

for the period 2014-2018 [10]

## Indexes

		Number		
	Years	general education training institutions (on beginning school year, units)	Number professionally technical training institutions (at the end year, units)	Number of higher training institutions (on beginning of the school year, units)
	2014	17604	814	664
Ukraine	2015	17337	798	659
	2016	16858	787	657
	2017	16180	756	661
	2018	15500	736	652
	2014	887	40	39
Odessa region	2015	881	39	40
	2016	867	38	40
	2017	855	38	40
	2018	809	35	40
Pace growth, 2018 to 2014, %	Ukraine	88.0	90.4	98.2
	Odessa and region	91.2	87.5	102.6

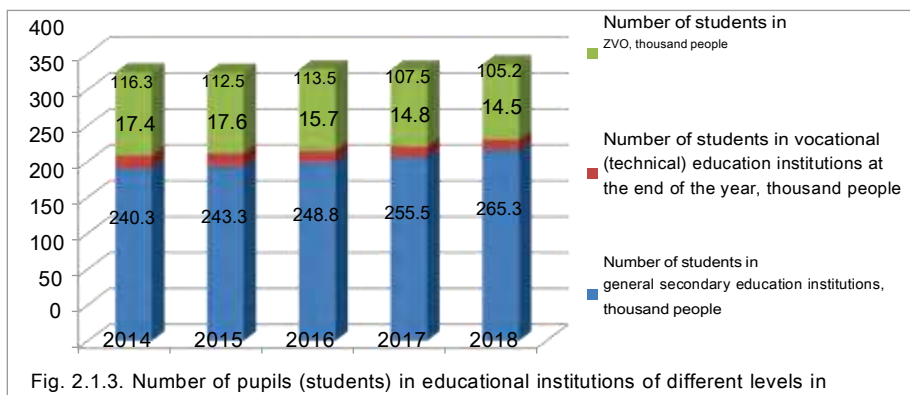


Fig. 2.1.3. Number of pupils (students) in educational institutions of different levels in Odessa region for 2014-2018 [10]

In addition to Ukrainian, there are schools and classes in which education is provided in the languages of national minorities (Russian, Moldovan, Bulgarian). Languages are taught as a subject: Ukrainian, English, Bulgarian, Gagauz, Hebrew, Spanish, Moldovan, German, Modern Greek, Polish, Russian, French, Italian. In 698 educational institutions from the 1st grade - English. There are 57 specialized schools with in-depth learning English.

An inclusive form of education is being introduced. In 2018, inclusive education is organized in 236 general secondary education institutions for 815 students of various nosologies of the disease in 481 classes. From 2018/2019 academic year 354 teaching assistants work in educational institutions. There are 33 inclusive groups in preschool institutions for 101 children. The Odessa Regional Center for Inclusive Education Support has been established as a part of the Odessa Academy of Continuing Education of the Odessa Regional Council.

The network of out-of-school education institutions in the region consists of 108 communally-owned institutions, 4 private institutions in Odessa, including 3 out-of-school institutions of regional subordination: Odessa Regional Humanitarian Center for Out-of-School Education and Upbringing, Odessa Regional Specialized Children's and Youth Sports school Olympic Reserve, Black Sea Flotilla of Young Sailors.

During 2017-2018, in connection with the deployment of decentralization processes, the formation of the regional territorial community (OTG), the network of out-of-school institutions in the region was optimized. In 2018, 3 out-of-school institutions were opened.

There are 37 boarding schools for children in the region, Fig.2.1.4 in need of social assistance and rehabilitation, of which 4 - for orphans and children deprived of parental care (including 2 orphanages); 23 institutions - for children who need correction of physical and (or) mental development; 3 institutions - for children in need of long-term treatment (sanatorium type); 5 institutions - for children in need of social

support and assistance, and 3 specialized educational institutions for gifted children.

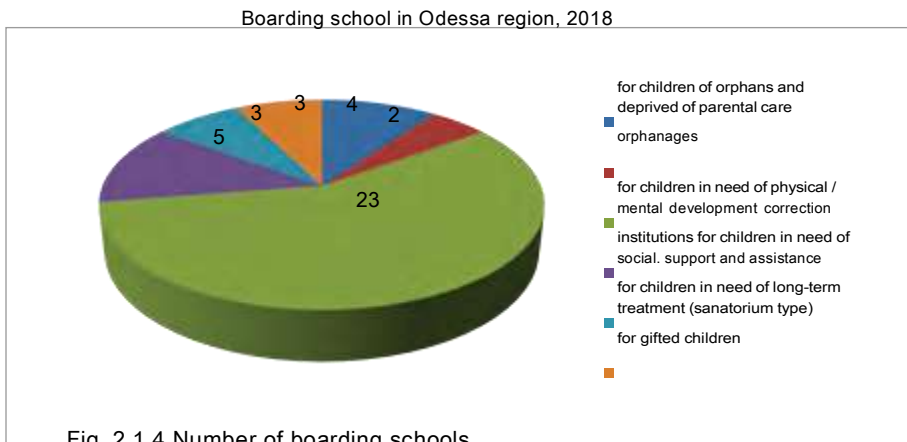


Fig. 2.1.4 Number of boarding schools

in the Odessa region, 2018 [10]

For children who need correction of physical and mental development of preschool age, there are 3 sanatoriums, 8 special and 48 combined types of preschool educational institutions.

The network of state institutions of vocational (vocational and technical) education consists of 38 institutions and 3 institutions of vocational education at penitentiary institutions. More than 13 thousand people study in vocational (technical) education institutions. In 2018, 7.8 thousand people received diplomas of skilled workers and specialists. The employment rate is 97%.

In 2018, the volume of the regional order for the training of skilled workers and specialists is 5,333 people, the state - 145 people and 535 students in educational institutions at penitentiary institutions.

There are 7 training and practical centers in the region: training of workers. By the end of 2018, 7 training and practice centers in the industry will be put into operation.

10 general secondary education institutions of the region take part in the joint project of the Ministry of Education and Science of Ukraine and the Ministry of Regional Development, Construction and Housing and Communal Services of Ukraine "New Educational Space".

In 2018, 3 objects of educational institutions were put into operation:

✓ construction of a school for 1000 places in Odessa, st. M. Govorova, 8;

✓ extension of the primary school building to Mayakivska Secondary School of I-III grades, Mayaki village of Mayakivska OTG and "Reconstruction of the existing building of Mayakivska Secondary School of I-III grades with construction of a two-storey building" of Mayakivska village of Mayakivska OTG;

✓ extension of classrooms to the building of Novoelyzavetivska Secondary School of I-III grades. Novoelyzavetivka village, Shiryaiiv district [14, p. 64].

Thus, the analysis of the state of education as one of the components of the formation of human potential in the region shows that in the Odessa region there are significant changes at all levels:

- the network of preschool institutions is expanding;

- inclusive forms of education are actively introduced;

- reforms of general education institutions within the state are carried out New Ukrainian School program;

- the negative trend is that the number of general education institutions, vocational and higher education is steadily declining, but this is a reflection of the all-Ukrainian trend. It should be noted that the number of vocational schools (VET) is declining rapidly due to lack of funding, and given that the 2018 budget stipulates that local authorities must ensure the transfer of state higher education institutions of I-II levels accreditation for financial support from local budgets and ensure the transfer from state to communal ownership of the relevant higher education institutions of I-II levels of accreditation (Article 24 of the Law of Ukraine "On State Budget for 2018"), they will continue to close [15].

Education is one of the key elements in the formation of human potential. Without education, it is impossible to achieve the goals of economic growth. Education has a special role due to the fact that it has a significant positive external effect, and therefore investment in education should be assessed both in terms of employee income and society as a whole.

In addition to the possibility of acquiring a profession, education also performs a status function related to the labor market. In this aspect of education in Ukraine, the attitude of the population to education is positive, which is reflected in the constant demand for educational services at various levels.

At the same time, due to recent changes in the minds of many people, education is no longer associated with any professional competencies. The diploma becomes rather an indicator of the general culture and ability to work in a team, and the knowledge obtained in higher education institutions (HEIs) is perceived as a necessary condition for further "industrial" training.

*Thus, changes in education must address three key challenges:*

- improve the quality of human capital in technological conditions and demographic challenges;
- create a foundation for technological modernization, digital transformation, increase of labor productivity and growth of high-quality jobs;
- to make education a tool for maintaining social sustainability in the conditions high uncertainty of the future and accelerated changes in the economy and society.

Investing in human potential is becoming more important every year for both people and society as a whole. Ultimately, both man and society are interested in a high level of education - only under this condition can we hope for increased economic growth in the country and the transformation of education into a sphere of profitable investment. The state must create

favorable conditions for this. To this end, it is necessary that the formation of curricula and the content of the educational process are correlated with long-term plans for economic development of the state. It is important to take into account the situation on the labor market and possible prospects for its development in order to effectively use human potential as the most important factor in the development of Ukraine's economy [12, P. 149].*Labor market.*

For the labor market of Odessa region in the period 2014-2018, employment trends were ambiguous. In the period from 2015 to 2017, the employment rate fell from 57.3% (2015) to 56.3% (2017), which reflected the all-Ukrainian trends. But according to 2018, the employment rate increased to 57.2%, which is even higher than the average in Ukraine (57.1%)

(Fig. 2.1.5.).

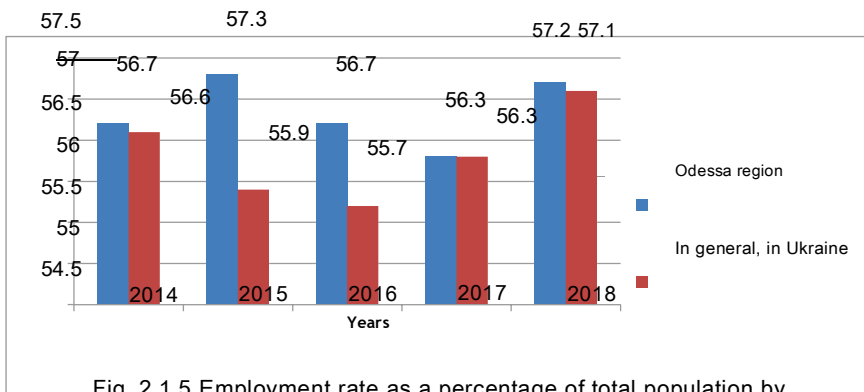


Fig. 2.1.5 Employment rate as a percentage of total population by

Ukraine and Odessa region for 2014-2018. [5, 7]

The unemployment rate of the economically active population aged 15-70 in 2014-2018 as a whole decreased from 6.7% in 2014 to 6.4% in 2018 and was consistently lower than the average in Ukraine (Fig.2.1.6 .).

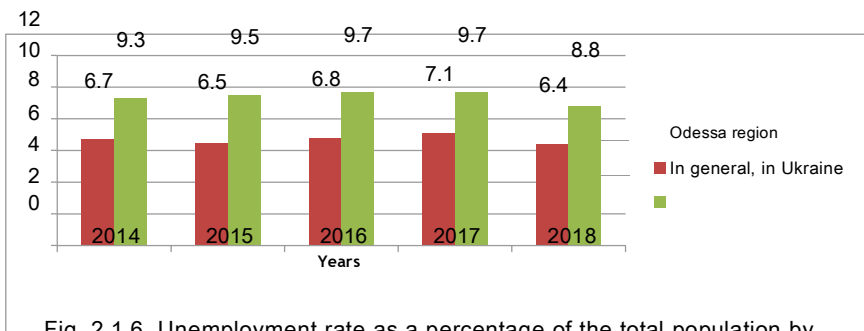


Fig. 2.1.6. Unemployment rate as a percentage of the total population by Ukraine and Odessa region for 2014-2018 [5, 7]

According to the Main Department of Statistics in Odessa region in 2018, the unemployment rate (according to the ILO methodology) was 68.7 thousand people. The number of registered unemployed averaged 12.8 thousand during the period. The unemployment rate is 6.4% of the economically active population of working age (Table 2.1.12).

Table 2.1.12

Comparative characteristics of the labor market of Ukraine and Odessa region for 2013-2018

#### Indexes

Years	Employed population, at the age of 15-70 years		Unemployed population (according to the methodology ILO)		Average duration job search bezro bit (according to the method ILO), months	
	Ukraine	Odessa region	Ukraine	Odessa region	Ukraine	Odessa region
	on average, thousand people		on average, thousand people			
2013	19,314.2	1,064.5	1,510.4	59.5	6	4
2014	18,073.3	1,009.4	1,847.6	72.5	5	4
2015	16,443.2	1,016.2	1,654.7	70.1	7	6
2016	16,276.9	1,000.6	1,678.2	72.5	7	5
2017	16,156.4	988.6	1,698.0	77.2	7	6
2018	16,360.9	1,019.9	1,578.6	68.7	6	4
Pace growth, 2013 to 2018, %	84.7	94.1	104.5	115.5	100	100
* The table is based on [5, 7]						

The region has adopted and is implementing a program to increase employment until 2020. Specific tasks have been set, so active measures are being taken to create jobs, retrain the unemployed and involve them in public works.

The Ministry of Social Policy monitored the number of newly created jobs, which showed that 18,450 new jobs were created in Odessa region last year. Although jobs were eliminated in parallel (17,700 jobs were eliminated). According to the indicator of created jobs, the region is on the 6th place. Most were created in the business sector.

In 2018, with the assistance of the State Employment Service, 18,136 people were employed, 8,755 people underwent vocational training, which is 1.2% more than planned. 176 thousand people underwent vocational guidance and were provided with 330 thousand vocational guidance services. 9,126 people were employed in public works.

The local labor market is now under pressure from a large number of internally displaced persons. 20,644 migrants were registered, half of whom were able to work. They all have the opportunity to get a job, but given that they need to rent housing, migrants need high-paying jobs. It is problematic to find such a job, as the average level of average wages remains low in the Odessa region.

1,461 IDPs were registered at the employment center, 320 of whom were employed. 165 people were retrained, 48 people were involved in public works. There are 1,100 IDPs registered as unemployed.

65,000 people worked under employment contracts abroad, 98% of them - sailors.

During 2015, a tripartite body for the promotion of employment was created, which will include representatives of the executive branch, trade unions and employers' associations. Together they will solve employment problems.

Today, the upward trend in unemployment is declining. However, there are plans to create about 20,000 jobs.

First of all, the authorities are counting on job creation in agriculture. It is in this area that investments will be attracted. In addition, ports, transport and the financial sector operate at a sufficient level in the region.

The existence of an imbalance between supply and demand in the labor market in recent years is an urgent problem for the region's economy. Because, no mechanism has been developed to determine the need for demand for professional skills in order to prevent oversaturation of the labor market by specialists in the same areas of training.

In the labor market of the region there is a constant demand for workers spheres service, catering and trade, water transport. In addition, there is a need for workers of the simplest professions (auxiliary workers, loaders, janitors and others).

After analyzing the data for 2018 in the Odessa region, employers often looked for professionals and specialists in the field of civil service, auditing, accounting, labor and employment, marketing (this category includes mainly sales managers). The total number of vacancies in the field of trade and services is the largest, if we also consider managers, salespeople, customer service employees and other employees who provide services. Other popular occupational categories include secretaries and clerks who perform keyboard or digital data operations (these include secretaries, administrators, office managers, as well as copywriters, SMM, SEO, and others), skilled workers, and the simplest occupations. The supply on the part of job seekers exceeds the demand for professional categories, which include mostly lawyers,

In the region, as well as at the state level, there is no developed methodology (methodology) and no sound system has been created to reliably identify the demand for professional skills. One of the mechanisms for identifying the demand for professional skills is a survey and questionnaire of employers who provide training.

methodical centers of vocational education (SMC VET) in Odessa region, institutions of vocational education, regional employment service. But such a survey is not systematic, is fragmentary in nature and is characterized by low interest and responsibility of employers.

In order to identify the demand for professional skills of vocational schools and the employment service, regional target programs are being developed.

Problems with collecting data on the demand for professions (specialties) in order to plan and organize vocational training are:

- unstable economic situation in the country;
- the inability of employers to predict the need for more than

half year;

- reluctance of employers to share plans for enterprise development

(organizations,  
institutions).

Measures carried out at the level of primary vocational education (PE) promote the orientation of graduates of the PON system on self-employment and career choice of an entrepreneur, but the shadow economy and unregulated legal framework are significant obstacles to starting their own business. Only a small amount

Vocational school graduates have the opportunity to conduct state registration of entrepreneurial activity, and the majority - go into the shadow employment.

The regional employment service implements a set of measures to support and develop entrepreneurial initiative among the unemployed.

During 2018, the regional employment service conducted more than 800 informational, thematic seminars, trainings for the unemployed in order to focus on entrepreneurship, on the basics of organizing rural tourism, effective agriculture. More than 8,000 unemployed people took part in the events.

According to the results of the work of vocational schools of the region in the 2017-2018 academic year, 164 graduates from among students and 298 graduates from among students are self-employed.

The overall figure is 6.4% of the total number of graduates from among students and listeners.

In 2018, the main efforts were aimed at simplifying the procedures of the permitting system in the field of economic activity and reforming the system of administrative services, removing unnecessary regulatory barriers to business development, development of financial assistance mechanisms for small and medium enterprises. The implementation of the Program for the Development of Small and Medium-Sized Enterprises in Odesa Oblast for 2015-2018 continued, and UAH 5249.7 thousand was allocated from the oblast budget in 2018 for the implementation of its measures.

As of January 1, 2018, 67.6 thousand business entities - legal entities and 136.0 thousand individual entrepreneurs. The number of small enterprises is 25 thousand units. There are 104 small enterprises per 10,000 population (82 in Ukraine). During 2018, 2,809 legal entities and 7,780 individual entrepreneurs were registered in the region. In order to create accessible and convenient conditions for obtaining administrative services, obtaining permits, preventing and combating corruption in all cities and districts of the region, Centers for providing administrative services have been established and are operating.

For people with disabilities, employment is not only a means of social adaptation and improvement. The ability to work actively helps to remove many psychological problems, increases self-esteem and life status, reduces barriers between the disabled and others. Also, it is labor income that is an additional financial resource for solving many life problems of a disabled person.

In 2018, it was used to keep disabled people in orphanages UAH 81.9 million In 2018, 1,055 wheelchairs, 936 units of other technical means of rehabilitation and 24,877 units of prosthetic and orthopedic equipment were issued.

products. During 2018, 15 cars were issued and used: 5

- to the priority, 6 - to the emergency, 4 - to invalids on the general conditions.

In the reporting year, the vocational rehabilitation center received rehabilitation services for training: 51 disabled people, including 34 disabled children; in the rehabilitation center for people with 11 mental and physical disabilities - 873 disabled people, including 368 disabled children; in the center of social rehabilitation - 153 children with disabilities.

The Employment Service gives priority to citizens with disabilities *social services, namely:*

assistance in finding a suitable job;

informing about the state of the labor market;

organization of professional orientation in order to choose the field of activity (professions), employment, professional teaching and increase qualifications;

psychological support;

organization of paid public works;

organization of temporary employment of unemployed citizens that have difficulty finding work.

With the assistance of the employment service for the current period of 2018 employed more than 3.2 thousand people in the quota category, which is 20.6% more than in the same period last year. The employment rate increased by 2.7 percentage points. and amounted to 36.8%. During the reporting period, more than 0.2 thousand disabled people were employed by the basic employment centers of Odesa region. The employment rate of registered unemployed disabled people increased by 3.2 percentage points. and amounted to 25.6%.

If the period of unemployment is not long, the PON can become a basis for training and further employment. If the person did not work for the received PON or the period of unemployment is long, the person loses faith in his own strength, in the correct choice of profession, the ability to adapt to the team.

In cases where the unemployed do not have a profession, need to restore professional skills, or his profession has lost relevance in the labor market, one way to restore its competitiveness is vocational training. The level of vocational training coverage of the registered unemployed is on average 38.7% of all unemployed registered at employment centers in Odessa region.

On the territory of the region there is the Odessa employment center of the State Employment Service, which provides vocational training, retraining and advanced training of the unemployed. The average number of students per year is about 1,500 people.

Today, the state employment service has the opportunity to help the unemployed, including graduates of vocational schools, to acquire new skills, expand the scope of activities through training or internships directly in the workplace.

The employment services of Odessa region conduct career guidance work with the population, aimed at providing assistance in finding a job, forming professional intentions and conscious choice of profession, taking into account the needs of the labor market, preventing youth unemployment, increasing motivation to work.

For the purpose of vocational guidance work among entrants, the Educational and Methodological Center for Vocational Education in Odesa Oblast posted information about vocational education institutions in Odesa Oblast on its official website. In addition, there is a virtual exhibition with presentation materials on the functioning of vocational schools in the region.

Career guidance work of the employment service is carried out by providing individual consultations and during professional and counseling activities for various categories of the population. At the same time, special attention is paid to motivation to work and choosing the most effective ways to provide employment, in particular, to focus on the choice of relevant occupations in the labor market, assistance in professional self-determination.

According to the results of career guidance work for the first half of 2018, 14.6 thousand people were employed, including almost 11.8 thousand of the registered unemployed. The employment rate of the unemployed has increased and is 40.5%.

The number of unemployed who started their own business by receiving a one-time unemployment benefit was 0.1 thousand people.

The State Employment Service implements a set of measures to support and develop entrepreneurial initiative among the unemployed.

First of all, it is the involvement of people who want to start their own business in various information and thematic seminars, where they can get information on self-employment, choosing a promising activity for a particular region, information on actions to take to start their own business.

Representatives of territorial bodies of the State Tax Service of Ukraine, departments of justice, the Pension Fund of Ukraine and others are invited to hold such seminars.

With the assistance of the employment service in January-June 2018 More than 3.5 thousand people of the quota category were employed, which is 12.8% more than in the same period last year. The employment rate increased by 0.6 percentage points. and amounted to 39.0%. During the reporting period, more than 0.2 thousand disabled people were employed by the basic employment centers of Odesa region. The employment rate of registered unemployed disabled people increased by 2.6 percentage points. and amounted to 28.7%.

Vocational training was provided at the direction of the Odessa Employment Service

176 unemployed, including 164 freely displaced persons with a certificate. In public

135 migrants took part in the works and other temporary works, including 132 people who had the relevant certificate.

In 2018, almost 41% of non-employed citizens were under 35 years of age. During 2015, professional training

There were 7.9 thousand unemployed, of whom young people under the age of 35 were 2.2 thousand people (almost 28%) to the total number of all unemployed covered by vocational training) [16].

Thus, the analysis of the labor market of the Odessa region makes it possible to identify the following trends that affect the formation and development of human potential in the region:

1) the planned tendencies to decrease labor rates and increase employment talk about favorable conditions for business development and as a consequence of increasing demand for labor;

2) the existence of a certain imbalance between supply and demand in the market labor reflects all-Ukrainian trends and signals the need for a comprehensive approach to developing an effective mechanism for training professionals in certain professions that are in demand among employers;

3) the state employment service conducts work on professional orientation of young people and the unemployed, in order to accelerate their employment;

4) organized vocational training that is focused on satisfaction current and future needs using the training employers, with the maximum base of the Odessa State Employment center of vocational education Service;

5) work is underway to create conditions for employment in necessary to prevent long-term unemployment, in particular increasing the vocational training of the unemployed under the specific order of employers and occupations that provide for further self-employment or entrepreneurship, especially in rural areas, given the limited employment opportunities for vacancies and new jobs

in the countryside [17].

*Incomes of the population.* The formation of human potential, as well as opportunities for its development are closely linked to the standard of living of the population. The standard of living of the population in the region can be assessed by such indicators as

average monthly salary, total income and expenses. In the Odessa region for the period of 2014-2018 there was a significant increase in the average monthly salary from 3129 UAH. up to UAH 8011, ie by 256% or 2.5 times (Fig. 2.1.7). For us, this is due to the increase in the minimum wage at the state level and the emergence of positive trends in the reproduction of the region's economy after a significant decline in 2015-2016.

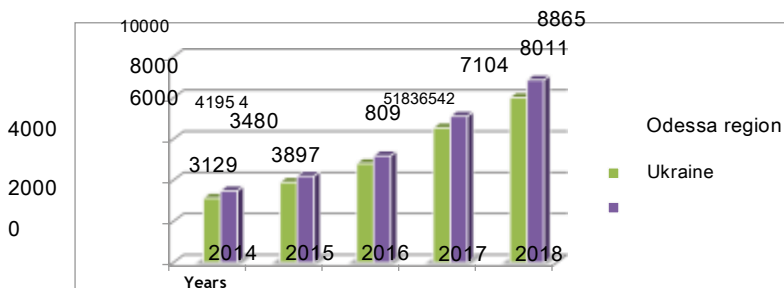


Fig. 2.1.7 The average monthly salary of full-time employees in Odessa region and Ukraine for 2014-2018 [5, 7]

The types of economic activity with the highest level of wages included transport, warehousing, postal and courier activities; financial and insurance activities; public administration and defense; compulsory social insurance, and among industrial activities - the supply of electricity, gas, steam and air conditioning, where wages exceeded the regional average by 1.8-1.1 times (Table 2.1.13).

Table 2.1.13

Average monthly salary of full-time employees by type of economic activity in Odessa region in 2014-2018

Types of economic activity	Years					2018/ 2014, %
	2014	2015	2016	2017	2018	
Total	3129	3897	4809	6542	8011	256.0

## Agriculture, forestry and fisheries

	1935	2278	2811	4461	5376	277.8
Industry	3429	4442	5442	6541	8432	245.9
Mining and quarrying	1449	1912	<u>2622</u>	3679	<u>4118</u>	<u>284.2</u>
Processing industry	3325	4490	5281	6447	8468	254.7
Supply of electricity, gas, steam and air	4201	4963	<u>6854</u>	<u>7699</u>	<u>9631</u>	<u>229.3</u>
Water supply; sewerage, waste management	2544	3157	<u>3716</u>	4986	<u>6181</u>	<u>243.0</u>
Construction	2419	2860	3732	5170	6369	263.3
Wholesale and retail trade; repair of vehicles and motorcycles	2544	3196	3890	5088	6390	251.2
Transport, warehousing, shipping and courier activities	4578	6198	<u>7689</u>	<u>9548</u>	<u>11714</u>	<u>255.9</u>
Temporary accommodation and catering	2264	2561	<u>3321</u>	4661	<u>5582</u>	246.6
Information and telecommunications	3669	5449	6032	7229	7721	210.4
Financial and insurance activities	4814	6595	7414	10263	12916	268.3
Real estate activities	3001	3501	4054	6902	9401	313.3
Professional, scientific and technical activities	2777	3791	<u>5991</u>	7494	<u>8535</u>	<u>307.3</u>
Activities in the field of administrative and support services	2826	3171	<u>4861</u>	6840	<u>6099</u>	<u>215.8</u>
Public administration and defense; compulsory social insurance	3676	4194	5378	8354	11133	302.9
Education	2652	3089	3677	5663	6814	256.9
Health care and social assistance	2412	2813	<u>3419</u>	5014	<u>5803</u>	<u>240.6</u>
Art, sports, entertainment and recreation	2779	3194	<u>3835</u>	5677	<u>6840</u>	<u>246.1</u>
Provision of other types of services	2971	3735	4247	4764	6275	211.2
* The table is based on data [5]						

During the period 2014-2018, the average monthly salary of full-time employees by type of economic activity in Odessa region increased by 156%, which is generally due to the stabilization of the socio-economic situation in the region, as well as government action to significantly increase the minimum wage. The largest changes in wages took place in such areas as real estate transactions (213.3%), professional, scientific and technical activities (207.3%) and public administration and defense (202.9%).

The lowest level of wages was observed in the mining industry and quarrying; temporary accommodation and catering; provision of other types of services; agriculture, forestry and fisheries; health care and social assistance, construction and did not exceed 74.0% of the regional average.

To assess the standard of living of the population as the main prerequisite for the formation of human potential is equally important to study the structure of disposable income and expenditure, because high current expenditures level opportunities for human development and pose a threat to socio-economic stability in the region and the state as a whole.

The disposable income of the population (funds that can be used to purchase goods and services) is mainly formed through wages and social assistance. Therefore, the level of these indicators has a decisive influence on the value of human capital. The growth rates of nominal wages and the index of real wages in the Odessa region for the period 2014-2018 amounted to 115.3% and 127.6%, respectively, Table 2.14. Analysis of changes in nominal and real wages for the reporting period shows that nominal wages have a steady upward trend, while real wages in 2014 and 2015 decreased and only from 2016 began to increase slightly. This is due to the impact of inflation in 2014-2015. As a result, the income level of the population during this period decreased significantly and

despite all the positive changes in recent years, according to experts, has not yet reached the level of 2014 (Table 2.1.14).

Despite the growth of nominal household incomes, the level of real incomes of the population of Odesa region has significantly decreased in recent years.

On the sharp decline in real incomes of Ukrainians in 2014-2018 influenced by the following factors:

Table

2.1.14

Nominal growth / decrease rate and real wage index  
fees in the Odessa region in 2014-2018 [5]

Years	Indexes			
	Nominal salary		Real wages	
	to the previous one year	December to previous year	to the previous one year	December to previous year
2014	106.2	107.1	93.2	82.6
2015	124.5	139.9	80.6	95.9
2016	123.4	126.8	108.1	113
2017	136.1	126.9	116.6	110.4
2018	122.5	115.3	110.5	105.4
2018/2014, %	115.3	107.7	118.6	127.6

- rising inflation (Fig. 2.1.8.);

- fall in real GDP (a sharp decline in which occurred in 2014, despite the growth of its nominal indicators);

- military action in the east of the country and population growth internally displaced persons;

- increase in the tax burden (military duty, tax on real estate, taxation of pensions, deposits, raising the rate of excise tax on alcohol and tobacco products);

- rising unemployment.

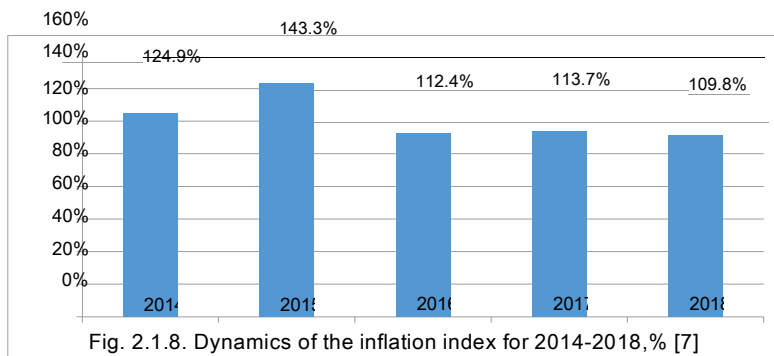


Fig. 2.1.8. Dynamics of the inflation index for 2014-2018, % [7]

It should also be noted that income is not a value in itself and is not a goal of human development. Income is an opportunity for the realization of the individual, an indicator of control over resources that can be used to expand human development. In any country, a high level of income and opportunity inequality is an obstacle to personal development. In addition to the fact that these phenomena have an extremely adverse effect on the dynamics of the economy, inhibit its growth and reduce the capacity of society, they also increase social tensions in society and contribute to shadow distribution processes.

Science recognizes inequality as a major problem of human development. It is a major factor in social instability: the higher and more diverse the inequality, the higher the risks of social conflict. The disproportionately high degree of inequality and its social perception largely affect the quality of formation and development of human potential in the country.

Unacceptably low (even by national standards of official remuneration) earnings of at least half of workers are a characteristic feature of inequality in Ukraine. Thus, in the Scandinavian countries, the average salary of 50% of the poor is 70% of the national average, in European countries - 60, in the USA - 50, and in Ukraine - only 30% [18].

A study of the income structure of the population of Odessa region shows that the largest share of cash income is wages (from 57% in 2014 to 61.6% in 2018). The share also remains large social transfers in the form of pensions, scholarships and social assistance. Among the new trends is the increase in the share of non-cash benefits and subsidies for housing and communal services, electricity, fuel, which increased from 0.3% in 2014 to 0.9% in 2018. This is due to a significant increase in the cost of utility bills and as a consequence an increase in the number of citizens in need of benefits and subsidies (Table 2.1.15).

From the table. 2.1.15 shows that for the period 2014-2018, the total income of the population of Odessa region increased by 110.6%. But it should be noted the negative trend in the structure of these revenues.

Table 2.1.15

The structure of total income of the population of Odessa region for 2014-2018 [5]

Indexes	Years					2018/2014, %
	2014	2015	2016	2017	2018	
Aggregate resource in on average per month in calculation on one 5 household, UAH	94.95	5487.28	6637.79	8707.75	10728.47	210.6
Structure of total household re sources						
Cash income	95.1	93.9	92.5	93.5	94.5	99.4
- pay	57	57.4	59.3	62.3	61.6	108.1
- income from entrepreneurial activity and self-employment	4.5	3.4	2.6	2.1	6.2	137.8
- sales revenue agricultural	3.5	2.8	4.1	4.4	2.6	74.3
products						
- pensions, scholarships, social benefits provided in cash	23.2	22.6	17.7	17.7	16.6	71.6
- financial assistance from	6.9	7.7	8.8	7	7.5	108.7
	1	5				

relatives, other persons and other

monetary income						
The cost of consumed products obtained from personal subsidiary farms and from self-procurement	3.1	4	4.4	3.8	3.6	116.1
Benefits and cashless on subsidies payment						
housing and communal services services, electricity, fuel	0.3	0.4	0.8	0.9	0.9	300.0
Non-cash benefits for the payment of goods and services						
for health care, tourist services, vouchers for recreation centers, etc.,	0.3	0.1	0.3	0.1	0.1	33.3
Other receipts	1.2	1.6	2	1.7	0.9	75.0

The largest increase was in the indicator "Non-cash benefits and subsidies for housing and communal services, electricity, fuel" by 200%. This indicates an unsatisfactory state of income, which raises the need for benefits and subsidies. At the same time, the indicator of cash income "wages" in 2018 compared to 2014 is only 108.1%, ie an increase of only 8.1%.

More details on the structure of population expenditures are given in table 2.1.16.

Table 2.1.16

The structure of total expenditures of the population of Odessa region for 2014-2018 [5]

Years

Indexes	Years					2018 / 2014, %
	2014	2015	2016	2017	2018	
Total costs on average per month in the calculation per household, UAH	3979.56	4985.04	5331.06	6560.87	7350.1	184.7
Structure of total household expenditures						
Consumer total expenditures	95.1	93.9	96.3	96.5	97.5	102.5
		136				

food and soft drinks	56.2	57.5	55.1	53.3	55.6	98.9
alcoholic beverages, tobacco	3.1	3.3	3.8	3.3	2.8	90.3
products						
non-food products and services	35.8	33.1	37.4	39.9	39.1	109.2
including						
clothes and shoes	4.7	4.8	4.8	4.9	4.5	95.7
housing, water, electricity, gas and other fuels	12	thirteen	15.6	18.3	17.9	149.2
household items, footwear and current housing maintenance	2	1.4	1.7	1.5	1.4	70.0
health care	2.6	2.5	3.8	2.9	3.1	119.2
transport	4.1	2.9	2.2	3.5	2.6	63.4
communication	3.1	2	2.6	2.6	2.7	87.1
recreation and culture	1.9	1.6	1.4	1.4	1.1	57.9
education	1.1	1.3	1.5	1.6	1	90.9
restaurants and hotels	1.8	1	1.6	1.2	2	111.1
various goods and services Non-	2.5	2.6	2.2	2	2.8	112.0
consumer aggregate costs	4.9	6.1	3.7	3.5	2.5	51.0
Reference: payment for housing,	10.7	11.4	14.4	17.2	16.6	155.1
utilities and services						

From the given table 2.1.16, it is seen that the total expenditures of the population of Odessa region for the period 2014-2018 increased by 84.7% (amounted to 184.7%). It should be noted that as noted earlier, revenues for this period increased by only 8.1%. A detailed study of the structure of total expenditures shows that the largest population spends on food. The percentage of these costs over the years is almost unchanged and always above 50%, which indicates an insufficient level of income. Thus, in countries with a high standard of living, the share of food expenditures is low. For example, in EU countries, households spend 12% of total consumer spending. The rest of their own

Europeans spend income on leisure, travel, communications, quality medicine, education, technology and clothing [12, p. 216].

Among the negative trends, Table 2.16, it should be noted a significant increase in the cost of housing, utilities and services from 10.7% in 2014 to 16.6% in 2018 in the overall cost structure, which is + 55.1% for the period . This is due to the increase in utility bills in recent years and is closely correlated with the data of table. 2.1.15 on revenue growth in the form of benefits and subsidies.

Of concern is the extremely large pay gap of 1% of the highest paid workers compared to the rest of the workforce. In particular, in the Scandinavian countries the earnings of this relatively small group exceed the average by 5 times, in European countries - by 7, in the USA - by 12, and in Ukraine - by 13 times. Accordingly, the wage gap between 1% of the most well-off and 50% of the least well-off workers in Ukraine is extremely high. If in the Scandinavian countries the average earnings of 1% of the highest paid workers exceed the average salary of 50% of the lowest paid 7.1 times, in European countries - 11.7, in the US - 24, in Ukraine - as much as 43.3 times [ 18]. It is only about the officially paid salary, from which taxes are paid. If we make an adjustment to the size of the shadow economy, then, as studies show,

On the one hand - income inequality for a society with market relations is a natural, natural and necessary phenomenon, as unequal property status of its members is considered one of the powerful incentives for socio-economic progress, provided that every citizen has relatively equal opportunities to realize their potential [18 ]. However, the very nature of inequality attracts attention - in developed countries, the differentiation of incomes was formed under the influence of market and competition laws.

In Ukraine, the high level of polarization was formed mainly due to the uneven spontaneous distribution of state resources between certain groups of people. Today in our society the factors of success in the field of income are: influential relatives, coming from a family with a high social status, wealthy parents, the ability to circumvent the law, etc.

In the absence of opportunities to ensure a fair distribution of income, it is necessary to reduce excessive inequality through their redistribution. In a situation of unjustifiably high stratification of the population in terms of income, it would be appropriate, in our opinion, to introduce a progressive income tax rate, which operates in almost all countries in Europe and America [18]. The richer pay a higher percentage of their income than the poorer. Accordingly, the rich invest more in the financing of public services, and the poorer ones receive additional benefits - due to their greater availability, greater amount of assistance, and so on.

For comparison, in Ukraine the rich pay 63.7% of the total amount of taxes on the population, and in the United States - 97.8%; and the poorer, respectively, - 36.3 and 2.3%. The richest 10% of taxpayers in Ukraine provide 20.2% of total income from the population, and in the United States - 70.5%. The most significant difference is in the contribution of 1% of the wealthiest: in Ukraine the contribution of this category is 4.4% of total revenues, and in the US - 36.7% (while in the US the upper centile receive 35% of total income, and in Ukraine - 39%) [18]. The main reason for this situation in our country is the shadowing of incomes and tax evasion.

Deep inequality leads to falling living standards and impoverishment. The consequence of these processes is morbidity and low level of education, which reduces the economic activity of relevant groups and negatively affects the formation of human potential of the country. Conversely, an increase in the income of the poor causes an increase in demand for domestically produced goods and contributes to the development of the economy in general and human development in particular.

Excessive stratification population is immediate factor criminalization of society, namely, corruption, as it provokes interference in the politics and public administration of high-income people. Corruption negatively affects the quality and quantity of public services, in particular in the field of education and health care, significantly reducing the efficiency of public spending. In general - the satisfaction of households with the received state ones decreases services [18].

Extremely low levels of official wages in the public sector lead not only to a low standard of living and mass dissatisfaction of most employees, but also to a forced focus on various additional illegal or semi-legal earnings. As a result, corruption has spread to almost all spheres of public life, creating extremely negative conditions and an environment for human development.

Thus, the consequences of excessive income inequality are mass impoverishment of the population, growth of informal employment, macroeconomic instability, shadowing of the economy, the spread of corruption, distrust of power, falling living standards, and all these phenomena in society, in turn, undermine the process of formation and accumulation of human potential.

Thus, the income of the population in modern conditions is a leading component of human development. They play an important role in the formation not only of the material landmarks of the individual, but also in improving his spiritual needs, raising the level of culture, education and all other components of human potential.

To increase the effectiveness of state income policy, aimed at reducing inequality and polarization of income in society based on the principle of closer relationship between the level of income of the individual and his human capital, it is necessary to implement the following measures:

- introduction of a progressive taxation system;
- the transition from personal income taxation to personal income taxation households;

- increase the level of wages in the budget sphere by replacement outdated tariff grid with a modern system of remuneration standards;
- introduction of a cost and income control system to de-shadow large-scale unregistered income;
- transition from standards of individual consumption to standards household consumption;
- introduction of a system of social elevators for integration into public life those who are deprived of the necessary starting opportunities (people with disabilities, orphans, children deprived of parental care, children from antisocial families) [18].

Thus, the current economic situation in the field of income in the Odessa region and Ukraine is unfavorable for the accumulation, implementation, and sometimes even for maintaining the former level of human potential.

*Social protection of the population.* Analysis of the factors influencing the human potential of the region can not be considered complete without studying the state of social protection, because modern Ukrainian trends clearly show that the number of people in need of social protection is growing, so this direction of social policy is one of the main.

As of January 1, 2018, in Odesa oblast, the coverage of the population with subsidies is 42% (the target of coverage was: 517854 households) compared to 65% on average in Ukraine in 2016.

In January 2018. 10.9 thousand households were allocated subsidies to reimburse the costs of housing and communal services, of which 5.0 thousand in urban settlements and 5.9 thousand in rural areas.

The amount of subsidies in January this year amounted to 15092.6 thousand UAH, of which in urban settlements 5682.4 thousand UAH, in rural areas - 9410.2 thousand UAH.

The average size of the assigned subsidy per household in January this year amounted to UAH 1381.1. (in December 2017 - UAH 548.7).

In addition, in January 2018, 52 households were granted cash subsidies to reimburse the costs of purchasing liquefied gas, solid and liquid household stoves, of which in urban areas - 20 households, in rural areas - 32.

The average amount of this type of subsidy per household allocated in January 2018 was UAH 5,042.3. (in December 2017 - UAH 3353.6).

In January 2018, the amount of cash subsidies received by households to reimburse the costs of purchasing liquefied gas, solid and liquid furnace household fuel amounted to UAH 31,992.2 thousand.

In January 2018, the population of the region paid UAH 625.4 million for housing and communal services, including repayment of debts of previous periods. (62.2% of the amounts accrued for this period) [5].

As of September 1, 2018, 154,908 thousand families of the region, in which 156,957 thousand children are brought up, received social support from the State Budget of Ukraine in the total amount of UAH 2141818.1 thousand.

In addition, during 8 months of 2018, 125 children in orphanages of the social protection system were rehabilitated at the expense of the regional budget, for a total amount of UAH 598.5 thousand.

The state budget provided funds for the rehabilitation of 1,894 people in sanatoriums, of which 962 people were rehabilitated, including persons with disabilities due to the war in the ATO - 1 person, participants in hostilities in the ATO - 21 people, war participants, war veterans, the disabled war (subordinate to the Ministry of Social Policy) - 653 people affected by the Chernobyl disaster I category - 144 people, people with disabilities of general illness and childhood - 115, people with disabilities with diseases of the spine and spinal cord (spinal cord) - 28 people.

According to the regional complex program of social support of the population for 2018-2020 "Social protection of the population in Odessa region" one-time financial assistance or reimbursement of cost of sanatorium treatment in sanatoria of Odessa region of victims

as a result of the Chernobyl catastrophe of 1-3 categories, war veterans, families of the dead (deceased) in anti-terrorist operation, invalids of the general disease, children-invalids and invalids from the childhood accompanied by one of parents (if necessary) once a year at the expense of one of budgets (not more than UAH 7,000) were received by 48 people for the total amount of UAH 330.1 thousand. [14, pp. 27-28].

Thus, the analysis of social protection of the population of Odessa region shows that active work is carried out to support socially vulnerable groups, subsidies are provided, targeted assistance to families of IDPs and people with disabilities, as well as people with special needs, regional social support programs.

*Pension provision.* For a comprehensive analysis of the effectiveness of socio-economic development programs of the region in the field of human development, it is necessary to analyze the state of pensions, the level of minimum and average pensions in the region and Ukraine.

*Minimum pension* - 2019 is determined in Ukraine by the Law "On the State Budget for 2019" according to the draft submitted by the Cabinet of Ministers of Ukraine (responsible - the Ministry of Finance) [19]. The pension may not be less than the subsistence level - 2019 per disabled person (according to paragraph 2 of Article 7 [Of the Law of Ukraine №1058](#)). Resolutions of the Cabinet of Ministers of Ukraine also play an important role in determining the amount of minimum pensions. There are three types of such payments: by age; on disability; due to the loss of a breadwinner.

The amount of the minimum pension in Ukraine is determined by the Law "On Compulsory State Pension Insurance" and may not be less than [the size of the subsistence minimum](#) for disabled people. To do this, the insurance record for men must be at least 35 years, and for women - at least 30 years.

For each full year of insurance experience over 35 years for men and 30 years for women, the old-age pension is increased by 1% of the pension. The minimum amount of pension, which is determined by law, is reflected in the table taking into account the previous two years (Table 2.1.17).

Table 2.1.17

The minimum pension in Ukraine is determined by law

Period	Minimum pension
January 1, 2016	1074 грн
May 1, 2016	1130 грн
December 1, 2016	1247 грн
May 1, 2017	1312 грн
October 1, 2017	1373 грн
July 1, 2018	1435 грн
December 1, 2018	1497 грн
July 1, 2019	1564 грн
December 1, 2019	1638 грн
<i>Source: [20].</i>	

From January 1, 2018, for persons who have reached the age of 65, the minimum pension for men with 35 years, and for women with 30 years of insurance experience is set at 40% of [minimum wage](#), but not less than the subsistence level for persons who have [lost their ability to work](#) as defined by law.

Starting from 01.01.2018, the right to receive an old-age pension after reaching the age of 60 have persons with insurance experience (Table. 2.1.18).

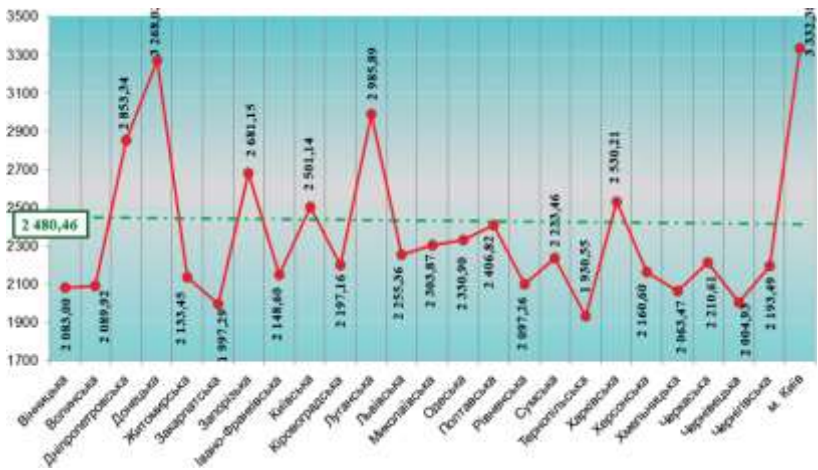
Table 2.1. 18

Insurance experience for the appointment of a pension, depending from the year of retirement [20]

Period	Insurance experience
01/01/2018 - 31/12/2018	not less than 25 years
01/01/2019 - 31/12/2019	not less than 26 years
01.01.2020 - 31.12.2020	not less than 27 years
01.01.2021 - 31.12.2021	not less than 28 years

01.01.2022 - 31.12.2022	not less than 29 years
01.01.2023 - 31.12.2023	not less than 30 years
01.01.2024 - 31.12.2024	not less than 31 years
01.01.2025 - 31.12.2025	not less than 32 years
01.01.2026 - 31.12.2026	not less than 33 years
01.01.2027 - 31.12.2027	not less than 34 years
from 01.01.2028	not less than 35 years

If the situation with the size of the statutory pension is more or less clear, then when considering the average pension there are certain disparities in its differentiation by region. Thus, according to the financial and information portal, the amount of the average pension ranges from 2005 UAH. in Chernivtsi region up to UAH 3,258. in the Donetsk region at the average indicator across Ukraine of 2480 UAH. on January 1, 2018 (Fig. 2.1.9). For Odessa region, this figure was 2330 UAH, which is lower than the average in Ukraine by 150 UAH.



as of January 1, 2018 [20].

IN in general state pension software Odessa area  
characterized by the following data:

1) In 2018, the region provided timely and in full financing and payment of pensions to 614.2 thousand pensioners, of which 40.25 thousand people receive pensions in accordance with the Law "On pensions of persons discharged from military service and some other persons". According to Art. 42 of the Law "On Compulsory State Pension Insurance" recalculation of pensions of 17.4 thousand persons and from 01.04.2018 recalculation of pensions of 148.5 thousand persons who on 01.03.2018 after the appointment or recalculation of pensions continue to work and acquired not less than two years of insurance experience. The pensions of 88.4 thousand people who have reached the age of 65 were recalculated. Since March 1, 2018, 324 pension cases have been listed. From July 1, 2018, pensions were recalculated for 60.8 thousand people. The average size of the increase is UAH 67.48. 13.8 thousand applications for pensions have been processed. 42.1 thousand individual recalculations of pensions were carried out,

2) 7.4 thousand people who are temporarily provided with pensions are provided monthly moved to Odessa region from Donetsk and Luhansk regions. More than UAH 233.5 million was directed to payments to these citizens. The Fund's budget received over UAH 13.5 billion from all sources. or 100.9% to the plan. Compared to the same period in 2017, revenues increased by UAH 3.6 billion. or on 36.3%. UAH 5.9 billion of shares from the single social contribution were received from economic entities of the region. In January-September 2018, UAH 70.5 million was received. mandatory payments administered by the Pension Fund (103.3% of the plan), and UAH 231.4 million. from the payment of fees for certain types of business transactions (113.2% of the plan). Information was sent to local executive bodies, the Main Department of the State Labor Service in Odesa Oblast and other social partners on 23,000 business entities that pay wages to employees at the level or less of the minimum. Total in the region according to the reports of insurers for July 2018 salaries

34.5 thousand people received less than the minimum, provided that they worked a full month and worked full time, except for insured persons who worked part-time, of whom (6.2% of the total number of employees - 552.9 thousand people). Since the beginning of the year, their number has decreased by 10.6 thousand people or by 23.3%.

3) In January-September 2018, based on the results of data monitoring Insured persons were provided with information on signs of use of labor by undocumented workers and possible violations of labor legislation: the Main Department of the State Labor Service in Odesa region received 23,000 insured persons each, and 192.8 thousand insured persons. Based on the results of processing these data, 100 inspections of insurers were conducted and 14 resolutions were issued to impose penalties in accordance with the Labor Code of Ukraine in the amount of UAH 4296.3 thousand. - The Main Department of the State Fiscal Service in Odessa region for 13.4 thousand insured persons for 47.4 thousand insured persons. As a result of joint actions, 1,885 jobs were legalized, a single social contribution to the compulsory state social insurance for insured persons in the amount of UAH 412.5 thousand was added. [14, pp. 29-30].

Pension provision is a kind of indicator of the welfare of the state and the standard of living of its population. Unfortunately, in Ukraine and Odessa region today there is a situation in which the state pension system can not provide a decent life for its citizens. That is why today there is a question of reforming the entire pension system and transforming it into a three-tier system, in which the payment and accumulation of pensions will be carried out not only by the State Pension Fund, but also by non-state funds. The Law "On Measures to Legislate the Reform of the Pension System" was the beginning of the reform of the state pension system. Its implementation is ambiguous. The new standards adopted in the law can bring society beyond social poverty, because future retirees, people aged 40-54,

An important consequence of the reform may be an increase in unemployment, especially among young professionals. Society is no less concerned about the ratio of retirement age to the average age of mortality. However, it is clear that Ukraine is at a difficult stage of entering a civilized society, and most parts of the state need change and improvement, so reforms are inevitable and should bring a number of positive consequences in the future.

*It can be noted what human potential* Are aggregate possibilities an individual or the population of a country, region, other community to economic, social activities and to their own development. The concept of human potential covers such human characteristics as needs and interests, standard of living, level of health, general and professional knowledge, qualifications, motivation, attitude to work, initiative and entrepreneurship, ways of behavior.

The methodological basis for the analysis of the processes of reproduction of human potential is most often the theory of human capital, which focuses on human development, focused on the needs of social production, explores the improvement of man as a factor of production.

The nature and trends of the current stage of reproduction of human potential of Odessa region is determined by factors of socio-economic development, demographic, transformation of the economic mechanism, structural economic restructuring, social and man-made environmental factors. The latter, despite current trends and implemented regulatory measures, determine the long-term effectiveness of human resource management in the region.

The development of human potential in Odessa region should be based on the formation of a social market income system of decent level, continuing education and self-education, a qualitatively new level of health care, a balanced approach to social protection of vulnerable populations.

The results of the analysis of factors of formation of human potential of the Odessa region testify to necessity of the complex approach for its effective functioning as bases of social and economic development of the region. There are many problematic issues that *need a solution, namely:*

1) it is necessary to pursue an active demographic policy for stimulating the increase in the birth rate and the increase of children in families;

2) actively implement health care reform taking into account regional ones needs and features, to carry out preventive work to preserve the health of the population;

3) in the field of education it is necessary to work with quality career guidance the population, especially schoolchildren, to create conditions for obtaining professions that are really in demand;

4) the main problem of the labor market is the mismatch of demand and proposals for specialties that are closely related to the reform of the education system;

5) low level of total income of the population prevents further development of human potential creating conditions for deprivation and further degradation of the population;

6) the state of social protection in the region is unsatisfactory, because it is constant the population in need of assistance is increasing, which puts additional pressure on regional and local budgets;

7) pension payments in the Odessa region are lower than the average for Ukraine, which needs adjustments and additional measures to protect pensioners.

## **2.2. The impact of strategic programs of socio-economic policy on the formation and development of human potential in the region**

At the present stage, human potential becomes an important strategic resource, the quality and efficiency of which depends on the level

socio-economic development of any socio-economic system. The specificity of human resources as capacity carriers is that *on the one hand*, they produce tangible and intangible goods, *and on the other* - consume them. Thus, a logical relationship is built: the state and prospects of economic growth of the region depends on the efficiency of its human resources, and the development and reproduction of human potential, in turn, is the result of social guarantees and living conditions, education and decent work.

Human potential - a measure of embodied in a person's abilities, talents, level of education, skills and their ability to generate income. *The World Bank* includes in this concept also the state of health and quality of food. *UN* - education, professional experience, physical condition, ability to survive, other characteristics that ensure the self-sufficiency of people. With the development of human progress, labor ceases to be only a factor of production. Investments in labor - education, health, culture, skills

- form a new quality that is a new form of human wealth. Modern

world trends of complex interconnected processes globalization, *on the one hand*, and integration - *on the other hand*, cause an increase in the importance of the regions of the countries involved in these processes. The role of regions as economic agents of the international level, direct participants in the international division of labor is growing. Accordingly, the importance of regional authorities and local governments, the role of regional public institutions and so on is growing. This situation puts on the agenda the need to revise the state regional policy, the status of the region in it within the limits, principles of mutual relations of subjects of power at a national and the regional level, their powers and competences.

The competitiveness of the regions is considered how potential the ability to compete, and competitive advantage - as the presence of certain predominant characteristics of the region compared to others.

Stable development of the regional economy in market conditions becomes real in the presence of reliable competitive positions. The principle of economic independence of regional entities financial and economic situation. The country makes significant adjustments to their regional development stability economy directly depends from the presence of appropriate social economic, scientific, technical and personnel potential. These factors determine the attractiveness of the region for the placement of new, reconstruction of existing production facilities and thus for the creation of new jobs. In turn, the above factors shape the welfare of the population and create conditions for the development of human capital.

The main strategic directions of human development of Ukraine and its regions are in line with world programs of human civilization.

The top priorities for this should be the 62 reforms and programs proposed in the Ukraine 2020 Strategy. Among them directly to the conditions of human development can be attributed to such as *reforms*:

areas of labor relations; protection of intellectual property; social protection systems; pension and health care systems; state policy in the field of culture; and *programs*: preservation of the natural environment; national unity and support for national minorities; development for children and youth; attracting talent.

Other reforms and programs, provided they are implemented, create material, political, legal platform for human development.

The Strategy "Ukraine - 2020" proposes indicators of the country's development until 2020, among them directly to the development of human potential are [21, section 4]:

- according to the global competitiveness index, Ukraine will enter 40

the best countries in the world;

- GDP per capita per capita will be 16,000 US dollars;

- average life expectancy according to the World Bank will increase by 3 years;
- the share of broadband Internet penetration according to the World Bank will have 25 subscribers per 100 people;
- 75 percent of graduates of secondary schools will speak at least two foreign languages that will be confirmed by international certificates;
- Participate in the PISA international quality survey and enter up to 50 best states - participants of such research;
- together with the World Bank to develop an indicator of the well-being of citizens, determine its target value and monitor changes in such an indicator;
- according to the results of a nationwide poll, 90 percent citizens of Ukraine will feel proud of their state.

In connection with the adoption in September 2015 at the UN Summit of 17 global Sustainable Development Goals for the period up to 2030, there was a need to update the Sustainable Development Strategy "Ukraine - 2020". For the purpose of introduction of European living standards, outlining ways out of the current crisis, in Ukraine in 2016 adopted a Strategy for Sustainable Development for the period 2030 [22]. Its purpose is to ensure a high level and quality of life of the population of Ukraine, to create favorable conditions for the activities of present and future generations and to stop the degradation of natural ecosystems by implementing a new model economic growth based on the principles of sustainable development.

The strategy defines a holistic system of strategic and operational goals for the transition to integrated economic, social and environmental development of the country by 2030. Targets are defined for three stages of implementation of the Strategy: 2016-2020, 2021-2025 and 2026-2030. The main provisions of the Strategy-2030 provide opportunities for human development, including human development, based on:

- creating a balance of economic, social, environmental systems;
- building a peaceful and safe, socially cohesive society;
- ensuring partnership on the basis of a social contract;
- full employment;
- high level of education and health care;
- Improving the state of the environment, which will ensure the quality of life and well-being of present and future generations, preservation of national cultural values and traditions.

All this is closely related to the creation of conditions for the formation and development of such components of human potential as health, employment, income, socialization, motivation and value orientations, spiritual and moral, intellectual, innovative, etc. Some key targets that are directly related to human development are given in Table 2.2.1.

Table 2.2. 1  
Key targets for the vectors of the country's development (fragment)  
for the period 2016-2030 [22]

<b>Tasks of strategy</b>	<b>Period</b>		
	<b>2016-2020</b>	<b>2021-2025</b>	<b>2026-2030</b>
Average GDP growth rates for the period, %	4	6	7
By 2030, ensure full and productive employment and decent work for all women and men, including young people and people with disabilities, and equal pay for work of equal value in accordance with decent work indicators.			
By 2030, provide the population, in particular its poor, with basic foodstuffs at the level of scientifically sound norms in accordance with international standards. By 2030:			
- reduce the maternal mortality rate to no more than 5 cases per 100,000 births.			
- minimize preventable mortality among newborns and children under 5 years of age;			
- reduce the mortality of children under 5 years of age to 6-7 cases per 1000 children. By 2020, provide everyone with access to basic medical services. By 2030, provide funding for the health care system at the level of at least 7% of GDP with priority (up to 40% of all expenditures) on primary health care.			
By 2030, ensure: - equal opportunities for each child to receive quality primary, basic and complete secondary education, regardless of their state of health, place of residence and family wealth.			
- equal access to inexpensive and high-quality access for the entire population throughout life			

vocational and higher education.

Entrepreneurship development.			
	2015 - 1.5		
Number of employees of small enterprises, million people	2020 - 2.2	2025 - 3.5	2030 - 4.0
Position in the ease of doing business	2015 - 87	2025 - 53	2030 - 33
DoingBusiness	2020 - 73		
The share of the population whose consumption is lower than estimated	2015 - 58.3	2025 - 20.0	
(actual) subsistence level,%	2020 - 30.0		2030 - 15.0
Proportion of persons, daily consumption which is lower than 5.05 US dollars in	2015 - 2.2	2025 - 0.0	2030 - 0.0
for PKS,%	2015 - 70.6%	2025 - 90.0%	2030 -
Net pre-school enrollment of 5-year-olds	2020 - 80.0%		99.0%
poor affected		2025 - 75.0	
state social support, 2015 - 56.3	2020 - 65.0		2030 - 85.0
in the total poor population	2015 - 56.7	2025 - 62	2030 - 65
Employment rate of the population aged 20 to 64,%	2020 - 60		

The concept of state regional policy and the Law of Ukraine "On Stimulating Regional Development" define strategic planning at the state and regional levels, legal documents that determine the relationship between the analysis of economic development, forecasting, defining goals and main directions of economic policy.

Implementation of state and regional target programs of socio-economic development in accordance with the Strategy should be aimed at solving key problems of regional development, including:

- 1) low investment attractiveness of regions and innovation activity;
- 2) underdeveloped production and social infrastructure;
- 3) growth regional disproportions in sphere social economic development of regions;
- 4) weak interregional ties;
- 5) irrational use of human potential.

The complex of these problems was supposed to be solved on the basis of performance of four strategic tasks:

- increasing the competitiveness of regions and strengthening their resource potential;

- human resources development;

- development of interregional cooperation;

- creation of institutional conditions for regional development.

The development of socio-economic regional development programs should be based on and take into account the influence of factors that determine regional potential and competitiveness. For most targeted regional programs, the objective basis is the system of achieved macroeconomic indicators, state social standards and norms of population security, characteristics of social infrastructure and investment attractiveness of regions (Table 2.2.2).

Targeted regional development programs directly correspond to the guidelines of the Strategy or its individual tasks, taking into account the requirements of regional economic policy. The scheme of implementation of socio-economic regional development programs in the context of the state strategy of regional development is shown in Fig. 2.2.1.

Table 2.2.2

Factors in the development of state programs of socio-economic regional development [23]

Групи факторів	Соціально-економічні	Інституційні
Екстенсивні	<ul style="list-style-type: none"> <li>- природно-кліматичні умови;</li> <li>- соціально-демографічний стан;</li> <li>- соціально-культурне середовище;</li> <li>- макроекономічне середовище;</li> <li>- людський потенціал;</li> <li>- міжгалузеві зв'язки матеріального виробництва;</li> <li>- споживчий ринок;</li> <li>- можливості інвесторів;</li> <li>- науково-технічний потенціал</li> </ul>	<ul style="list-style-type: none"> <li>- місцеве і регіональне самоврядування;</li> <li>- науково-дослідні інститути і центри</li> </ul>
Інтенсивні	<ul style="list-style-type: none"> <li>- територіально-галузева близькість;</li> <li>- національно-етнічні особливості регіону;</li> <li>- рівень впровадження нових;</li> <li>- споживання технологій населенням;</li> <li>- ефективність ринку товарів і послуг виробничого і невиробничого призначення;</li> <li>- виробництво забруднюючих речовин;</li> <li>- конкурентоспроможність регіону;</li> <li>- рівень розвитку соціальної інфраструктури у міських та сільських поселеннях</li> </ul>	<ul style="list-style-type: none"> <li>- система державно-приватного партнерства;</li> <li>- науково-дослідні інститути і центри</li> </ul>
Інноваційні	<ul style="list-style-type: none"> <li>- сукупний регіональний потенціал;</li> <li>- освітньо-інтелектуальний капітал;</li> <li>- алокація ресурсів;</li> <li>- технологічна готовність;</li> <li>- інтеграція на ринки капіталів;</li> <li>- умови бізнес-середовища;</li> <li>- виробництво й експорт інновацій;</li> <li>- суспільна відповідальність</li> </ul>	<ul style="list-style-type: none"> <li>- рівень захисту власності;</li> <li>- кооперація науково-технічних відносин суб'єктів господарювання і органів регіонального і місцевого управління;</li> <li>- господарські структури, орієнтовані на інтенсифікацію науково-технічного і технологічного потенціалу</li> </ul>



Fig. 2.2.1 Scheme of implementation of socio-economic regional programs development in the context of state strategy [23]

Thus, the regional development strategy is a means of orientation (definition of models) of regional development, the methodological basis of which is strategic planning.

The practical implementation of regional socio-economic development strategies depends on funding. In conditions of intensification of competition for the use of available resources at the regional (local) level

(including limited financial resources) the problem of determining the priorities of financing regional development projects becomes especially important.

The formation of the Strategy Implementation Plan is based on the study of possible sources of funding and the reality of attracting the necessary resources for its implementation: state and local budgets, donor projects of international technical assistance, private investment. Figure 2.2.2 shows the algorithm for the relationship of forecast and program documents with sources of funding at the state - region level.

Stable development of the regional economy in market conditions becomes real in the presence of reliable competitive positions. The principle of economic independence of regional subjects of the country makes significant adjustments to their financial and economic situation.



Fig. 2.2.2 Relationship of forecast and program documents with sources state-region funding [24]

In recent years, Odesa has confidently positioned itself as a region with a high competitiveness index. This is evidenced by the results

research of the Foundation for Effective Governance, according to which in 2018 Odesa region took 3rd place in the index of competitiveness of the regions of Ukraine after the city of Kyiv and Kharkiv region.

However, the large-scale reforms announced by the country's leadership, the implementation of which has already begun, require a reset of the relationship between government, business and the public in order to achieve the ambitious goals.

This, in turn, requires updating certain provisions of the Strategy of Economic and Social Development of Odessa region, which was developed earlier. The normative and legal basis for the development of the Strategy of Odessa region and its further updating were:

- Constitution of Ukraine;

- Laws of Ukraine "On local self-government in Ukraine", "On local state administrations ", " On state forecasting and development of economic and social development programs of Ukraine ", " On stimulating the development of regions ", " On the principles of state regional policy ", " On voluntary association of territorial communities "; "On the ratification of the Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community and their Member States, on the other hand";

- Decree of the President of Ukraine dated 12.01.2015 № 5/2015 "On the Strategy sustainable development "Ukraine - 2020";

- Resolution of the Verkhovna Rada of Ukraine of 11.12.2014 № 26-VIII "On Program of activities of the Cabinet of Ministers of Ukraine ";

Resolutions of the Cabinet of Ministers of Ukraine:

- dated April 26, 2003 № 621 "On the development of forecast and program documents of economic and social development and drafting of the state budget ";

- dated 06.08.2014 № 385 "On approval of the State Strategy regional development for the period up to 2020 ";

- dated 11.11.2015 № 932 "On approval of the Development Procedure development strategies and action plans for their implementation, as well as monitoring and evaluation of the effectiveness of the implementation of these regional strategies and action plans";

- Order of the Cabinet of Ministers of Ukraine dated 01.04.2014 № 333-r "On approval of the Concept of reforming the territorial organization of power and local self-government";

- Order of the Ministry of Economy and European Integration from July 29, 2002 № 224 "On approval of methodological recommendations for the formation of regional development strategies";

- Decisions of the Odessa regional council and orders of the Odessa regional state administration of strategic orientation, etc.

The strategy is positioned as a planning document of the highest level in the region and is an important tool for establishing partnerships between all authorities, a wide range of business and civil society.

Given the limited financial resources of the region, there is a need to clearly define the priorities for the allocation of resources and focus them on those areas that can provide results in the near future and will have a comprehensive impact on the development of related industries or territories.

At the same time, the focus remains on the person who should really feel the positive changes that are taking place and affect not only developed areas, but also the most remote from the regional center of peripheral settlements.

In order to implement European standards of living, outlining ways out of the current crisis, Ukraine has adopted a Strategy for Sustainable Development for 2030 [22]. The priority of the Strategy is to propose a new socially oriented model of economic development, where the highest value is the Man, and the main driving force of development is the realization of the creative potential of the nation.

Taking into account the main development priorities of the country, defined in key regulations, the Strategy certifies the consistency of goals and priorities of state regional policy with the development priorities of Odessa region, highlighting the peculiarities of economic conditions that have developed historically. Each of the priorities of state and regional policy is defined by binding to the subsystems of the region, which allows to understand the availability of own resources and the need to attract additional resources.

The current version of the document has been updated (to the requirements of the government documents) *Strategy of economic and social development of Odessa region until 2020*, approved by the decision of the Odessa regional council from 2013 №272-VI. And also, by the decision of the Odessa city council from 07.12. 2016 year approved *Strategy of economic and social development of Odessa until 2022* №1321- VII [21].

The logic of the directions of updating the Strategy is that the territory of the region is a complex open system, which consists of four main subsystems: economic, social, environmental subsystem and subsystem of spatial development. In the process of life, people make an impact on each of these subsystems, without thinking about the consequences for future generations. That is why understanding the need for harmonious development of the individual with the economical use of available resources is the basis of sustainable development. And only the fruitful interaction of government, business structures and the public can ensure the comprehensive development of all components of the territorial system, reconciling regional interests with the state and taking responsibility for decisions (Fig.2.2.3).

To ensure the integrated development of the region, its production and socio-economic potential, ensuring a decent standard of living in the Odessa region. Figure 2.2.4 shows the coordination of the Strategy in Odessa region with state strategic programs.

In order to gradually implement this Strategy, the Department of Economic Development of the Odessa City Council annually develops and

The Odessa City Council Committee approves the Action Plan for the implementation of the Strategy, which is the main tool for the implementation and monitoring of the Strategy, and also includes a number of consistent measures and programs for the implementation strategic objectives.



Odessa region until 2022 [21]

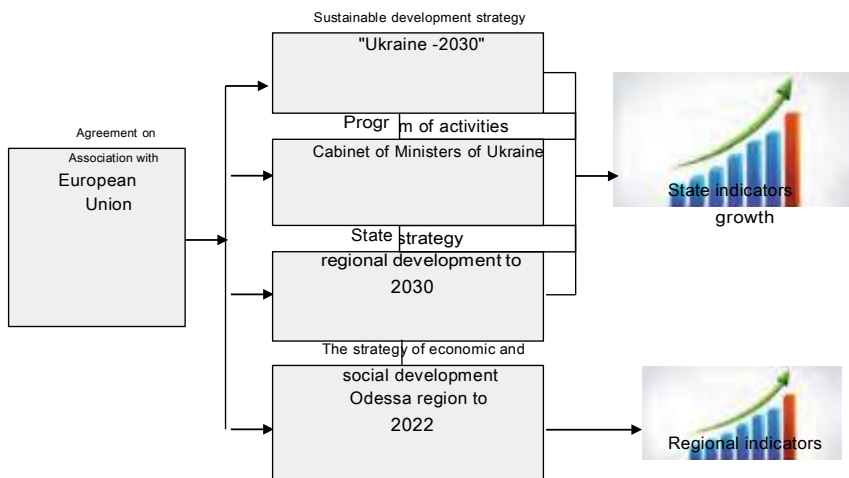


Fig.2.2.4 Coordination of "Strategy of economic and social development of Odessa region until 2022" with state strategic documents [21]

On the basis of official statistical data, in order to carry out a constant analysis of the socio-economic development of the city, a monthly monitoring of the main indicators of socio-economic development of the city is carried out.

City target and comprehensive programs are one of the main tools for implementing the updated Strategy of economic and social development of the city until 2022, a means of solving problems and require coordination of stakeholders - local governments, enterprises, institutions and communal property organizations, NGOs, etc. . The content of state and regional priorities of Odessa region. and strategic goals until 2022 are shown in Fig.2.2.5.

Figure 2.2.5 shows that the regional priority is the development of human potential, which is carried out through the implementation of the following strategic goals: the formation of competitive intellectual capital, providing conditions for healthy and cultural development, providing comfortable living conditions, creating a safe living space.

Let's analyze the current state of strategic goal B1 "Formation of competitive intellectual capital" at the state-region level.

State policy in the field of higher education in Ukraine does not have a unified approach to setting priorities and is interpreted differently in different documents. In the Law of Ukraine "On Higher Education" the structure of higher education is adapted to the European Higher Education Area, which lays down the conditions for facilitating the recognition of diplomas, academic and professional mobility, and the realization of lifelong learning opportunities. However, in the National Strategy for the Development of Education for 2012-2021, most of the priority areas are outlined without reference to other important documents for the development of national education. AND

*exactly, strategic directions of the Bologna process are:*

- introduction of a tricycle system of higher education degrees;
- ensuring high quality of higher education;
- recognition of degrees and periods of study;

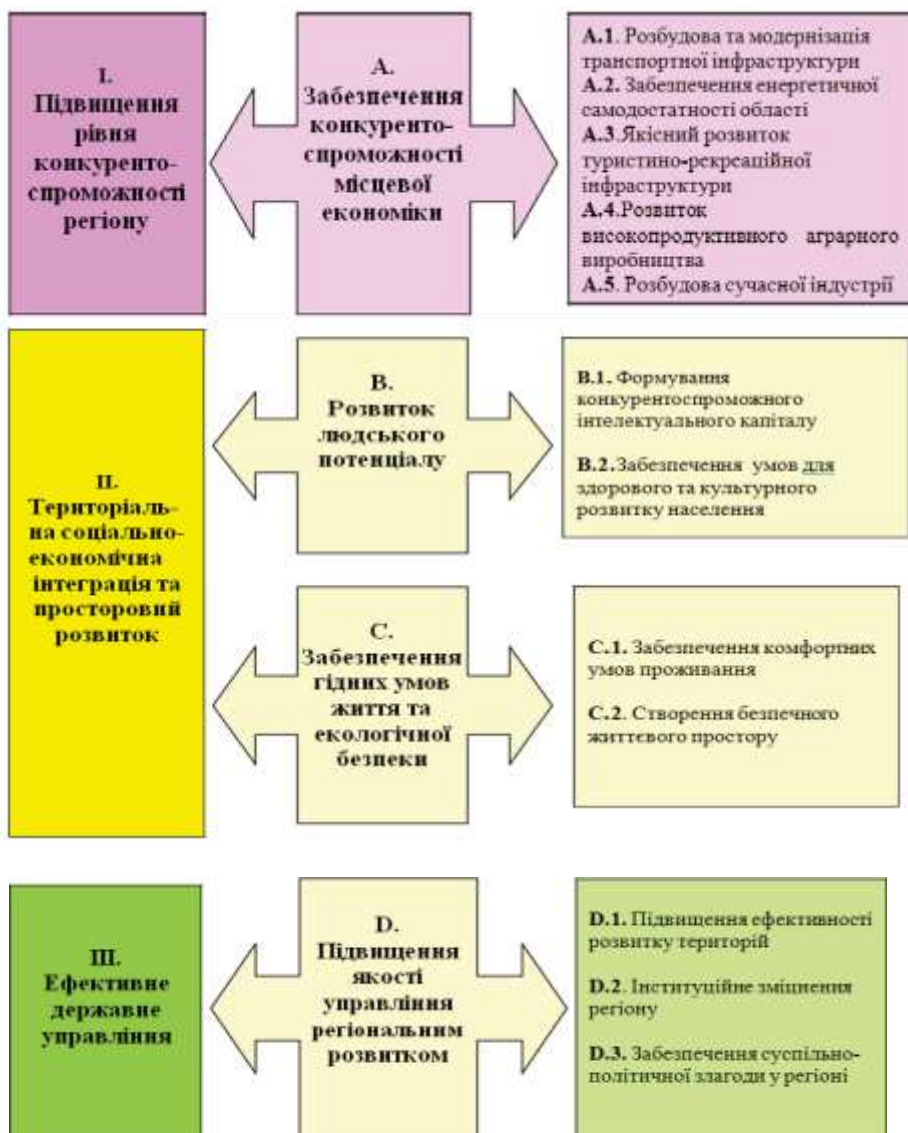


Fig.2.2.5 The content of state and regional priorities and strategic goals of the Odessa region. until 2022 [21]

- maximum promotion of student and teacher mobility, etc.

Beginning in 1993, the State National Program "Education" ("Ukraine of the XXI Century") began to be implemented. The state adheres to its basic principles even now, so let's consider its main provisions.

*The National Education Program defines the strategic objectives of education reform, namely:*

development of the national education system as the most important link education of conscious citizens of Ukraine;

formation of an educated, creative personality, the formation of its physical and moral health;

bringing education in Ukraine to the level of developed countries by radical reform of its conceptual, structural, organizational principles; overcoming the monopoly position of the state in the field of education, deep democratization of education [1].

*The priority areas of education reform are the following:*

- development of the national education system taking into account the cardinal ones changes in all spheres of public life of Ukraine;

- ensuring moral, intellectual and psychological readiness all citizens before education;

- achieving a qualitatively new level in the study of basic training disciplines and providing opportunities for everyone to constantly improve education, master new professions;

- providing in each educational institution appropriate conditions for training and education of a physically and mentally healthy person;

- prevention of drunkenness, drug addiction, violence.

The state program also identifies ways to reform education:

- the need to reform the content of education, filling it with cultural and historical heritage of the Ukrainian people;

- introduction of new approaches, educational systems, forms and methods of education;
- development of various children's and youth associations by interests;
- organization of family upbringing and education as an important part of the educational process;
- active exchange of spiritual culture between all peoples inhabiting Ukraine [25].

The Government prioritizes the policy of the Medium-Term Priority Action Plan (MAPP) for 2017-2020 for the Ministry of Education and Science, which includes the following areas:

1. Ensuring quality, modern and affordable general secondary education ("New Ukrainian School").
2. Modernization of vocational education.
3. Ensuring the quality of higher education.
4. Creating a new system of management and funding of science.

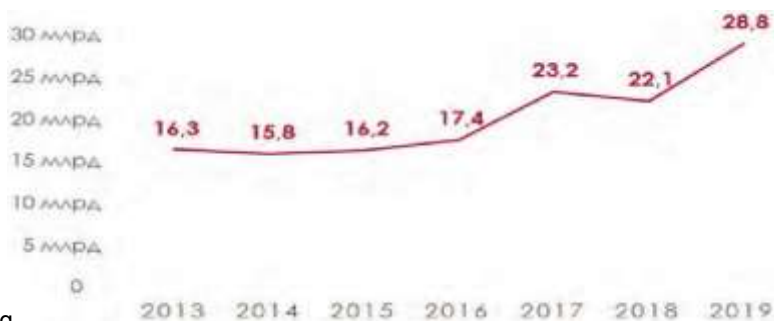
Let's try to analyze these areas through the prism of financial spending of the state on education. The NAP is an attempt to develop a Western-style strategic planning tool for the government and should be a guideline for prioritizing budget expenditures. Whether these key policies will be properly implemented can be seen from the size of the State budget expenditures and the quality of budget program passports [26].

According to the SPPD, the reform of primary and secondary education is designed to form a new content of education focused on the development of creativity, critical thinking and emotional intelligence of students, increase teacher competence and eliminate territorial differences in the quality of education.

The state budget for 2019 provides for the traditional increase in spending on secondary education. Educational subvention from the State budget to local budgets will amount to UAH 69.6 billion, which is 13% more than in the previous year (Fig. 2.2.6) [26].

*Funds should be directed to:*

- purchase of new equipment, furniture and multimedia content for primary school;
- training of supervisors who will help teachers with professional
- development and will participate in the evaluation of teachers' work during certification;
- supervision, professional development of principals and teachers,
- primarily primary school teachers and specialists of inclusive resource centers.



Fig

For the first time, the local budget allocated funds for the creation and repair of sports complexes at secondary schools (UAH 150 million), as well as for the implementation of measures aimed at improving the quality of education (UAH 1.5 billion). In addition, funds were allocated for the purchase of school buses, including those equipped with places for children with disabilities, special vehicles for inclusive resource centers, computers and Internet connection of educational institutions.

Compared to 2018, expenditures for the implementation of methodological and logistical support for the activities of educational institutions in 2019 have not changed and amount to almost a billion hryvnias. This item of expenditure includes

creation of a national educational e-platform, which will store materials for teachers and students, and purchase of equipment for its operation, creation of electronic textbooks, purchase of servers and software updates of the Unified State Electronic Database on Education, purchase of sets of methods for assessing children's development. special educational needs in

inclusive resource centers, publication of textbooks and manuals.

Almost one and a half million have been allocated for pilot independent testing of the professional knowledge and skills of primary school teachers, which is one of the three components of their certification. Therefore, this year the Ukrainian Center for Educational Quality Assessment will for the first time develop tests to assess the competencies of teachers in accordance with the program approved by the Ministry of Education and Science of Ukraine.

The Law on Education introduced the institution of an educational ombudsman to ensure appropriate conditions for the realization of the rights of students, teachers and educators. The Education Ombudsman will also deal with allegations of bullying in educational institutions. The budget for 2019 envisages UAH 2.3 million. expenditures for the establishment of the Education Ombudsman Service. [25]

Expenditures on the Small Academy of Sciences and extracurricular education will more than double, in particular, due to the allocation of UAH 50 million. to implement a project to create a Museum of Science in Kyiv, which is planned on the model of the Polish Science Center "Copernicus" in Warsaw. The expenditure on sports and physical training of young people will increase by 28%.

Regarding the modernization of vocational education, the purpose of this policy, according to with SPPD, there is a creation of conditions for quality training "Competitive workers who are able to meet the requirements of the modern labor market in the region" and ensure equal access to vocational education.

Therefore, in addition to the educational subvention to local budgets, from which teachers receive salaries, the budget for 2019 provides for a significant increase in expenditures for training in vocational schools for students in specialties of national importance. The list of these specialties is determined by the resolution of the Cabinet of Ministers from 2016, and, with the additions made in 2018, covers 25 professions. The SPPD also states the existence of a shortage of qualified personnel in the areas of "material production", without specifying either the industries or the volume of this deficit [27].

One of the quantitative indicators of the effectiveness of this budget program is the 100% level of implementation of the regional state procurement plan. At the same time, there are currently no mechanisms for generating such an order that would reflect the real demand for labor in key sectors of Ukraine's economy. The draft law "On Vocational (Technical) Education" approved by the Cabinet of Ministers promises to correct some of these problems by creating, for example, regional vocational education councils, whose task will be to provide sound proposals for a regional order for training by introducing

monitoring professional trajectories graduates and conditions their employment.

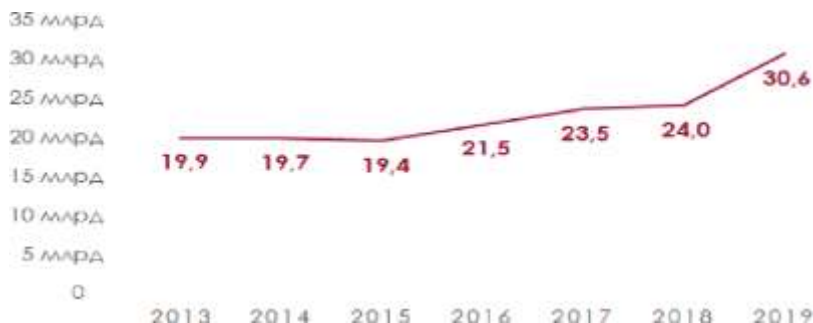
The main strategy which was chosen to modernize the professional technical education in Ukraine, is the creation on the basis of vocational schools educational and practical centers of industry and updating their material and technical base, in particular, the purchase of machinery, equipment, materials and equipment by those vocational schools, which will be created such training centers for workers [28].

As part of quality assurance in higher education, the main goal is to create a system of quality assurance in education, in particular through the development of new standards of higher education by the National Agency for Quality Assurance in Higher Education (NAME). Obviously, the development of standards alone will not help

to solve the problems mentioned in the SPPD, including the gap between the competencies of students and the requirements of the labor market and the inefficiency of the management system in higher education institutions (HEIs).

Expenditures on training and retraining, which will be managed by various departments, in 2019 will increase to UAH 34.6 billion, of which academic scholarships will amount to UAH 3.4 billion, social - UAH 680 million. Expenditures for the training of students in the free economic zones of III-IV levels of accreditation, which are subordinated to the Ministry of Education and Science of Ukraine, are planned to increase from UAH 14.5 to 19 billion. Part of the increase in expenditures is UAH 800 million, allocated to finance 69 colleges and technical schools, which remain structural units of universities. We will remind, earlier the Government offered to transfer such establishments for financing from local budgets (fig. 2.2.7) [26].

In 2019, the list of specialties for which you need to take a single entrance exam in a foreign language (EMI) to enter a master's degree has expanded. The foreign language exam, conducted using external evaluation technologies, should ensure transparency entry and improve the quality of master's training in higher education institutions.



2013-2019

This year, entrants will take the EMI for the first time by such specialties such as "Information Technology", "Public Administration", "Culture and Art". Given this and some others

innovations, expenditures on external evaluation and the work of the Ukrainian Center for Educational Quality Assessment increased by 6%.

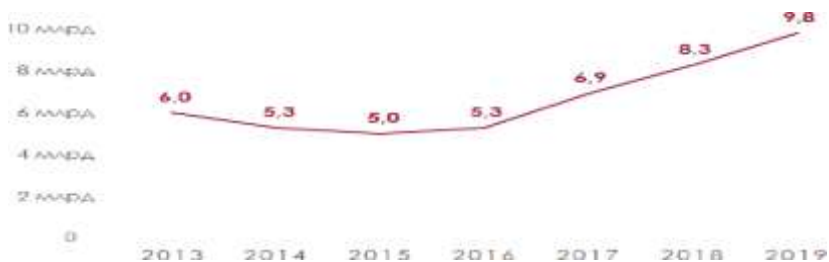
Last year, the Government approved a new PROCEDURE for preferential lending for students in the Free Economic Zone, regardless of ownership. This year, the State Budget provides almost 37 million for the lending program. According to the passport information of this budget program, the expected average loan amount in 2019 will be over 30 thousand UAH, and such a loan should be received by more than a thousand people. The program provides for a loan at 3% per annum, which is repaid over 15 years.

Regarding the creation of a new system of management and funding of science, according to the SPPD, this policy should guarantee a gradual increase in funding for science; creation of a system for evaluating the effectiveness of research activities of free economic zones and scientific institutions; financial autonomy of scientific institutions; the beginning of the National Research Fund on the basis of a project approach to funding [26].

In the State Budget for 2019, about UAH 9.8 billion has been set aside for science, which is 18% more than in the previous year. However, Ukrainian science remains at the level of 0.23% of GDP, which contradicts the legislation that establishes funding for scientific and scientific-technical activities at least 1.7% of GDP.

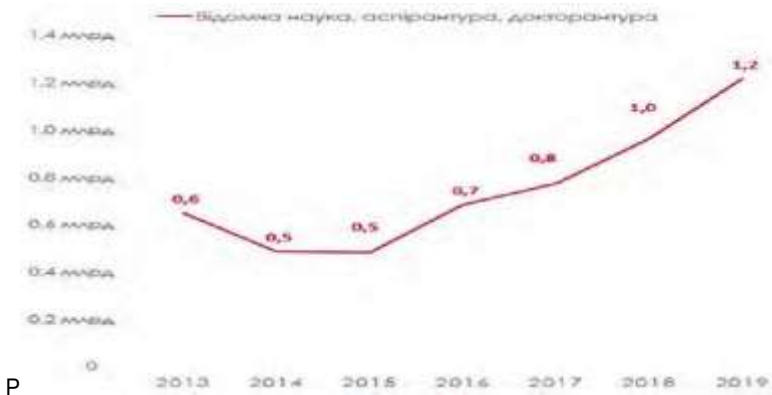
The Law on Scientific and Scientific-Technical Activities provides for the establishment of the National Research Fund of Ukraine (NFDU), which should operate on the model of grant institutions. According to the Government, in 2019 the mechanism of financing research will be reformed and funds will be allocated on a competitive basis. Another budget program in the total amount of UAH 753 million, previously directed to SFFD (State Fund basic research), provides for the cost of access to electronic scientific databases for higher education and research institutions, scientific and technical developments by state order, as well as fundamental and

applied research in higher education institutions and research institutions in the "priority areas" (Fig.2.2.8).



At the end of 2018, the Presidential Decree established the President's Fund for Support of Educational and Scientific Programs for Youth. The stated purpose of the fund is very broad and includes providing support to young people to continue their studies at the master's and PhD programs in Ukraine and abroad; internship; participation in international conferences; implementation of "priority" projects of young scientists and providing them with temporary research positions in free economic zones and research institutions on a competitive basis; and, in addition, the involvement of scientists and teachers from abroad to work in domestic free economic zones and research institutions [28].

The amount of funding for the National Academy of Sciences, provided for in the 2019 budget, has not increased significantly compared to the previous year. Expenditures on medical care for NAS employees increased by more than a third. Funding for the National Academy of Medical Sciences of Ukraine has increased by a quarter (UAH 2.6–3.3 billion) (Fig. 2.2.9) [26].



Ministry of Finance will receive 50 million to provide functioning of the Innovation Development Fund, the order on the establishment of which was approved by the Government in November 2018. The purpose of the fund is to help commercialize domestic innovative developments and launch new technologies, goods or services on the domestic and foreign markets, as well as "provide financial, technical and consulting assistance to startups at an early stage of their development." However, a detailed project that would shed light on the procedure for forming an expert council of the fund (which will evaluate, in particular, the actual scientific component of the proposals) and *the procedure of competitive selection of applications, as well as on the planned ways to attract international investors, has not yet been presented.*

Instead, expenditures on applied development and training of scientists in the field of state statistics were reduced by one third (from UAH 1.13 million to UAH 814 thousand). At the same time, in 2019 the State Statistics Service of Ukraine plans to conduct a pilot census in preparation for the All-Ukrainian census, which is to take place in 2020.

Starting in 2019, higher education institutions that will pass the state certification will be able to receive basic funding for research. But only UAH 100 million has been allocated from the State Budget for this purpose. By

According to the procedure established by the Law, attestation commissions and expert groups will evaluate not science in the Free Economic Zone as a whole, but scientific activity in certain areas - this should provide funding for various areas of research. In addition, the budget for 2019 provides for a significant increase in expenditures on scholarships and awards for young scientists - from UAH 30 million. up to almost UAH 45 million

Funding for *participation in the European Union program "Horizon 2020"* will increase by 11%. The program provides funding for research and innovation projects selected on a competitive basis.

*The next program is "Strategy for Sustainable Development of Ukraine until 2030 year "*, according to which, the main goal in the field of education provides the following points, which we have made in the table. (Table 2.2.3) [26].

*Analysis of the state of the educational component of Odessa region*

In the field of regional development of human potential the List of operating regional target and complex 174rocess174 of Odessa region is approved:

- Comprehensive program "Education of Odessa region" for 2015-2018;
- Regional target social program "Youth of Odessa" for 2018-2020 years;
- Regional program "Development of education of Odessa region" for 2019-2021.

Within the framework of the Program of socio-economic and cultural development of Odessa region for 2019 the following key steps are planned:

- implementation of the Plan for creating additional places for preschool children age;
- increasing the coverage of children aged 3 to 6 years preschool education institutions;
- preparation for the implementation of the Concept of the New Ukrainian School in Institutions general secondary education;

Table 2.2.3

The purpose and measures of implementation of the Strategy "Sustainable Development of Ukraine until 2030

year »

**Security measures**

The purpose of the strategy	achievement of goals
<p>to provide inclusive and equitable quality education and to promote lifelong learning opportunities for all;</p> <p>Provide equal opportunities for quality primary, basic and complete secondary education for</p>	<p>develop and implement in statistical reporting of all levels indicators of sustainable development, in particular in regional context;</p> <p>ensure the formation 175rocess available structured statistics by improving the national system</p> <p>statistics, in accordance with the requirements of the Basic Principles of Official Statistics of the United Nations;</p> <p>organize open and a publicly available system for monitoring the state of the environment, the state of the population and economy on key indicators of sustainability development.</p>
<p>every child, regardless of their state of health, place of residence and family wealth;</p> <p>ensure equal and equitable access to quality systems of development, care and preschool education for all</p>	
<p>children, regardless of health status, place of residence and family wealth;</p> <p>to ensure equal access to quality vocational and higher education for the whole population</p>	
<p>throughout life, significantly increase the number of young and adults who have socially necessary skills, including vocational skills for employment, decent work and entrepreneurship;</p> <p>eliminate gender inequality in education and ensure equal access to education and vocational</p>	
<p>training for all levels of vulnerable population;</p> <p>ensure that all students acquire knowledge and skills on the principles of sustainable development, in particular on</p>	
<p>healthy lifestyles, human rights, environmental protection, gender equality, the promotion of a culture of peace and non-violence, national and patriotic education and awareness of the value of cultural diversity and the contribution of culture in the 175 process of transition to sustainable development</p>	
<p><i>Compiled for [26]</i></p>	

- ensuring equal access for all categories of educational participants

process to quality and modern educational services;

- creation of support schools;

- ensuring the development of distance learning in institutions of general secondary education through the implementation of the project "Teacher +" and "Center for STEM-education of Odessa region" on the basis of Richelieu Lyceum using the most modern

information and communication tools and technologies;

- taking measures for 100% connection of general secondary schools education to the WI-FI network;

- promoting the organization of inclusive education in general education institutions secondary education;

- formation of a network of inclusive resource centers in the region - 65;

- updating the material and technical base of special educational institutions regional communal property;

- taking measures to preserve the network of out-of-school education institutions, diversification of their areas of work;

- creation of educational and practical centers;

- introduction of elements of the dual form of learning in different ways professions;

- update and modernization of logistics educational process of vocational (vocational) education institutions;

- creating conditions for quality, modern and affordable education with observance of state sanitary rules and norms of arrangement of educational institutions by construction of new and reconstruction of existing educational institutions taking into account

modern standards of the new educational space;

- implementation of the provisions of the programs "Education of Odessa region", "Youth of Odessa region";

- creation of ecological routes for realization of ecological programs awareness and education of school children and youth;

- creation of an integrated educational platform - Department of Education and sciences of the regional state administration [30].

The development of the educational component envisages the following directions within the framework of the "Strategy of economic and social development of Odessa region until 2020", regional priority B "Development of human potential" (Table 2.2.4)

[thirteen].

Financing of vocational education institutions of the region located in cities of regional significance should be carried out at the expense of local budgets, others - from the regional budget.

At the initiative of the volunteer group: "Working group on modernization and development of vocational education in Odessa region", a project was created and implemented

"Council of stakeholders of vocational education of Odessa region".

Table 2.2.4

Operational goals of the educational direction in the framework of the "Economic Strategy and social development of Odessa region until 2022 "(regional priority B" Human resources development) (*fragment*)

Operational purpose	Operational purpose
<p><b>«Development of modern high quality Education and Science »</b></p> <p><b>Tasks of strategic goal B1</b></p>	<p><b>«Personnel and communication software”</b></p>
<i>"Formation of competitive intellectual capital"</i>	
Development of a network of preschool educational institutions of different types and forms of ownership	Improving the existing system of professional development
Reconstruction of adapted premises and existing establishments, return to the network of establishments that are not used for their intended purpose	Ensuring sustainable development and career growth of young teachers, support for young scientists and the introduction of work motivation, especially in rural areas
Development of alternative forms of preschool education	Stimulating the work of teachers and implementing a system of work motivation
Creating conditions for equal access to quality education for children with special educational needs, and children including with disabilities	Building a platform for cooperation
Implementation and implementation of new educational projects (electronic textbooks, distance learning) and modern information, communication technologies and teaching aids	Dialogue between representatives of government, NGOs and business
Monitoring the quality of education and educational services	Creating an Internet resource
	with public information about the regional educational network
	Coordination and interaction with higher education institutions and
177	

Introduction of educational programs and	scientific institutions
teaching methods for the formation of students' personal personality, active citizenship system of professional training of	
the region Opening of new professions in accordance with the modern needs of the labor market, updating the material and	
technical base of institutions and improving the mechanism of employment	
graduates Support for young scientists	
<i>Compiled for [13]</i>	

Currently under development project position about regional glad stakeholders like advisory body of the regional state administration on the definition and implementation of state and regional policy in the field vocational (professional) education, in particular in terms of determining the regional order for training and modernization of the network of vocational schools in the region [22].

Having certain statistics, we will analyze the implementation of these goals in the Odessa region in 2018.

*The system of general education institutions in the Odessa region* as of the beginning In the 2018/2019 academic year, there were 884 educational institutions, 872 of which were full-time. There are 27 privately owned institutions and 836 communally owned institutions in the region. By degrees, secondary schools are distributed, Fig.2.2.10:

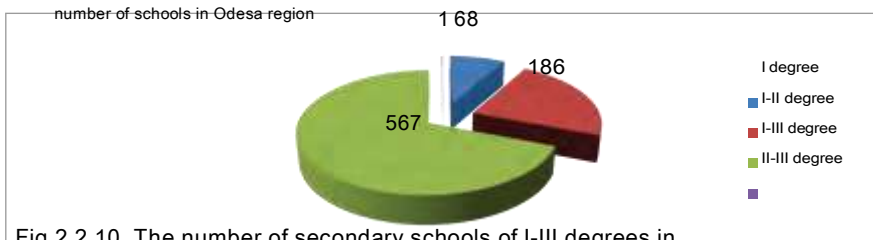


Fig.2.2.10. The number of secondary schools of I-III degrees in Odessa region for the 2018/2019 academic year [5]

68 schools of the I degree, 186 schools of the I-II degrees; 567 schools of I-III degrees; 1 school of II-III degrees. There are 10 gymnasiums, 10 lyceums, 278 educational complexes in the region (Table 2.2.5) [5, 16].

Table 2.2.5

Information on secondary schools of I-III degrees in the Odessa region for 2015-2018 [5, 16]

Навчальний рік	Кількість загальноосвітніх навчальних закладів I-III ступенів	Кількість загальноосвітніх навчальних закладів I-III ступенів з чисельністю до 100 учнів	% до загальної кількості загальноосвітніх навчальних закладів I-III
2015-2016	588	80	13,6
2016-2017	581	81	13,9
2017-2018	577	75	13

In addition to Ukrainian, there are schools and classes in which education is provided in the languages of national minorities (Russian, Moldovan, Bulgarian). English is taught in 698 educational institutions from the 1st grade.

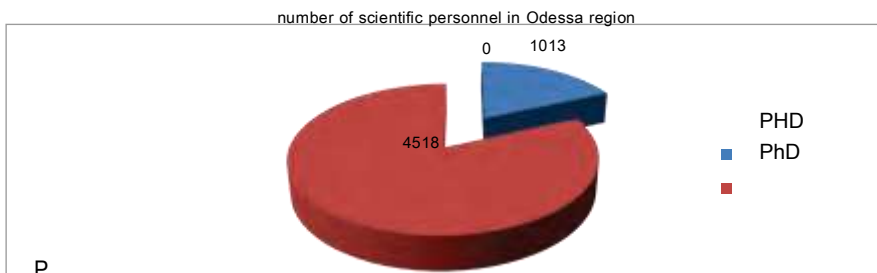
There are 57 specialized schools with in-depth study of English. An inclusive form of education is being introduced. Children with special educational needs are educated in 64 classes with an inclusive form of education and 15 special classes as part of secondary schools.

There are 38 boarding schools for children in need of social assistance and rehabilitation in the region.

The region has created conditions for equal access to quality general education. 56 educational districts have been created. During 2015-2018, 331 secondary schools received NCC (educational and computer complexes), including: 244 schools in rural areas, 87 - in cities.

*In terms of scientific activity, Odessa region has powerful intellectual potential, which allows to carry out innovative activities both in research institutions and enterprises. Expenditures for innovation in the region in 2018 amounted to UAH 299.2 million. The total number of scientific personnel in the region 5531 was persons, Fig.2.2.11*

[29].



In terms of quality, the number of doctors of sciences is 1013 people, candidates of sciences - 4518 people.

At the regional level, the authority and responsibility for vocational education and training is vested in the Department of Education and Science of the Odessa Regional State Administration. Educational institutions are responsible for the proper organization and quality assurance of training.

Positive examples of public-private development partnership is the work created on the basis of vocational and technical scientific institutions (VET) in the field of educational and practical centers, the creation of educational production sites. However, this area of interaction requires legislative regulation (Fig. 2.2.12).



multimedia equipment in Odessa [16]

Over the past 10 years, a network of public institutions of professional technical education of Odessa region has undergone as quantitative and qualitative changes, determined by objective factors, in particular, economic and demographic nature [16, p.10].

The process of privatization of manufacturing enterprises, the lack of effective regulatory and legal levers of regulatory influence on the private sector of the economy, in particular, in terms of reproduction of labor potential, led to the loss of systemic interaction between basic producer organizations and institutions of vocational education. And the termination, re-profiling, liquidation of the vast majority of institutions and at the same time the development of consumer services, food, etc. actually led to the re-profiling of the main areas of training.

Training of skilled workers for the needs of industry in the region is provided by 10 educational institutions (including 6 - industry, 4 - transport), 4 - for construction and utilities, 9 - for services, trade and catering, 18 - for the agro-industrial complex of the region (Fig. 2.2.13) [5].

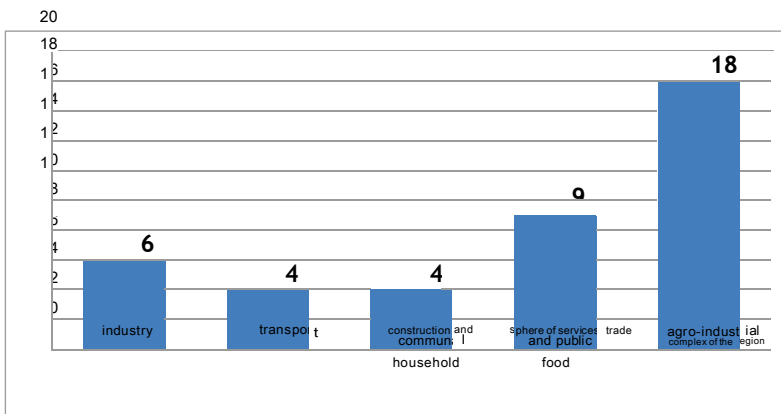


Fig.2.2.13 Educational vocational and technical institutions that train qualified workers for the needs of industry Odessa region [5]

Indicators of the student contingent of vocational education institutions over the past 5 years vary between 17.5-18.5 thousand.

Training of skilled workers is carried out in 169 integrated professions (for different integration). For the last 5 years in vocational schools of the region the training of workers in 26 new professions has been introduced [16, p.15].

In order to determine the real needs of the region in skilled workers, modernization of the network of vocational schools, a working group was created. The working group was headed by the Deputy Head of the Regional State Administration for Humanitarian Affairs and the Deputy Head of the Regional Council. The composition included heads of structural subdivisions of the regional state administration, deputies of the regional council - members of the standing commission on education, science, youth policy, sports, culture and tourism, heads of the regional and city employers' organizations.

Similar working groups were established in the cities and districts of the region.

Taking into account the proposals of district and city working groups on the volume of regional orders for training of skilled workers and specialists in vocational education institutions of the region and the results of monitoring the material and technical base of vocational schools, the regional working group determined the volume of regional orders for training of skilled workers, specialists in vocational schools of Odessa region at the level of 5511 people, of which Odessa - 3076 people. Thus, the reduction of the regional order for the training of skilled workers and specialists in vocational education institutions of Odessa region averaged 30% [22].

*The main reasons for the decrease in order volumes are:*

- recommendations of the Ministry of Education and Science on the abolition of recruitment for the profession "Operator computer typing ", as one that is not relevant;

- economic inexpediency of training in a number of professions in the field service (manicurist, hairdresser, waiter, etc.) for a period of 1-3 years. Practical skills in such professions can be provided in the form of course training, which will last no more than 10 months, with the involvement of legal entities and individuals;

- in recent years there has been a downward trend vacancies. In particular, in the following professions: driver of vehicles of category "C" - 16%, tractor driver of agricultural production - 10%, electric gas welder - 12.5%, etc.

Today's conditions dictate the need to expand the range of areas of influence on the development of the educational process. If earlier the attention was mainly focused on economic and technical circumstances, now this circle is supplemented by social values, analysis of the sphere of political and legal responsibility. One of the most important factors influencing the changing external environment is the reduction of almost all types of resources: reducing the number of applicants; reduction and aging of the teaching staff;

reduction of funding. All this leads to the need to develop more effective methods *management institutions of higher education.*

The basis of sustainable competitive advantages of modern general higher education (HEI) is the relationship with stakeholders (consumers of educational services and other products provided by HEI, the labor market, suppliers of other resources that provide access to the best resources).

European governments understand the need for education and human capital development, and therefore spend significant amounts of public funds to support national educational programs, provide tax benefits to those involved in the organization of educational activities and research. Very often abroad financing of higher education is carried out through the support of students (individual grants, nominal scholarships, soft loans, etc.) [11, p. 142].

In fig. 2.2.14 shows the budget of the branch "Education" in Odessa region.



for 2016-2018, in UAH million [7]

Analysis of world experience shows a tendency to diversify sources of funding for higher education [32, p.23-40]. In developed countries, the share of public funding for higher education is different, Fig. 2.2. 15.

Thus, in Canada it is 70-85%, the Netherlands - 90%, Germany - 95%, in the UK - 62%. At the same time, the share of tuition fees in the budget structure of higher education institutions in all these countries is much lower than in our country. For example, in England the tuition fee is 12%, in Canada - 11%, and students of the Netherlands,

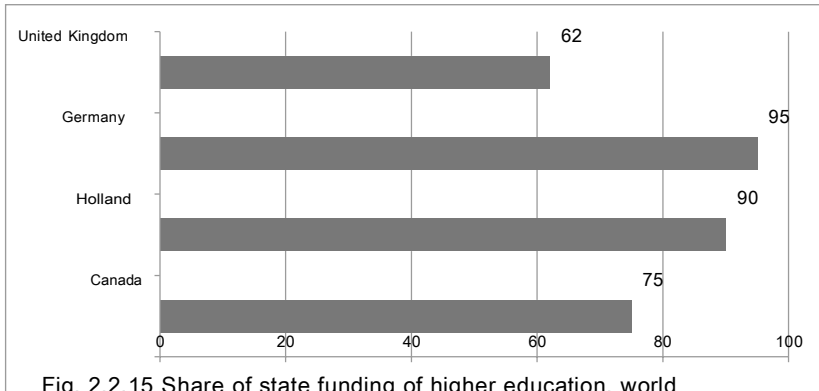


Fig. 2.2.15 Share of state funding of higher education, world

experience,% [33]

Germany, Finland, Sweden do not pay for education at all. In New Zealand, universities are 96% funded by the government, and 4% are income from tuition fees [33, p. 59]

The Ministry of Education and Science of Ukraine develops proposals on the amount of funding from the state budget for the development of socio-cultural sphere, science, educational institutions, institutions, organizations under the functional management of the Ministry, together with the central government determines economic and financial norms and standards for the maintenance of public educational institutions. According to the Law of Ukraine "On Education" [25, Art. 61 item 2], the state must provide budget allocations for education in the amount of not less than 10% of national income, as well as foreign exchange allocations for the main activity. But due to the imperfection of the mechanism for planning budget expenditures and the existence of a budget deficit today

Education expenditures, as well as cultural and social expenditures, are often financed on a "residual basis", ie funds to cover these expenditures are allocated last and in the amounts that "remained" after covering other necessary government expenditures.

In order to overcome the weaknesses and increase the efficiency of the educational activities of the Free Economic Zone, it is necessary to use all available opportunities. Realizing the opportunities will make it possible to reduce or even neutralize most of the threats faced by modern manufacturers of educational services. However, the main threats to free economic zones are the reduction of budget funding and changes in legislation on higher education, military service and demography.

Let's analyze the current state of the strategic goal B2 "Providing conditions for road and cultural development of the population" at the state-region level.

The concept of human development is one of the most famous intellectual products developed by UNDP. The main program element of the project is the concept of human development as such. Human development is a process of expanding the range of choices. The most important element of choice is to live a long and healthy life. This system of views is focused on improving the quality of human life, expanding and improving its capabilities in all areas.

The main trend of the current stage of world economic development is economic regionalization with a significant differentiation of regions by their resource, natural characteristics, labor potential and economic specialization and the level of socio-economic development. According to these characteristics, the regions are characterized by better or worse attractiveness for doing business, so each of them has different features in improving economic relations in the regional and foreign markets. The main task of socio-economic development is to improve the health of the population and ensure social protection of the most vulnerable segments of the population.

The main driving force of the socio-economic situation in the region is the implementation of the Strategy of economic and social development of Odessa until 2022. [21]. The strategy has become an important tool for establishing partnerships between the regional state administration, regional council, district state administrations, city and district councils, scientific institutions, as well as a wide range of civil society organizations to ensure that the strategic document becomes the property of all stakeholders in order to ensure public support for the implementation of measures and projects of the Strategy. The strategy takes into account the specifics of regional planning, features of socio-economic development of the region and is aimed at solving its current problems. The implementation of the Plan extends to all districts and cities of Odessa region, taking into account the newly created united territorial communities. This should lead to a reduction of development imbalances between individual administrative-territorial units of Odessa region.

Ensuring conditions for healthy and cultural development of the population will take place through the implementation of the Plan of measures for human development of the Odessa region in 2018-2022, Table 2.2.6 [21].

Table 2.2.6

Strategies of economic and social development of Odessa region until 2022

**Regional priority B. "Human potential development" and  
Regional priority S. "Ensuring decent living conditions and  
environmental safety"***(fragment)*

Strategic goals

Operational goals

	<b>Tasks of the strategic goal B.2.</b>
	<b><i>"Providing conditions for healthy and cultural development of the population"</i></b>
	- Increasing the level of provision of medical services (development and improvement of the network of health care facilities, especially in rural areas.
1. Improving the quality and availability of medical services	Further development and improvement of the organization primary health care centers on the basis of family medicine.  Improving the created unified emergency system medical care to the population of the region. - Re-equipment of perinatal centers on the basis of KU "Odessa Regional Clinical Hospital" and Izmail City Hospital. - Creation of modern medical complexes of rendering

specialized medical care.

	<ul style="list-style-type: none"> <li>- Social protection and social service population, including temporarily displaced persons.</li> <li>- Development of cultural facilities in rural areas.</li> </ul>
<p>2. Development of culture and preservation of objects cultural heritage</p>	<ul style="list-style-type: none"> <li>- Development of cultural centers.</li> <li>- Preservation and promotion of those located in the region cultural heritage sites.</li> <li>- Revival and disclosure of tourist potential monuments of architecture, history and archeology of outstanding historical, cultural and scientific significance.</li> <li>- Support for the development of national minorities and activities national and cultural societies in the region.</li> <li>- Restoration of monuments of historical and cultural heritage.</li> <li>- Protection of cultural heritage sites from threats destruction, damage or destruction.</li> <li>- Support for the development of facilities in rural areas physical culture and providing them with qualified personnel.</li> </ul>
<p>3. Development of physical culture and sports</p>	<ul style="list-style-type: none"> <li>- Creating conditions for reconstruction and preservation existing sports facilities.</li> <li>- Creating conditions for the preservation of the existing network CYSS, SDYUSHOR, SHVSM area.</li> <li>- Promoting the intensification of physical culture and mass work for place of residence of citizens through a network of physical centers public health "Sports for all".</li> <li>- Support for high-achievement sports.</li> <li>- Support activities regional cells separated units all-Ukrainian sports federations.</li> <li>- Promotion conducting measures of education patriotism, a sense of pride for Ukraine, the development of spirituality</li> </ul>
<p>4. Implementation of state youth and family policy</p>	<p>morality of children and youth, preservation of traditions and preparation of young people for service in the armed forces of Ukraine</p> <ul style="list-style-type: none"> <li>- Support for creative initiatives of children and youth.</li> <li>- Creating conditions for employment and development entrepreneurial activity of youth.</li> <li>- Facilitating the formation of measures healthy lifestyle of young people, respect for the law and prevention of negative phenomena in the youth environment.</li> <li>- Support of public activity of youth, provision constant cooperation of state authorities and local self-government bodies with youth public organizations, involvement of youth in holding cultural and mass institutions and organization of their leisure.</li> <li>- Ensuring quality and full recovery children and adolescents.</li> <li>- Providing comprehensive support to families, increasing attention society to the problems of large and low-income families, creating conditions for their comprehensive development.</li> <li>- Creating conditions for the parity of women and</li> </ul>

men of Odessa region in all spheres of society, elimination of discrimination on the grounds of sex, elimination of inequality between the opportunities of women and men exercise their rights.  
**Tasks of the strategic goal C.1.**

	men of Odessa region in all spheres of society, elimination of discrimination on the grounds of sex, elimination of inequality between the opportunities of women and men exercise their rights. <b>Tasks of the strategic goal C.1.</b>
<b>"Providing comfortable living conditions"</b>	
<b>1. Reforming</b>	- Demonopolization of the utility market services and housing maintenance.
<b>housing and communal spheres</b>	- Development and modernization of the centralized drinking system water supply. - Promoting energy supply to rural settlements on the principles of sustainable development. - Continuous introduction of metering devices in gas, water and heat supply.
<b>2. Improving quality service in communal sphere</b>	- Energy modernization of housing. - Improving social and domestic conditions in rural areas terrain by raising engineering level arrangement of the village. - Attracting investment in construction and / or reconstruction street and road network, engineering and social infrastructure. - Dissemination of IT services at utilities. <b>Tasks of the strategic goal C.2.</b>
<b>"Creating a safe living space"</b>	
	- Cleaning the countryside from unusable chemicals harmful and substances that used to protect plants.
<b>1. Increase living standards</b>	- Development of scientifically substantiated measures on adaptation sectors of the region's economy to regional manifestations of climate change. - Construction of waste processing plants and certification existing landfills for solid waste. - Introduction of waste sorting technologies. - Modernization of the drainage system to create conditions environmental safety of life.
<b>2. Provision environmentally friendly living conditions</b>	- Implementation of environmental measures of protection environment. - Preservation of the Black Sea estuaries: Kuyalnytsky, Tiligulsky, Hadzhibeysky, Budatsky. - Creation of an integrated system of nature management coastal strips. - Engineering protection of coastal areas from negative ones exogenous geological processes. - Increasing the level of forest cover in the region and restoration of field protection strips.
<i>Source: Compiled according to [21]</i>	

Healthy nation, an effective system of health care organization -

the most important components of human development. The health of the population is not

not only medical and demographic category, but also social, which reflects the physical, mental and socio-economic well-being of people who carry out their activities in society. Health and longevity form both individual elements and directly prerequisites for the further development of human potential. Thus life expectancy and process of strengthening of health are considered as a consequence and as a condition of human development. *On the one hand*, strengthening health is a condition for economic development, increasing labor productivity, increasing the level of human capital, *and on the other* - consequence of economic growth, scientific and technological progress, the development of self-awareness and responsibility of the population. Health is an economic resource of society and a necessary condition for the reproduction of the country's labor potential. Only a healthy and educated population can ensure economic and scientific and technological progress in society.

*In order to improve the quality and efficiency of health care, strengthen public health, reduce morbidity, the Odessa Regional Council approved the regional target program "Available medicine "for 2018-2020. in accordance with the Law of Ukraine "Fundamentals of the legislation of Ukraine on health care", On approval of the Concept of the National Program "Health - 2020: the Ukrainian dimension".*

The main problems of the health care system in Ukraine are its inability to provide the necessary coverage of the state with quality medical services and the inability to effectively use financial resources, which has become the main reason for reforming the system. The main goal of health care reform is to build a new, effective public health system. Health care reform in Ukraine poses challenges for local authorities, namely the need for rapid reorganization of the regional network of medical institutions with its subsequent funding from the state, regional, district, local budgets, own revenues of municipal medical institutions. The Odessa region is characterized by the same problems and the need for health care reform as others

regions of the country. Nevertheless, there is a positive start-up capital of modern medicine - developed network of FAPs and outpatient clinics, successfully implemented the program "Affordable Medicines", development of telecommunication technologies. Analysis of the dynamics of the main indicators of health and morbidity of the population of the region led to the development of relevant measures that are necessary to consolidate the positive trends in the health care system, as well as to improve the health of the population and optimize health care. According to statistics, cardiovascular and oncological diseases together led to 71% of deaths in the Odessa region and according to existing statistics, the incidence and mortality from malignant neoplasms by 2021 in the Odessa region will increase 1.5-2 times [40 ].

The total need for funds for the implementation of measures provided by the above Program is 530 044, 00 thousand UAH, table 2.2.7.

In 2018, the following measures were taken in the Odessa region to improve the health care system and provide the population with quality medical care:

- the Center for Socially Significant Diseases started operating. The decision of the regional Council №429-UII from 16.06.2017 created a single institution KNP "Odessa Regional Center for Socially Significant Diseases" on the basis of the Regional Center for AIDS Prevention and Control by merging with him "Odessa Regional TB Dispensary", "Odessa Clinical tuberculosis hospital "and" Odessa anti-tuberculosis dispensary №2 ";
- increased availability and quality of medical services at all levels
- medical care. To implement the Law of Ukraine №7117 of 17.05.2017 "On improving the availability and quality of health care in rural areas" introduced by the President of the Odessa Regional State Administration proposed a Strategic Action Plan for 2017-2019 "Smart Region" to develop the security system health. Department of Oncology Prevention of Odessa Regional

Consulting and Diagnostic Center, which was established in 2017, provides medical care not only within the Center, but also on trips to regional districts. UAH 13,000.0 thousand was allocated for the provision of medical care to cancer patients. within the framework of the regional target program "Affordable Medicine for 2018-2020. "

Table 2.2.7

Resource provision of the regional target program  
"Affordable Medicine" for 2018-2020. " [41]

Обсяг коштів, які пропонується залучити на виконання програми	2018 рік	2019 рік	2020 рік	Усього
<b>Обсяг ресурсів, усього, (тис.грн.) у тому числі:</b>	<b>170 875,59</b>	<b>136 351,00</b>	<b>222 817,41</b>	<b>530 044,00</b>
обласний бюджет, медична субвенція	100 000,0	136 351,00	222 817,41	<b>459 168,41</b>
інші джерела не заборонені законодавством	70 875,59			<b>70 875,59</b>
районний бюджет	Щорічно обсяг фінансування визначається рішенням районних рад			

At the beginning of 2019, there are 163 medical institutions in the region, including 146 institutions maintained at the expense of local budgets. The health care facilities of the region maintained at the expense of local budgets include 69 medical institutions (60 hospitals, 6 maternity hospitals, 3 dispensaries with bed stock). The hospitals include 2 regional hospitals, 2 hospitals for IVVV, 15 city hospitals for adults and 3 for children, 26 central districts, 1 district [35].

The number of suicides in the region decreased from 583 cases in 2014 to 482 in 2017, with the vast majority of suicides committed by men - 80.5% of the total. Most such cases occur in men

age group 35-39 years, in women it is the age group 30-34 years. There are more suicides in rural areas than in cities [5]. In addition, men die on average 3.3 times more often from external causes (mainly from accidents on transport, alcohol and intentional self-harm).

Odessa Regional Council approved the regional comprehensive program of social support for 2018-2020 "Social protection of the population in Odessa region" (Table 2.2.8) in accordance with the laws of Ukraine "On state social standards and state social guarantees", "On social services ", " On the status of war veterans, guarantees of their social protection ", " On the basics of social protection of disabled people in Ukraine ", " On child protection ", " On rehabilitation of disabled people in Ukraine ", " On basic principles of social protection of labor veterans and other elderly citizens age in Ukraine ", the strategy of economic and social development of Odessa region until 2020 [42].

The purpose of this program is to improve the living standards of vulnerable groups in the Odessa region, the quality of social services aimed at improving the livelihood of war and labor veterans; creating conditions for the disabled in Ukraine ", " On the basic principles of social protection of labor veterans and other elderly citizens in Ukraine ", the strategy of economic and social development of Odessa region until 2020 [42].

The purpose of this program is to improve the living standards of vulnerable groups in the Odessa region, the quality of social services aimed at improving the livelihood of war and labor veterans; creating conditions for overcoming poverty and providing adequate support, material condition of these categories of citizens; formation in society of humane respect for various vulnerable categories of the population; popularization of family traditions and family values, increasing the prestige of charity [43].

Table 2.2.8

Resource provision of the regional complex program of social support of the population "Social protection of the population in Odessa region" for 2018-2020 [42]

Обсяг коштів, які пропонується залучити на виконання Програми	Етапи виконання Програми (тис. грн.)			Усього витрат на виконання Програми (тис. грн.)
	2018	2019	2020	
Усього:	79 674,49	138 667,37	100 294,84	318 636,70
місцевий бюджет, у тому числі:	69 174,49	127 667,37	88 794,84	285 636,70
- обласний бюджет	69 174,49	127 667,37	88 794,84	285 636,70
- районні, міські (міст обласного значення) бюджети	-	-	-	-
- бюджети сіл, селищ, міст районного значення	-	-	-	-
кошти інших джерел	10 500,00	11 000,00	11 500,00	33 000,00

As of September 1, 2018, 154,908 thousand families of the region received social support from the State Budget of Ukraine in the amount of UAH 2141818.1 thousand per month. 1894 people were rehabilitated in sanatoriums, of which 962 people are:

1 person with a disability due to the war in the environmental protection;

21 persons - participants of hostilities in OOS;

653 people - participants and veterans of the war;

144 people - victims of the Chernobyl disaster of the I category;

115 people - people with disabilities of general illness and from childhood;

28 people - people with disabilities with diseases of the spine and spinal cord.

Within the framework of the regional program "Social protection of the population in Odessa region" for 2018-2020, one-time financial assistance was provided to victims of the Chernobyl disaster of categories 1-3, war veterans, families of those killed in environmental protection, people with disabilities once a year. year at the expense of one of the budgets received 48 people for a total of 330.1 thousand UAH.

*At the expense of local budgets* also provides one-time additional targeted financial assistance:

- large families raising five or more minor children;
- quarterly support for families raising children with mental retardation;
- one-time assistance to the Victory Day to the participants of the Second World War;
- monthly targeted assistance to residents of Odessa region affected by the Chernobyl disaster of the I category of the I disability group for the purchase of medicines.

The program-targeted approach to ensuring the implementation of the strategic goals of the state policy in the field of culture acquires an important role. The Odessa regional administration approved the regional complex program "Culture of the Odessa region" for 2017-2019. Development of the specified Program is a requirement of time - process reforming national systems culture, ripe the need to modernize religious institutions and arts, equipping them that with modern technical equipment, will facilitate the creation competitive cultural product. In addition, this program was developed in connection with the expiration of the regional target program "Culture of Odessa region for 2014-2016." [45]. Regional complex program "Culture of Odessa region for 2017-2019" developed in accordance with the Constitution of Ukraine, laws of Ukraine "On local state administrations", "On local self-government in Ukraine": "On voluntary association of territorial communities", "On culture", "On extracurricular education", "On protection of cultural heritage" ", " On national minorities in Ukraine ", " On ratification of the European Charter for Regional or Minority Languages ", " On the principles of state language policy in Ukraine ", " On state targeted programs ", legislation in the library, museum, theater, Presidential Decree Of Ukraine from 12.02. 2015 № 5/2015 "On the Strategy of Sustainable Development" Ukraine - 2020 ", the order of the Cabinet of Ministers of Ukraine from 23.03. 2016 № 219-r "On approval of the strategy for the development of librarianship for the period up to 2025" Qualitative changes in libraries to ensure sustainable development of Ukraine ",

Strategies of economic and social development of Odessa region for the period up to 2020. As of 01.01.2019 in Odessa region there are 24 institutions of regional subordination: 6 theatrical and entertainment institutions, 5 centers of national cultures, 7 museums, 6 institutions of national importance. There are 766 libraries, 732 clubs, 68 schools of aesthetic education, 32 district, urban and rural museums, 10 parks of culture and recreation in the cities and districts of the region, Table 2.2.9.

Table 2.2.9

Institutions for the development of culture of regional and district subordination as of January 1, 2019 in the Odessa region [35]

Regional and district institutions subordination	units
Theatrical and entertainment establishments	6
Centers of national cultures	5
Institutions of national significance	6
Regional and district libraries	766
Club establishments	732
Schools of aesthetic education	68
District, city and village museums	32
Parks of culture and rest	10
The program determines the strategic priorities for the development of culture of the region,	

organizational principles of its implementation, substantiates the resource needs, table. 2.2.10.

Table 2.2.10.

Resource provision of the regional complex program "Culture of Odessa region for 2017-2019" [46]

Объем средств, які пропонується залучити на виконання Програми	Строк виконання			Усього витрат на виконання Програми (тис. грн.)
	2017	2018	2019	
<b>Всього</b>	<b>38 955,9</b>	<b>40772,5</b>	<b>42 457,5</b>	<b>122185,9</b>
спеціальний бюджет, у тому числі:	38 955,9	40772,5	42 457,5	122185,9
обласний бюджет	38 955,9	40 827,1	42457,5	122240,5

During 2016-2018, many cultural institutions in the Odessa region were closed, fig. 2.2.16.

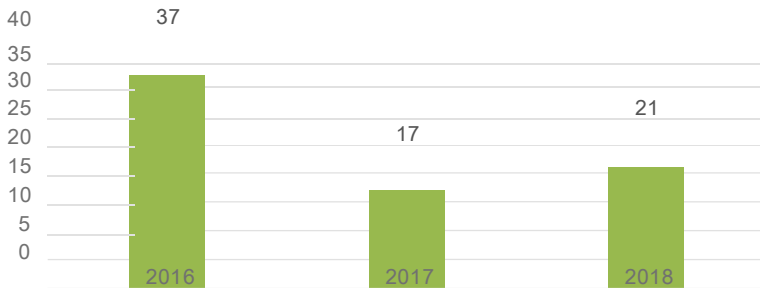


Fig. 2.2.16 Number of closed cultural institutions in Odessa region for the period 2016–2017 [35]

As part of the regional comprehensive program "Culture of Odessa region for 2017-2019." in 2018, UAH 4,393.17 thousand was allocated for the modernization and improvement of the material and technical condition of regional cultural and arts institutions. (in 2017 - 10382.2 thousand UAH.) [38].

At the expense of district, city, village and village budgets in 2018, cultural institutions were renovated and their material base was improved, computer equipment, furniture, museum equipment, stage costumes, stage clothes, musical instruments, etc. were purchased. In order to form an attractive international image of Ukraine by means of Ukrainian culture and cultural heritage in the region implemented large art projects, also held a number of cultural and artistic events aimed at preserving and developing Ukrainian culture, studying folk traditions, customs and rituals.

The regional comprehensive program for the development of physical culture and sports for 2018-2020 was developed in accordance with the Strategy of economic and social development of Odessa region until 2020. The need for this program is due to the current state of physical culture in Odessa region and completion of the regional program for physical culture and sports in the Odessa region for 2014-2017. Implementation of the mentioned program

allowed to solve a number of questions on providing the population of Odessa region with high-quality modern sports facilities, logistics, which allowed athletes areas to achieve high results in international competitions [44].

In the Odessa region, a regional action plan for the implementation of the National Strategy for Physical Activity for the period up to 2025 is being implemented. "Physical activity - a healthy lifestyle - a healthy nation." The purpose of the above program is to create conditions for attracting the general public to grassroots sports, promoting a healthy lifestyle and physical rehabilitation, as well as maximizing the abilities of gifted youth in children and youth, reserve sports, high sports and educating them in the spirit of Olympic principles. The program is financed by resource provision from the state, regional budgets together with the budgets of districts, cities of regional significance and united territorial communities (Table 2.2.11).

Table 2.2.11

Resource provision of the regional complex program of physical development of Culture and Sports for 2018-2020 [44]

<b>Обсяг бюджетних коштів, які пропонуються залучити на виконання Програми</b>	<b>2018 рік (тис. грн.)</b>	<b>2019 рік (тис. грн.)</b>	<b>2020 рік (тис. грн.)</b>	<b>Всього витрат на виконання Програми</b>
<b>1</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Обсяг ресурсів всього, в тому числі:	64833,8	40545,2	47846,4	153225,4
- державний бюджет	30000,0	-	-	30000,0
- обласний бюджет	18000,0	40545,2	47846,4	106391,6
- районні, міські (міст обласного значення), об'єднаних територіальних громад бюджети	У межах фінансових ресурсів	У межах фінансових ресурсів	У межах фінансових ресурсів	У межах фінансових ресурсів
- інші джерела, не заборонені чинним законодавством	16833,8	-	-	-

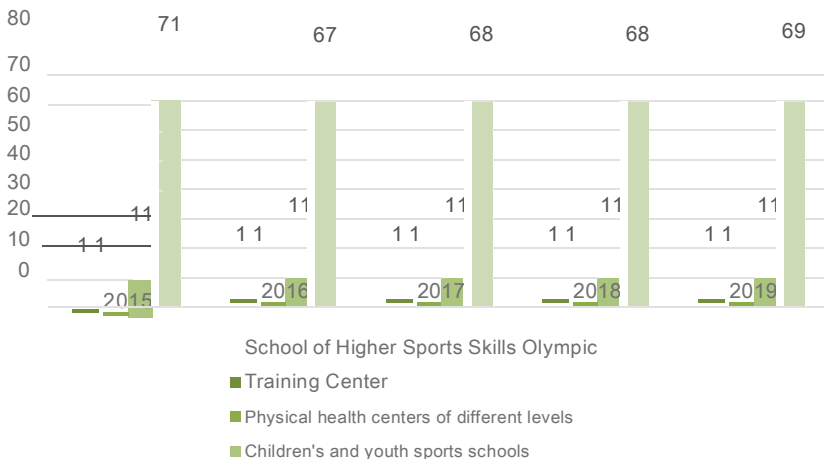


Fig. 2.2.17 Number of children and youth sports schools and specialized children's and youth schools of the Olympic reserve in Odessa region for the period 2015–2019 (pcs.) [38]

As of January 1, 2019, there is 1 school of higher sportsmanship, 1 center of Olympic training, 1 regional, 8 city, 1 village and 1 district center of physical health in the city, 68 children's and youth sports schools. The dynamics of the number of physical training institutions in the Odessa region is shown in Fig.2.2.17. In general, the number of schools of higher sportsmanship, physical education centers of different levels, physical health centers did not change for the period 2015 - 2019. In 2016, the number of children's and youth sports schools decreased sharply (-5.6%). But next began an increase in the number of these institutions, annually by 1 unit. Although the growth is insignificant, but it is positive.

In 2019, compared to 2017, the share of children and adolescents involved in regular classes in children's and youth sports schools with 11.3% to 11.65%. In 2017, the share of the population involved in physical education decreased by 4.57%. But after introduction of the regional complex program "Family and youth of Odessa region" the number of people involved in physical culture and sports increased in 2018 from 16.05% to 16.85%, Fig. 2.2.18. The state of provision of sports facilities per 1 thousand population

increased from 2.05 to 2.11. Staffing in the field of physical culture and sports per 1 thousand population is 1.46 [35].

Summarizing the above, we can conclude that the prospects for human development in the Odessa region in terms of long and long life are quite significant. Despite the fact that the population of Odessa region for the period 2016-2019 [35] is declining, the health care system has improved, this was mainly due to the introduction of health care reform and decentralization reform, which increased funding from local budgets.

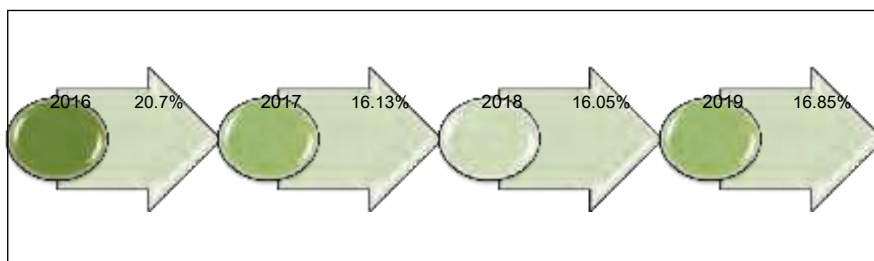


Fig. 2.2.18 The share of the population involved in physical education within the framework of the regional complex program "Family and Youth of Odessa Region"

Every year there is a closure of cultural institutions in the region, which will have a negative impact on human development. The results of the implementation of the Regional Comprehensive Program for the Development of Physical Culture and Sports for the first two years are quite positive, as the number of young people involved in sports increased by 0.35%, the state of sports facilities also increased from 2.05 to 2.11 per 1 thousand population.

In accordance with paragraph 16 of part 1 of Article 43 of the Law of Ukraine "On Local Self-Government in Ukraine", the Law of Ukraine "On Environmental Protection", the Law of Ukraine "On Basic Principles (Strategy) of State Environmental Policy of Ukraine until 2020" Odessa regional the council approved the Complex *environmental protection program, rational*

*use of natural resources and ensuring environmental safety in the Odessa region for 2014-2019 [47].* The goal of the Program is to achieve resource and environmental security and rationalization of nature management, protection and improvement of the environment in the region, ensuring the constitutional rights of citizens to a favorable environment and creating conditions for sustainable socio-economic development of the region.

*Ecological security of the region* is considered as a set of processes and measures to create sufficient conditions for conservation, rational use and reproduction of natural resources and natural-territorial complexes as an environment for the population, which is one of the most important categories of sustainable development.

Among the priorities of environmental policy of the region is the protection and preservation of biological and landscape diversity, the development of nature reserves. Recently, the growth rate of the number of species of plants and animals that are becoming rare or disappearing from the region has accelerated. At the same time, the pace of development of the nature reserve fund has slowed down almost three times, more than 30% of the existing territories and objects of the nature reserve fund of the region do not have established boundaries, 84% have no projects of organization and maintenance and reconstruction projects, 52% - primary documentation of the state cadastre of the nature reserve fund. Measures to create a representative network of nature reserves should be provided by establishing boundaries, determining the mode of use of territories and objects of nature reserves, maintaining documentation of the state cadastre, as well as the creation of new protected areas. Resource support of the Program is given in table 2.2.12.

Funding of the Program activities is carried out in accordance with the legislation of Ukraine at the expense of funds allocated in the prescribed manner from local and state budgets within the available financial resources, as well as other sources not prohibited by current legislation. The amount of funding for each object will be determined annually when forming a list of objects,

expenditures for which are made at the expense of the State and regional funds for environmental protection, taking into account the availability of approved in the prescribed manner design and estimate documentation.

Table 2.2.12

Resource provision of the Comprehensive program of environmental protection, rational use of natural resources and environmental provision security in the Odessa region for 2014-2019 (thousand UAH) [47]

Обсяг коштів, які пропонується залучити на виконання програми	I етап			II етап			Усього витрат на виконання програми (тис.грн.)
	2014 р.	2015 р.	2016 р.	2017 р.	2018 р.	2019 р.	
Усього	92297,0	148421,00	172391,50	146687,10	61160,7	78437,5	699394,8
Державний бюджет	755,00	170,00	26890,00	13351,0	3289,4	57935,48	102390,9
Місцевий бюджет, у тому числі:	6931,95	7361,00	68101,50	78826,10	56915,67	19100,10	237316,4
- обласний бюджет	6932,0	7211,0	67701,5	78326,1	55860,1	18780,10	234810,8
- районні, міста (міст обласного значення) бюджети	0,0	150,0	400,0	500,0	1055,6	400,00	2505,6
кошти небюджетних джерел	84610,00	140890,00	77400,00	54510,0	-955,6	1321,88	359687,5

The decision of the Odessa regional council from 26.05.2016 № 143-VII approved the Regional program of conservation and restoration of water resources in the Kuyalnitsky estuary basin for 2012-2018. In 2017, research institutions (Ukrainian Research Center for Marine Ecology) (UkrNCEM), Odessa State Ecological University, State Institution "Institute of Marine Biology of the National Academy of Sciences of Ukraine, State Institution" Ukrainian Research Institute of Medical Rehabilitation and Balneology of the Ministry of Health of Ukraine ") conducted research on hydrological, hydrochemical, hydrobiological and medical-biological survey of Kuyalnytsya estuary and sea water for the total amount of 1000 thousand UAH. In 2018, UAH 19461.8 thousand was received. environmental tax. Execution of the plan 45.7%. UAH 23,102.1 thousand was not received for the plan. The growth rate by 2017 is 102.9%, an increase of UAH 552.6 thousand. The share of environmental tax in local budget revenues is 0.1%. In 2018, incomes per capita amounted to UAH 6,319.2 thousand, of which the environmental tax amounted to UAH 6.32, or

0.1%. In order to further protect and preserve the unique natural complexes of the virgin steppe in the south of Odessa region in the Veselodolinsky village council of Tarutyn district Odessa regional state administration letter dated 21.07.2017 №01 / 02-31 / 4577 sent a request for the formation of a landscape reserve of national importance "Tarutyn steppe »To the Ministry of Ecology and Natural Resources of Ukraine for its approval. In accordance with the requirements of Article 52 of the Law of Ukraine "On Nature Reserve Fund of Ukraine" the Ministry of Ecology and Natural Resources of Ukraine by letter dated 10.10.2017 №5 / 4.1-8 / 8879-17 approved a request for the establishment of a landscape reserve of national importance "Tarutyn steppe". On behalf of the Head of the Odessa Regional State Administration dated 21.09.2017 №D / 01 / 01-19 / 46 a working group was formed,

About 6.1 million m<sup>3</sup> of solid household waste is generated annually in Odesa oblast. Most of the landfills of solid waste have exhausted their potential. Household waste generated in Odessa and adjacent territories is taken to the Odessa municipal landfill TPV-1 "Dalnytskyi quarries". The landfill is located on the lands of Novodolynsk village council of Ovidiopol district and Velykodalnytsia village council of Bilyaiv district of Odessa region, with a total area of 96.2 hectares. Landfill TPV-1 "Dalnytskyi quarries" is operated by LLC "UNION". The landfill accepts solid household and industrial waste of 3-4 classes of danger, which are exported from the territory of Odessa, Illichivsk port and adjacent settlements by self-removal. A register of waste disposal sites is maintained, In total, 495 passports of waste disposal sites were entered into the register, including 484 landfills. In the territory of Odessa region almost all

landfills do not meet environmental safety standards and need to be reconstructed in accordance with legal documents.

The status of implementation of the above strategies will be assessed by monitoring indicators and indicators set by the Government for the regional and national levels. Monitoring will be carried out by the Regional State Administration on the basis of data of structural subdivisions of executive bodies of regional authorities and territorial representations of central executive bodies and within the deadlines set by the Cabinet of Ministers of Ukraine.

New approaches to measuring the socio-economic development of regions, adopted by the Resolution of the Cabinet of Ministers of Ukraine № 1029 of 20.12.2017, bring the modern Ukrainian method of calculating the regional human development index (HDI) to international standards, but a significant number of indicators and complexity of statistical procedures rationing of primary data do not yet allow adequate comparison of HDI Ukraine with indicators of comparable administrative-territorial units of the European Union [49].

The general scheme of construction of the Human Development Index (HDI) according to the UN methodology determines that one of its components is *Welfare*. It is measured as GDP per capita and then transformed into the Welfare Index [50].

Despite the extremely difficult socio-economic situation and military action in the east of the country, human capital in Ukraine to some extent remains quite high. Ukraine remains among the countries with a high level of human development. In 2017, the Human Development Index in Ukraine was 0.751 and the country ranked 88th among 189 countries in the world ranking [7].

At present in Ukraine for calculations of the level of human development (HRD) there is a Method developed by specialists of the Institute of Demography and Social Research named after MV Birds of the National Academy of Sciences of Ukraine with the participation of specialists from the State Statistics Service of Ukraine [51].

The results of HRD calculations are expected to be used to monitor the state of regional human development, measure its progress and factors, substantiate the policy of socio-economic development of the regions of Ukraine.

The methodology is an updated version of the National Methodology for Assessing Human Development, which was developed in 2000 by specialists of the National Academy of Sciences under the leadership of E.M. Libanova and approved by the Resolution of the joint meeting of the Presidium of the NAS of Ukraine and the State Statistics Committee of Ukraine. Since 2001, the State Statistics Committee of Ukraine (now the State Statistics Service of Ukraine) annually publishes the results of the calculation of the regional level of human development (RRLR).

*Welfare Strategic Programs.* The level of welfare of the population is the material basis that not only ensures the quality of its development, but also allows you to choose the direction of this development.

Poverty as a socio-economic category is inextricably linked with various aspects of human development, in particular with low life expectancy, low level of education and, accordingly, with low opportunities for effective implementation of their employment, psychological aberrations. The application of different poverty criteria is an integral part of all national poverty reduction strategies and programs. One of the characteristics of the poverty level is relative poverty. Another characteristic of the level of poverty is the ability of a person to provide himself and his family with the most necessary - food at least at the level of physiological minimum.

An important characteristic of the level of welfare in the country is the availability of free funds in households, which they can use to save in one form or another (bank deposits, purchase of securities) or purchase real estate.

The presence of basic durable goods in households characterizes a certain level of comfort of life. In modern Ukrainian society, the most common are three such products: TV, refrigerator,

washing machine. Therefore, we can assume that the presence of all three of these goods in the household simultaneously means the inclusion of the household in society's inherent way of life.

Gross regional product (GRP) is one of the most important indicators of economic development in the region, the economic basis for increasing the income of the population and, accordingly, improving its welfare [51].

Indicators that characterize the state of well-being:

- The level of poverty by relative criterion (share of the population whose equivalent total costs do not exceed 75% of the median level),%. Characterizes the level of poverty. The peculiarity is that the calculations of total costs are carried out per one conditional adult based on the equivalence scale: 1.0 (first adult): 0.7 (other adults): 0.7 (children); in this case, those whose equivalent total costs do not exceed 75% of the median level of such costs are considered poor.

- Proportion of households that made savings or bought real estate,%. It characterizes the level of well-being of the population, because household members who have met their basic needs for food, living conditions, etc. can afford to save or buy real estate.

- The number of minimum grocery baskets that can be purchased at average per capita income. Characteristics of the level of welfare in relation to the possibility of providing food. Peculiarities of calculation of this indicator are: calculation of the composition of the minimum food basket (in kg) on average in Ukraine based on the number of food consumed by 30% of the poorest population; use of regional food prices.

- Gross regional product (per 1 person), thousand UAH Characterizes the final result of the production activities of resident economic units in the field of tangible and intangible production; is one of the most important

indicators of economic development of the region and, accordingly, the basis of the welfare of the population.

- Proportion of households that have all durable goods use of the basic set (TV, refrigerator, washing machine),%. Shows the share of households that have reached the level of comfort of life (in terms of life), which has developed in Ukraine [51].

Table 2.2.13 shows the index of the regional level of human development (IRRD) for the block "Welfare" of the Odessa region. The analysis shows that out of 23 regions of Ukraine, Odessa occupies very low ranks in these indicators. The poverty rate ranges from 0.13 to 0.14 and has a stable rank of 1617 during 2013-2016. There are very few households that were able to save or buy real estate - 0.03-0.06% and Odessa ranks last among other regions of Ukraine. The number of minimum food baskets that can be purchased for per capita income fell sharply in 2015 and 2016, and Odessa ranks 18th against 2nd rank in 2014. At the same time, the indicator of gross regional product per 1 person consistently occupies the 6th rank among other regions and is 0.11-0.12.

Table 2.2.13

IRRLR on the block "Welfare" of the Odessa region: weighted calibrated standardized values of indicators, their ranks for 2013-2016 (fragment)

	2013	2014	2015	2016
4.1. Poverty rate by relative criterion (share of population equivalent to the total cost of which do not exceed 75% of the median level), %				
- value				
- rank	0.1343	0.1408	0.1367	0.1347
	16	16	16	17
4.2 Share of households that saved or bought real estate, %				
- value	0.0642	0.0541	0.0388	0.0551
- rank	thirteen	18	20	18

#### 4.3 The number of minimum food baskets that

can be purchased for per capita income				
- value	0.1748	0.1889	0.1712	0.1796
- rank	5	2	12	11
4.4 Gross regional product (per 1 person)				
- value	0.1222	0.1179	0.1092	0.1162
- rank	6	6	6	6
4.5 Proportion of households that have all durable goods in the basic set				
(TV, refrigerator, washing machine), %				
- value				
- rank	0.0950	0.0990	0.0962	0.1006
	4	2	2	4
On the block "Welfare"				
- amount	0.5805	0.6007	0.5521	0.5862
- rank	thirteen	14	16	15
<b>IRRLR</b>				
- amount				
- rank	8	7	3.7879	3.8017
			12	15
<sup>1</sup> Listed since 2013 (excluding the Autonomous Republic of Crimea, Donetsk and Luhansk regions),				

2 SCR \* - standardized calibrated values for the corresponding block. 3

Data for 2016 are the latest.

These data suggest that along with the growth of poverty in Ukraine as a whole, the Odessa region is getting poorer faster than others. Further analysis of the work of enterprises can explain the situation. Specific gravity index

Households that have all durable goods basic set during the analyzed period consistently occupies 2-4 rank and characterizes the Odessa region as reliable in this area. In general, in the Dobrobut block, Odessa steadily loses one rank per year and for the period from 2012 to 2016 dropped to 15 rank against 13 in 2013.

Integrated Regional Index of Human Development (IRILR) in Ukraine for

constituent blocks allows you to identify the place of each region in the socio-economic development of the country. So, in the Odessa region the negative tendency which leads to decrease in IRILR and makes 3,8245-

3.8017 for 2013-2016 and lowers Odessa from 8 to 15 rank for the period of analysis.

*Strategic programs for Decent Working Conditions. Odessa region* - highly developed industrial region of the state, whose industry plays a significant role in the structure of the economic complex of Ukraine.

The main industries of Odessa region are mechanical engineering and metalworking, fuel industry, chemical and petrochemical industry, medical industry, light industry, food industry. On the territory of the region there are unique industrial enterprises of national importance: Odessa Port Plant, which produces mineral fertilizers, OJSC "Odessa Plant of Radial Drilling Machines" - the only company in the country that produces diamond-boring, jig-boring, radial-drilling and honing machines - the only enterprise in the south of Ukraine - a manufacturer of casting ferrous and nonferrous metals for mechanical engineering, Odessa plant "Tsentrolit", OJSC OZPV "Micron" - a leading machine tool industry, which produces metal-cutting machines with numerical program control, multi-purpose drilling-milling-boring. Southern State Research and Production Center "Progress" - an enterprise for processing scrap and waste containing precious metals.

On June 16, 2017 in Odessa it was approved *Development program competitiveness of small and medium enterprises in Odessa region for 2017-2020* [52]. Today, it operates in Odessa *"Small and Medium Business Development Program for 2019-2021"* [53], developed

Department of Economic Development of Odessa and approved by the Odessa City Council. The program contains a number of measures aimed at solving the main problems of small and medium business in Odessa.

The developer of the program was the Department of Economic Policy and Strategic Planning of the regional state administration. The responsible executor is the Department of Economic Policy and Strategic Planning, the Department of Investments, International and Interregional Cooperation of the Regional State Administration. The participants are the Regional State Administration, banking institutions, small and medium-sized entities entrepreneurship. The total amount of financial resources required for the implementation of the program is UAH 222.75 million.

*The main objectives of the Strategy are:*

**1. IN agricultural sector** - promoting the development of small business provided by:

- rural motivation residents to creation farming farms;
- creation of an association of small agricultural enterprises;
- stimulating small business to production high quality agricultural products, which will reduce the share of imported goods in the regional market;
- development and modernization of transport infrastructure:
- creation of motivational conditions for the development of small business in the transport sector;
- deregulation of business activities;
- implementation and observance of the principles of "silent consent" and "single window".

**2. In the field of tourism:**

- infrastructure development;
- improving the quality of the market of tourist services;
- creation of clusters in the tourist and recreational sphere.

Table 2.2.14 shows indicative indicators for Ukraine and Odessa region until 2020 [13].

Regarding small and medium-sized businesses in the Odessa region, most of their small and medium-sized businesses (including individual entrepreneurs) operate in the field of wholesale and retail trade (45.9%), real estate transactions (8.0%), information and telecommunications (6.0%), professional, scientific and technical activities (5.9%), transport (5.8%),

Table 2.2.14

Indicative indicators for Ukraine and Odessa region until 2020  
(according to Annex 5 of the State Strategy for Regional Development)

(UAH)

Name of the region	2012	2016	2020
Gross region	Internal product (in actual prices) per one person *		
Ukraine	32002	43395	57238
Odessa			
reg.	27070	37320	50369
	Disposable income per person *		
Ukraine	25206	28129	39381
Odessa	22224	25380	33325
reg.	Export of goods per capita * (US dollars)		
Ukraine	1392	1711	2173
Odessa		808	950
reg.	680	Number of small enterprises per 10 thousand available population* (units)	
Ukraine	76	85	93
Odessa			
reg.	99	91	98
	Number of medium-sized enterprises per 10,000 available population *		
Ukraine	4	5	8
Odessa	4	6	8
reg.	Unemployment rate according to the methodology of the International Labor Organization * %		
Ukraine	7.2	7.1	6.8
Odessa	5.3		
		5.3	5.2

industry (5.4%), hotel and restaurant industry (4.1%), construction (3.3%) [54].

Favorable, safe working conditions are micro-macro-level indicators that are characteristic of the country as a whole. Thus, strategic programs for decent working conditions are developed for the whole country and used equally in all regions.

Article 35 of the Law of Ukraine "On labor protection" provides that local governments within their competence approve regional programs to improve the activities of GDP in the programs of socio-economic and cultural development of the regions.

Regional programs are formed by regional state administrations with the participation of representatives of trade unions, the Social Insurance Fund of Ukraine and employers' organizations.

Activities under the programs are funded by enterprises, institutions and organizations, the Social Insurance Fund, as well as other sources not prohibited by applicable law. These programs usually provide activities in the same areas as the sectoral program

[55].

In the monograph "Human potential: the mechanism of preservation and development" the problem of working conditions is devoted to subsections 5.3. and 5.4., working conditions are considered not only as a motivator for the effective use of human potential, effective employment, but also as a direction of social development [56, pp. 177-197].

Today, the methodology of studying working conditions is complicated due to different interpretations of their concept. Yes, Yu.D. Petrov; M.V. Belkin and VP Kataev formulate them as a set of elements of the production, environmental environment and the actual labor process, affecting the functional state of the human body, its health, efficiency, a sense of job satisfaction [57, P. 51].

Mitsenko IM distinguishes socio-economic and production conditions. Socio-economic conditions in their structure cover the length of the working day, holidays, working hours, labor intensity, employment, forms and methods of bringing the perpetrators to justice. That is, they are

determined by the human condition in the production process. Production working conditions are those that affect the health, efficiency, development of the employee's personality and increase the efficiency of his work [58, P. 12 - 13].

But, first of all, it is necessary to focus on the definition of working conditions in the Hygienic Classification of Labor "as a set of factors" of the production environment and labor process that affect human health and efficiency during his work [59].

Favorable, safe working conditions are socio-economic systems; organizational and technical; sanitary and hygienic; psychophysiological; socio-psychological; natural, in particular, meteorological factors, which in the process of interaction create a stimulating production environment and labor process of synergetic type. They should form such social and labor relations that provide motivation for the personnel of enterprises (organizations), which has a positive effect on their health, professional qualifications, attitude to work, providing effective employment, productive work, decent income and as a result - a high level life and comprehensive development. The production environment is a space where the employee carries out his work activities, covering objects, tools, products and working conditions [60].

This delineation of the studied concept brings it closer to the existing regulatory framework, corresponding to the content of state statistical observation in the form of №1-PV (section "State of working conditions"), which allows to assess the motivation of the working population in terms of working conditions at the meso-macro level. research.

In the study of the problems of working conditions it is necessary to determine their focus on international regulations, and most importantly - on the implementation of relevant domestic legislation, social standards and regulations.

In recent years, the ILO has adopted a number of international legal instruments, aimed at *improving working conditions*:

- determination of reasonable duration of working hours, periods  
recreation, including part-time work (ILO Convention  
67, 153, 175);

- safety, occupational health, production environment and occupational health services  
(ILO Conventions 155, 161);

- protection of employees from various types of occupational risks on  
production, including chemicals and the prevention of major industrial accidents  
(ILO Conventions 119, 121, 127, 148, 170, 174).

In EU law, working conditions are a component of labor protection. They  
provide for the solution of problems concerning: wages; informing employees  
about the terms of the employment contract; working hours and annual leave;  
prohibition of discrimination at work during employment; restrictions on  
dismissal of employees.

*ILO Decent Work Agenda for Ukraine for 2016-2019 [61].* Programs  
Decent Work aims to promote decent work both as a key component of  
development policy and as national policy goals of governments and social  
partners. This Program is a medium-term planning system that guides the work  
of the ILO in the country in accordance with the priorities and tasks agreed with  
the ILO's tripartite partners.

It should be noted that the EU requirements for the creation of safe, secure  
working conditions and the protection of workers' health are formulated as  
directives. Although they are not legal acts, they are the basis for the mandatory  
development by all EU member states of national legislation aimed at creating  
favorable working conditions and safety throughout the European Union. Much  
attention in the charter is paid to occupational health issues, cooperation with  
the International Atomic Energy Agency or  
**MAAdANDiIS** (English International Atomic Energy Agency). Currently, much EU  
attention is paid to the problems of ergonomics, which studies the interaction of the  
worker with other elements of production systems. In the EU Directive № 8 9/391 from

June 12, 1989 of this charter "On measures to improve working conditions and safety, health of workers" states that *employers are obliged to:*

- identify, assess production risks and take protective, preventive measures;
- guarantee proper training and instruction of employees on the conditions and safe performance of work;
- provide employees with complete and reliable information, advice on working conditions, safety, as well as involve them in discussions related to the creation, compliance with harmless, safe for health working conditions.

*Example,* Employers are required by the Directive to plan the working day of operators so that work with video display terminals alternates either with technical breaks or with other types of work. It is pointed out that it is necessary to carry out a mandatory visual inspection before the employee is allowed to work with VDT and systematic periodic inspections of the state of vision in the future. If operators need special glasses to work with VDT, the employer must provide them free of charge. It should be noted that this directive has now been implemented in Ukraine, Table 2.2.15.

Table 2.2.15

Procedure for implementation of the Directive № 90/270 of the EU Charter "On minimum safety requirements for work with video display terminals (VDT)" in Ukraine  
Indicators

Activities	Performers	Term	implementation
1. Project development		January	Receiving
normative legal act establishing minimum safety and health requirements for work with screen equipment	State Labor Ministry of Social Policy	2017 year	final edition project regulatory legal act
2. Discussion, promulgation and approval of the normative legal act,			
which establishes the minimum requirements of occupational safety and health for work with screen equipment with the interested executive bodies	State Labor Ministry of Social Policy	February 2017 year	Receiving materials coordination
	215		

March

<p>3. Support to the adoption of regulations that establish minimum safety and health requirements for work with screen equipment</p> <p>4. Carrying out by the interdepartmental</p>	<p>State Labor Ministry of Social Policy</p>	<p>- April 2017 year</p>	<p>Adoption regulatory legal act</p> <p>Definition of the list</p>
<p>working group on elaboration of the project of the regulatory legal act establishing the minimum requirements of safety and hygiene of work for work with the screen equipment, the analysis on conformity provisions of Council Directive 90/270 / EEC</p> <p>5. Elaboration of remarks and offers to the project of the regulatory legal act</p>	<p>State Labor Ministry of Social Policy</p>	<p>March s 2017 year o</p>	<p>regulatory legal acts that ould be brought in</p> <p>mpliance to the project regulatory legal act that is being developed</p>
<p>establishing the minimum requirements of safety and hygiene of work for work with the screen equipment according to Council Directive 90/270 / EEC</p> <p>6. Improving cooperation with other</p>	<p>State Labor Ministry of Social Policy</p>	<p>March H 2017 year c</p>	<p>view Summary about the project ulatory the legal act</p> <p>Formation coordination</p>
<p>bodies, institutions, public organizations, industry associations, conducting joint activities to inform about the implementation of the provisions of Council Directive 90/270 / EEC</p>	<p>State Labor Ministry of Social Policy</p>	<p>Constant</p>	<p>stakeholder groups</p> <p>parties in relation execution of the plan implementation Council Directives 92/57 / EEC</p> <p>Placing</p>
<p>7. Ensuring access to public information, including on the implementation of provisions normative legal act</p> <p>The analysis shows that all 7 measures were successfully implemented and the</p>	<p>State Labor Ministry of Social Policy</p>	<p>Constan</p>	<p>information on</p> <p>ly official website body</p>

performance indicators were met on time. The result was the order of the Cabinet of Ministers № 989-r of December 12, 2018, which approves the Concept of reforming the management system of labor protection in Ukraine, as well as the relevant action plan. The approved Concept of Occupational Health and Safety Management System Reform in Ukraine takes into account the key recommendations set out in the EU-ILO project report

"Guidelines and recommendations to the Concept of reforming the national system of occupational risk prevention and promotion of occupational safety and health" (ILO, 2017) [62].

*Indicators that characterize the state of decent work:*

- Employment rate (share of employed among the population 18-65 years),%. Characterizes the level of access of the population to this form of self-realization and income in the region. For the able-bodied population of working age is the most acceptable way of inclusion in economic and social relations.

- Unemployment rate (share of unemployed among the population aged 18-65),%. Characterizes the possibilities of satisfying the supply of labor, indicates the level of realization of labor potential and the degree of difficulty of inclusion in employment relations; calculated as the ratio of the number of unemployed to the economically active population (labor force) of the appropriate age.

- Proportion of employees who receive less than 1.5 subsistence salaries minima,%. Shows the percentage of employees of enterprises, institutions and organizations whose wages, given the number of household members, can be considered insufficient for simple physical reproduction. The prevalence of such working conditions in the region indicates the depth of the problems of economic support of human development.

- Proportion of employees working in unsuitable conditions sanitary and hygienic norms,%. Characterizes the state of safety, hygiene and favorable working conditions of employees of enterprises, institutions and organizations that directly affect the possibilities of self-realization and human health; calculated on the basis of certification of workplaces in accordance with the state of sanitary and hygienic conditions of labor functions.

- The ratio of average and minimum wages, units. Shows how many times the regional average monthly wage exceeds the minimum and, thus, characterizes the relative level of incentive and reproductive function of labor income in the region;

calculated as the ratio of the regional average monthly wage to the official minimum.

- Level of social insurance coverage (share of insured persons in employed population),%. Characterizes both the level of social protection coverage of the working population of the region and the level of publicity and legal protection of employment; calculated as the share of employees of enterprises, institutions and organizations, as well as individuals who pay contributions to state insurance funds to the entire employed population [7].

Table 2.2.16 shows the index of the regional level of human development (IRRD) for the block "Decent Work" of the Odessa region. Rank is closely related to the location of industrial enterprises. For example, in the regions where the bulk of industrial enterprises are concentrated, the rank of the Decent Labor bloc is low - Ternopil and Vinnytsia regions. As for the Odessa region, in general, the IRRLR in the block "Decent Work" is on the 1st place and is 0.6193. And in a rating of all regions of Ukraine IRRLR of our area by results of indicators of all blocks takes 15th place.

Regarding the indicators that characterize the state of decent work, the employment rate in the Odessa region is stable during the analyzed period and is 0.91 and ranks 7-9 among other regions of the country. In the Odessa region, the lowest unemployment rate is 1 rank and the rate is 0.153. The share of employees who receive a salary less than 1.5 subsistence minimums in 2014-2016 in 17-19 place. However, in 2013 the rank of this indicator was only 8. What caused such a sharp discrepancy in the indicators requires an analysis of socio-economic phenomena in the region.

The share of employees working in conditions that do not meet sanitary and hygienic standards is 5-9 rank and the indicator is 0.08-0.1. Industry is not very developed in the Odessa region, so such a rank is expected. The rank of the stimulator of the ratio of average wages to the minimum wage in the Odessa region is 7-5 and is 0.098 in 2016, which is 3% more than in 2013.

Table 2.2.16

IRRLR on the block "Decent work" of the Odessa region: weighted calibrated standardized values of indicators, their ranks for 2013-2016 (fragment)

	2013	2014	2015	2016
5.1 Employment rate (share of employed population aged 18-65), %				
- value	0.0919	0.0874	0.0919	0.0915
- rank	7	9	9	9
5.2 Unemployment rate (share of unemployed among the				
- value	0.1590	0.1463	0.1537	0.1530
- rank	1	1	1	1
5.3 Share of employees who receive a salary less				
- value	0.1253	0.1081	0.1118	0.1228
- rank	8	17	19	17
5.4 Share of employees working in conditions that				
- value	0.1010	0.0960	0.0904	0.0899
- rank	5	5	9	9
5.5 The ratio of average wages to the minimum,				
- value	0.0952	0.0898	0.0982	0.0983
- rank	7	7	5	5
5.6 Level of social insurance coverage (share of				
%				
- value	0.0797 in most com	0.0717	0.0736	0.0738
- rank	6	11	thirteen	thirteen
On the block "Decent work"				
- amount	0.6521	0.5993	0.6197	0.6193
- rank	1	2	2	1

## IRRLR

- <b>sum</b>	3.8243	3.8604		3.8017
- <b>rank</b>	8	7	7879	15
			12	

<sup>1</sup> Listed since 2013 (excluding the Autonomous Republic of Crimea, Donetsk and Luhansk regions); <sup>2</sup> SCR \* - standardized calibrated values for the corresponding block; <sup>3</sup> The data for 2016 are the latest.

The level of social insurance coverage increased significantly to 0.0738 against 0.0797 in 2013 and ranks 13th against 6. In general, the analysis data on the block "Decent Work" showed a positive trend that requires minor changes.

Employment, as the main form of economic activity of the population and a means to ensure its well-being, is one of the main characteristics of human development in the region. *Employment rate* characterizes the degree of use of the working population in the field of socially useful work and acts as an indicator of incentives for human development in the field of labor. On the other hand, the accessibility of the labor market as an institution for ensuring the conditions of sustainable human development, highlights *unemployment rate*. Based on it both the level of dissatisfaction with the labor supply and the level of economic activity of the unemployed are determined.

From the point of view of the impact of employment on the state of human development, not only its volume but also its qualitative parameters are important. The main ones that affect the possibilities of human development are the prevalence of employment, which does not allow to ensure the conditions of quality reproduction of labor, as well as the relative level of labor costs in terms of distance from the minimum state standards.

*The security of the employed population is characterized by the conditions of its work, that do not meet sanitary and hygienic standards, and the level of social insurance coverage. If the first indicator directly indicates the prevalence of jobs in the region that distort the conditions of human development, the second captures the state of the wider context - the level of publicity of social and labor relations, their protection by the state.*

The difficult situation in the country has led to a crisis in the labor market. Employers cut costs and cut jobs.

*Poverty Reduction Strategy and Sustainable Development Strategy “Ukraine-2020 ».* This document consists of a descriptive part, which outlines the socio-economic context, the experience gained so far, the strategy for implementing the measures and the logical model in which these measures are detailed. Progress towards the implementation of the priorities covered by the Program will be monitored throughout the implementation process [61].

In Ukraine, the level of social standards and social benefits is steadily rising. In 2019, the minimum wage increased by UAH 450. - from 3723 hryvnias. up to 4173 hryvnias. The subsistence level has increased by UAH 255-1853, and accordingly for all major social groups and benefits calculated in multiples of the subsistence level, payments to low-income families, families with children, and persons with disabilities are increasing. The subsistence level for the working population has also increased from UAH 1,600. to 1921 hryvnias.

The minimum pension in 2019 will increase from UAH 1,497. up to 1638 hryvnias. According to statistics, the average size of the assigned monthly pension for pensioners who are registered with the Pension Fund of Ukraine, as of 01.01.2019 is 2645 UAH. Compared to 2018 (UAH 2,479), it increased by 6.7%, and with the same period in 2017 (UAH 1,828) by 44.7%.

The minimum unemployment benefit for insured persons has increased from UAH 1,440. up to UAH 1,630, for uninsured persons - from UAH 544. up to UAH 610

In the Odessa region it is accepted and successfully implemented *Growth program employment for the period up to 2017*. By the decision of the Odessa city council № 2743-VII dated 14.12.2017 was initiated *The employment program of the population of Odessa region for 2019-2020* [63]. Specific tasks were set, active measures were taken to create jobs, retrain the unemployed and involve them in public works. The most common species

public works: improvement of territories, recreation areas and informing the population about subsidies.

The number of vacancies in the database of the Odessa Regional Employment Service, compared to the first quarter of 2018, increased by 15.9% to 14.8 thousand units. The number of vacancies increased in all branches of the Odessa Employment Center (OCC), except for the Tarutyn branch. The most significant number of vacancies increased in Bolgrad, Lyubashiv, Saratov, Mykolaiv, Shiryaiiv, Zakharov branches, Izmail MRCZ, Artsyz and VM Mikhailov branches by 26% - 90%. The number of persons employed with the assistance of the state employment service increased by 18.5% and amounted to almost 6.4 thousand people, in particular, every third person was employed promptly before being granted unemployment status.

Among the former unemployed, 62% of the unemployed found employment in agriculture, forestry and fisheries, 6.6% - wholesale and retail trade and 5.7% - processing industry.

In order to ensure the professional qualification level of job seekers to the requirements of employers, in January-March 2019, with the assistance of the State Employment Service, 3.8 thousand unemployed underwent vocational training, which is 1.9% more than in the same period in 2018. In particular, the number of unemployed who studied at the Odessa Center for Vocational Education of the State Employment Service was 3.4 thousand people. The most common professions acquired by the unemployed are: tractor driver of agricultural (forestry) production, administrator (hotel business), hairdresser (hairdresser-fashion designer), electric welder, manicurist, cook, accountant, bartender, make-up artist coastal fishing.

The number of people covered by career guidance services in the first quarter of 2019 was 52.2 thousand people, of which 18.7 thousand people had the status of registered unemployed, 24.7 thousand people studying in educational institutions of various types, including students secondary schools amounted to 23.2 thousand people.

The number of unemployed as of April 1, 2019, compared to the corresponding date in 2018, remained at the level of 13.4 thousand. The number of recipients of unemployment benefits increased by 2.7% and amounted to 11.2 thousand people. In total, during the first quarter of 2019, 19.9 thousand unemployed citizens used the services of the state employment service [63].

It can be noted that in the Odessa region there is a positive trend in employment in the above areas, active creation of new jobs and self-employment.

*Issues of social protection* residents of Odessa are one of the priority areas of the city authorities. The city budget of the city of Odessa is socially oriented, from year to year the sizes and kinds of the help for inhabitants of the city who have appeared in difficult life circumstances increase, availability and comfort of reception by the population of social services increases.

As part of social reform for more than a year at: st. Kosovska, 2d operates the Center for Integrated Social Services, which employs a single team to provide comprehensive services.

A similar center has been opened for the residents of Kyiv district at the address: 9 Akademika Korolyova Street (located in the premises of the Kyiv District Administration). In Primorsky district in 2019, such a Center began its work at:

street Armiyska, 9. Thousands of Odesa residents have already used their services.

Odessa has always been a leader in supporting, improving the quality and quality of life of vulnerable groups.

The city is successfully implementing the target *Social services program and other types of assistance to vulnerable groups of the city of Odessa on 2018-2020*. The program aims to improve and enhance the level of social protection, quantity and quality of social services (war and labor veterans, low-income citizens, people with disabilities, single retirees, anti-terrorist operation participants and their families, internally displaced persons, families in difficult life circumstances ).

Odessa is the first Ukrainian city to provide funds in the city budget for the payment of municipal targeted financial assistance to war veterans before Victory Day.

In 2018, the monthly municipal allowance for invalids of the Second World War was increased from UAH 600. up to UAH 800 The monthly scholarship of the mayor to war veterans - participants of defense / liberation of the city of Odessa and participants of the Victory Parade of 1945 makes 2000 UAH. month.

Funding for the Program for 2019 reached a record high of UAH 517 million, which is much higher than in other cities of Ukraine.

Within the framework of the Program in 2018, various types of social assistance and services were provided to 279 thousand citizens of the city of Odessa for a total amount of UAH 257 million.

For the social protection of persons with disabilities, their unimpeded access to social, public and housing facilities, full participation in all spheres of social and cultural life is implemented *city program "Equality"*. This is the support of socially vulnerable residents of the city in terms of increasing prices and tariffs for housing and communal services by providing benefits to certain categories of citizens and subsidies for housing and communal services. As of January 1, 2019, more than 68,000 recipients of various types of state social benefits for families with children are registered in the departments of social protection of the population of the Department of Labor and Social Policy of the Odessa City Council.

The amount of budget allocations for the payment of assistance to families with children in 2018 amounted to UAH 938.0 million.

There are four public utilities in Odessa *"Territorial centers of social service of Odessa "*, which during 2018 provided services for 30 thousand people. The most served category of citizens who receive social services are the elderly, the number of which in 2018 amounted to 22 thousand people. Territorial centers provided social services to 12,000 citizens with disabilities.

For the successful social integration of people with disabilities in the city public institution "*Rehabilitation center for people with mental and physical disabilities development*", where they operate on a permanent basis: day care groups for children and adolescents with mental and physical disabilities; department of training and production workshops; department of permanent and temporary stay for adults with disabilities.

There is a communal institution in the city "*Mother and Child Social Center*", where women in the last months of pregnancy and mothers with children under 18 live.

In addition, conditions have been created in Odesa to ensure the gradual return of homeless people to independent full-fledged living. If earlier in the city there was a department only for men, then, starting from 2018, in the Center for Reintegration of Homeless Persons (Baltyska Doroga, 2) a women's department was opened, where conditions for their socialization were created.

During 2017, more than 30.9 thousand people had the status of unemployed in the Odessa Regional Employment Service, which is 8.7% less than in the same period last year. As of 2017, compared to last year, their number decreased by 10.4% and amounted to more than 8.2 thousand people, of whom every second woman, every third - young people under the age of 35 and people who have additional guarantees of assistance in employment. The number of rural residents who had the status of unemployed as of October 1, 2017 was almost 3.7 thousand people.

The number of vacancies announced by employers during 2017 was 28.1 thousand units. The level of filling vacancies was 68.0%. This contributed to the employment of more than 20.0 thousand people, including more than 13.9 thousand unemployed. The employment rate was 45.1%. During the reporting period, almost 4.0 thousand young people were employed with the assistance of the employment service.

In 2017, by paying a one-time unemployment benefit 46 jobs were created. Entrepreneurial activity was started in

10 areas of economic activity. Every second started their own business in the field of wholesale and retail trade; repair of motor vehicles and motorcycles.

More than 0.3 thousand people were employed in new jobs with compensation to the employer for the costs of the single contribution, of which 144 people are insufficiently competitive in the labor market.

During 2017, the Department of Economic Development of the Odessa City Council and the Odessa City Employment Center cooperated very fruitfully with various non-governmental organizations, such as Impact Hub Odessa, Charitable Foundation "Caritas Odessa UGCC", coworking space "Terminal 42", IT cluster of Odessa, South Ukrainian office of the European Business Association. Assistance was actively provided to the unemployed of Odesa region and internally displaced persons [63].

The city of Odessa is the administrative, economic and cultural center of the largest region in the country, and with satellite cities, the Black Sea and the South, forms an important transport and trade complex.

The number of small enterprises is 11,347 units, which is 96.5% of the total number of enterprises in Odessa, medium-sized enterprises - 406 units, which is 3.4% of the total number of enterprises in Odessa. 133.3 thousand people or 54.4% of the average number of full-time employees of enterprises, institutions and organizations of Odessa worked at small and medium-sized enterprises.

In 2018, the positive trends of socio-economic development of the city were consolidated, in particular:

- modernization of transport infrastructure;
- development of the tourist and recreational sphere;
- development of social sphere infrastructure;
- ensuring a decent life for the population.

Odessa region is one of the five best regions of Ukraine. Unfortunately, c  
Odessa region *poorly developed infrastructure to support small and  
medium business*. This requires concessional lending, various types of financial  
support, the introduction of the use of new technologies, the development of  
government procurement, regulatory support, etc.

*Strategy of economic and social development of Odessa region on  
period until 2020* [13], various social indicators and tasks were achieved, which  
fully meet the goals of sustainable development of the city of Odessa and Odessa  
region. Such tasks include:

- development and modernization of transport infrastructure,
- ensuring energy self-sufficiency of the region,
- quality development of tourist and recreational infrastructure,
- development of highly productive agricultural production,
- development of modern industry,
- formation of competitive intellectual capital,
- providing conditions for healthy and cultural development of the population,
- providing comfortable living conditions,
- creating a safe living space,
- increasing the efficiency of development of territories,
- institutional strengthening of the region.

*Strategy of economic and social development of Odessa until 2022*  
[21], which is the main long-term consistent Plan for the development of the city and  
defines the main directions, goals and objectives. This is the main driving force of the  
socio-economic situation in the region.

The strategy provides *investment concept "Odessa 5T"*, which focuses  
main directions of investment development of the city: technologies, tourism,  
transport, trade, trust - finance and security.

*Trade* - the most favorable city in Ukraine for business (According to the rating of  
2015  
year Forbes UA) - 120,000 types of business;

*Transport* - more than 170 transport companies, sea gates  
Ukraine for ships from 600 ports of the world, 3 international transport corridors;

*Tourism* - more than 1,500,000 tourists, more than 300 tourists  
companies;

*Technology and innovation* - more than 150 IT companies;

*TRUST* (finance, banking and real estate) - Odessa №1 in terms of  
creditworthiness among the cities of Ukraine.

Thanks to the joint efforts of the authorities and various non-governmental structures, almost all the main indicators of the socio-economic situation in Odessa and the region occupy a leading position among other regions of Ukraine.

However, the implementation of all the above programs faces a number of problems associated with their implementation. Methodologies for developing such programs need to be further improved in order to increase their effectiveness. Measures should be aimed at improving the system of support for small and medium-sized businesses, which are implemented in socio-economic activities and will bring a specific quantified effect. But first, it is necessary to identify indicators by which this effectiveness can be determined.

Thus, the analysis, with the help of HDI, allows us to assess the quality of working life in Ukraine, in particular in the Odessa region. It should be understood that the quality of working life means working conditions in the broadest sense. These are the conditions of the production environment, and the issue of wages and the degree of realization of the abilities of the employee and his professional skills and interests, and so on.

According to almost all indicators, the quality of working life of the vast majority of employees in Ukraine does not meet modern requirements. Recently, on the initiative of the International Labor Organization, the concept of decent work is increasingly used, which in content is very close to the concept of quality of working life. Decent work, as defined by the ILO, means productive work that generates sufficient income, in which the rights of the worker are protected and adequate social protection and welfare are ensured [61].

The International Labor Organization actively develops the concept of decent work and promotes its implementation. This concept is aimed at ensuring productive employment, respect for the rights of citizens in the labor sphere, the development of social protection of workers and constant social dialogue, in general, to optimize the relationship between employees and employers.

The stability of the regional economy directly depends on the availability of appropriate socio-economic, scientific, technical and human resources. These factors determine the attractiveness of the region for the placement of new, reconstruction of existing production facilities and thus for the creation of new jobs. In turn, the above factors shape the welfare of the population and create conditions for the development of human capital.

The scale and complexity of the goals and objectives that need to be met in the process of implementing the Strategic Priorities of Economic and Social Development of Odessa region until 2022, determine their gradual solution.

In order to achieve the goals of the Strategy within the framework of the identified priorities, it is envisaged to focus on ensuring effective interaction of the relevant mechanisms of state regulation of regional development, namely legal, organizational, economic and financial

The assessment of the state of implementation of the Strategy measures is carried out by monitoring the indicators and indicators defined by the government for the regional and national level.

Monitoring is carried out regional state administration on the basis of data of structural subdivisions of executive bodies of regional power and territorial representations of central bodies of executive power and in the terms determined by the Cabinet of Ministers of Ukraine. At the same time, the state of implementation of projects selected for funding from the regional budget is analyzed on a quarterly basis (Appendices AB).

The development strategy of Odessa region is consistent with the priorities and strategic goals of the State Strategy for Regional Development until 2022, which reflect the general directions of reforms, take into account the specifics of the economic complex of Odessa region, table 2.2.17 [13].

The level of development of the Odessa region in the future is determined by how effective the process of building the country's human potential will be and how effectively this potential will be used.

In the table. 2.2.18 presents the management model for the implementation of the strategic action plan "Smart Region" to ensure the competitiveness of the Odessa region, namely the strategic goals for attracting investment and business development.

Thus, a retrospective analysis of strategic programs for the formation and development of human potential and decent living conditions in the Odessa region revealed a tendency to increase or accelerate their development, which makes the overall assessment of the socio-economic situation in the region quite high and the region attractive for investment. , so to start a business.



Issues of strategic development for Ukraine and its regions are important, because they are aimed at ensuring sustainable economic growth, approval of an innovative program of dynamic development, the formation of a balanced regional policy, creating conditions for long-term prospects of the international community.

The formation of strategic principles of socio-economic development is an important factor in the growth of the national economy as a whole as a complex system and its individual territories as components of the socio-economic system. With this in mind, one of the most modern forms of territorial development management is strategic planning of economic and social development of territories, which is gradually being introduced in all regions of the country.







Table 2.2.18

Management model for the implementation of the strategic action plan "Smart Region" to ensure the competitiveness of the Odessa region [64]

	Operational goals	Programs and projects	Expected results
1	 <p>Creating in area effective provisioning systems medical assistance</p>	<p>Carrying out the reform of hospital districts Improving the quality of primary and</p> <ul style="list-style-type: none"> <li>Emergency care, emergency medicine</li> <li>Systematic control and monitoring of medical fields in which it is necessary to provide quality free medical care is for patients with cardiovascular, oncological and renal diseases</li> <li>Optimization of the structure of Emergency Medical Centers (EMC). Establishment of the Unified Dispatching Service, provision of sustainable telephone and Internet communication, distribution of functions of emergency primary health care. Equipment of all cars GPS tracker</li> <li>Optimization of hospital costs by conducting a medical and economic audit of health care facilities of Regional subordination in order to eliminate duplication of functions, optimize administrative and economic processes and more rational use of financial resources</li> </ul> <p>Mass involvement of graduates of regional schools in online courses in preparation for external evaluation (format -</p>	<p>Running medical reforms - creation of up to 10 hospital districts in Odessa region.</p> <p>Improvements quality and efficiency medical care - both primary and emergency, emergency and treatment indicators severe diseases.</p> <p>Project launch free online</p>
2	 <p>Increase quality of education and development innovation</p>	<p>mass open online courses)</p> <p>New formats of summer rehabilitation and education for school students (learning foreign languages with native speakers, exit mobile "experimentariums » observatories, others technology "teaching rest »)</p> <p>Creating educational centers on learning for life, professional youth orientation, retraining</p> <p>Introduction of the Program for raising the digital skills of residents of the region. Creation mobile centers of the newest professions</p> <p>Creation of a regional center of economy; of innovative development: high-tech sector profile research centers and institutions; institutions; departments of leading higher educational public innovation hubs, technology parks; organizations with experience in the field of STI</p>	<p>training courses for ZNO.</p> <p>Increase in average EIT score graduates in all subjects.</p> <p>Magnification the number of people who trained and gained new skills and professions.</p> <p>Magnification the number of students who participate in such programs.</p> <p><b>Expected results</b></p>
	<p><b>Operational goals</b></p>	<p><b>Programs and projects</b></p>	<p><b>Expected results</b></p>

Ecological monitoring and creation of the Platform for sustainable development of the region (Online control of

<p>3</p>	 <p>Security environment and preservation natural potential area</p>	<p>Ecological monitoring and creation of the Platform for sustainable development of the region (Online control of dams, Ecological monitoring of beaches, Estuary rescue program). Participation in cross-border cooperation programs to improve joint environmental monitoring.</p> <p>The Clean Water Pilot Project is an innovative method of water purification for the needs of the population.</p> <ul style="list-style-type: none"> <li>Creation on the basis of the best international experience of a complex strategy of collection, utilization and processing of waste, in particular solid household waste.</li> <li>Coastal improvement projects involving businesses (cleaning, sorting and recycling).</li> <li>Promoting international cooperation on environmental protection and joint reduction of pollution of the Black Sea basin. Awareness raising and joint action to reduce river and sea pollution.</li> <li>Implementation of a pilot project on the Blue Lagoon coast (beaches that meet UNESCO international environmental standards).</li> </ul>	<p>Introduction new summer programs sanitation.</p> <p>Annual increase in number tourists visiting the region, and so on increase revenues in regional and local budgets.</p> <p>Increase specific weight recycled waste.</p> <p>Increasing the area nature reserve fund</p> <p>Magnification</p>
<p>4</p>	 <p>Збільшення обсягів залучення інвестицій</p>  <p>Розвиток малого та середнього бізнесу</p>  <p>Збільшення експорту</p>	<p>Creating a smart operating panel on the portal for business and investors to access demographic, economic information, land and real estate data, regional investment projects</p> <p>Conducting business forums to attract investment and support small and medium-sized businesses</p> <ul style="list-style-type: none"> <li>Attracting funds from international financial organizations in investment projects for the development of the region</li> <li>Opening of an office of the European Bank for Reconstruction and Development (EBRD) to support and train small and medium-sized enterprises (SMEs)</li> <li>Involvement of SMEs in Odesa Region in two lending programs from the European Investment Bank (EIB)</li> <li>Regular research of problems and needs of SMEs in the region</li> <li>Assistance in creating and promoting local brands and SME products in international and national markets</li> </ul>	<p>gross regional product of Odessa area</p> <p>Magnification the number of jobs by at least 10% in 2019</p> <p>Magnification the number of registered business entities</p> <p>Increase volume of transport transportation by 20% and revenues to regional and local budgets</p> <p>Improvement investment climate and increase in volumes investment attraction</p> <p>Expansion use of innovations in the agricultural sector</p>
<p>5</p>	<p>6</p>		

### **2.3. Determining the effectiveness of existing mechanisms for managing the formation and development of human potential in the region**

A comprehensive analysis of the meaningful structure of human potential has shown that it as a system breaks down into subsystems, which in turn have their own structure. Therefore, it becomes clear that the effectiveness of management mechanisms for the formation and development of human potential in the region depends on a large number of diverse factors. Thus, the very determination of how appropriate it is to use a large number of interconnected mechanisms of managerial influence is possible only on the basis of analysis of the results of management decisions at different levels of social production. This task, as world experience shows, is quite complex and time consuming. In that

At the same time, conclusions about the effectiveness of management decision any can be made only on the basis of appropriate price of their results implementation.

At definition efficiency existing mechanisms management formation and development of human potential of the region, first of all, in our opinion, it is necessary to determine the requirements to be met by these management mechanisms.

The study of the results of relevant research [70-74] provides an opportunity to identify the most important aspects of these requirements, namely:

1. *Conformity* human resources management systems of the region requirements of its socio-economic development in terms of setting goals, reflecting the characteristics, status and trends of development.

2. *Systematic* formation of the organization and management human the potential of the region to account for all intra-system relationships, relations of subsystems and elements, relations between the human resources management system of the region and the organization and management of its socio-economic development, as well as between the human resources management system of the region and the organization and the external environment.

3. *Optimality* combinations of centralization and decentralization of management human potential of the region at the levels expressed in the ratio of the decision and the level of implementation of this decision (the higher the level at which the decision is made, and the lower the step for which it is intended, the higher the level of centralization of personnel management, and vice versa); as the socio-economic development of the territory should change the level of centralization of human resources management.

4. *Conformity* equal complexity systems management human the potential of the region at the level of development of the socio-economic system of the region (for a complex management system of the socio-economic system of the region it is impossible to create a simple system of human resources management of the region).

5. *Parallelism* development of the composition and content of the functions of organization and management human potential of the region with the development of the socio-economic system region.

6. *Rationality* number of levels of human resources management in the region: the most effective system with the minimum necessary and sufficient the number of management levels.

7. *Accounting* in the process of managing the human potential of the region as a whole various factors of influence and understanding in this connection of unity of actions of laws of the organization and management.

Consider the key results of the effectiveness of existing mechanisms in Ukraine for the formation and implementation of human potential.

According to VI Knorring: "Management is a process, and a management system - the mechanism that ensures this process. Any dynamic process, y which can be attended by people, consists of separate procedures, operations and interdependent stages. Their sequence and relationship are the technology of the management process "[75, p. 31-32].

It is clear that the assessment of the effectiveness of the management of the formation and development of human resources in the region requires both retrospective and predictive analysis of the state of human potential and possible directions for its change.

According to the outlined problem, we propose [76-77] to use the system dynamics method based on the software platform of the Ithink system (package produced by High Performance Systems). Trends in economic growth and structural changes in the country's economy directly depend on the indicators of regional development. In the process of evaluating the activities of the regions, a set of economic indicators and political factors, indicators of budget execution, as well as the characteristics of inter-budgetary relations and macroeconomic policy are considered.

An important component is the analysis of the demographic situation in the region, in particular population size and structure, income level and gross regional product per capita.

Management efficiency at the regional levels is determined long-term trends of structural changes and their influences on the future economic growth. Therefore, long-term forecasts of human potential of the regions based on retrospective analysis are of great importance.

Accordingly, we consider the developed simulation model of forecast analysis of human resources development at the regional level of Odessa region. The model is built using the method of system dynamics on the software platform of Ithink technology. The block diagram of the model is shown in Fig. 2.3.1.

The model contains 4 modules.

1. "Assessment of the territorial structure of the population of the region." Designed to simulate the dynamics of population growth in urban settlements and in rural areas of the region, taking into account the impact of complexes of factors on the processes of fertility and mortality, as well as the processes of intraregional migration.

2. "Assessment of the environmental situation in the region." Designed for imitation average level of environmental pollution, taking into account the impact of a set of the most important factors for the region.

3. "Population growth forecast of the region". Forecast of population dynamics region for the long term is carried out taking into account the impact ecology and migration processes.

4. "Assessment of structural indicators of human potential of the region ". Dynamic changes in the population are forecast able-bodied and disabled age; unemployment rate; dynamics of employment of economically active population; indicators of the dynamics of gross regional product per capita are displayed.

Diagrams of causal relationships of these blocks are shown in Fig. 2.3.2 - 2.3.5.

We will illustrate the work of the model on the information base of the Odessa region. The duration of the simulation period is from 2000. until 2020. Simulation step - year.

In the module "Assessment of the territorial structure of the population of the region" demographic changes are considered in terms of urban settlements (MP) and rural areas (SM). The population of the given territories is modeled by means of the corresponding funds (fig. 2.3.2).

1. Частка населення з доходами нижче прожиткового мінімуму
2. Питома вага доходу населення у загальних доходах

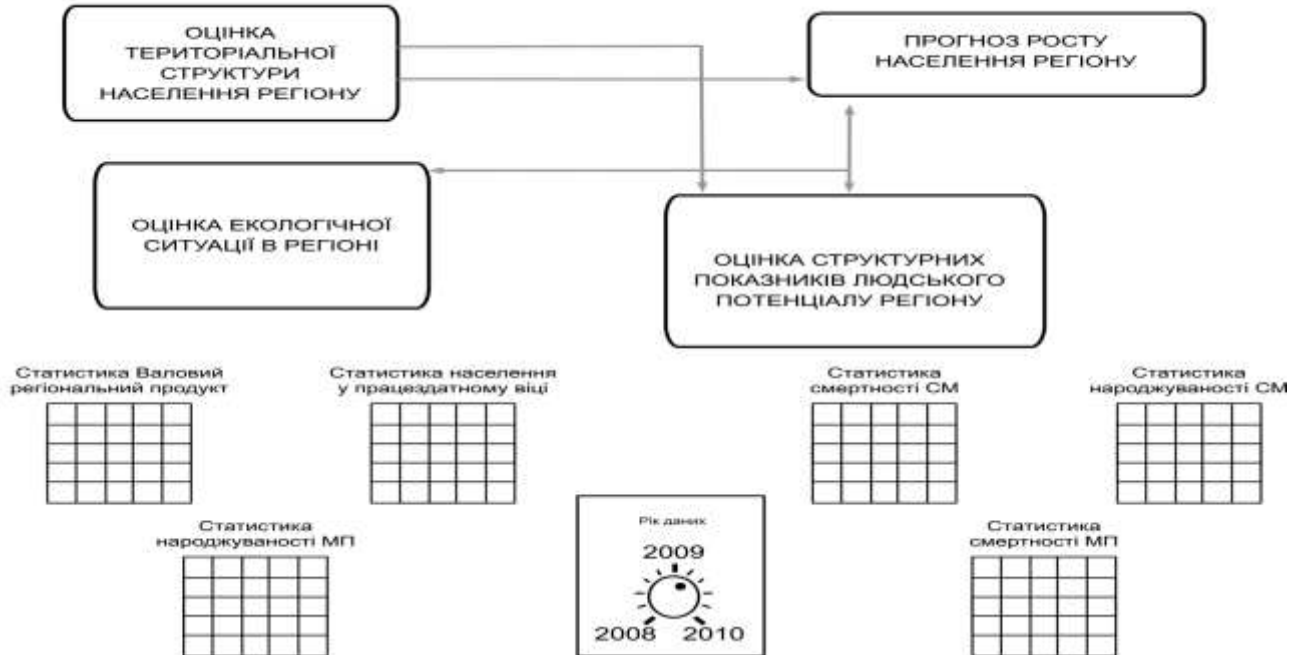


Fig. 2.3.1. Block diagram of the model for assessing the development of human potential in the region (CASE-level)



Fig. 2.3.2. Diagram of causal relationships of the module "Assessment of the territorial structure of the population of the region"

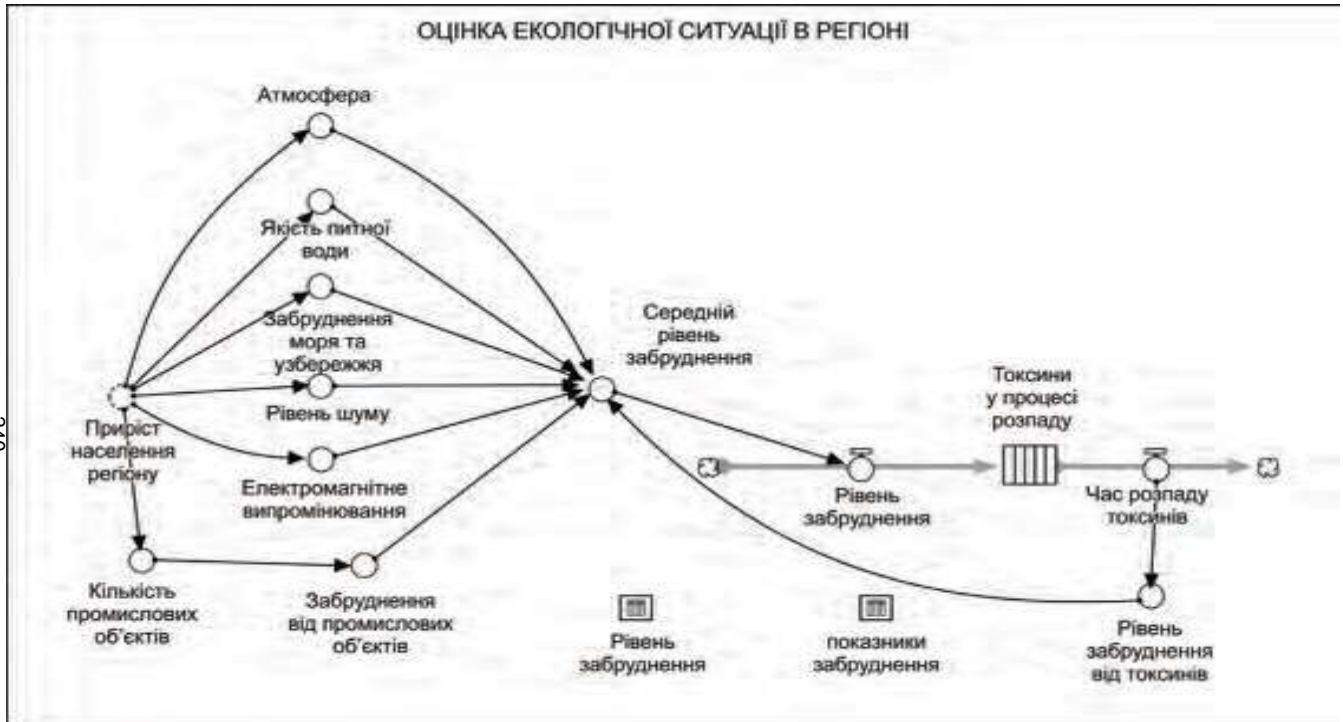


Fig. 2.3.3. Diagram of cause-and-effect relations of the module "Assessment of the ecological situation in the region"

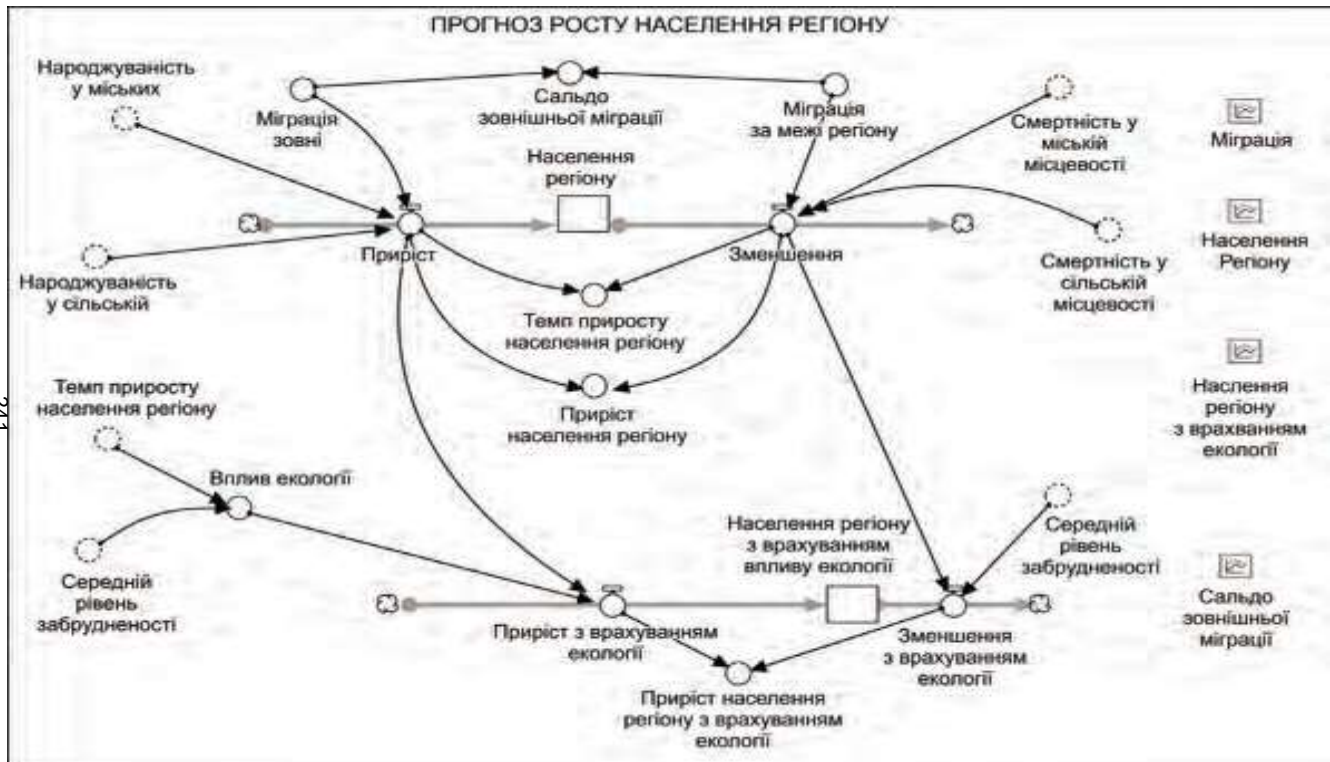


Fig. 2.3.4. Diagram of causal relationships of the module "Population growth forecast of the region"



Fig. 2.3.5. Diagram of causal relationships of the module "Assessment of structural indicators of human potential of the region "

The flows "Birth rate in urban settlements" ("Birth rate in rural areas") and "Mortality in urban settlements" (Mortality in rural areas) form the level of these funds. In addition, the model takes into account the impact on the processes of fertility and mortality of complexes of factors, the composition of which on the example of MP is shown in Fig. 2.3.6.*Example:*

*Birth rate in urban settlements* if time <= Year of data then

(2.3.1) MP fertility statistics else MP fertility forecast \* Total impact

*Mortality in urban settlements* if time <= Year of data then

MP mortality statistics else MP mortality forecast \* Standard of living (2.3.2) Birth and mortality statistics are given by the GRAF (time) function. The birth and death rate is determined using the FORCST function.*Example:*

Birth rate forecast MP = FORCST (Birth rate statistics MP,

(Year data - 2000 + 1), 11)

(2.3.3)

The flows "Outflow in SM" and "Outflow in MP" are defined as random variables. *Example:* outflow in MP = (Population in rural areas \* RANDOM (10, 13)) / 100 (2.3.4)

So,

Population in urban settlements (t) = Population in urban settlements (t - dt) + (Birth rate in urban settlements + Outflow in MP - Mortality in urban settlements - Outflow in SM) \* dt (2.3.5)

Odessa region belongs to one of the most urbanized regions - the population in urban settlements is much larger than in rural areas. Therefore, it is natural that according to the forecast, this trend will be observed in the future - until 2020 (Fig. 2.3.7).

After 2000, there has been a significant decline in the rural population. This is due to a number of factors, the most important of which are falling birth rates and migration to urban settlements.

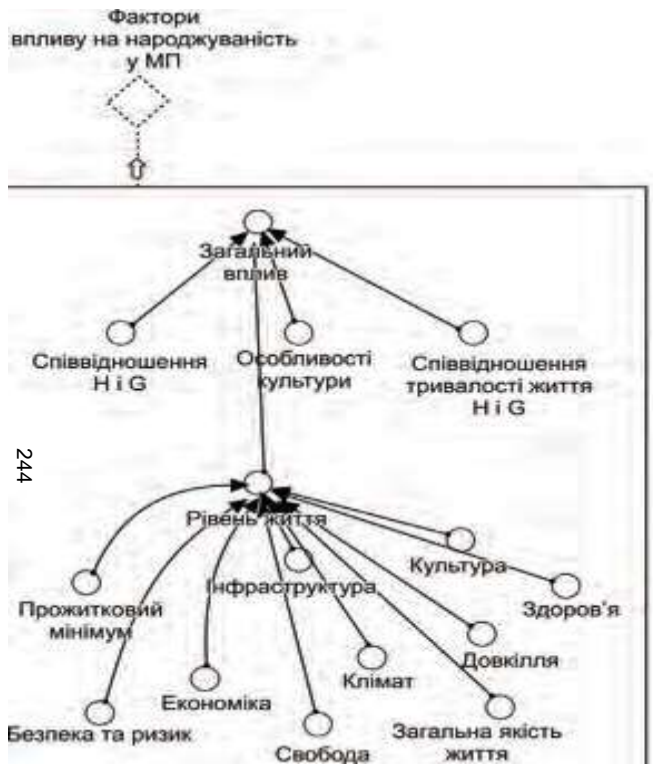


Fig. 2.3.6. Factors influencing the birth rate and mortality rate in the region

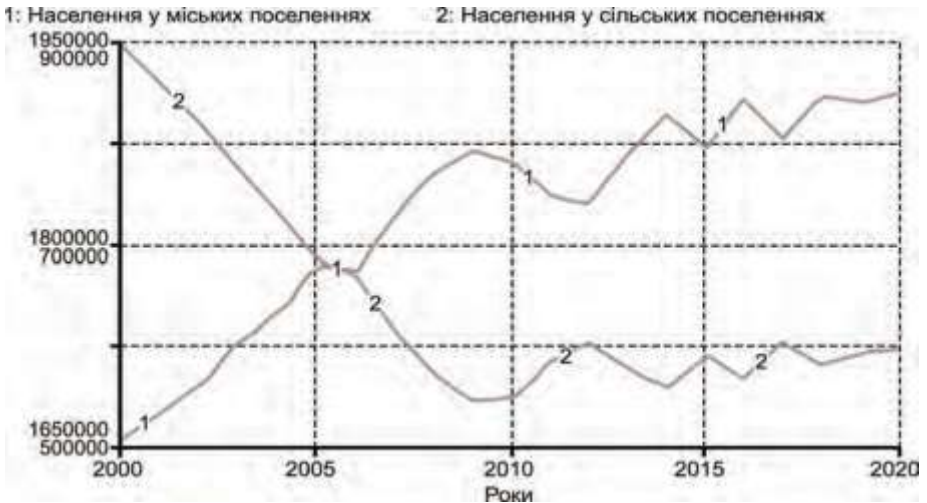


Fig. 2.3.7. Population in MP and SM without taking into account the environment and external migration (persons)

Indeed, the birth rate in rural areas is lower than in urban settlements (Fig. 2.3.8 and Fig.2.3.9). In general, the rather rapid growth of the birth rate since 2000, after 2010, has a tendency to decrease. This is typical for the whole region, although a sharper decline is typical of rural areas.

The balance of migration indicates in favor of urban settlements (Fig. 2.4.10). Particularly significant migration from rural areas to urban settlements took place until 2010. According to the forecast, there will be much less structural migration within the region for the next decade.

A positive trend is a fairly significant decline in mortality since 2009, throughout the region (Fig. 2.3.11, 2.3.12). In addition, mortality in rural areas is lower than in urban areas. According to the forecast, by 2020 the mortality rate will remain at a fairly stable and relatively low level.

1: Народжуваність у міських поселеннях

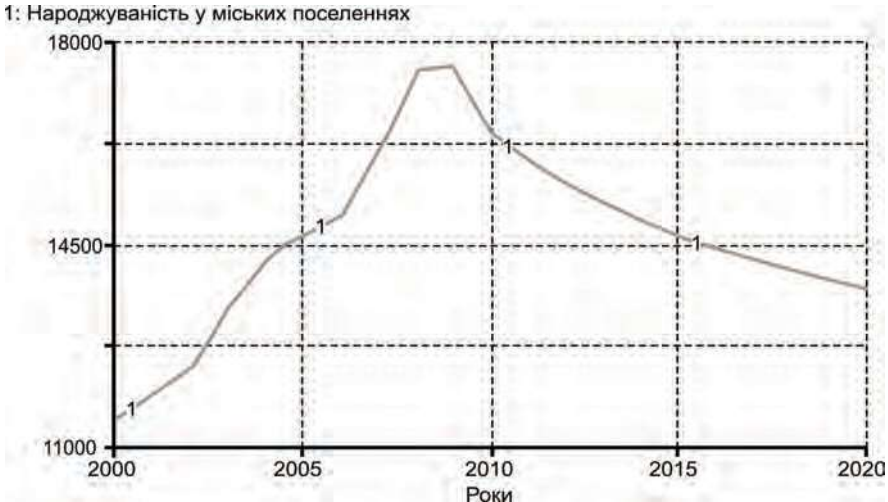


Fig. 2.3.8. Birth rate in MP without taking into account ecology (persons)

1: Народжуваність у міських поселеннях

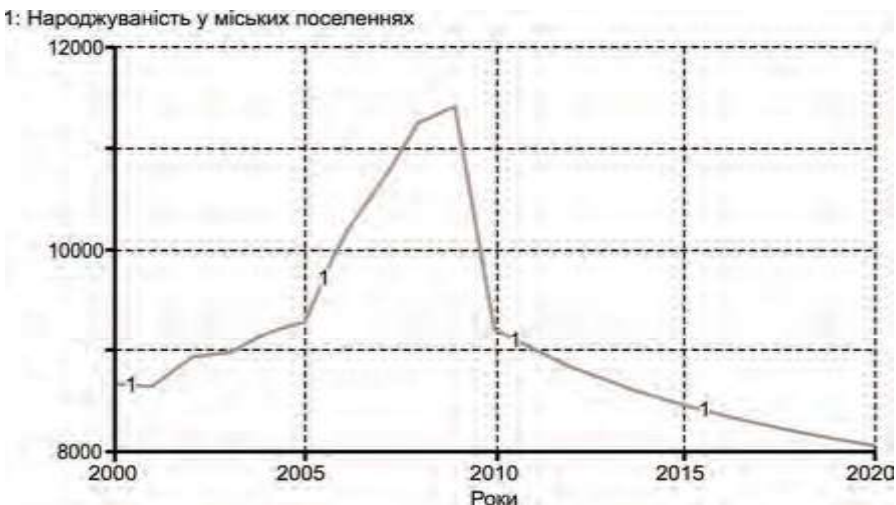


Fig. 2.3.9. Birth rate in SM without taking into account ecology (persons)

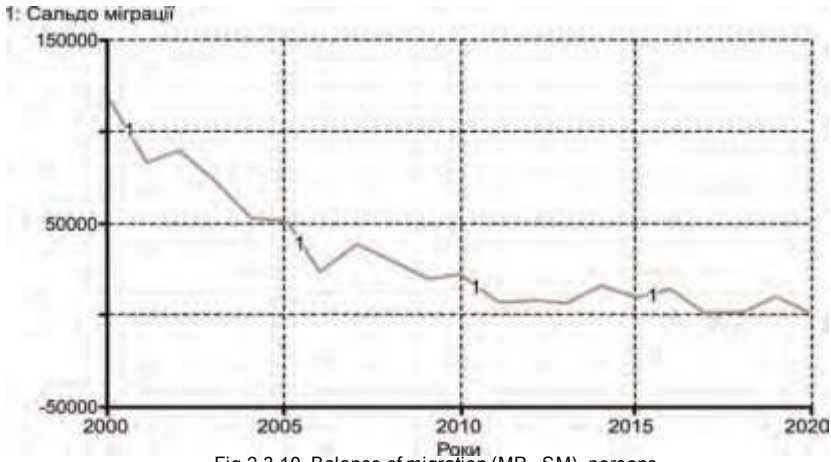


Fig.2.3.10. Balance of migration (MP - SM), persons

Despite this, almost until 2009 there was a negative population growth (mortality exceeds the birth rate). However, since 2010 the situation is projected to change for the better throughout the region - albeit small and slow, but positive population growth (Fig. 2.3.13).

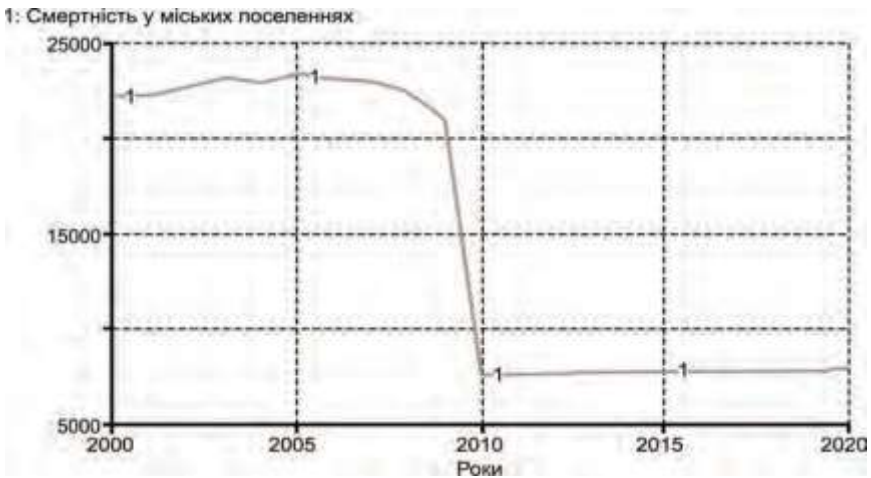


Fig. 2.3.11. Mortality in MP without taking into account the environment (persons)

1: Смертність у сільській місцевості

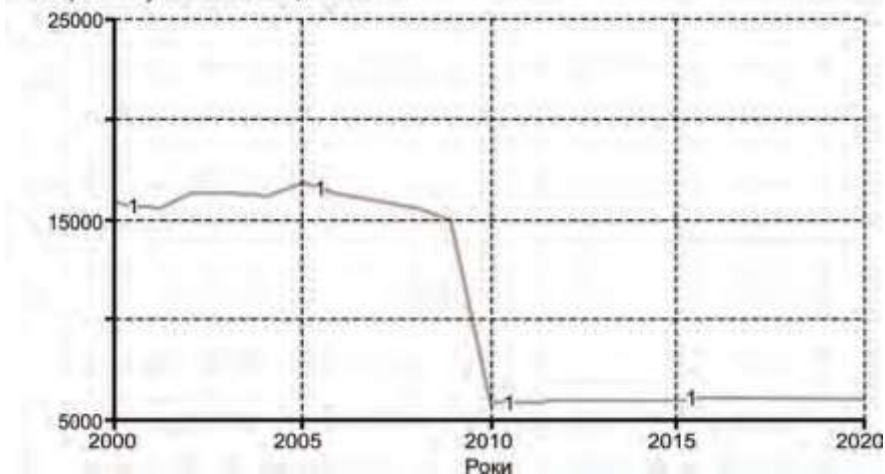


Fig. 2.3.12. Mortality in CM without taking into account ecology (persons)

1: Приріст населення МП

2: Приріст населення СМ

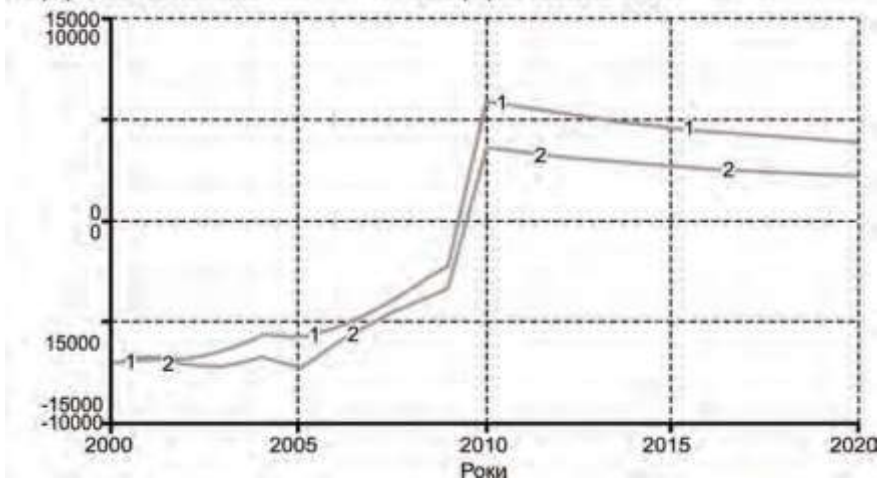


Fig.2.3.13. Population growth without taking into account the environment and external migration (persons)

In the block "Forecast of population growth of the region" in the course of determining the total number (fund "Population of the region") takes into account external migration - human flows into the region and beyond. To determine the magnitude of the input stream, an exponential equation of the form is used:

$$\text{Converter "external migration"} = 10500 * 1.015^{\text{(time-2000)}}$$

Output flow - converter

$$\text{"Migration outside the region"} = 35500 * 1.025^{\text{(time-2000)}}$$

In fig. 2.3.14 shows the balance of external migration. Converter "External migration balance" = "External migration" - "Migration outside the region"

As can be seen from Fig. 2.3.14, the balance of external migration in the region is negative, ie a larger population leaves the borders of the region than arrives. This trend is projected to progress by 2020. This is due to the relatively insignificant development of industry in the Odessa region, the crisis in the economy and a very slow (forecast) exit from the crisis.

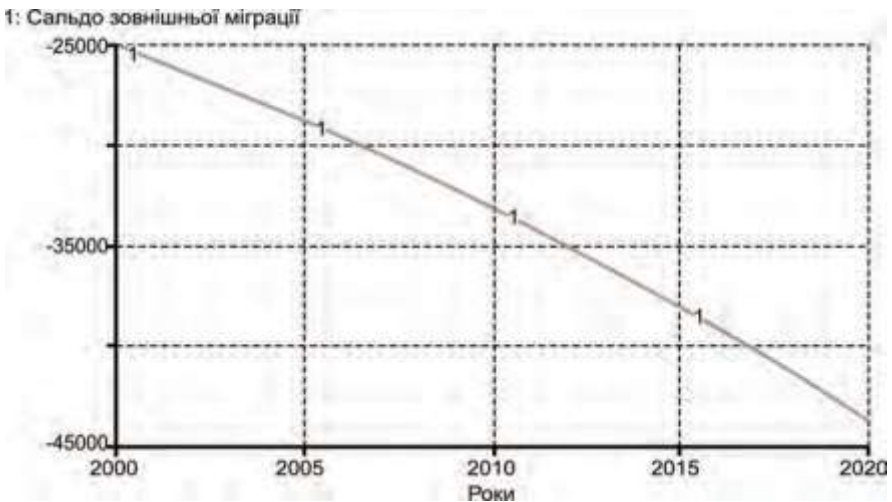


Fig. 2.3.14. Balance of external migration of the region (persons)

The dynamics of the region's population, taking into account external migration, is shown in Fig. 2.3.15. There is a significant decline in the population of the region. The peak of the decline is projected for 2020.

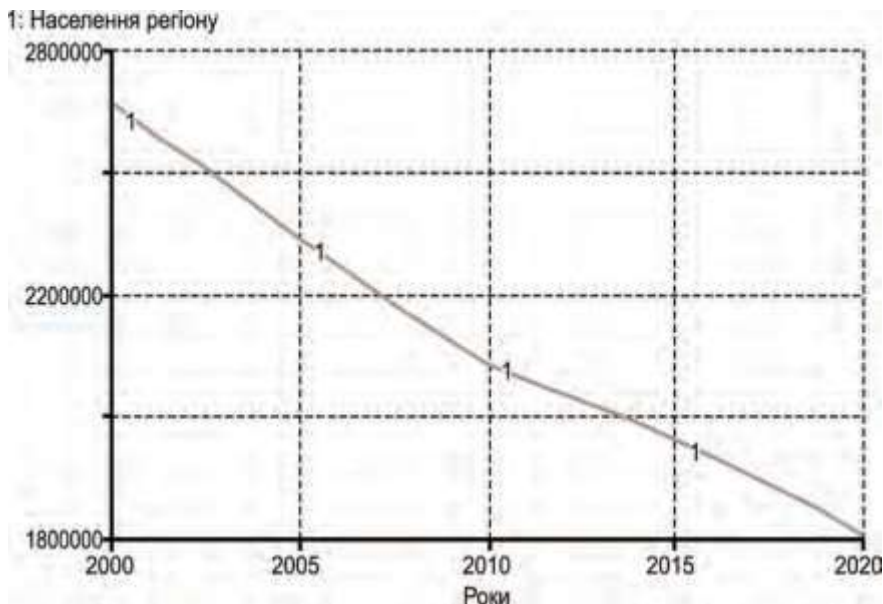


Fig. 2.3.15. Dynamics of the region's population taking into account external migration (persons)

An even more pessimistic picture is shown by the forecast of the population of the Odessa region, determined taking into account the impact of the ecological state (module "Assessment of the ecological situation in the region") - fig. 2.3.16.

These dynamics prove a significant deterioration of the environmental situation in the region.

Table 3.2.1 shows the values of environmental pollution indicators. The results show that the greatest impact on the average level of pollution have pollution from industrial facilities, the quality of drinking

water, sea and coastal pollution and the atmosphere. Although due to a significant decline in the number of industrial

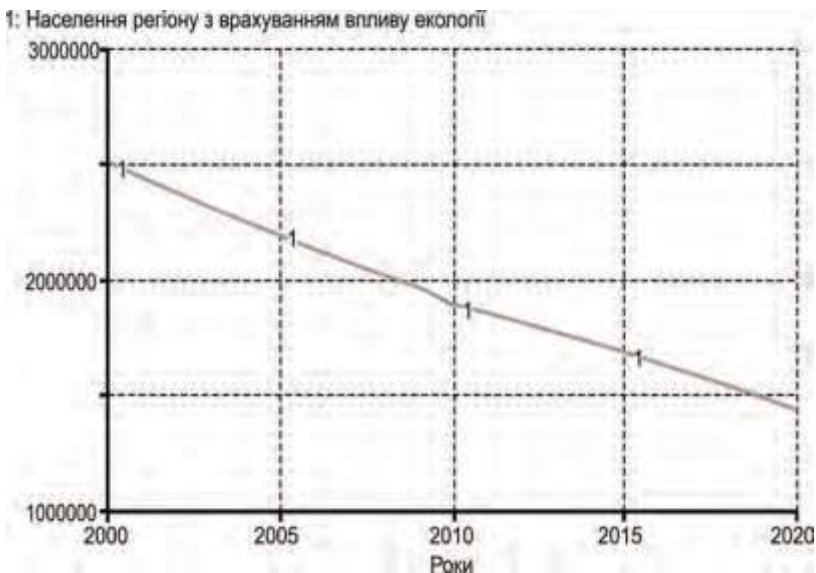


Fig.2.3.16. Dynamics of the population of the region taking into account the impact of ecology

(persons)

facilities in the region the corresponding level of pollution has decreased, it still remains quite high. The projected post-crisis recovery of the economic situation will lead to the emergence of new industrial facilities will raise the issue of sewage treatment plants instead of existing, morally and physically obsolete and mostly destroyed.

If appropriate environmental measures are not implemented promptly, the real picture could be even worse.

As a result of the module "Assessment of structural indicators of human potential of the region" the following forecast data on the region were obtained.



As can be seen from Fig. 2.3.17 the dynamics of the working population of the Odessa region is negative. This corresponds to the general decline in population and its natural aging.

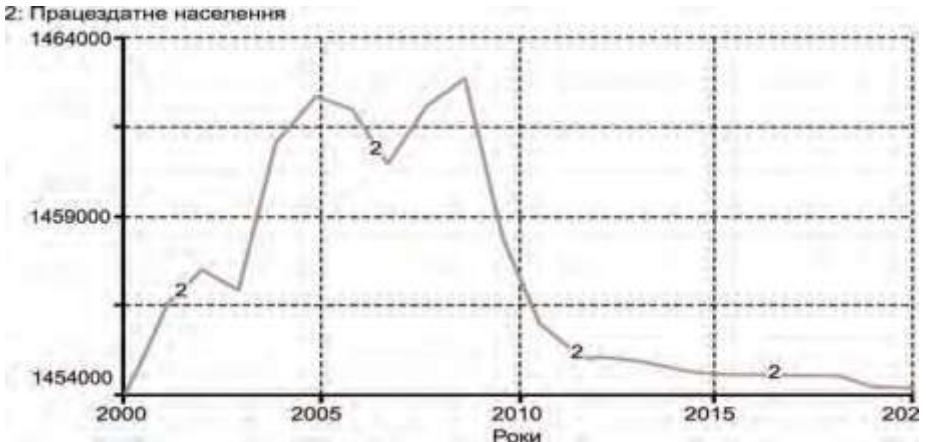


Fig.2.3.17 Dynamics of the able-bodied population of the Odessa region (persons)

The dynamics of the employed population is shown in Fig. 2.3.18.

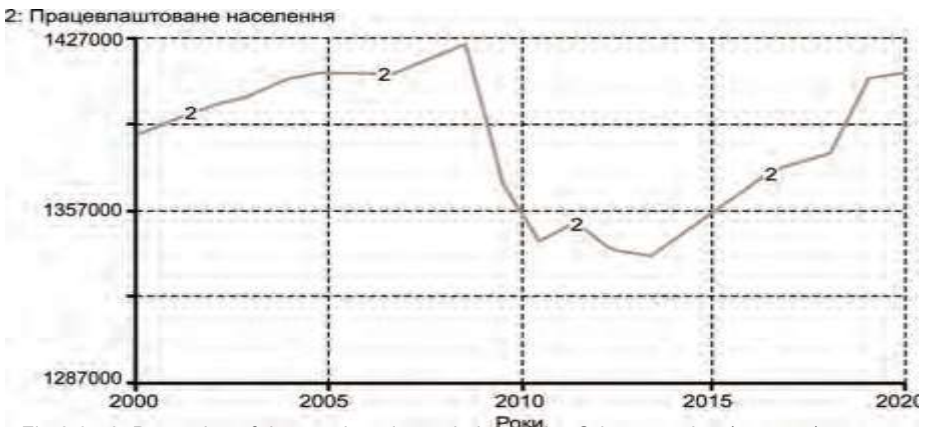


Fig.2.3.18. Dynamics of the employed population of the Odessa region (persons)

Thus, in the pre-crisis period, the unemployment rate in the region averaged 2.1%. However, in 2010 it reached 7%. According to the forecast, in the post-crisis period the unemployment rate tends to decrease and in 2020 is about 4%.

The dynamics of gross regional product (GRP) per capita is shown in Fig. 2.3.19.

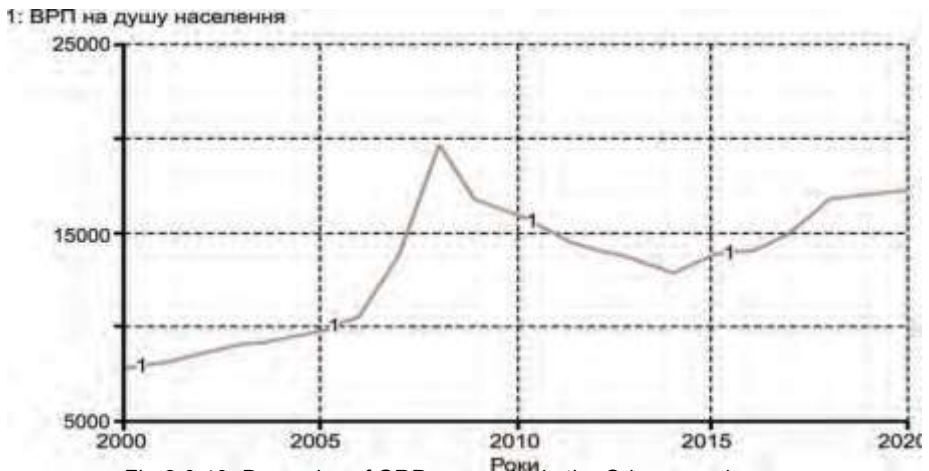


Fig.2.3.19. Dynamics of GRP per capita in the Odessa region (UAH / person)

Since 2000, the gross regional product has been growing. It gained the greatest value in 2008, after which there was a significant decline. This, of course, is due to the negative impact of the economic and financial crisis on the region's economy. The negative trend of the indicator lasted until 2014, after which its gradual increase in the post-crisis period began. Thus, the forecast data on GRP for 2020 - UAH 17,200. per person.

The results of the conducted model experiments allowed to generalize the assessment of the human potential of the Odessa region.

According to the obtained long-term forecast data, the demographic situation in the region is characterized by a tendency to reduce the total population due to declining birth rates, negative or insignificant positive natural increase and significant migratory outflow outside the region. Indicators of natural population movement differ in rural and urban areas. The birth rate in urban settlements is higher, but also the mortality rate is higher than in rural areas.

According to simulation experiments, migrations play a significant role in the formation of the region's population. The scale of population movement from villages to cities is the largest in the country. There is a significant migration outside the region. The analysis of the current situation proves that the main directions of the population's departure outside the region are Kyiv, Vinnytsia, Khmelnytsky and Chernivtsi regions.

Migration processes significantly affect the dynamics of the main source of labor resources - the population of working age. As throughout Ukraine, in the Odessa region in recent years there has been an unfavorable trend, which is determined by the reduction of the share of the population younger than working and working age and an increase in the share of the population older working age. This is confirmed by the dynamics of this indicator discussed above.

Unemployment is also significant in the region, as evidenced by the dynamics of the employed population.

Characteristic of the studied years was the flow of labor from the leading branches of material production to the sphere of financial, trade intermediary services, the so-called unregulated employment.

There was a decrease in employment in the national economy, especially among young people, an increase in the share of workers employed part-time, week. Entrepreneurship, self-employment and other economic activities continued to develop. Employment of unemployed citizens is constrained by the reduction of the need for workers at the enterprises of the region and hidden unemployment due to the economic and financial crisis.

These processes cause a regression trend of the gross index

regional product per capita for the forecast.

The Odessa region is in an unfavorable ecological situation and needs ecological improvement of the environment. The difficult ecological situation is due to objective natural factors, such as low water levels of the region, increased pollution of the north-western part of the Black Sea by runoff of large rivers - the Danube, Dniester, Southern Bug, Dnieper; insufficiency in the natural zone of Odessa region of the developed forest park zone which would carry out sanitary and protective functions. The unfavorable environmental situation is a consequence of economic activity and insufficiently effective ecological and economic policy.

Among the urgent and most acute problems - the growing population decline due to natural and mechanical decline; high level of morbidity associated with unsatisfactory ecological condition of the urban environment, insufficient quality of drinking water, low living standards; the problem of housing; underemployment and hidden unemployment; insufficient level of medical service to a large part of the population, low incomes and weak social security of low-income families and citizens.

The conducted simulation experiments allow us to draw a number of conclusions necessary to determine the real demographic situation in the region. This, in turn, will facilitate the adoption of management decisions by the relevant governing bodies of the region in order to most effectively form and implement the human potential of the region.

*One of the main requirements for the management system of human development of the region in the education system is the requirement to create and use effective management decision-making mechanisms. Under mechanism means a set of rules, procedures and methods of adoption*

solutions. The presence of such mechanisms allows to realize the goals of development of the education system.

The main tasks that are solved in optimization and management are:

1. Monitoring and forecast of development.
2. Formulation of development and planning goals.
3. Generation, evaluation and selection of development options.
4. Formation and / or change of system composition.
5. Allocation of resources.
6. Motivation of system participants.
7. Control and operational management.

One of the main reasons for the failed implementation of many progressive proposals and initiatives is the lack of appropriate management mechanisms. If in law, order, etc. goals are formulated and at best it is said "what to do", the presence of a management mechanism allows to answer the question "how to achieve the goal" and gives some confidence that the goals will be achieved.

Table 2.3.2 lists the tasks and lists the main groups of relevant management mechanisms (a brief description of the mechanisms is given below). If at the intersection of the line corresponding to the task and the column of the corresponding mechanism, there is a sign "+", it means that this mechanism can (or even should) be used in solving the corresponding task, if the sign "•" - can be used, if there is a sign "-" - it is practically not used.

Table 2.3.2

Tasks and mechanisms for managing human development in the system education at the regional level

Task/ Mechanisms	<i>Complex- foot evaluation</i>	<i>Ex- party zi</i>	<i>Competition- dreams</i>	<i>Arranged business resource</i>	<i>Financial pushing</i>	<i>Incentive- foot</i>	<i>Operational- management</i>
Monitoring and forecast	+	+	-	-	-	-	-
Formulation development goals and	+	+	-	-	•	-	-

Generation, evaluation and

choice of options development	+	+	•	•	•	•	-
Formation	•	•	+	+	•	+	-
composition of the system							
Allocation of resources	•	•	+	+	+	•	•
Motivation							
participants of the system	-	-	•	•	+	+	•
Control and operational management	-	-	•	+	+	+	+

1. Mechanisms of comprehensive evaluation.

To develop effective management influences, starting from the stage of goal-setting and ending with the stage of operational management, the governing body must have sufficient information about the behavior of managed entities. *These* mechanisms allow to carry out convolution of indicators, ie to aggregate the information on results of activity of separate elements of system.

2. Examination mechanisms.

Each of the experts has his own ideas about the estimated value and informs the organizer of the examination or the decision-maker, information about their views. Summarizes, the opinion is determined in accordance with a predetermined planning procedure.

3. Competitive mechanisms.

The main idea of simple competitions is to organize the participants in descending order of efficiency and allocate them the necessary amount of resources consistently, until the end of the entire resource. The winners of the competition are the participants who received resource.

4. Resource allocation mechanisms.

The task of resource allocation involves the existence of such a resource

distribution between the participants of the system, which would maximize some criterion of efficiency - for example, the total efficiency of resource use.

#### 5. Financing mechanisms.

An independent class of management mechanisms, which includes mechanisms: mixed financing and lending, self-sufficiency, insurance, cost mechanisms, etc.

#### 6. Incentive mechanisms.

The main classes of basic incentive systems in organizational systems used both in the management of OS, and in motivating employees are:

- Jump-like incentive systems, which are characterized by the fact that the subject (or managed economic object) receives a permanent reward, provided that the action chosen by him corresponds to the stipulated planned task, and zero reward when choosing other actions. Another meaningful interpretation corresponds to a fixed reward for achieving quantitative standards without any allowances and quality assessment.

- Compensatory incentive systems are characterized by the fact that the subject is reimbursed the costs, provided that his actions correspond to the planned values.

- Proportional incentive systems. In practice, widespread Remuneration systems based on the introduction of payment rates: hourly payment implies the existence of a rate of payment per unit of working time (usually hours or days).

#### 7. Mechanisms of operational management.

One aspect of accounting for the dynamics of development *human potential in the education system* it is possible to use operational control mechanisms that take into account the observed dynamics of the behavior of the elements *education system* and allow you to make changes to the conditions of its operation in real time. [78]

"Since gaining independence in the 1990s, the country's regions have received various starting economic and social conditions. A series of crisis periods that followed

this place, only deepened the already existing imbalance. "

In the European worldview, intelligence, education, professional experience, and social mobility are unequivocally recognized as the main component of national wealth and the main resource of socio-economic development. In recent decades, these traditional indicators of competitiveness have been supplemented by the ability to be creative and innovate in professional activities and social life, which is guaranteed by the high creative potential of society. Based on its European choice, Ukraine begins the process of change, sharing the basic ideas and principles of the Convention for the Protection of Human Rights and Fundamental Freedoms and the European Social Charter, basing its further development on human interests, its desire to live and work in harmony with its values and society, and nature. Based on this approach, Ukraine needs to significantly change its vision of the role of man in the political, economic and social life of the country. The Ukrainian state needs a holistic policy of humanitarian development, adequate to the challenges of modernization "[79].

The difficulty of economically assessing the effectiveness of investing in human capital is explained by the fact that investing in human capital may result in certain new qualities, skills, abilities or acquired human competencies that cannot be measured or valued.

The key mechanisms for implementing development models are determined by the main provisions of state policy in the field of modernization of the education system. They are aimed at ensuring the contribution of education to improving life and building the human potential of our country.

The normative-legal, information-analytical, program-methodical, cultural-educational, organizational-managerial, personnel, financial-economic and resource mechanisms of implementation are distinguished.

*1. Regulatory mechanisms:*

- improving the legislation and regulations that provide

education development;

- development and implementation of requirements for professional activity of employees in education;

*2. Information and analytical mechanisms:*

- information openness, ensuring citizens' access to full and objective information about the quality of educational programs implemented by their educational organizations, educational results;

- formation of the information support system;

- creation of an electronic information network for information software;

- creation of electronic databases on current areas of development

education;

- Improving a unified system of accounting for personal achievements of students additional general education programs;

- monitoring and analysis of activities identified in the concept

directions of education development;

- openness and accessibility of information related to the development of education, major innovative projects implemented in the industry.

*3. Program-methodical mechanisms:*

- orientation of the program field of education to the needs of the population and innovation economy, infrastructure development for research and development;

- updating the content and material base of education to improve attractiveness of programs;

- program-target management, which will solve problems education on the basis of the directions allocated in the concept, to concentrate for this purpose necessary means and resources, to use them rationally;

- regional target complex programs and projects from actual directions of education development, in which specific measures, terms, responsibilities and necessary financing will be determined;

- formation of author teams of scientists and practitioners for development

comprehensive targeted programs for the development of municipal and regional systems education;

- updating the content of additional general education programs;
- creation of educational and methodical complexes additional general education programs;
- development and implementation of projects that take into account modern ones development trends of Ukraine and the main challenges of society to education, which are aimed at ensuring the sustainable state of the educational system.

#### *4. Cultural and educational mechanisms:*

- positioning of the education system as a full partner and part general system of continuing education as a necessary link that ensures the development of abilities, competencies, functional literacy of the student and forms a willingness to responsible self-determination, successful socialization for life in the metropolis and work in an innovative economy;

- maintaining and promoting health by score creation health-preserving learning conditions in the implementation of additional general education programs;

- ensuring equal opportunities for access to quality education services children regardless of their area of residence;

- carrying out activities to identify and develop "talent", self-realization and socio-cultural adaptation of pupils and students with disabilities, assistance to children in difficult life situations;

- creating conditions for the development of the potential of gifted children, children with limited health opportunities and children who find themselves in difficult life situations.

#### *5. Organizational and management mechanisms:*

- formation of an effective network (infrastructure) of educational organizations, providing services in the field of education of various departmental affiliations, including from the private sector;

- testing and implementation of variable models of resource use

non-governmental sector and mechanisms of public-private partnership in the provision of education services;

- a combination in the quality management of educational services elements of the state control, independent quality assessment and self-regulation;

- study and consideration of the social order and demands of the labor market on education;

- creation of public funds for education development;

- creating a competitive environment that stimulates content renewal education and improving the quality of additional educational services;

- involvement of public representatives in the evaluation of program results, projects, the effectiveness of their implementation.

#### *6. Personnel mechanisms:*

- involvement of highly qualified specialists from various fields of science, culture, sports for the implementation of general education programs;

- development of performance indicators for managers and teachers educational institutions;

- improving the process of forecasting the need for pedagogical and management personnel of education, formation of the order for preparation and advanced training of personnel;

- study of current needs of teachers and leaders of educational organizations, stimulating the emergence of their needs for self-actualization;

- improvement of regional resources of the additional professional system education, improving the implementation of in-service training programs focused on the needs of strategic and competitive areas of education;

- development of human resources of education and raising the professional level pedagogical staff, first of all, the development of leadership potential of leaders of educational organizations.

#### *7. Financial and economic mechanisms:*

- targeted funding, which involves the formation of the budget, intended for the education system;
- increasing responsibility for efficient spending, in particular, due to the use of the mechanism of public public-state examination of the expenditure allocated for education;
- personification of financing additional general education programs;
- optimization of available and attraction of additional means for realization additional general education programs;
- transparency of budget allocation, efficiency of their use, including due to the concentration of resources on priority areas of education;
- expanding the range of extra-budgetary activities, the introduction of paid additional services.

*8. Resource mechanisms:*

- priority development of the resource base of the education system: updating material and technical base for the implementation of additional general education programs in accordance with the ever-changing needs of the population and the innovative economy of Ukraine;
- systematic and systematic increase of resources needed for sustainable development of the education system;
- purposeful allocation of resources in accordance with the objectives of the provision education development.

Thus, the development of the education system and a set of mechanisms for their implementation can contribute to the achievement of efficiency and effectiveness of educational activities in general education programs.

Note also that each region has its own specific structure of the economy, which has different labor intensity and capital intensity, the presence of working enterprises and the dynamics of their development, so the regional labor market, level and efficiency of employment have their own specifics. The state and prospects of the labor market and employment are determined by their territorial

organization in accordance with the specific socio-economic conditions of the region.

The region acts as an independent and equal subject of economic relations, has resources and a significant choice of means to influence the economy and, accordingly, takes a significant share of responsibility for solving employment problems.

*Employment management is part of the overall management system* socio-economic processes and the most important component of the market system, which allows efficient use of human potential state and each of its regions. One of the most important tasks is to assess and justify new conceptual approaches, mechanisms and tools for effective employment management at the regional level. The employment management system in the region should not only promptly solve problems, but also influence macroeconomic indicators in order to create and maintain jobs, the formation of an effective employment structure.

At the present stage of functioning of the Ukrainian economy, the employment sector is characterized by a large number of problems. *They act as contradiction:*

management strategies and tactics;

market conditions and professional, socio-demographic and motivational opportunities for workers and job seekers;

market conditions and situation, orientation of vocational education institutions;

the desire of employers to reduce their costs and needs financial investments in training, advanced training of the company's staff;

desire to retain qualified personnel and impossibility

load it with work as needed and a number of others.

*In our opinion,* The basis of many of the above problems is the lack of a systematic approach to addressing employment issues within the region. The impact on employment processes is mainly fragmentary

nature in the absence of a mechanism of interaction of all regional subjects of employment management.

*Consider consistently the most important problems, the solution of which is based on the implementation of a systems approach.*

The problem that needs a systemic approach to solve it is primary employment, ie employment of graduates of educational institutions and other groups of young people who are looking for a job or field of employment for the first time.

The problem of employment of graduates is in the sphere of activity of the Ministry of Education and Science of Ukraine and the State body.

Vocational education institutions solve their survival problems by opening new areas of training for professionals and workers, and do not focus on the current and future demand of the regional economy. As a result, graduates of professional educational institutions have serious difficulties in finding work. Often they almost immediately become clients of the employment service and are sent for vocational training for new ones

specialties. Hence the need for special employment programs, the youth creation of an aggregate system of employment management of graduates educational institutions with the participation of educational labor exchanges, institutions, youth committees and departments for youth, etc.

In order to coordinate the actions of the educational subsystem and subsystems employment in addressing issues related to training, the necessary forecast and the order of coordination of the scope and profiles of training of skilled workers and professionals in vocational education institutions.

It is necessary to organize detailed monitoring of employment of graduates of vocational education institutions (primarily higher and secondary vocational education institutions) in order to identify the adequacy of vocational education and further employment, which will take measures to reduce the professional disparity in the labor market and increase efficiency. educational institutions, calculating

the attitude of specialists who are released and the needs for them in the labor market in terms of professional qualifications.

In fig. 2.3.20 presents the main directions of formation of the human potential monitoring system in terms of staffing needs.

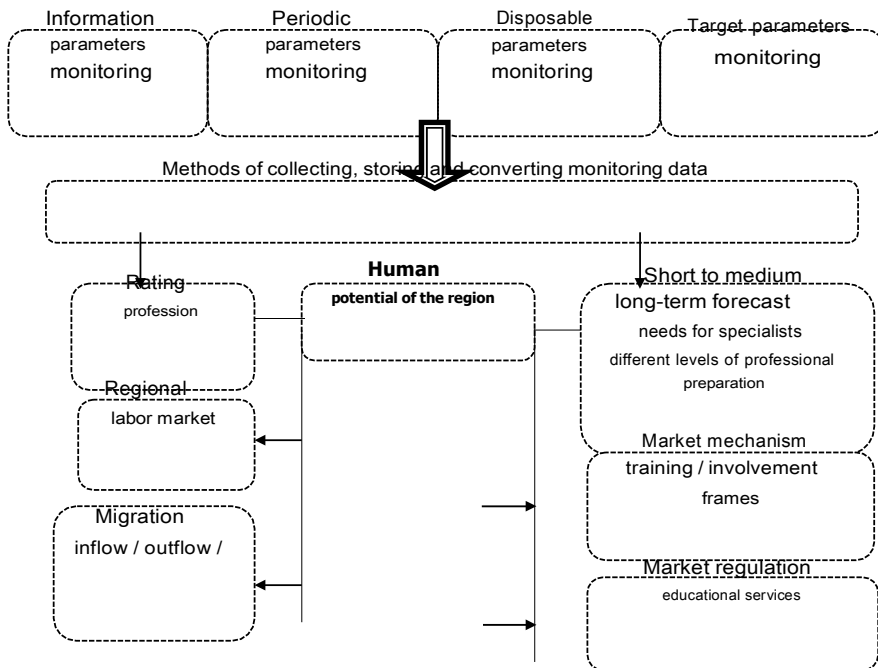


Fig. 2.3.20 Main directions of formation of the monitoring system [60]

Professional forecasts estimate the volume and structure of training in terms of professions (specialties), which in principle allows you to form a system of regional orders for training (Fig. 2.3.21).

The concept of determining staffing needs, based on a systematic approach to demographic, labor, infrastructure and institutional needs.

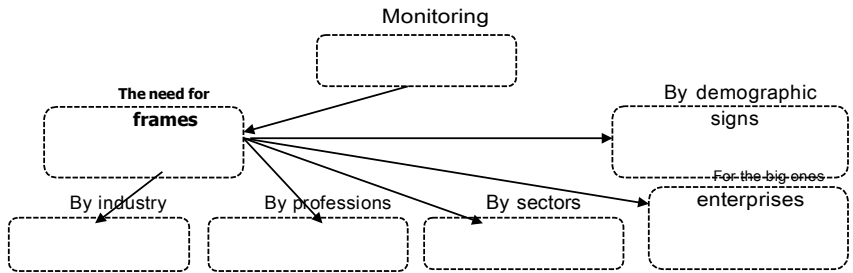


Fig. 2.3.21 Human resource needs monitoring analysis system [60]

*Demographic element* is determined based on the total population of the region (city) taking into account the dynamics of growth / loss and characterizes the total population of working age.

*Labor element* is determined by the educational, qualification, professional staff that form the supply of the labor market. From the point of view of monitoring the dynamics of the labor market, the greatest importance should be attributed to the dynamic elements of human potential - in other words infrastructure (which requires the nomenclature and quality of work) and institutional (due to reserves to improve training, development of innovative professions).

Thus, the creation and implementation of information and analytical system for monitoring staffing needs will not only reduce the share of state budget funds to determine staffing needs, through information support of decision-making on choosing a profession by high school graduates, but also reduce stress and imbalance in professional qualification section [80-83].

The use of an automated system will also provide an opportunity to provide methodological assistance to centers (services) on employment of graduates, and employers to search for employees among students and graduates with the necessary specialty, qualifications and additional knowledge [84-86].

Except of that *recommended directions solution problems*

*youth unemployment in the region, in our opinion, can be:*

- formation of information and analytical system of the labor market of the region;
- increasing the professional mobility of young people for expansion employment and employment opportunities;
- implementation of measures to facilitate the transition from study to work, including stimulating the offer of high-quality services for advanced training, retraining, formation of additional skills that will increase the "employment opportunities" of young people [87, p. 3, 8-9].

The implementation of these areas is in line with European approaches to solving the problems of youth unemployment [87] and aims to expand the active skills of employment of young people themselves.

Given the high importance of the function of strategic management in the implementation of public policy in the field of employment by us the model of forecasting the state of labor potential of the region and the functioning of the regional labor market is proposed, which allows to focus attention on key trends and problems of implementation of the regional policy of employment promotion (Table 2.3.3).

Table 2.3.3

Model for forecasting the state of human potential and the labor market in the region

<i>Element models</i>	<i>Human potential</i>	<i>Regional labor market</i>
Goal	Assessment of the human potential of the region in the medium and long term	Assessment of labor supply and demand in the regional labor market in the medium and long term perspective
	Study of the number, professional qualification and gender and age	Analysis of the number and structure of
Task	structure of the economically active population of the region in the current period, in the medium and long term	jobs by industry and professional segments of the regional labor market, taking into account the prospects of socio-economic development of the region
	Analysis of patterns and trends in the processes of population reproduction in the region. Detection of explicit and latent	Analysis of processes in the labor market: changing the dynamics of supply and demand in industry and professional segments. Identification of explicit and latent factors

	factors of formation and development of human potential of the region	changes in labor supply and demand
	Identification of possible problems in the quantity, quality and dynamics of human development of the region	Identification of possible problems in the functioning of the regional labor market due to violations in the reproduction of human potential in the region in the medium and long term
	Development of all possible options for the development of these trends and problems and assessment of their impact on the implementation of the strategy of socio-economic development of the region	Development of scenarios for the development of trends in the state of human potential in the region and the functioning of the labor market, taking into account the measures provided by existing regional programs to promote employment
	Identification of favorable opportunities (conditions, factors), as well as risks of implementation of regional employment policy in the medium and long term	Systematic - consideration in the relationship of the object of forecasting and the forecast background;
Principles	Verification of the forecast - reliability, accuracy, validity; Adaptability of the forecast - its adjustment as new data becomes available	
<i>Compiled for</i>	[60; 87]	

Research work to assess the current and future state of employment and unemployment in a systematic approach to employment management will identify more substantive issues of employment, labor market and focus on solving them the efforts of unions, employers, government agencies. This is very important, because the sharp departure of the state from the sphere of socio-economic relations at the enterprise level was not accompanied by the strengthening of the positions and actions of trade unions on the protection of workers' rights. As a result, there was a decrease in the attention of entrepreneurs to working conditions and safety, fair pay, etc.

Deterioration of working conditions, increase in injuries and diseases turned into a direct violation of the rights guaranteed by Art. 3 of the Constitution of Ukraine on the creation of conditions that ensure life and free human development. When the interests of workers in the field of labor and its conditions, in the distribution of profits, etc. are infringed, it is impossible to expect from them high labor return. Moreover, many categories of workers have lost certain benefits, and almost all experience the loss of social security typical of the former system.

The modern type of economy objectively leads to contradictions between existing old, inefficient economic forms and new ones. Such contradictions include the process of forming such a qualitatively new type of economic activity of the subjects as the development of self-employment and the creation of small enterprises. It is in the development of small business that there are large reserves for job creation. Ministry of Economic Development, Trade and agriculture should identify priority areas for development to influence business, the formation of a rational sectoral structure of entrepreneurship. small

Territorial employment centers will be able, based on the recommendations of the ministry, to form from the unemployed and job seekers citizens, primarily women, youth, villagers, entrepreneurship training groups and to finance the implementation of business plans.

The Entrepreneurship Support Fund should also provide targeted support to small businesses, coordinating its actions with the above organizations, based on the priorities: the creation of additional jobs and the rationality of the sectoral structure of small business.

It should be noted that the lack of a systematic approach to solving employment problems has led to the focus of regional employment services on solving unemployment problems, rather than managing employment processes, ie efforts focused not on analyzing key problems but on eliminating their consequences. In their work, the employment service is more focused on operational intervention in the employment process and the labor market and only to a small extent perform analytical work to study existing patterns and trends, develop strategic management alternatives, assess external and internal strengths and weaknesses of the regional socio-economic system. in the field of employment, selection and implementation of employment management strategy.

Today, the state and efficiency of employment in the regions are influenced by a number of public authorities. So:

employment of unemployed citizens,

The Ministry of Education and Science of Ukraine is responsible for the quality of training staff,

The Ministry of Development, Trade and Agriculture influences the process of job creation, preservation, etc.

At the same time, as practice shows, in the field of employment there is a diversity of actions of the subjects of management relations. This does not allow to see the whole system of connections and relations in the field of employment in the region and to manage it accordingly, determining the best ways of development, drawing up and implementing plans and programs.

In the context of growing independence, it is important for the region to move from fragmentary influence to joint problem-solving by all structures that affect employment. To do this, it is necessary to build an employment management system with a clear allocation of subsystems, levels and mechanisms of operation, united by a common goal. It is important to clearly indicate which management entities are part of the functional subsystems, the tasks they solve, as well as their information and tools.

*Analysis of regional aspects of employment and the labor market allowed conclude* about the weak control of these processes. Studies have shown that *nowsphere of labor* in many regions is characterized by the presence of the following problems:

- increasing mismatch between labor supply and demand for professional qualification parameter;
- inaccurate and incomplete information about the state of the labor market;
- a significant level of structural unemployment of specialists;
- ongoing dismissal of employees;
- falling prestige of working professions;
- in the structure of labor supply a significant proportion of people who do not have professions;

- weak orientation of graduates of general and vocational education systems in labor market situations;

- lack of a mechanism to reconcile the needs of the unemployed and the unemployed citizens

in training and retraining for the needs of employers and forecasts of labor market development.

The consequence of these problems is that regional employment policy:

- focuses on solving current problems and does not affect macroeconomic indicators in order to create and maintain jobs, the formation of an effective employment structure;

- there is no established system of aggregate employment management in region;

- there is a weak information and analytical support of management solutions.

Analysis and assessment of the current situation in the field of employment allows us to state the lack of a single, holistic methodology for organizing employment management, insufficient development of the mechanism and tools for developing effective management influences on the main agents of labor. That is why today's task is to study and develop new practical approaches to employment management in the regions.

*From our point of view, the concept of employment management in the region should be based on the integration of several scientific and methodological approaches, namely:*

- system, which provides for the development of employment policy with taking into account the general economic guidelines and their resource provision, the interconnection of employment policy with education, investment, migration and others in the region;

- functional-process, which implements the full cycle of control and ensures the functioning of the employment management system in a given mode, as well as the use of the concept of social marketing as information-

analytical support of management decisions, including monitoring of the state and forecast of employment and unemployment.

A systematic approach to employment management in the region is to consider the field of employment as a special system that interacts with other systems and consists of closely interdependent subsystems: employment, financial, economic and investment, general and professional education, staff development, social partnership, information and advocacy, etc. Each of the functional subsystems is able to solve a range of tasks based on a common goal - to achieve full and effective employment in the region and the organization of well-thought-out interactions of all elements of the system.

How mechanism startup systems management employment trace use the program implementation of its individual components, for example, territorial-sectoral balance and professional qualification structures employment population in region and his territorially administrative units; development and implementation of a mechanism for interaction between the labor market and the market of educational services; formation and development of human resources in the region, etc.

Considering the processes of employment management in the region, the question rightly arises about the importance of applying the concept of social marketing in the activities of the employment service. Currently, she needs skills such as the ability to clearly define the situation in the labor market, understand customer needs, disseminate their ideas, programs, find supporters. The use of mechanisms and tools of social marketing makes it possible to monitor regional changes in employment and the labor market, to study and reconcile the interests of their main actors, thus creating the preconditions for effective employment in the region. Marketing, as a manifestation of the form of relationship between supply and demand in the labor market, should be aimed at covering the entire process, from the training of labor, its movement, to employment, further training or retraining if necessary. Much depends on how well these links are connected

the ratio of supply and demand in the labor market. It is in this sense that marketing must find wide application in the transformation of the organizational and economic mechanism of regional employment management.

The basis of social marketing as a subsystem of employment agencies should be the following principles:

- permanent study of the state and dynamics of the labor market and employment: market segmentation, selection of target segments, research of behavior of target audiences, forecasting of labor market conditions;

- adaptation to labor market and employment conditions, taking into account the requirements employers and opportunities for job seekers;

- effective impact on the labor market and employment through implementation program-targeted approach, quality and timely information on the state of the labor market, decision-making on the training of specialists and workers based on the assessment of employment opportunities, organization of training of the unemployed and job seekers in accordance with market needs, etc.

In addition, the priority tasks of the territorial bodies of the employment service should be the formation of a long-term strategy based on the principles of marketing and building the organizational structure of employment centers with a focus on targeted marketing.

The levers of regional governance should influence the course of economic processes both from the standpoint of creating new and maintaining existing jobs, and from the standpoint of providing the most complete and effective employment.

The main ones tools mechanism regional management employment, the mechanism of influence on employment growth and increase in the number of jobs can be: creation and preservation of jobs in the public sector, regulation of business activity taking into account the mechanism of cyclical development, strengthening of information and analytical support regional Employment Promotion Program, implementation on a systematic basis of the mechanism of its preparation, creation of conditions for investment inflow, choice

priority "growth points", the formation of a stimulating economic field to increase the number of jobs in small and medium-sized businesses, the support of regional authorities to increase the competitiveness of enterprises. At the same time, economic growth alone does not solve the problem of employment, so the levers of regional governance should influence the course of economic processes and from the standpoint of providing the most effective employment.

Factors for the growth of effective employment include: institutional structures that regulate the relationship between employers and employees, the general foundations of management of organizations, in particular, the situation of labor costs and non-monetary motivation, employment promotion institutions, labor mobility, management system in society.

We believe that a systematic approach will move from the disparate actions of the subjects of management relations in the field of employment, isolated consideration of economic categories to a general concept that allows you to see the whole system of relations and relations in the field of employment and management, the whole set of parameters. identify the best ways to develop it and contribute to the implementation of plans and programs.

*In our opinion*, operation of the employment management system in a given mode is possible within the functional-process approach. Employment management as the implementation of interrelated management functions (planning, organization, coordination, motivation and control) will strengthen the relationship and coordination of all subsystems, expand the content and range of tasks to be solved in the management cycle, change existing employment management practices as operational solve problems and give it the character of foresight, which allows you to plan preventive measures to mitigate the situation in the field of employment and the labor market and keep them under control. With this approach you can specify and organize the tasks that are solved by each subsystem, to bring actions in the field of employment and the labor market in a logical sequence, to establish

necessary information flows with the object of management and the external environment of the system and move from the formed in practice the idea of employment management as a state intervention in the field of employment and unemployment to a systematic and integrated approach to solving these problems.

Thus, the policy of formation and development of human resources in the region is implemented on the basis of the concept of regulation of demographic, cultural, educational and social-labor spheres, in which all stages of reproduction of human resources take place.

International experience shows that the mechanism for regulating the reproduction of the population must take into account the whole set of economic, legal, socio-demographic, psychological factors that affect the formation and development of human resources. Regulation of the socio-demographic situation, *Firstly*, should take place on the basis of a developed system of institutions. This system should include both public institutions of health care, education, culture, social protection, as well as commercial educational, medical organizations, agencies offering educational and economic services, marriage agencies.

*Second*, should be based on the developed effective programs, including state measures for the protection of motherhood and childhood, the development of responsible parenthood, medical examination, disease prevention among the population, the system of continuing education of children, adolescents and professionals, regional and municipal demographic programs, and targeted programs promoting youth employment.

*Thirdly*, to ensure effective regulation, it is necessary to integrate all parts of the human resources reproduction system, combining programs of different ministries and agencies, and ensuring coordinated interaction of public administration bodies at the state and regional levels, generally forming human resources reproduction policy.

*Fourth*, socio-economic and demographic development of the regions requires strong institutions that ensure the proper functioning of market mechanisms, which are much more important than the high rate of liberalization.

The authors share the opinion of supporters of institutionalism, who believe that the need for public administration of regional socio-economic development is largely due to the imperfection of the market mechanism and its inability to solve modern development problems, both at the national and regional levels. The main requirement for the institutional framework: the organizational mechanism for implementing the policy of reproduction of human resources in the region, is the need to ensure balanced development of human resources and economy, growth of quality of life and population of the region.

*General trends that characterize the formation and development of human potential of the regions of Ukraine, and which were indicated in the State Strategy*

*regional development for the period up to 2020 [88] is:*

- gradual increase in the level of concentration of economic activity as on nationwide (concentration of basic development resources in Kyiv, where almost 20% of the country's gross domestic product is produced, 50% of all foreign direct investment is accumulated, the population increases due to migration from other regions, almost 75% of workers are employed mainly in services, have higher education) and at the regional level (concentration of economic activity in regional centers and surrounding areas, most of which concentrate more than 60% of the volume of construction work, investment and production) [88];

- uneven development of territories, growth of interregional socio-economic disparities, significant differentiation of development of districts and cities, in some of which (over 30%) for a long time there is a simultaneous decrease in the level of economic activity and population decline.

These trends indicate the existence of problems in the human resources management system, both at the regional level and in the field of public policy in the field of employment, entrepreneurship and regional development.

In addition, the analysis of existing legislation in the field of formation and development of human resources allows us to draw the following conclusions:

1) on the one hand, the legislation is constantly improved, supplemented, there are new versions of laws that take into account changes in the social and labor spheres in order to take better account of all factors influencing the processes of reproduction of human resources, occurring in all spheres of life (family, education, health, employment, etc.), on the other hand - there is no single legal basis for regulating the processes of formation, distribution, use of human resources;

2) there is a tendency to expand regional powers public administration bodies with centralized financing, which does not increase their efficiency;

3) there is no single comprehensive approach to the development of policy regulations population as a whole, and the existing legislation on population issues does not reflect the globalization of the economy and social reality, which does not allow to fundamentally change the previously formed negative trends in the socio-demographic development of the regions. There are also no mechanisms for coordinating various areas of socio-economic policy governing various issues of reproduction (family, youth, migration, policy in the field of education, employment, social software);

4) the regulatory framework is represented by many laws, regulations, decrees, but they are not consolidated into a single system. Numerous regulations governing the relations of the subjects of reproduction of human resources (families, sexual, socio-professional groups, government agencies, employers, NGOs, etc.) and relate to other areas of law

(taxes, finance, employment, housing) are insufficiently interconnected in material and organizational support;

5) there are no normative legal documents in the state legislation, regulating the interaction of the subjects of reproduction of human resources, including due to the lack of development of this problem;

6) insufficiently fully regulated activities and interaction of different structures responsible for various areas of socio-economic policy in the field of reproduction of human resources, effective work is hampered by interagency barriers. At the regional level, own programs of demographic development, employment, and social security are adopted, in which the content of the main tools and methods of population reproduction management is understood differently;

7) modern legislation in the social and labor spheres is insufficient takes into account the changes associated with globalization trends manifested in the crisis of the family, culture, depopulation, transformation of the education system, the emergence of various forms of employment. In this regard, it can be stated that there are objective prerequisites for improving existing and adopting new laws governing relations in the family, marriage, youth, in which the transformation of values, norms, traditions seriously affects the processes of reproduction. human resources.

Thus, effective human resource management in the region is problematic due to frequent changes in legislation, lack of clear state policy for the development of priority sectors of the economy, lack of career guidance. In this regard, only the definition of human potential will not give a positive effect, so you need to know how to use the latter. That is why the problem of creating an effective human resources management system in the region is an urgent scientific and practical task that requires the development of new management tools based on the use of modeling methods.

The purpose of regional public policy is to increase the efficiency of the regions, which in turn is impossible without effective human resource management in the region. *From our point of view* the process of modeling the effectiveness of human resources management in the region should consist of four main stages, table. 2.3.4 which in turn are divided into several sub-stages, which have a common goal - to improve the management of human resources in the region.

*Consider the content and features of the stages of this concept.*

Modeling efficiency management human potential region - a continuous cyclical process that includes assessment of the state of human potential, the goals of its development, evaluation of the effectiveness and efficiency of management decisions. Realization of management purposes is carried out by means of introduction of system of models of management of human potential and system of information and analytical maintenance of management, factors of influence on the last.

*At the first stage* This concept analyzes the essence of the formation and development of human potential in the region, analysis of functions and methods of human resources management at the regional level, analysis of social and labor legislation as a factor influencing the formation and development of human potential in the region.

*In the second stage* the analysis of methods of an estimation of efficiency of management of human potential of region is carried out.

Table 2.3.4

The process of modeling the effectiveness of human resource management region

Stages	Task
<p><i>Stage 1. Justification of the need to increase the efficiency of human resources management in the region (Collection of information).</i></p>	<p>1.1. Analysis of the essence of the process of formation, development and use of human potential of the region.</p> <p>1.2. Analysis of functions and methods of human resources management at the regional level.</p> <p>1.3. Analysis of social and labor legislation as</p>

	<p>factor influencing the formation and development of human potential in the region.</p> <p>2.1. Analysis of methods for assessing the effectiveness of human resources management in the region</p>
<p><i>Stage 2. Analysis of the current state of human potential in the region. This stage includes the following steps:</i></p>	<p>2.2. Analysis of the features of the region</p> <p>2.3. Analysis of the peculiarities of the formation, development and use of human potential in the region</p> <p>3.1. Formation of a system of indicators for assessing the effectiveness of the use of human potential in the region</p>
<p><i>Stage 3. Assessment of the effectiveness of the use of human potential in the region:</i></p>	<p>3.2. Construction of an integrated indicator of the level of use of human potential in the region</p> <p>4.1. Development of a model for the formation and development of human potential in the region reflexive approach</p>
<p><i>Stage 4. The system of development and implementation of measures for increase management efficiency 4.3. Evaluation of the effectiveness of the system of measures improving the efficiency of human management potential of the region.</i></p>	<p>4.2. Implementation of the model</p> <p>4.3. Evaluation of the effectiveness of the system of measures improving the efficiency of human management potential of the region</p>

The next step of the second stage of the concept is to analyze the features of the region, as the management of a complex economic system is impossible without an assessment of its current state, which is characterized by many indicators or factors. Usually these factors are contradictory, characterizing the economic system from different angles, so there is a problem of generalization and harmonization of information obtained on each factor.

*Features of the regions of Ukraine are:*

- increasing disparities in socio-economic development;
- low competitiveness and investment and innovation activity;

- unsatisfactory condition of infrastructure;
- low level of adaptation of the labor force to market conditions;
- insufficient support for business development;
- lack of innovative capacity of enterprises;
- environmental degradation and, as a consequence, low investment attractiveness of territories;
- structural imbalance of the industrial complex;
- high level of energy and capital intensity of production.

The causes of these problems are certain manifestations in the economy caused by the market competition mechanism, which led to the division of cities and districts according to their competitive advantages, different levels of adaptation to market conditions with different economic structure and local government opportunities to reform at the local level. Therefore, the imbalance in socio-economic development at the local level complicates the implementation of a unified policy in the field of socio-economic transformations, increases the risk of crises, disintegration of the national economy; prevents the formation of a national market for goods and services; does not allow to fully use the potential of interregional cooperation; complicates the solution of environmental problems.

The outdated and highly specialized economic base of most cities and districts of the country does not meet the modern requirements of a market economy and does not use all available potential. The economic activity of some cities and districts of the region is today based on one or two enterprises that are raw materials or produce intermediate and low-tech products.

The scientific and intellectual potential of cities and districts is poorly integrated into the production and non-production spheres, there is no mechanism for implementing research and development in the practical activities of individual enterprises. The main strategic resource and factor of the districts is slowing down due to the situation on the labor market, the low level of quality of social services and education, the reduction of income and personal consumption, the spread of poverty. The problem of preserving and strengthening labor potential, which is of great importance for sustainable socio-economic development of certain regions, needs to be addressed. It is the quantitative and qualitative parameters of human potential in today's economy and social contradictions in society are becoming a major factor in development. Negative trends in the economy affect the quantitative and qualitative composition of human potential, productivity of social labor and its incentives, qualification and educational level of the population, the cost of labor and income. Economic and social problems have led to unemployment, the spread of illegal employment, reduced national intellectual and educational potential, significant stratification of the population in terms of income [89].

The next step of the second stage of the concept is the analysis of the peculiarities of the formation and use of human potential in the region. The main problem in human resource management in the region is the assessment of existing human potential and the allocation of funds invested in its development. Effective human resource management must be consistent with the development goals of the region. Based on this, requirements for the structure, qualification characteristics, productivity are developed.

The use of human potential in the region is one of the most important stages of managing the latter (formation, use and development). Each stage of management is characterized by the use of specific methods (planning the structure and composition of staff, staff selection, training, training).

*In the third stage* the assessment of the efficiency of the use of human potential of the region is carried out, the first step of which is the formation of a system of indicators for assessing the efficiency of the use of human potential of the region.

#### Method of calculating the integrated efficiency indicator

The use of human potential in the region is based on the fact that its components consist of three elements: the actual value of the indicator, the recommended value, the significance of the indicator. The effective indicator of efficiency of use of human potential consists of three elements: efficiency of work of human potential of region, intellectual development of the last, efficiency of management system.

The first step *the fourth stage* The concept is to develop a model for the formation and development of human potential in the region based on a reflexive approach. A reflexive approach to the formation and use of human potential means a purposeful influence on decision-making by the subjects of labor relations [90]. Methods of reflexive modeling include:

- methods of system dynamics and simulation dynamic modeling), due to which a certain system can be represented in the form of a complex structure, the elements of which are closely related and positively or negatively affect each other, while developing a model that reflects the internal structure of the system;

- cognitive modeling - systematic analysis of the situation, scenarios management of its development [91].

The essence of the model of formation and development of human potential of the region on the basis of a reflexive approach is to create grounds for the development of the situation in the desired direction for management. The next steps of the concept are the implementation of the model and evaluation of the effectiveness of the system of measures to improve the effectiveness of human resource management in the region, which means the practical implementation of the model of human resource management in the region based on a reflexive approach.

carried out according to the system of indicators for assessing the effectiveness of management of labor potential of the region . \_\_

Directions for improving the efficiency of formation and development of human potential of the regions on the basis of problem-oriented management are:

- *improving the regulatory framework* due to implementation of the new labor code and its coordination with other normative documents in the labor sphere (the Law of Ukraine "About a salary", Laws of Ukraine "About trade unions, their rights and guarantees of activity", the Law of Ukraine "About collective agreements ", etc.);

- *stimulation of social and labor relations* in the field of wages, tax holidays for small and medium-sized businesses, simplification of tax procedures and other measures to reduce the shadow segment of employment; implementation of pension reform, which provides for the reduction of part of the mandatory state insurance;

- *coordination of interaction of employment centers with employers* in the field training and retraining of specialists, formation of a clear list of professional and personal requirements for people who are actively looking for work;

- *creation of benefits for enterprises*, which create new jobs;

- *strengthening interaction* «Local governments - business - local community»;

- *development of public-private partnership*;

- *support and encouragement of youth entrepreneurship*;

- *availability of targeted programs in the regions* human potential development;

- *increasing the social activity of young people* in socio-economic, political and cultural life;

- *development of entrepreneurial skills of young people*, including by creation of startups at universities;

- *raising the level of competence of officials and public officials*

*employees* in order to improve the quality of development and implementation of mechanisms for the formation and development of human potential in the region.

So, an effective human resources management system in the region must meet the following requirements:

1. Provide feedback to the authorities and human resources region, in order to clarify the needs of human resources and monitor the implementation of existing programs in the region, aimed at improving the level of socio-economic development and quality of life in the region.

2. To coordinate the goals of human resources development with the general strategy socio-economic development of the region.

3. To increase the rational distribution of human resources accordingly to the needs of the region.

4. Determine priority of human resources management problems region.

Compliance of the above requirements lead to increase efficiency of human resources management of the regional economy, which is in modern conditions its basic element, which will further increase the level of socio-economic development of the region, which will improve the level and quality of life in a given area.

**SECTION 3. METHODOLOGICAL APPROACHES TO THE FORMATION OF THE MECHANISM OF  
MANAGEMENT OF CREATION FOR THE DEVELOPMENT OF HUMAN DEVELOPMENT  
POTENTIAL OF THE REGION**

**3.1. Forecasting the strategic directions of socio-economic policy  
for the development of human potential in the region**

The human potential of the region is of strategic importance for the overall development of the region: it creates the basis for growth of efficiency and productivity, forms the preconditions for economic growth and development of all spheres of life in the region (economic, political, demographic, social, etc.). The higher the living standards of the population, the higher the quality of human potential and the level of social stability. The higher the human potential, the higher the economic component of sustainability and, consequently, the more sustainable the development of the region.

Thus, there is no doubt that the role of human potential in the development of the region is more important than natural and geographical conditions, so this component should be in the field of view of scientists and practitioners to develop strategic development plans at both state and regional levels.

Unfortunately, at present it is difficult to talk about the existence of a purposeful process of managing the formation and development of human potential in Ukraine as the most important factor of sustainable socio-economic development of the region:

1. To date, there are no governing bodies that are responsible for the formation and development of human potential as a major factor in socio-economic development at the regional level.

2. The next problem follows from the previous one, namely, the missing ones mechanisms of interaction of state and regional government bodies that would ensure the development of human potential.

3. There is no system in the formation of human potential.

4. There is also no program-targeted approach to the study of problems formation of human potential.

5. There is absolutely no relationship between the formation of human potential and needs of the region's economy, poorly developed economic foundations of human resources management.

6. In addition, the level of income does not meet the needs formation of high-quality human potential [1].

To overcome the problems mentioned above, it is necessary to conduct a comprehensive strategic planning of prospects and directions of development of the region, and in the context of the study emphasis should be placed on the formation of human potential as the main prerequisite for regional development. Among modern approaches to forecasting socio-economic development, foresight technology occupies a special place, which is interpreted as the technology of unity of foresight, strategic management and policy decisions.

Foresight research in 50 OECD member countries are considered a mandatory tool for developing science, technology and innovation policy. At the same time, countries wishing to join the European Union, including Ukraine, have a condition - to prepare a regional foresight in the framework of the Lisbon Strategy [2].

It should be noted that the development of human potential is closely interrelated with socio-economic development and the level of human security in the country. But the negative trends in the socio-economic development of Ukraine and the differentiation of regional development indicate the lack of such protection and the presence of threats to social security, which are the consequences of low efficiency of state and regional management of social processes. Among the main social threats are:

1. Lack of middle class. The experience of foreign countries shows that strengthening the position of the middle class is possible only in parallel with the development of human potential and ensuring a full return on its functioning.

2. Low purchasing power of the population due to unjustified low cost of Ukrainian labor, which does not provide a decent standard and quality of life. At the same time, the low level of return on human potential for its owners reduces the motivation to accumulate such potential and slows down the process of its transformation into capital.

3. Lack of conditions for preservation and development of human potential countries due to the unsatisfactory state of social infrastructure and low level of innovative education of citizens. It is known that in developed countries there are flexible and favorable programs to attract skilled workers. And according to experts, about 30% of Ukrainian scientists work outside Ukraine, enriching the science and economy of foreign countries [3].

4. The crisis situation in the financing of the social sphere, which is due lack of guaranteed obligations of the state to finance the social sphere at the regional level, constant underfunding and inefficiency of mechanisms for distribution of local budgets, lack of incentives for local authorities to find additional sources of funding for the social sphere [4].

5. Development of negative demographic trends due to low level of health care, reduction of life expectancy, etc. Improving the welfare of the population of Ukraine and achieving European standards of living are key factors in preserving and developing human potential. Direct investments in education and training, health care, information retrieval and human resource mobility play an important role in its formation.

6. Development of negative macroeconomic trends associated with national quarantine and systemic crisis of production. The financial crisis, which covers all countries of the world as a result of the spread of coronavirus infection, according to scientists and economists will lead to a loss of a quarter to a half of the world economy, which will not affect the economy of Ukraine and all regions.

In today's conditions, outdated technology for forecasting the socio-economic development of regions must be rationally and reasonably revised. Extrapolation of past trends of the national economy should not dominate in the system of strategic planning of its future operation, so it is foresight technology should be considered as a scientific basis for the formation of long-term development strategy.

Forsyth - it is a technology of long-term forecasting large-scale processes, based on collective expert assessments received from various social groups, ready to take an active part in the implementation of the projected forecast. Strategic units, regions and countries need longevity. The foresight should involve all segments and social groups of society that are ready to take an active part in its implementation. Foresight research at the present stage has some differences from other known methods of scientific forecasting and development scenarios. First of all, this is due to its openness, active participation of all stakeholders and conducting foresight sessions. Strategic prediction is not only the result of research by theoretical scientists, but also a product obtained in the process of working with a wide range of social groups

- from government officials and businessmen to ordinary employees. Appearing on the basis of civil society, foresight contributes to the creation of a certain system of redistribution of powers between society and the state.

Considering all known types of long-term forecasting technologies, it is necessary to further identify the features of foresight as the most appropriate method of developing a strategy for the region. Unlike other tools, foresight provides a plan for further action in the present in order to obtain the desired picture of the future, and is not the usual forecast of the state of the analyzed territorial entity in the future. Foresight, as mentioned above, provides an opportunity to participate in the development of strategic options for the development of the region of the general public, whose interests are involved in the successful implementation of the tasks. Among other things, the foresight forecast is more global

research, which, if properly conducted, will be able to create and ensure a system of strategic management of the region by identifying innovation zones or growth poles for each business unit.

The features of the regional foresight project include the following:

- expanding the time range of the forecasted future that makes it possible to take into account most fully all the opportunities and threats to the development of the territory, as well as the associated economic and political risks;
- classification of the proposed projects into groups, the characteristics of which will reflect the nature, direction, scale and other categories of each individual project, which contributes to the formation of models of the future;
- formation of a plan of future actions, in other words, a road map ("Road map"), as a result of the project, which integrates the work of all participants, built on the balance of interests of each [5].

It should be noted that in Ukraine, the regional foresight is only gaining momentum and was actually started with its national component. The normative-legal document that actually initiated the beginning of the domestic foresight is the State Program for Forecasting Scientific and Technical Development for 2004–2006 [6], the scientific-methodological and organizational support of which was provided by the Center for Research of Scientific-Technical Potential and History of Science of the National Academy of Sciences of Ukraine. technological support - Ukrainian Institute of Scientific, Technical and Economic Information. As a result of this program, a thorough report "Substantiation of the system of scientific, technological and innovative priorities based on foresight research" was prepared, which summarizes the proposals of 15 expert groups, created in new priority areas of development [7]. Thus, in Ukraine the first thorough look into the future with the use of foresight on the national

level (national foresight) concerned scientific, technological and innovative development.

The successor of this program was the State Program for Forecasting Scientific and Technological Development for 2008–2012) [8], the organizational support of which was provided by the Ukrainian Institute of Scientific, Technical and Economic Information. The information site "Forsyth in Ukraine" was created. The method of target groups of experts was used in the foresight research conducted by this institute. In Ukraine, foresight technologies are gradually gaining momentum.

Another notable success in conducting a national foresight is the study "Foresight of Ukraine's economy in the medium (2015-2020) and long-term (2020-2030) time horizons", conducted by the World Data Center for Geoinformatics and Sustainable Development of the International Council on Science (ICSU) at National Technical University of Ukraine "Kyiv Polytechnic Institute" and the Institute of Applied Systems Analysis of the Ministry of Education and Science of Ukraine and the National Academy of Sciences of Ukraine [9]. This study is of great importance for understanding foresight both in terms of content (representation of the desired and possible future of the Ukrainian economy) and methodological (understanding the order and stages of the study). The latter deserves attention in our work, because the methodological factor of the study, although it depends in some way on the characteristics of the national foresight,

That is why we note that the following sequence of actions was used for foresights of the Ukrainian economy:

- discussion of the future - analysis of the inertial trend; detection of the top 5 critical factors that hinder the development of Ukraine's economy;
- SWOT-analysis of the current state of Ukraine's economy;
- identification of the main drivers of the future economy of Ukraine with using the Delphi method;

- substantiation of the future (prediction of the main components of the 6th technological structure on the time horizon of 2020-2025; choice of methodology and initial data for building scenarios; construction of scenarios for the development of the future economy of Ukraine in the medium term / 2015-2020; construction of scenarios for the development of the future economy of Ukraine for the long term / 2020–2030) [9].

According to modern researchers [10], regional and subregional foresight may have the following advantages over national foresights:

- "more accurate identification of innovative growth points in the region;
- obtaining a synergistic effect from the cooperation of related structures;
- formation of a single strategic plan development for everyone  
administrative-territorial components of the region;
- combination of efforts of regional authorities, bodies local  
self-government, business and science to achieve common goals. "

According to the research topic, first of all, the development of the domestic regional foresight is of unconditional interest. To analyze its prospects, first of all, it is necessary to turn to the method of SWOT-analysis, which is one of the most used in both foreign and domestic foresight research. This method is usually used to understand the starting situation of the object during foresight research and involves the identification of four aspects, namely: opportunities, strengths and weaknesses, threats to it. Opportunities and strengths are the advantages of the object, which should be used and which should be taken into account when forecasting, planning and forecasting its development. Opportunities suggest what you really need to focus on the object. Weaknesses and threats are shortcomings and problems that need to be addressed and overcome. They determine the risks in the development of the object of study. (Table 3.1.1).

Table 3.1.1

## SWOT-analysis of the possibilities of using the regional foresight

Strengths	Weak sides
compliance with European trends in predicting the future;	underdevelopment
the presence of a large foreign experience of such research, availability own potential (personnel, information, economic, technological, innovative) for its implementation and implementation.	institutional environment; underdevelopment of regulatory legal framework; a small part of the domestic experience of such research.
Opportunities	Threats
bringing the region to the level of European quality of life standards;	lack or termination of funding;
provision competitiveness of its own products and their promotion on world markets.	instability of government in general, and regional in particular; lack of political will.

*Source: developed by the authors based on [11]*

Thus, having considered the methodological aspects of the application of foresight technology, we propose its use to predict the strategic directions of socio-economic policy for the development of human potential in the region. For further research it is necessary to determine the stages of foresight.

Schematically, this is shown in Fig. 3.1.1.

Based on the above, we formulate the purpose and objectives of the foresight at the regional level in the Odessa region.

The purpose of the foresight of the Odessa region is to study and model the opportunities for the development of the region on the basis of the most effective use of human potential.

Tasks of conducting a foresight of the Odessa region:

- factor analysis of human potential of the region; study of current
  - programs of strategic development of the region; determining the
  - effectiveness of existing management mechanisms
- formation and development of human potential of the region;
- determination of directions of action of social and economic policy concerning

development of human potential of the region;

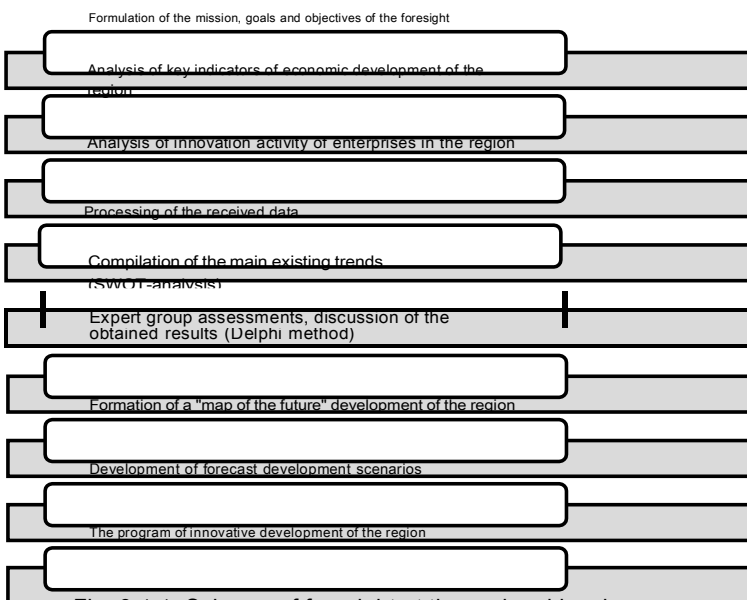


Fig. 3. 1. 1. Scheme of foresight at the regional level

Source: compiled by the author

- modeling of the socio-economic management mechanism  
development of the region through expert assessments and  
economic and mathematical methods;

- development of strategic programs of socio-economic development for  
effective formation of human potential of the region.

In order to conduct a SWOT-analysis of the possibilities of human potential formation in the Odessa region, on the basis of previous research, priority areas of human potential management were identified:

1) increasing the network of social facilities; differentiation of provision services; ensuring access of citizens to the sectors of social infrastructure (health care, education);

2) ensuring the availability of treatment and prevention;

3) providing the population of the region with quality medical maintenance for the prevention of dangerous diseases;

4) increase funding for education and science;

5) ensuring access of the population of the region to educational programs and improving the quality of general and vocational education;

6) development of the infrastructure of scientific activity; involvement of scientists to basic research and the formation of stable relationships between educational and scientific activities on the basis of projects that bring together scientists and teachers with a reasonable share of state and regional funding;

7) rational use of budget revenues of the State budget;

8) monitoring of the social and labor sphere;

9) providing ecologically safe living conditions for the population; creating

10) conditions for business development of regional significance (agrosphere, tourism, industry, services);

11) improvement of the logistics component of the region through construction and reconstruction of transport routes (roads, railways, seaports and terminals, airports, etc.).

Schematically SWOT-analysis of opportunities for the formation and development of human potential in the Odessa region are given in table. 3.1.2.

Table 3.1.2

SWOT-analysis of opportunities for the formation and  
development of human potential in the Odessa region

Strengths	Weak sides
<p>- higher education and potential; - high level of income in some areas of employment (finance, private maritime sector); - social protection of the region of character (climate, geographical location).</p> <p style="text-align: center;">Opportunities</p>	<p>depopulation of the population of the region; - sluggish medical reform; - labor market imbalance; - low income; business, IT, tourism, the declarative character.</p> <p style="text-align: center;">Threats</p>
<p>- output region on level European quality of life standards; financing programs development - provision competitiveness human - the instability of regional government; potential and active his the global financial crisis as a consequence of use for the social epidemic. economic growth of the region.</p> <p style="text-align: center;"><i>Source: compiled by the authors</i></p>	<p>absence or termination region;</p>

The conducted SWOT-analysis provides an opportunity to identify strategic directions of both social and economic policy for the development of human potential in the region. It is important to emphasize that previous studies have addressed demographic and socio-economic factors (health care system, education, labor market, etc.) in the context of their direct impact on the formation and development of human potential in the Odessa region. In this frequent study, we consider it necessary to expand the factors of influence through more "economic", indirect, ie those that create an economic basis for the formation and development of human potential. In our opinion, such factors include: conditions for business development, investment policy of the region, use of export potential, development of the transport sector, rural areas and tourism. So,

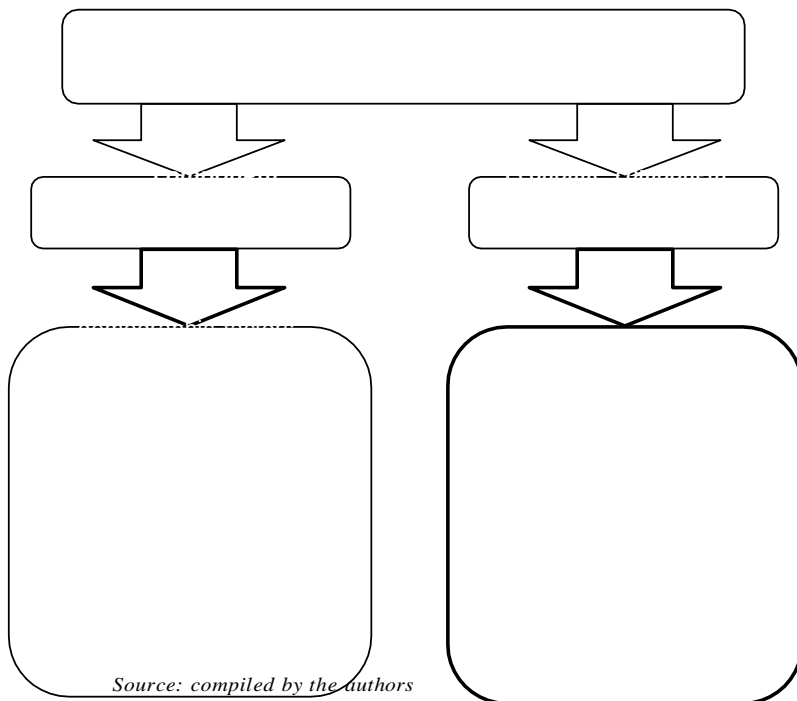


Fig. 3.1.2 Components of the human resources development policy of the region

### **Social component**

To determine the directions of demographic and socio-economic policy that will be able to ensure its sustainable development of the Odessa region, it is necessary to outline the achievements      problems      during the period that and analyzed.

Research      **demographic factors**      formation      human potential of the Odessa region revealed during the analyzed period (2014 - 2018-2019) a significant number of problems:

1) decrease in absolute and relative numbers and permanent and current population of Odessa region, due to socio-economic and political reasons that affect the dynamics of natural growth.

2) change in structural indicators of the population by place residence. The share of the urban population during the whole period is twice as high as the share of the rural population, which demonstrates the deepening of urbanization processes in the region.

The dynamics of the structure of the permanent population is different: in 2015 - 2017, the number of rural permanent population on average by 6% exceeded the number of urban permanent population. We see the same trend in the structure of the permanent population in the control years - 2002 and 2010. And in 2014, 2018, 2019 it is similar to the structure of the existing population, ie the urban permanent population is 2 times more than the number of rural permanent population. This state of statistical indicators of the structure of the permanent population can be largely explained by the presence of the institution of registration of residence in Ukraine or the difference in methodological approaches in calculating the relevant indicators;

3) negative balance of natural population growth in the region (indicator which is not overlapped by the growth of migratory population growth), due to the dynamics of births and deaths and to some extent indicates the degeneration of the indigenous population of the region, the deterioration of the quality of its gene pool;

4) the excess of the number of women over the number of men from general trend of population decline of both sexes. This is a reflection of the general trend of population decline in the region and longer life expectancy of women;

5) negative trends in the age structure of the region's population: decrease population aged 16-59 (ie a decrease in the working population) and an increase in the population over 60

years (ie population aging). The identified trends are the result of negative dynamics of birth and death rates, unsatisfactory level of health of the population, high level of occupational injuries in enterprises;

6) growth from year to year of the coefficient of the total burden on persons working age (16-59 years) due to the corresponding population trends of certain age groups;

7) significantly lower average life expectancy at birth of men, women and both sexes in Odesa region than in Ukraine, which indicates worse socio - economic conditions in the region, lower health of the population, compared to Ukraine, unfavorable environmental situation;

8) significant excess of the difference between the expected duration life of men and women in the Odessa region above the world average (1.8-3.7 years) and the tendency to increase.

But it should be noted that there are positive trends that slightly mitigate the above problems of the demographic component. Among them it should be noted:

1) the excess of the existing population over the number permanent population throughout the period. It is from the size of the existing population, life expectancy, its structure by sex and age, morbidity, education, and others. indicators depend on the possibility of economic growth in the Odessa region;

2) positive indicators of migratory population growth in the region, which is somewhat eliminates the decrease in the population of the region and demonstrates the attractiveness of this area for migrants, both internal and external;

3) the tendency to increase the population aged 0 - 15 years (for the analyzed period - by 6.5%). However, it should be noted that in 2018 the level of the corresponding indicator of 2002 has not been reached yet;

4) an increase in average life expectancy at birth of men, women and, as a result, both sexes.

In general, the Odessa region, today, still has a resource for the formation and development of human potential, but, ignoring the identified problems of its demographic component, the situation may worsen and reach a critical state. If the identified negative trends persist, the population of the region, including the able-bodied, will tend to decrease in the future, the genetic potential will deteriorate, which will undoubtedly affect the socio-economic development of the region.

That is, in the near future at the regional level should pay close attention to increasing the population of the Odessa region by reducing mortality and birth rates, optimizing structural indicators of population by place of residence, improving its gender and age structure and average life expectancy at birth. and, as a consequence, a reduction in the overall workload for people of working age.

The study of socio-economic factors of human development (the main trends in education and health of Odessa region, analysis of the labor market and income), in turn, showed the presence of problematic areas that synergistically affect the state of demographic factors and adversely affect the accumulation, implementation, and sometimes even the preservation of the former human level potential of the Odessa region.

The effectiveness of the regional systems protection health characterized by the dynamics of the following indicators:

- mortality rate of the current population of Odessa region for the period 2014 - 2018 decreased by 1.6%, but it should be noted that during the same period the birth rate decreased by 21.5%, which indicates a narrowed type of population reproduction with all its consequences for the region and the country. Compared to the all-Ukrainian population mortality rate, the regional relative indicator is lower in 2018 by 0.2%, but at

the presence of problems of the demographic component, such dynamics of the mortality rate is not crucial for indicators of the number of human potential;

- there is a high mortality rate from endogenous causes (diseases of the circulatory system) - 65.4% of the total number of deaths and tumors - 14.2%, which is combined with no less significant mortality from exogenous factors (accidents, injuries and poisonings, infectious diseases, respiratory and digestive diseases) ). The same trends occur in Ukraine as a whole, but this fact does not give grounds for optimism, because it is the analysis of the causes of death that reflects the state of the health care system and access to health services in the region.

It is advisable to pay attention, given today's realities, to the fact that mortality from coronavirus disease in the first 9 months of 2020 during the pandemic is ten times lower, according to statistics. But it is impossible to even compare the size of the coronavirus fund with the available costs of providing assistance to the population with cardiovascular and cancer diseases, with the costs of preventing occupational injuries in enterprises. Which indicates the lack of balanced current and future plans for the development of the regional health care system;

- for the analyzed period there is an increase in indicators morbidity among the entire population of the region;

- a characteristic trend is the excess of the overall dynamics morbidity (there was an increase of 7.3% over the period) compared with the dynamics of primary morbidity (an increase of 5.2% over the period), which indicates an increase in chronic diseases and, in turn, the insufficient level of medical care to prevent the transition from acute to chronic, which significantly impairs the quality of life of such patients and requires high costs to maintain their livelihoods, as well as affects their ability to work and work results;

- in the structure of the prevalence of diseases of the population of Odessa region for classes of diseases for 2014 - 2017 have the largest share: respiratory diseases (their share in the number of newly registered cases per 100,000 population increased from 43.7% in 2014 to 44.6% in 2017), systemic diseases blood circulation (their share increased from 7.8% in 2014 to 7.9% in 2017), diseases of the genitourinary system (share decreased from 6.3% in 2014 to 6.1% in 2017), skin and subcutaneous tissue diseases (share increased from 5.5% in 2014 to 6% in 2017), injuries, poisoning and some other consequences of external causes (share decreased from 7% in 2014 to 6.8% in 2017);

- there is an increase in the number of first registered cases diseases of mental and behavioral disorders. This figure increased by 52.4% for the period from 2014 to 2017 and amounted to 685 cases per 100,000 population of the region;

- the tendency of neoplasms to change slightly.

This indicator decreased slightly between 2014 and 2016, and in 2017 increased again and amounted to 685 cases per 100,000 population of the region;

- spread of socially significant diseases: 1) spread of HIV-  
Infections among the population of the Odessa region tended to decrease from 2013 to 2016, and in 2017 this figure increased to the level of 2013, which is a negative trend. During the same period, the number of AIDS patients increased by 175.6%. There is a leading dynamics of AIDS incidence in Odessa region compared to similar indicators in Ukraine (in the growth area was 215% during 2013 - 2017, respectively, in Ukraine for the same period - 98%); 2) the growth rate of the incidence of active tuberculosis in the region for 2013 - 2017 amounted to 118.5% and is also ahead of the corresponding figure for Ukraine, which shows a declining trend -  
71.4%. These indicators indicate a negative situation in the Odessa region, respectively, the spread of HIV and AIDS and tuberculosis;

- network of health care facilities within the framework of medical reform for the period 2013-2017 underwent significant changes: the number of hospitals decreased by 35.7% (from 143 to 92 units), the number of outpatient clinics increased by 6.5% (from 413 to 440 units). The number of hospital beds decreased by 9.3% (from 20.3 to 18.4 thousand units), the planned capacity of outpatient clinics increased by 1.2% (from 49.0 to 49.6 thousand visits per shift) . The number of ambulance stations increased by 43% (from 51 to 73 units).

Moreover, it should be noted that outpatient clinics acquire the status of public institutions and move to a paid option of patient care, which narrows the population's access to medical services;

- all indicators of medical care tend to decrease the population of Odessa region for the period 2013-2017, including such indicators as the number of doctors of all specialties, the number of nurses at the end of the year, the population of doctors of all specialties and the population of nurses per 10 thousand population;

- there was an increase in the budget financial ratio provision per year per inhabitant of the region by 39% for the period 2015 - 2017

The above indicators indicate to a greater extent the negative impact of changes in the health care system on the development of human potential in the region.

Despite the growth of the financial ratio of the budget per capita per year, it can be argued that the availability and quality of medical services for the population has decreased significantly. This is especially true for socially vulnerable groups.

The urgent problems of the region are the narrowed type of population reproduction and aging, the distorted gender and age structure and the structure of the population at the place of residence. And, therefore, the growth of morbidity,

both general and primary, an increase in the number of newly registered cases of mental and behavioral disorders, indicators of the incidence of neoplasms, the spread of epidemics of tuberculosis and HIV / AIDS exacerbates the identified negative trends in demographic factors of human development.

It should be noted that structural changes in the network of health care facilities and their financing occur without taking into account the real needs of the population. Thus, in recent years, a number of hospitals in the Odessa region that provided care to patients with tuberculosis, despite the increase in the incidence of active tuberculosis in the region in 2013-2017. Such actions may contribute to the spread of this disease.

Psychiatric hospitals have been reduced as much as possible and remained practically without funding, although there has been a significant increase in the number of diseases in this profile. That is, sick people who need help are actually left to fend for themselves. In the summer of 2020, in Odessa, patients from a psychiatric ward (who had no relatives to provide them with shelter) from one of the city's psychiatric hospitals were taken from the hospital to the church and left without assistance due to lack of hospital funding for their maintenance and treatment.

Enterprises are reducing the level of funding for labor protection and environmental protection measures, in educational institutions of various levels, the discipline "Labor Protection" has been removed from the curriculum - all this leads to an increase in occupational injuries. In addition, business structures in every way hide the indicators of injuries, so its real level is almost impossible to estimate.

The organization of medical care has also undergone significant changes - family primary care physicians and narrow specialists are no longer obliged to visit patients at home, so the category of elderly people, children who can not visit a doctor, is also discriminated against. In addition, the introduction of paid medical services increases the financial burden for the population, especially

low-income. Which also worsens the accessibility of the population to medical services and affects the incidence rates of the region's population.

Therefore, medical reform should not be for the sake of reform and change of financial flows, but should have a "human face" and be carried out in order to develop human potential.

It is advisable to:

- 1) adjust current and future development plans of the regional health care system in accordance with the current situation in the region; to create a system for
- 2) detecting the disease at an early stage on the basis of the introduction of modern preventive and curative technologies.

To do this, you could use an already justified system preliminary and regular medical examinations for the working population;

3) conducting activities for funding, information and training the population of the region has the ability to master their health and improve its quality through the achievement of a high level of culture of self-preservation, which will be reflected in the priority of a healthy lifestyle, reducing costs associated with poor skills (alcohol abuse and smoking), reducing mortality from heart disease. vascular diseases, drug withdrawal and the fight against the HIV / AIDS epidemic, the prevention and control of the tuberculosis epidemic, the reduction of occupational and traffic injuries and deaths, respectively, and in general will increase the efficiency of the public health system and strengthen its preventive orientation [12, P. 93];

4) to restore in a new capacity the system of anti-tuberculosis and psychiatric medical institutions with appropriate state (or local) funding;

5) review the feasibility of reducing the number of hospitals and polyclinics, especially in rural areas, and to solve the issue of their financing at the expense of taxes paid by the population;

6) to provide medical care for the elderly, children, as well as patients with fever at home by family doctors and specialists;

7) to restore free medical services to the population of the region for account of paid taxes.

In the field of education, whose activities are aimed at improving quality human potential of the region, for the analyzed period (2014 - 2019) we observe the following processes:

- there is a reform of general education institutions within state program "New Ukrainian School";

- the number of secondary schools is reduced by 8.8%, and the number of students increases by 10.4%, ie there is a consolidation of this category of educational institutions;

- the number of vocational schools is reduced by 12.5% and the number of students decreases by 19.3%, ie we can talk about the further loss of popularity of vocational schools and working professions, which they teach, on the one hand, and, on the other hand, such indicators are the result of lack of funding from local budgets for their maintenance;

- slightly increased the number of higher education institutions - by 2.6%, that is, by 1 ZVO for the period, but the number of students studying at them decreased by 9.6%.

This situation has developed by reducing the number of people who want and have the opportunity to study in ZVO. Which correlates with an increase in the number of those wishing to study abroad and those who do not want to study during the period and with a decrease in the number of graduates of secondary schools (who cannot study at the expense of the budget) whose parents can pay for tuition.

But in 2019 - 2020 the number of free economic zones of the region decreased slightly due to combining some of them. This is due to the consolidation of specialties,

which are taught within Ukraine and, accordingly, due to financial reasons:

- inclusive forms are being introduced and expanded

education, which indicates an increase in students who need just such forms of education.

And this is the result of the appropriate state of health of some students;

- the network of out-of-school education institutions is expanding.

Such trends in education are contradictory. They, in general, aimed at improving its level, which creates a basis for productivity, technological modernization in the future, lays the foundation for economic growth in the region and improves the quality of human potential, is a tool for maintaining social sustainability in conditions of high uncertainty and accelerated changes in economy and society. But it should be noted that the optimal number and structure of educational institutions of different educational levels, the problems of their financing and remuneration of employees of these institutions.

That is, the restoration of sustainable socio-economic development of Odessa region (and Ukraine as a whole) involves a significant increase and improve the quality of educational potential of the population. A region (state) that is interested in investing should also be interested in high-quality labor. However, in the absence of adequate investment and low wages, skilled economically active citizens will inevitably seek a better fate abroad, ie the regional (state) budget will finance labor training for other countries.

To correct this situation, it is necessary to ensure a decent level of wages for enterprises in both state and private ownership of the region and to reorient reforms in the field of education, which lead to a reduction in the number of educational institutions at different levels (except preschool) and reduce the number of students. . To implement this provision, it is necessary to conduct appropriate career guidance work in order to eliminate disparities at the level of professional (vocational and technical) and

higher education, raising the social prestige of working professions, restoring the work of industrial and agricultural enterprises or their creation.

The reorientation of the state policy to reduce budget funding for education for Ukrainian students is also very important. At the same time, educational institutions in other countries provide free (or cheaper) education to our young citizens, most of whom do not return to the Ukrainian economy after studying abroad. In this regard, the coronavirus pandemic has contributed to the improvement of the situation of regional institutions of higher and secondary special education, as foreign educational institutions do not accept Ukrainian

students in the same amounts as before, or not accepted at all. But this improvement is also not significant, because a significant increase in the cost of education (which does not correspond to the general trend of impoverishment of the population in Ukraine) causes opposite trends.

The state of the labor market in the Odessa region and its impact on the formation and development of human potential show the following trends:

- for the analyzed period, relative indicators of employment Odessa region and the unemployment rate of the economically active population of the region were better than the corresponding averages in Ukraine;

- the employment rate of the population of Odessa region as a whole increased from 56.7% 2014 to 57.2% in 2018. During the period there were fluctuations in this indicator with a tendency to exceed employment rates in the region compared to the average employment rate in Ukraine;

- the unemployment rate of the economically active population of the region, for statistical data, showed a tendency to decrease from 6.7% in 2014 to 6.4% in 2018. During 2014 - 2018, this figure was 2.5 - 3% lower than the average unemployment rate in Ukraine;

- absolute indicators of the employed population aged 15 - 70 years for the period decreased by 5.9%, the number of unemployed according to the ILO methodology increased by 15.5% .;

- contradictory dynamics of relative and absolute employment indicators and unemployment, can be explained by the dynamics of the population of the respective age groups or the peculiarities of the method of calculating these indicators;

- negatively affects the dynamics of economic activity  
the working population has the availability of informal employment through the search for higher wages. This is especially true for migrants [13];

- according to the indicator of job creation, the region ranks 6th among regions of Ukraine. The vast majority of jobs are created in the business sector. In order to create new jobs and increase the demand for labor in the region, the program of employment growth for the period up to 2020 has been adopted and is being implemented;

- calculations of local authorities for the predominant creation of jobs in agriculture and attracting investment in this area were not fully justified. From 2017 to 2018, a significant decline in agricultural enterprises, including newly established ones, begins. Which is due to adverse weather conditions, virtually no soft loans, government subsidies for the development of this area;

- ports, transport, financial sector work satisfactorily in the region;

- workers of the sphere are constantly in demand in the labor market of the region service, catering and trade, water transport., workers of the simplest professions (auxiliary workers, loaders, janitors and others).

In 2019, there was a demand of employers for professionals and specialists in the field of civil service, audit, accounting, labor and employment, marketing, trade and services workers (is the largest), secretaries and employees who perform keyboard operations or are engaged in digital data (this includes secretaries, administrators, office managers, as well as copywriters, SMM, SEO and others), skilled workers and workers of the simplest professions;

- for professions of lawyers, journalists, translators, a proposal from outside demand is greater than demand, ie there are disparities between supply and demand of workers in the labor market;

- the state employment service which is engaged actively works employment, vocational training, career guidance of young people and the unemployed (including the disabled) to accelerate their employment, involvement of the unemployed in public works, implements a set of measures to support and develop entrepreneurial initiative among the unemployed;

- career guidance and vocational training are focused on satisfaction current and future needs using the training employers, with the maximum base of the Odessa State Employment center of vocational education Service;

- in all cities and districts of the region Provision Centers have been established and are operating administrative services for receiving permits documents, administrative services, corruption. i conditions for prevention and counteraction

To improve performance and improve trends on labor market Odessa region in order to have a positive impact on human development, we offer:

1) introduction of appropriate adjustment of the training mechanism specialists to eliminate the imbalance between supply and demand of labor in the labor market. To do this, carry out the work of the employment service to determine the list of professions that are in demand among employers and the training of relevant professionals;

2) conducting regional activities for the creation and development industrial and agricultural enterprises in order to restore the strong industrial potential of the region and create new jobs. To do this, it is necessary to restore the existence and fruitful work of the Ministry of Agriculture and the Ministry of Industry at the state level and to create appropriate bodies at the regional level.

Indicators are crucial for the effective formation of human potential, as well as opportunities for its development *income (standard of living) of the population*, including average monthly wages, total income and expenses. These indicators characterize the level of satisfaction of the needs of the population of the region. In the field of income of the population of the region for the period 2014 - 2019, the following trends are observed:

- increase of the average monthly salary from UAH 3,129. up to UAH 8011, ie 2.5 times, due to the increase in the minimum wage and the relative stabilization of socio-economic development of the region;

- the highest level of wages was observed for the following types economic activity as transport, warehousing, postal and courier activities; financial and insurance activities; public administration and defense; compulsory social insurance, and among industrial activities - the supply of electricity, gas, steam and air conditioning, where wages exceeded the regional average by 1.8-1.1 times.

- the amount of nominal wages increased throughout the period, and the indicator of real wages in 2014 - 2015 decreased (due to inflation) and began to increase only in 2016. Therefore, the level of real incomes of the population of the region in this period decreased significantly and in 2018 has not yet reached the level of 2014;

- the decrease in the level of real incomes of the population was influenced by the following factors: rising inflation, falling real GDP, military conflict in the east of the country, rising numbers of internally displaced persons and rising unemployment, increasing the tax burden on the population;

- in the structure of cash income, the largest share has a salary fee (from 57% in 2014 to 61.6% in 2019), the next position in terms of social transfers (pensions, scholarships, social assistance). A new trend is the increase in the share of non-cash benefits and subsidies for housing and communal services, electricity, fuel (an increase from 0.3% in 2014 to 0.9% in 2019), which indicates insufficient

the level of income of the population, due to which there is a need for benefits and subsidies;

- the total expenditures of the population of the region for the period under study increased by 84.7%, the level of income for the same period increased by only 8.1%. Which indicates that the population is using their savings;

- in the structure of total costs, the first constant position is occupied by the share expenditures on food (about 50%), which is evidence of insufficient income. Another negative trend is the increase in the cost of housing, utilities and services from 10.7% in 2014 to 16.6% in 2019, which is due to a significant increase in utility bills;

- extremely low earnings of almost half of the working population - a characteristic feature of inequality in Ukraine and in the region;

- extremely large difference in wages of 1% of the wealthiest and 50% of the poorest workers in Ukraine and in the Odessa region - 13 times or more;

- a high level of income inequality, which, on the one hand, hinders development of individuals in society, and, on the other hand, negatively affects the growth rate of the economy, contributes to its shadowing and increases social tension in society.

- deep inequality leads to falling living standards and impoverishment population, resulting in increased morbidity, indicators of the level of education are declining, which leads to a decrease in economic activity of the relevant groups of the population and has a negative impact on the formation of human potential in the region. And at the same time is a factor in the criminalization of society.

To increase the extremely low standard of living of the population of the region, it is proposed to take measures aimed at increasing the level of income, measures aimed at adjusting the structure of disposable income (increasing the share of wages in the structure of cash income by increasing it

level) and expenditures of the population (in the direction of reducing the share of expenditures on current needs (also through increasing the level of wages), which level the opportunities for human development and pose a threat to socio-economic stability of the region and the state as a whole). At the regional level, public policy measures are the most effective in terms of revenue income.

For increase efficiency of the state income policy and decrease inequalities polarization of incomes of the population introduction of the following measures:

- introduction of a progressive system of income taxation by introduction of a progressive income tax rate;
- the transition from personal income taxation to personal income taxation households;
- change of remuneration policy in budgetary institutions for its purpose raising due to the improvement of the outdated tariff grid and the introduction of a modern system of wage standards;
- introduction of a system of control of expenses and incomes of officials for the purpose reducing the criminalization of society and the de-shadowing of large-scale unregistered income.

An equal place in the analysis of socio-economic factors that affect the formation, condition and development of human potential at the regional level is the analysis of the social protection system. Declining incomes and uneven distribution lead to an increasing number of people in the country in need of social protection.

At the level of the Odessa region we have the following indicators:

- coverage of the population with subsidies on 01.01.2019 is 42%, which is 23% less than the corresponding average Ukrainian figure for 2016 - 65%;
- 154,908 thousand families of the region receive monthly social support, in which 156,957 thousand children are brought up for the total amount of 2141818.1 thousand UAH;

- funds are allocated for the rehabilitation of children and adults areas in health resorts.

That is, work is underway to support socially vulnerable groups, but such work should be expanded and strengthened, because its volume is insufficient.

It is also necessary to inform the population in the media about the possibility of receiving social assistance, its types and sizes.

It is advisable to simplify the procedure and the number of documents for obtaining financial assistance or reimbursement of the cost of sanatorium treatment in the sanatoriums of Odessa region of socially vulnerable persons and increase the amount of such assistance.

The state and level of pension provision of the region's population should also be described. In Ukraine, in accordance with the pension reform, the length of service for retirement has been increased - at least 35 years for men, and for women - not less than 30 years.

In Odessa region, as well as in Ukraine as a whole, today there is a situation in which the state pension system can not provide a decent life for its citizens, so the issue of reforming the pension system in the direction of creating and ensuring the activities of private funds is relevant. In addition, the most important thing is to create a system of guarantees for participants in such funds.

Therefore, in our opinion, it is necessary to reconsider the value of the upper limit of working age and indicators of retirement insurance, which were established without appropriate economic and social justification and led to a deterioration in the material security of the population of that age [14].

Thus, today it is impossible to say about the improvement of social indicators, which significantly affect the formation of human potential in the region, even in the presence of certain social achievements.

The identified trends in certain areas of development and functioning of human potential in the Odessa region reflect the "imbalance" of human development, associated with instability and inefficiency, does not lead to a comprehensive improvement in quality of life and progressive social progress and clearly show the need for science-based, targeted socio-economic measures to remedy the existing situation.

### *Economic component*

Odessa region has demonstrated significant economic development in recent years. This is evidenced by an indicator that integrates all the results of economic development of the region - an indicator of gross regional product. According to this indicator, the region is in the top three among the regions.

Odessa region is one of the most promising regions of the south of Ukraine, which has a high potential for the development of most industries and a high level of training of labor resources. Distinctive features of the region are the developed transport infrastructure; wide transit opportunities; high potential of the industrial sector; developed agricultural sector; promising tourist complex; significant scientific and educational potential. On the territory of the region there are enterprises for the production of petroleum products, machine building, repair and assembly of machines, metal processing, chemical and petrochemical, light and food industries. Creating favorable conditions for sustainable development of medium and small businesses.

However, despite efforts to further reform the business environment, doing business remains difficult. Outdated methods do not promote innovation and do not encourage new market participants to develop new business.

The main problems that hinder development and need to be solved in the economic space of Odessa region:

external competition and weak domestic competitiveness products;

high prices for energy resources;  
dependence on imports of equipment and raw materials for industrial production;  
lack of state funding for innovative developments;  
a significant volume of sales of raw materials or low products processing depth [15].

Local economic development is not possible without the successful development of business, especially small and medium. Therefore, a clear system of professional support for business by specialized institutions is needed, which, among other things, should be able to help implement the generated initiatives, attract financial resources and necessary technologies. The development of entrepreneurship, in particular small business, should become one of the most important factors of socio-economic growth of the economy of the Odessa region. This requires:

- to create favorable organizational and legal conditions for business,
- provide access to financial resources (including to provide reduction of credit resources),
- to promote the production of competitive products and new ones markets,
- stimulate the introduction of modern technologies, innovative activity, development of new types of products and services, etc. [16].

The international experience, in particular of the countries of Eastern Europe (Czech Republic, Hungary, the Slovak Republic, the Republic of Poland, etc.) is a convincing evidence of the need to create an appropriate infrastructure for **increase investment attractiveness** specific regions and attracting strategic institutional investors. An example of such an investment infrastructure is industrial parks, which usually offer prepared investment sites with all the necessary engineering and transport infrastructure. The management companies that manage the park provide support to the investor and provide him with all the necessary services for

rapid market entry. Thus, the industrial park is an attractive place for business development for the investor.

However, the development of industrial parks in Ukraine is at an early stage and is hampered by the lack of effective state support, which is needed primarily to provide them with the necessary external infrastructure and utilities. Solving this problem will create a modern investment infrastructure in the region, which in combination with effective management of the territory and professional marketing will attract a strategic investor, production, modernize the industrial diversify the regional economy, increase it competitiveness.

The economic development of the regions largely depends on a proper assessment of the available human potential, effective use competitive advantages and the ability to attract investment. The issue of modern local economic development is inextricably linked with increasing their investment attractiveness. An investor who intends to invest in this territory, comprehensively considers her characteristics, evaluates her competitiveness.

The most common problems which need a solution, and which influencing the decision of investors on further work in the Odessa region are:

- relations with local tax and customs authorities;
- inspections of controlling bodies;
- imperfect legal regulation;
- the state of land issues;
- speed of connection to electric networks;
- implementation of licensing and permitting and registration procedures;
- access to financial resources, pricing, etc.

Representatives of local executive bodies or specialists authorized to make direct contact with the investor should not

only have perfect knowledge of the local economic development, current technological equal and market competitiveness, take into strategic directions and prospects, but account professional, mental, national specifics of each potential investor. Successful work of government officials with investors is the key to creating a favorable investment climate in the region, one of the factors attracting additional investment resources in its development.

Measures to promote investment processes at the local and regional levels include:

- informational and organizational support of investors and creation favorable conditions for investment and innovation activities,
- placement of investment resources in sectors where there is a high share value added in industry, employment is provided and there is market potential, where imports can be quickly replaced by production in Ukraine, as well as where there is potential for further exports of goods and services.

A potential investor must obtain the information necessary to make his decision in the form and through those channels that are most acceptable to him.

The development of the export potential of the Odessa region is closely connected with a radical increase in product quality, which is largely dictated by the technical level of production and quality of components and raw materials. Therefore, it is necessary to conduct a constant analysis of the technical level and quality of products. The preparation of normative documents on standardization and certification of export products taking into account the requirements and rules of GATT / WTO and EU standards also requires attention.

At the same time, each region should be aimed at increasing the production and sale of goods, works and services at the regional and national levels, as well as in international markets with a high degree of competition, which cannot be achieved without an appropriate level of product quality and safety. Important tools for improvement

competitiveness in the field of trade is the development and implementation of systems of certification and quality control of export products, taking into account the ever-increasing requirements for its consumer and environmental characteristics in world markets.

At the same time, raising the level of protection of intellectual property and copyright, as well as their effective use for the successful operation of economic entities in domestic and foreign markets remains an urgent issue in Ukraine. Another problem is the lack of experience and specialized knowledge on the conditions of functioning of world markets, including the EU market, in most Ukrainian enterprises. Therefore, the development of potential in the field of trade, export activities involves the dissemination of the necessary information for Ukrainian companies and provide them with practical assistance in finding new markets [16].

Of great importance for the development of the region is its transport system, which in modern conditions should be based on the concept of "intellectualization" of transport, which is considered in economically developed countries as the main means of solving transport problems and a source of new industries.

Intelligent transportation system (ITS) - guarantees end users more information and safety, as well as qualitatively increases the level of interaction of road users compared to conventional transport systems. It should be noted that "smart systems" are a technological innovation not only for transport systems, but also for energy, information and communication systems, production processes and more. The concept of intelligent transport system as an integrated system is defined as: man - transport infrastructure - vehicles, with maximum use of the latest information and control technologies. Scientists note that this is an innovative solution to transport problems, which involves the creation not of transport management systems, and transport systems, where the means of communication,

vehicles and infrastructure facilities. Moreover, management capabilities (decision-making) based on real-time information in such systems are available not only to transport operators but also to all transport users [17].

The main problem of mobilization of human potential of the Odessa region and development of rural areas is the policy of identification of the policy of support of agriculture with the policy of rural development. Settlement of rural areas as a sphere of life, employment outside of agricultural production, formation of a system of motivations for the development of socially responsible business in rural areas, development of villages and the ability of territorial communities to solve most of their own problems - all this remained outside public policy. attention to these issues was limited to declarations.

The main goal should be to create opportunities for sustainable rural development that ensures growth, diversification and efficiency of the rural economy, in particular, outside of agricultural production, population stabilization and increasing life expectancy, full and productive employment, improving the level and quality life, rational use and reproduction of their natural resource potential of rural areas.

Diversification of economic activity is its diversification, which is based on the redeployment of available resources to new types of both agricultural and non-agricultural activities, creates new opportunities for human potential, is a multiplier of new jobs, leads to increased incomes in rural areas.

The development of human potential in rural areas on the basis of diversification of economic activity should be carried out in the following areas:

- increasing the availability of basic public services and improving safety of living in rural areas;

- support projects, directed how on diversification agricultural production;
  - development of alternative economic types activities in rural areas terrain;
  - organization blanks, processing and sales recycled agricultural products;
  - development of ecological (green), rural and other types of tourism, folk arts and crafts;
  - provision of services in the field of rural entrepreneurship and business, in particular, with using the mechanisms of agricultural service cooperation
- [16].

In the context of economic globalization, tourism is becoming one of the leading, highly profitable and most dynamic sectors of the world economy. A specific feature of the tourist and recreational sphere is that it combines more than 50 related industries: culture, art, science, education, sports, hospitality, medicine, trade, food, transport, communications, finance, crafts, entertainment, construction, etc.

The tourism industry is a strategic vector of development of Odessa region, which has all the prerequisites for intensive development of domestic and foreign tourism: features of geographical location, favorable climate, the largest seaport of Ukraine, resort and recreation complex, transport, financial and socio-cultural infrastructure.

At the same time, the further development of the tourism and cultural industry is hampered by:

- insufficient level of tourist infrastructure development; insufficient number of accommodation facilities, primarily 3-4 hotels and which 5 stars, meet international standards and certifications requirements;

inadequate condition of many objects of tourist display,  
historical and cultural monuments and museums restrains the growth of tourist visits to the region and the creation of new tourist routes;

insufficient provision of professional staff in the field of tourism.

For transformation of Odessa region into competitive, highly profitable, integrated into the world market industry that can be a significant factor in accelerating socio-economic development, improving the quality of life, harmonious development and consolidation of society, popularization of Ukraine in the world, it is necessary to create a strong transport infrastructure.

The implementation of projects will contribute to the achievement of the following results:

increasing the number of quality infrastructure facilities in the area  
tourism;

increasing tourist flows and the number of visitors  
tourist facilities of the region.

meeting the cultural needs of the population and ensuring equality  
access of citizens to cultural services regardless of the place of residence;

preservation and restoration of objects of historical and cultural  
heritage; improving the condition of public roads and  
artificial structures on them;

increasing the level of road safety [15].

In Ukraine, there are all the prerequisites for the development of sports and recreational tourism. This is evidenced by the geographical location of Odessa region, favorable climatic conditions, a variety of relief routes and historical and cultural heritage. For many countries around the world, this type of tourism is the most common and widespread. Its development requires recreational resources, which are an important part of the natural and human potential of the region. In addition, their role in the formation and development of modern tourism in the region is constantly increasing, especially from an ecological and geographical point of view.

The main directions of increasing the tourist potential of the region should be as follows:

- it is necessary to pay attention to the creation of new and modernization of existing ones tourist infrastructure facilities,

- to train personnel for the sphere of tourism and resorts,

- support the introduction of innovative service technologies consumers of tourist and related services.

- to be engaged in preservation of objects of national scientific and cultural historical heritage, which are simultaneously used as objects of tourist display, in particular, such as national reserves, historical city centers, castles, fortresses, palaces, etc., the formation of the necessary tourist infrastructure near these objects.

- Ukraine has suffered a significant loss of tourism potential due to temporary occupation of its separate territories. Therefore, it is advisable to take compensatory measures aimed at increasing the tourism potential of other regions [16].

Thus, considering separately the social and economic components of policy development for human development of the Odessa region, it can be argued that despite some positive trends in the region, most of these factors have problematic aspects that require considerable attention from scientists and officials to address them. . We outlined the main strategic directions of the general socio-economic policy of the region, which create preconditions for further development of human potential and, as a consequence, economic prosperity of Odessa region.

### **3.2. Modeling of the socio-economic management mechanism**

development of the region

At the state level, it is declared that the regulation of socio-economic development of regions is a priority of public administration, is one of the key issues in the process of developing a new model of socially oriented market economy in Ukraine, an important mechanism for territorial integrity and stability.

Human potential is the most important factor in reforming the state and society, seeking to join the global flows of modern technological, infrastructural, institutional, socio-humanitarian and other transformations.

Human development can be defined as giving people the opportunity to fully develop their potential, live productively and creatively in harmony with their needs and interests. Human potential is formed during life, and it must be cultivated and maintained, otherwise it may stagnate.

However, it took a long time for humanity to accept a fairly simple truth: the goal of development is to empower everyone. Then came a better understanding of the social consequences of economic development, the growing inequality between rich and poor countries that accompanied globalization, and above all, the recognition by governments and the general public not only that human development is achievable but also of practical importance to socio-economic progress and general prosperity of peoples and nations. Given that the goal of human development is to ensure an adequate quality of life for all people, it must include not only the eradication of poverty and all forms of economic and social isolation, but also the development of a participatory democracy and social and political stability.

The need for effective state power in Ukraine in today's globalization conditions highlights the need for redistribution of tasks, powers and resources at all levels of government - central, regional and local in the direction of transferring a wider range from the state to local governments in accordance with European principles. charter of local self-government. In this case, in order to ensure effective

functioning of state regulation of socio-economic development of regions, it is necessary to find the optimal ratio between autonomy for the local level and state control, to achieve a coherent, closely integrated state, united by common strategic priorities based on economically developed, autonomous and powerful regions.

Regional studies have recently become particularly relevant in connection with the deepening of disparities and contradictions between individual regions of the country. Serious external challenges, social consequences of significant differentiation of economic development and imperfect regional policy create socio-political conflicts and pose a threat to the security and integrity of the state. Insufficient policy effectiveness is often due to a lack of reliable information and analytical tools needed to make decisions.

Crisis phenomena in the economic and social spheres of social development testify first of all to the ineffectiveness of recent attempts to transform the system of public administration in Ukraine in accordance with new political and ideological guidelines and socio-economic transformations. Governance at the national level and at the level of such a specific object of governance as the region is not aligned with the social relations that have changed. The system of local self-government and the organization of the territorial organization of Ukraine have significant shortcomings that stand in the way of accelerating the transformation of governance to a higher quality level. Under such conditions, an important scientific task is the choice of ways of further development of public administration institutions of different levels, the means of overcoming their inherent

shortcomings in order to create an effective mechanism of public administration.

As a tool for assessing the effectiveness of socio-economic development at the regional level can be used to manage the socio-economic development of the region. The state mechanism of governance in Ukraine should be considered as a complex (complex), which includes several independent mechanisms, each of which is able to influence the objects of government in some way. It provides a system that, in addition to tools to influence the object of management, also includes methods, levers, policies, relevant legal, regulatory and information support, and so on. In order for the management system (management mechanism) to be effective, the goals must be harmonized. That is, both the subject and the object of control must have single-order (compatible) goals, Fig. 3.2.1.

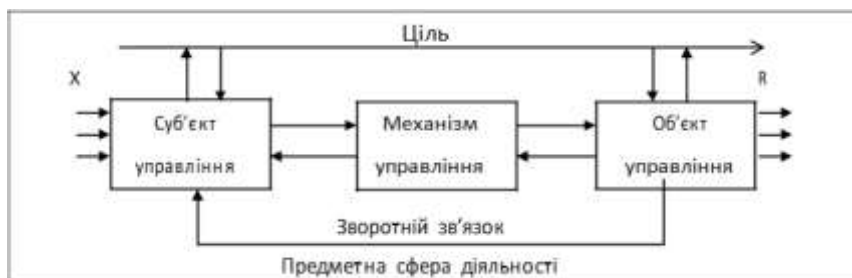


Fig. 3.2.1 Model of interaction of subject, object and control mechanism [18]

Management functions are the basis for the formation of the management system (management entity) and the interaction of its components, as well as determine the nature and content of management activities at all levels and stages of management. Without knowing this, it is impossible to determine the reserves and opportunities of such activities, to assess its effectiveness.

The state regional administration is called to intensify and actualize the use of all types of available resources, opening new market and

social opportunities, creating stimulating conditions, maintaining a favorable environment for improving the efficiency of management and increasing the quality of life of the population in the regions. At the same time, there is a certain dependence between the completeness of the realization of the accumulated potential and the quality of the state regional administration. It is manifested in the following: the higher the professional level of regional management, the better the existing potential of the region is used and multiplied. Thus, the degree of realization of the region's own potential is determined by the level of state regional government. This relationship is a fairly existing pattern of modern regional governance [19].

The methodological basis for managing the socio-economic development of the region is a regional reproduction process that covers the relationships of economic entities in the region, which makes it possible to comprehensively consider their behavior from the standpoint of new tasks of economic and social development of the regional system. The reproductive approach means that the management of socio-economic development of the region is based on the principles established in accordance with the laws of social reproduction and reflects the internal relationship and interdependence of the system.

Fundamentally important in the distribution of management powers is the provision that the set of regional reproduction cycles, spatially localized in the territory, should determine the range of functions and powers of a particular level of government. The criterion for the distribution of socio-economic functions between different levels of the territorial system is the degree of localization of the use of the results of the functions performed. No scale and quantitative parameters of socio-economic development, and the totality of functions performed should be a hallmark of territorial formations. The approach to solving this problem from the standpoint of the theory of regional reproduction allows to specify the responsibility for solving socio-economic problems at each level of the regional system.

Thus, the reproduction approach means, first of all, the need to identify reproduction cycles balanced at the regional level. The set of these cycles is the subject of control, and determines its functions. In a generalized form, the management function of regional authorities can be represented as the creation of a balanced regional system. We can say that the process of managing the development of the region is the formation of such proportions between the various elements of the regional system, which ensure its effective socio-economic development. Different regional formations constitute a single territorial system of the state, the links of which differ not only in scale and status in the system of government, but also in the tasks that are solved by the management mechanism.

Socio-economic development of the region is an integral result of management decisions at all levels of government - state, regional and at the level of economic structures. Therefore, there is a natural question of specifying the content of management functions at the regional level. The competence of all levels of government includes the functions of creating a favorable living environment for people, preserving the natural system, as well as creating normal general economic conditions for the activities of enterprises and organizations. Socio-economic functions of all levels of the territorial system ultimately consist in creating conditions that ensure the reproduction and rational use of regional resources, maintaining the balance of economic, natural and social systems.

The creation of a new system of regional economic management should be based on the understanding that:

*Firstly*, the regional economic system has a complex structure;  
*second*, the constituent elements of this system require the development of a specific management mechanism for their management;

*Thirdly*, these mechanisms must be mutually consistent [20,21].

Management at the regional level should be based on a certain system of methodological principles that reflect the objective mechanisms regional reproduction process, table. 3.2.1 [22].

Table 3.2.1

A system of methodological principles that reflect the mechanisms of the regional reproduction process

The purpose of management follows from the interests inherent in a

<p>The principle of target management</p>	<p>particular object of management. If the object is a region, its interests are determined by the interests of the population living in its territory. At the same time, the goal of the region's development must be specific and definite quantitatively and in terms of achievement</p> <p>The regional development management system should ensure</p>
<p>Using competitive advantage in territorial division labor</p>	<p>the use of natural and climatic and socio-economic benefits of the region and at the same time contribute to the integrated development of the regional economy. This principle reflects the dual function of the regional economy: on the one hand, it is an integral part of the unified socio-economic system of the state, has its own specialization and participates in the development of integration relations, and on the other - a relatively independent reproductive system, its level of complexity significantly affects the efficiency of development</p>
<p>Combining the interests of all receiving structures participation in the process regional playback</p>	<p>Reflecting the presence of their own interests in each structure and the objective contradictions between them. And the main requirement for the mechanism of management of social reproduction consists in creation of such conditions of activity at which a certain balance of interests of all structures interacting in the course of regional reproduction would be reached.</p> <p>The principle of economic independence should reflect the equality of different forms of ownership and economic independence of all owners.</p>
<p>The principle of economic independence</p>	<p>In addition, economic independence means the need for a clear division of powers and management functions between different levels of government and the creation of financial and economic conditions for their implementation</p> <p>The development of the region should be carried out primarily at</p>
<p>Principle self-financing</p> <p>The relationship between efficiency</p>	<p>the expense of revenues generated on the territory. This is by no means tantamount to the complete financial isolation of the regions, but it implies a scheme of financial flows in which redistributive processes are not predominant.</p> <p>According to this principle, economic interests that stimulate</p>
<p>economic development regional economy and</p>	<p>economic development and increase its efficiency must be taken into account and used.</p>

formation of resource

social base and general economic development of the region	
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*Made according to data [22]*

The implementation of the entire system of principles will create the preconditions for the formation of a reliable and sustainable management system that ensures the effective development of the region and the consistent achievement of goals and objectives. All these principles should be laid, first of all, in the basis of laws and regulations that create the contours of the legal basis of the management system of the regional economy and determine the choice of specific tools and management mechanism that will determine its effectiveness,

Fig. 3.2.2.



management of socio-economic development and human development

potential of the region [23]

Modern regional management as a science of management has the task to develop mechanisms that will ensure the most effective achievement of goals and objectives of regional development. It should be noted,

that the concept of "regional governance mechanism" has not yet been clearly defined and clearly reflected. In the economic literature, it is often identified with the concept of "management system", which leads to a tautology and vagueness of wording. The system of regional governance is a complex set of components that includes governing bodies, target strategic settings, principles, functions, structures, resources, methods, technologies and tools, closely interconnected, form an integration integrity and form a mechanism of influence on the regional economy. regional potential, socio-economic processes, living conditions of the population, organizations and households in order to improve the quality of life [23].

From this formulation it follows that the system of state regional government forms a management mechanism, and with all the basic elements mentioned above: the actions of government, targets, principles, functions, structures, resources, methods, technologies, management tools. We can say that the control mechanism can not be without these system components, and at the same time - without the control mechanism there is no control system as such. There is a connection and a certain dependence of the system of state regional government on external factors: state socio-economic policy and state regulation, environmental conditions, modern achievements of national and foreign management, the laws of regional government [23,24].

At the regional level of government there is a coordination of the interests of economic entities (producers, intermediaries and consumers), which affect the whole system of conditions for the development of human potential in the region. The transition to developed market relations in the region is accompanied by a change in the whole system [25]:

a new institutional structure of the economy is formed;

the composition of regional economic entities is expanding, including state enterprises and organizations, joint-stock companies, private firms, foreign companies, joint ventures, etc .;

subjects of market infrastructure - regional commercial are formed banks, regional investment funds, insurance companies, marketing, consulting firms, audit organizations, etc .;

the participation of the population in the regional economy is intensifying, which is not only acts as a consumer of goods and services, but also conducts business activities in the field of production, as well as trade and intermediary and financial and commercial activities;

significantly changes the role of regional administration as subject of market relations, its main function is the regulation of market processes in which all subjects of the regional economy participate.

According to foreign experience, one of the important advantages in the system of competitive positions can be the formation of a favorable business climate in the region based on a system of financial and non-financial incentives. *Among the financial incentives are* soft loans, subsidies, loan guarantees, tax benefits, etc. *Among the non-financial incentives* It should be noted the simplification of licensing procedures, issuing permits, business consulting, subsidizing research and design work, providing land for development, etc.

Regional authorities as well as public organizations of entrepreneurs should play an important role in creating a favorable business climate in the region. According to the concept of regional marketing, it is advisable to create a special non-profit organization in each region, which will be able to market social and infrastructure services. Such an organization should represent both the public and private sectors, as well as various social groups. The founders of the organization may include regional authorities, industrial enterprises, commercial banks, trade organizations, social sphere, etc.

The main task of such an organization is to develop a strategy of regional marketing and implementation of a marketing program aimed at ensuring a high standard of living, full employment, the restructuring of industry, the development of market infrastructure.

*Marketing approach* designed to form the image of the territory, its own place in the socio-economic system and recognizability for investors, entrepreneurs and all those for whom this area is attractive. To promote the territory to investment markets, to show the potential of the territory requires the concentration of resources scattered across many departments, and their targeted use, especially for the modernization and development of infrastructure.

The development of a regional marketing strategy should be based on an assessment of the strengths and weaknesses of the region's economy, taking into account its economic and geographical location, the location of production facilities near capacious markets or sources of raw materials, etc. The main forms of state regulation are antitrust, tax, budget and financial and control and regulatory regulation, table. 3.2.2 [25,26].

Table 3.2.2

The main forms of implementation of state regulation of the strategy of social economic development and human development of the region

Antimony	Implementation of state policy to promote the development of
full regulation	commodity markets and competition, to prevent, restrict and terminate monopolistic activities and unfair competition
Taxes	With the help of tax regulation it is possible to stimulate or limit
regulation	business activity, development of certain sectors of the region's economy, to create conditions for reducing production and circulation costs, to increase the competitiveness of enterprises in the regional and foreign markets.
Control- normative	Focus on achieving socially significant results, improving the quality and accessibility of public services, reducing the intervention of regional
regulation, project management	governments in the economy, reducing the costs of inefficient procurement for public needs, increasing public confidence in regional governments
Budget-	Introduction of methods and mechanisms of management by results, transition
	335

financial  
regulation

to the distribution of budget resources between the administrators of budget funds

and the programs implemented by them, taking into account the achievement of concrete results, increasing the financial independence of the subjects of budget planning on the basis of strengthening their financial management. The transition to budgeting requires an inventory of expenditure obligations of budget planning entities in conjunction with the register of state and municipal services and the development of technology for their provision, as well as methods of calculating the cost of state and municipal services

Establishment on weekend conceptual provisions detailed

study of the essence and content of processes and phenomena associated with the implementation of public administration of regional development, and the development of an appropriate agreed conceptual framework ensured the creation of a holistic concept, which was laid down in a theoretical model of a comprehensive state mechanism for regional development, fig. 3.2.3 [27].



mechanism for managing the regional development of the country

The proposed model includes two main blocks [27]:

formation of the state policy of regional development and its stage-by-stage realization, and also provides, in case of expediency, adjustment of the purposes, tasks;

principles of regional development of the state, adaptation to the new reality of all state mechanisms of management of regional development of the country and introduction of the measures which will promote increase of efficiency of their application.

To implement these processes of influence, the organizational and economic mechanism has its own tools, ie an arsenal of tools, the number, combination and degree of use of which can take different meanings depending on specific tasks, decisions, situations.

It is important to emphasize that the list of specific tools of influence is changing due to changes in external and internal factors, the emergence of new tools, improving the basic elements of the system regional governance (governing bodies, structures, resources, technologies, etc.), which is an objective process of renewal. The improved scheme of the organizational and economic mechanism of the state management of development of the region is given in fig. 3.2.4 [28].

State mechanisms for managing regional development are legal, organizational and economic means by which state influence on the socio-economic development of regions is exercised. The main such mechanisms are: general: legislative and regulatory;

budget regulation; organizational staffing;

forecasting and programming of regional development. Special (target):

stimulation development different forms territorial organizations  
productive forces - the creation of special economic zones, clusters,  
technology parks, etc.

Local authorities provide: operation management  
region and management of socio-economic development of the region. The task that

performed by them, involve the use of such forms and methods that would ensure the coordination of the interests of the regions, create the conditions for the relationship and mutually beneficial use of material and financial resources, both interregional and intraregional.

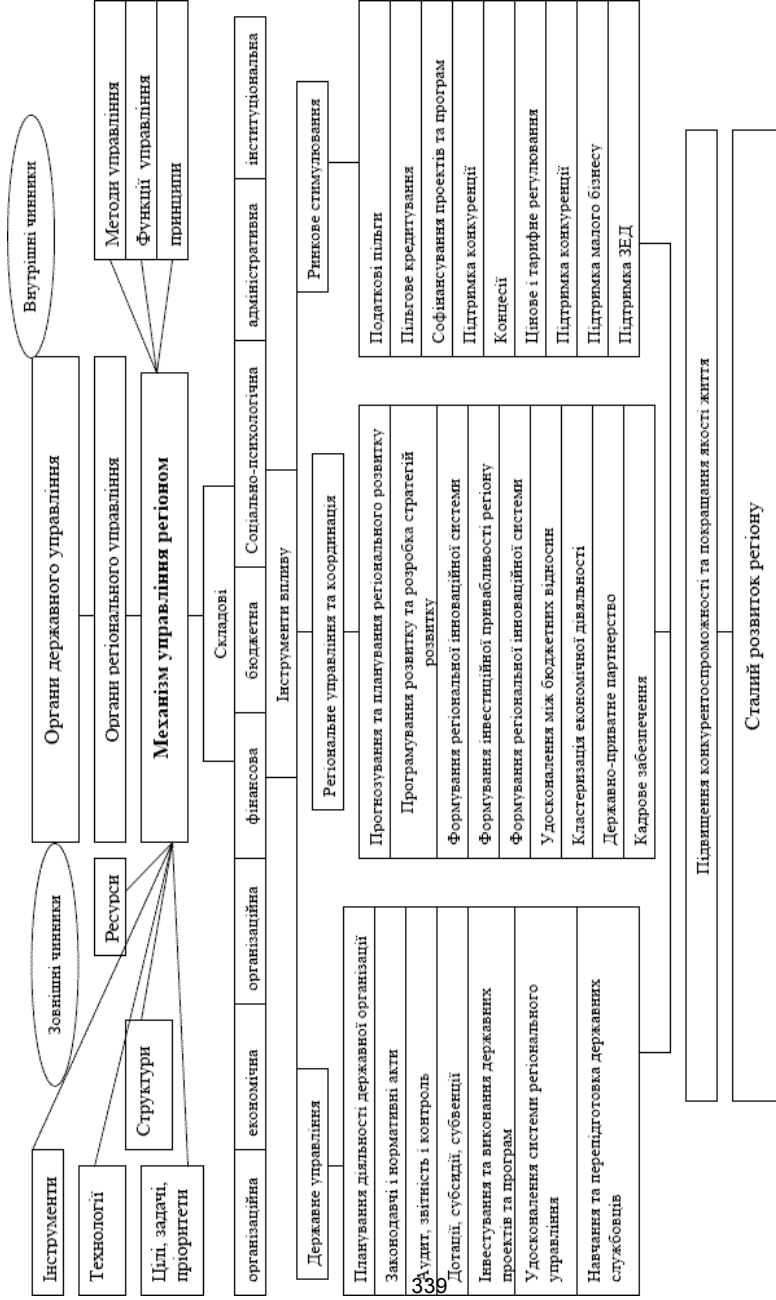
In addition, the current task of public administration is to develop areas for improvement *mechanisms* state support for socio-economic development of regions. To this end, various strategic programs, specific actions and measures are developed to stimulate the development of the region's economy, including socio-economic policies for human development of the region, namely job creation, expanding opportunities for economic activity of the population and private business, based on this increase in budget revenues, which in turn will redistribute spending on the social sphere of the region and environmental measures.

A comprehensive scientific approach to solving the problem of organizing effective regional governance allows to establish the features formation *mechanism of public administration for sustainable development of regions* (MSU SRR) in Ukraine in 1991 - 2020 in the following areas [29,30]:

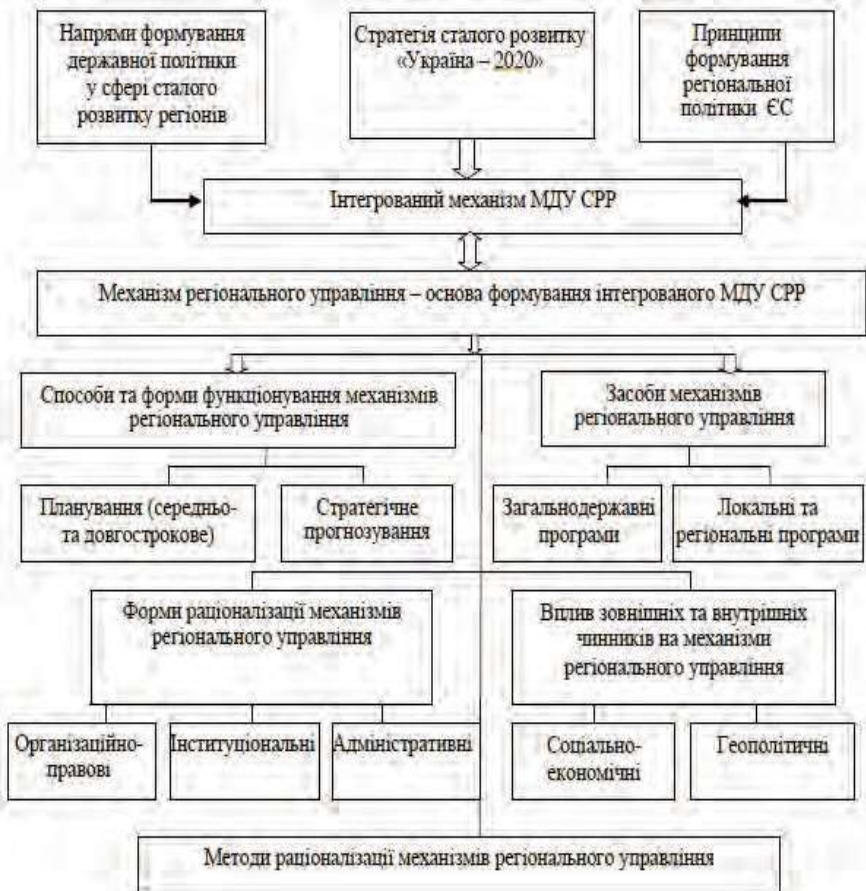
*Firstly*, research of historical and theoretical bases of formation and development of mechanisms of the state and regional management, formation of bases of the state policy, definition of a role of regions in processes of transformation of all system of the territorial organization of the power;

*second*, study of features and trends in the process of decentralization of power in Ukraine as a basis for the formation of an integrative MSU SSR;

*Thirdly*, introduction of foreign experience in the formation of rational models of regional governance and the formation on their basis of innovative MSU SRR.



It is also important to identify the main directions of development of the mechanism of regional governance, aimed at ensuring modern principles of territorial governance, which largely reflects the current trends of governance at the regional level. On this basis, the existing approaches to determining the composition of the integrated mechanism of regional governance are summarized and a structural-functional model of such a mechanism is developed, fig. 3.2.5.



Public Administration for Sustainable Development of Regions (MSU SRR) [30]

For more effective management of regions in the country should increase the regulatory impact of regional governance based on the functioning of MSU SSR, combining the interests of state and local government, NGOs that are closer to the interests of communities and regional needs in the context of the organizational principle of public authority.  
citizen.

The main ones state mechanisms regulation social  
economic development of the regions should be [31]:

- implementation of program-strategic documents of regional
- development; improving inter-budgetary relations with the regions;
- strengthening investment policy and its differentiation between regions;
- development of cross-border and cross-border cooperation, etc.

Consistent support for the functioning of these mechanisms will make it possible to reduce the deepening of socio-economic regional disparities and gradually solve complex interregional socio-economic problems of society as a whole. Thus, state regulation of regional socio-economic development should be carried out by a system of specially organized measures of political, legal, social, financial, economic nature, designed [30]:

to stimulate the development of those territories which, for objective reasons, do not can function in the mode of self-development;

create conditions for the emergence and functioning of the national significant potential "growth points";

to ensure the implementation of individual national territories functions.

To accelerate the implementation of strategic priorities, development and implementation of socio-economic development strategy, the regions need a scientifically sound organizational mechanism, which would contain the procedure for developing the Strategy Program, would reveal the organizational and

institutional components of the process of strategic planning and strategy implementation,  
 Fig.3.2.6 [26].

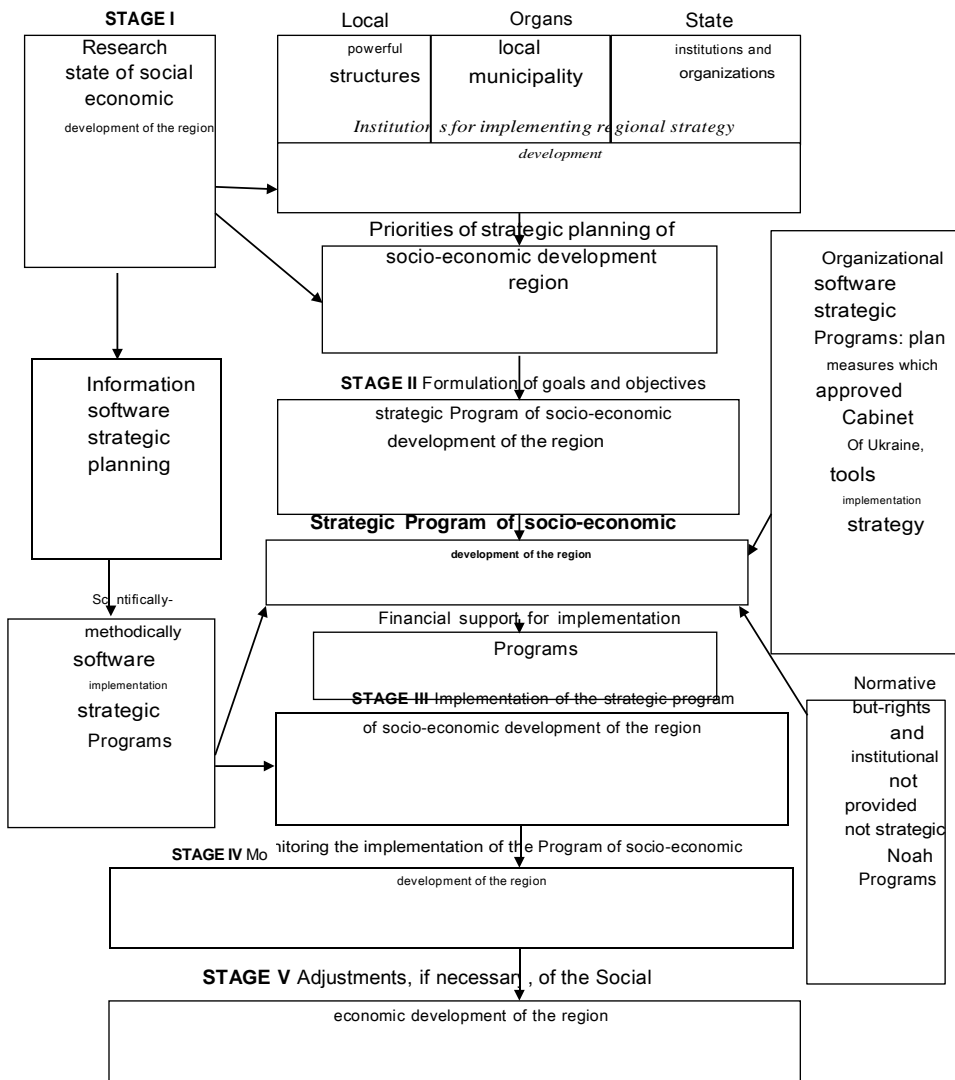


Figure 3.2.6. The mechanism of development and implementation of the Strategy of social economic development of the region [26]

The presented mechanism characterizes the concept of achieving the goals and objectives of socio-economic development of the region, its legal, scientific and methodological, organizational and institutional support. This mechanism is based on the general principles of management for the development and implementation of the strategy.

In general, strategic planning includes analysis of the current state of the object for which a strategic plan is developed, formulation of strategic goals and objectives, strategy development, implementation, control of strategy implementation, determining compliance of strategy implementation results with goals and objectives, strategy adjustment. Based on this algorithm, the development of a strategy for socio-economic development of the region should begin with an analysis and assessment of its socio-economic development, based on which the state and trend of the macroeconomic situation should be identified, natural resource, economic and labor potential and efficiency. If we take into account that the strategic plan of socio-economic development of the region is a document that provides for setting goals for the development of the region,

Mechanisms for implementing regional socio-economic development policy include the widespread use of various tools [24]:

subsidies from the budget in priority areas of economic activity, which provide a significant increase in living standards and efficiency of socio-economic development of the territory;

use of flexible tax and pricing policy that provides business interest in expanding those types of economic activities that meet the interests of the region;

use of preferential policy on local taxes, payments for resources, leases to support business activity;

increasing the responsibility of all structures for the implementation of legislation and regulatory conditions in force in the region, development and application of sanctions for their violation;

attracting investment to the region by creating favorable economic climate.

Forecast scenarios of economic development of the region are formed taking into account external factors of economic development of Ukraine, directions of regional policy, branch and territorial forecasts. The scenarios identify different options for innovative development of the region's economy, taking into account the probabilistic impact of internal and external factors.

Forecasts of socio-economic development and human development of the region may include quantitative and qualitative characteristics of the macroeconomic situation, economic structure, innovation development, foreign economic relations, dynamics of production and consumption, level and quality of life, environmental situation, social and industrial infrastructure and etc.

The forecast of socio-economic development of the region for the long term should be developed on the basis of analysis of trends in reproductive processes to identify possible changes in key indicators of socio-economic development of the region, possible imbalances in economic structure and spatial development of the region. The main requirements that the new system of planning and forecasting documents must meet are as follows.

Forecasts of socio-economic development of the region should reflect the functions of the regional administration, contain a basis for the development of regional

budget, perform an indicative function and contain information of interest to business structures and potential investors on the level of socio-economic development of the region, the best economic policy of the administration and the state of the factors determining the investment climate.

The National Sustainable Development Goals are based on 17 global Sustainable Development Goals of Ukraine until 2030, Fig. 3.2.7 [32].



Fig.3.2.7 Global goals of Sustainable Development of Ukraine until 2030 [32]

Analyzing foreign experience in the formation of models of the mechanism *public administration Sustainable Development of the regions*, we have identified *several directions*: financial, territorial, legal. Separately, we considered the use of the experience of the policy of the regions of the EU member states.

*Regarding the financial aspect*, it is known that the processes of state regulation of the mechanism of socio-economic development of regions is often reduced, as a rule, to the redistribution of all types of resources, and above all, to the redistribution of financial resources of the country and its regions, necessary to ensure sustainable human development. On at the national level, such processes are embodied in the accumulation, distribution and use of state budget funds [33].

The most important role in the formation of the mechanism of state regulation of socio-economic development of the country and its regions belongs to tax policy. Currently, from taxes in countries with economically oriented market type is withdrawn from 30% to 50% of income.

Some examples of countries that, *In our opinion*, could play a significant role in improving regional policy in Ukraine, namely:

the concept of poles and growth centers;



special economic development policy;



territorial development planning and other foreign achievements



countries.

Noteworthy are the national and regional programs of environmental, demographic, agricultural, social and other areas, developed and implemented in different countries.

The analysis of international experience shows that in order to increase the sustainability of regional development in modern conditions, in addition to institutional prerequisites, it is necessary to create an effectively functioning economic base. For example, the reform of the tax system carried out in the late 80's USA, contributed to the fact that instead of 14 rates of personal income tax began to operate only two: 15% below the lower limit and 28% - above the upper [34].

Another important trend of state tax policy in economically developed countries is the trend of constant reduction of the share of corporate income tax in state budget revenues, while increasing the absolute amount of revenues from this tax. Tax benefits for corporations in foreign countries are mainly related to the introduction of the practice of accelerated depreciation, using a system of tax credits (tax amounts remain available to corporations for investment) and tax holidays, as well as in the form of discounts on depletion taxation of income from R&D, investment in fixed assets, etc. The implementation of these measures leads to the fact that in the United States almost half of the gross income of corporations is not

taxed, *in the UK* approximately 2/3 of the gross income of corporations is excluded from the taxation process.

Although there are reverse situations. Example, *the experience of Sweden*, where the share of corporate income taxation approaches the absolute value (as a percentage of taxable income). A huge role in the formation of budget revenues at all levels in foreign countries belongs to indirect taxes, including the most important were VAT and excise duties. For example, *in France* the share of VAT is 80% of all indirect taxes, in other countries its value ranges from 30-50% [35].

The most effective way to smooth out the negative effects of economic instability in the economy of the regions and solve other problems is to diversify tax sources and expand the tax base of the territories. Attention is drawn to the fact that within the territorial units of the country are allowed deviations in the value of tax rates. At the same time, experts noted that the difference in the size of tax rates of 1% leads to a decrease in the tax base by an average of 6%. Of great interest for improving the domestic organizational and economic mechanism of state regulation of the economy of the regions is *US experience* in terms of the use of excise duties, the application of which is aimed primarily at replenishing the revenue base of local budgets and solving a number of important tasks of state tax policy at the regional level [34].

The purpose of state regulation of revenues is to solve the problem of distribution of taxes collected and provide the regions with the same resources. In world practice, there are three approaches to solving this problem. *In the first case* each level of government in the state has the right to set and collect its own taxes. That is, there are several independent levels of taxes: state and local. Taxes imposed by each level of government are levied within the relevant territory and go to the budget of this level in full. Such a system works, for example, *in Switzerland* [36].

*The essence of the second approach* is that the national tax contains several rates, set independently by different levels of government. Thus, taxpayers pay the same type of tax simultaneously in different budgets at different rates.

*At the heart of the third approach* is to use the mechanism of normative division of revenues from a particular tax, which is levied at a single rate between the budgets of different levels. In this case, the statutory share of the total amount of tax is to be credited to the budget of each level of government. Such a system is used *in Germany*. In practice, the budget system of a state with a complex territorial structure is built by combining all three approaches. This ensures the stability and reliability of such a system, allows to reach a compromise of the interests of the country as a whole and its regions. Simultaneously with the regulation of regional budgets, the state regional policy uses such a tool as "equalization policy", which is a redistribution of budget and tax flows to support certain regions of the country. In each country, this policy has its own specific features. In Germany, the norms of per capita tax revenues to land budgets are set. Lands with incomes above the norm transfer certain amounts to lands with incomes below the norm. Redistribution is carried out directly between the states, bypassing the federal budget, if this is not enough, federal subsidies are used.

*In Switzerland* "Equalization policy" has not been pursued for a long time due to the peculiarities of the tax system. Almost all types of taxes are collected by the cantons, and they are responsible for conducting domestic policy. Equalization was carried out spontaneously, and only recently has the practice of equalization by providing subsidies from the federal budget. When conducting regional policy, all countries face problems, as the equalization of regional opportunities can not lead to a complete coincidence of economic and social conditions, Fig.3.2.8. [36].

## Financial mechanisms

"Equalization policy", which is a redistribution of budget and tax flows to support certain regions of the country

diversification of tax sources and expansion of the tax base of territories

the tendency of constant decrease in the share of corporate income tax in income state budget, while increasing the absolute amount of revenues from of this tax

introduction of the practice of accelerated depreciation, the use of the tax system loans and tax holidays

Fig. 3.2.8. Financial mechanisms of state regulation of the mechanism of socio-economic development of regions [36]

Following *mechanism - territorial*, therefore we will consider it in more detail. To take effective measures to solve territorial problems, one should turn to the experience of antidepressant regional policy in foreign countries, analyzed in the works of domestic scientists. At the same time, of course, the peculiarities of the socio-economic development of the country and its regions must be taken into account.

In our conditions, the most acceptable experience of antidepressant regional policy in the UK, Germany, USA, Italy.

*In the UK* socio-economic depression is most acute in industrial agglomerations, where traditional industries are concentrated - coal mining, steel and textiles. An example of a depressed region was Central Scotland.

*In Germany* the depressed region was the Ruhr with a coal and metallurgical specialization. *In the United States* such regions include areas with high unemployment and low incomes. A classic example is the Appalachian region.

*In Italy* stands out South with an agrarian orientation [36]. The general pattern of regional policy in highly developed countries is the dependence of the antidepressant paradigm on the tone of national economic life, which determines a certain perception of this problem.

At the same time, each country uses an individual system of measures to improve the economy and raise social development. In the United Kingdom, soft, indirect methods of stimulating and restraining control over the location of production have been developed. Regional policy was based on three groups of measures:

- *financial measures*, stimulating the location and growth of production in depressed regions (guarantees for investments, loans, tax benefits, regional employment bonuses, etc.);

- *direct investment activity of the state* on the development of production and social infrastructure, first of all - transport and housing;

- *measures of "negative control" over industrial construction*, what provide a permit for industrial enterprise.

For *intensifying the development of Central Scotland* was created The Scottish Development Agency, which was 98% subsidized by the central government and was the leader of its regional policy. This body was responsible for the construction of apartments for rent, businesses, housing, infrastructure and the environment. The agency had a number of powers to invest in industry, provide consulting and financial assistance to enterprises [38].

*In Germany* formed a new regional strategy - directed by the state policy of invasion of the existing mechanisms of ownership and management. Given the great political independence and broad financial opportunities

land governments and local governments, the "middle way" paradigm was adopted. Its essence is to combine the renewed traditional economy with innovative development. Support for new firms operating in advanced industries (electronics, high-tech engineering, information systems, services, etc.) was provided by local authorities through indirect incentives - in the form of special bonuses, guarantees on bank loans, tax benefits, depreciation. Public investment went to traditional industries (coal and metallurgical complex) and private innovation capital (retraining of labor, expansion of infrastructure, improvement of the environmental situation, development of education and R&D, etc.).

*For American regional policy* characterized by clear breeding market and state functions. To revive the Appalachian region, the Presidential Appalachian Regional Commission, an autonomous federal staffing agency, was established. The main tasks of the region's revival were formulated as follows [38]:

- stimulation of completed production cycles in the economy, proof processing plants and processing of raw materials to the maximum possible degree of the finished product;

- Attracting new industries to the region that can benefit from the place location and potential market of the region;

  - development of recreational resources;

  - diversification of agriculture, including suburban.

Speaking of *legislative aspect*, it was found that in almost all European countries in the system of central authorities are established and operating institutions that are directly involved in regional development. So, *in Hungary* the National Council for Regional Development and the Ministry of Environment and Regional Policy function.

The main tasks of the National Council for Regional Development are:

- preparation of relevant bills, government decisions;

- harmonization of the activities of line ministries and other state institutions;
- administration of the activities of organizations engaged in spatial development;
- participation in the preparation of regional development programs.

An important factor in the system of state regulation of territorial development in the EU is the intention to take into account the socio-economic interests of various actors, taking into account national and regional priorities. In this regard, various forms and methods of stimulating regional development and human development of regions are used.

*In US practice* considerable experience has been gained in the establishment and operation of regional development agencies. The most common is the organizational form of a regional development agency, such as a state investment corporation. Its activities were based on a policy of concentrating public investment, which was aimed at urban development, and the latter, in turn, would have a positive economic impact on the backward economic periphery [39].

*In Belgium* regional investment companies are created, which perform the following functions: stimulate the creation, reconstruction and expansion of private firms, promote the creation of new state-owned companies. There are also regional development corporations that manage regional data banks, support sectoral interests, and participate in the management of firms in difficult situations. According to world experience, the effective solution of the problems of the regions and support of their development requires legislative consolidation and implementation of a system of targeted measures of state stimulation of regional development.

Thus, regional policy incentives in all European Union countries are regulated by relevant legislation, usually related to EU measures. In some countries (*in Italy, Germany and Spain*) the main goals of regional policy are enshrined in the Constitution. As evidenced

world experience, effective solution of problems of regions and support of their development requires legislative consolidation and implementation of the system purposeful measures of state stimulation of regional development.

Applying financial and credit methods, investment companies promote the formation, reconstruction and expansion of private and municipal enterprises and organizations. By providing financial support, participating on a share basis in the technical and technological re-equipment of enterprises that are in a difficult financial and economic situation, these companies provide renewal and development of production and social infrastructure of economic complexes of the regions.

*In Romania* There is a National Council for Regional Development, a coordinating body under the Cabinet of Ministers, where the heads of ministries and government agencies, public organizations, and regional development programs are represented. The main functions of the Council are the development of the National Program of Regional Development, monitoring the use of funds of the National Fund for Regional Development, stimulating cooperation between macro-regions and subregions, participation in the development of regional programs.

It is quite important *Czech experience* regional reforms in terms of implementing its own indicative framework for developing a model of differentiation of regions, determining their regressivity or activity, to create effective mechanisms and effective tools to overcome regional asymmetry. For problem regions, where extractive industries predominate, regional corporations are used in the form of regional trust funds.

They differ from investment companies in the way of accumulation of financial resources - due to deductions from rent payments. These funds are created in the form of a trust, which includes an investment company. The fund's funds increase due to the fact that they are invested in securities, real estate, etc. Investment companies use trust

capital to invest in projects that ensure the socio-economic development of the region.

The above model is practiced both in industrialized countries and in developing countries, with both rates and base of deductions differ significantly. For problem regions, where extractive industries predominate, regional corporations are used in the form of regional trust funds. They differ from investment companies in the way of accumulation of financial resources - due to deductions from rent payments. These funds are created in the form of a trust, which includes an investment company. The fund's funds increase due to the fact that they invest in securities, real estate, etc. Investment companies use trust capital to invest in projects that ensure the socio-economic development of the region, Fig.3.2.9. [39]

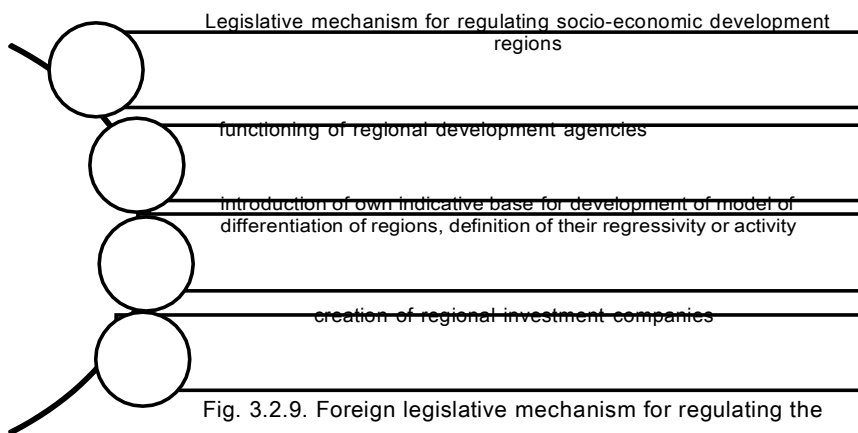


Fig. 3.2.9. Foreign legislative mechanism for regulating the socio-economic development of regions and human potential

A critical analysis of the foreign experience of regional antidepressant policy can help improve the policy of the regions of Ukraine and develop mechanisms for its implementation. Naturally, blindly copying the experience of highly developed countries will be ineffective. Given the specifics of the crisis in Ukraine

regions, it is advisable to combine state initiation and investment of regional programs with the mechanisms of a socially oriented market. At the same time soft methods of the state programming and regulation on restructuring of regional economy, modernization and technical re-equipment of the operating enterprises, creation of new should be used.

high-tech industries, infrastructure expansion, creating conditions for human development, Fig.3.2.10 [40,41]

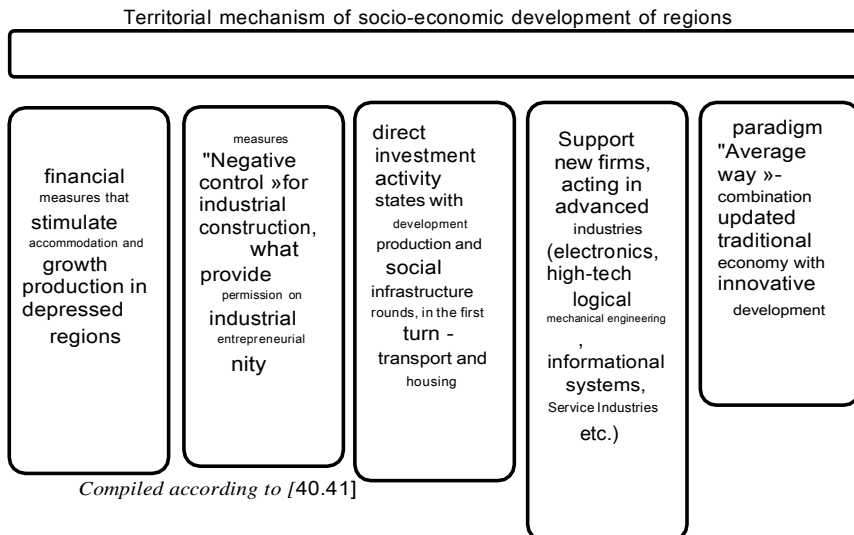


Fig. 3.2.10. Territorial mechanism of socio-economic development of regions in Ukraine to create conditions for the development of human potential from taking into account foreign experience

Thus, improving the mechanism of state regulation of socio-economic development of Ukraine and the development of human potential, from foreign experience, the following could be applied:

- implementation of a multi-stage practice of reducing tax rates on the profit of enterprises, institutions, organizations of the real and social sector of the economy of the regions;

- increasing the role of the budget system of the regions through redistribution management functions (and hence financial resources) and

responsibilities in favor of local authorities, with appropriate changes in the regulatory framework governing budgetary relations;

- the maximum possible reduction of property tax rates from citizens, which should contribute to the intensification of the activities of small and medium-sized businesses and increase the number of newly created jobs, and hence increase the purchasing power of the population and further development of production in the region;

- use of business cycles in the processes of determining and establishing a list of taxes and tax rates;

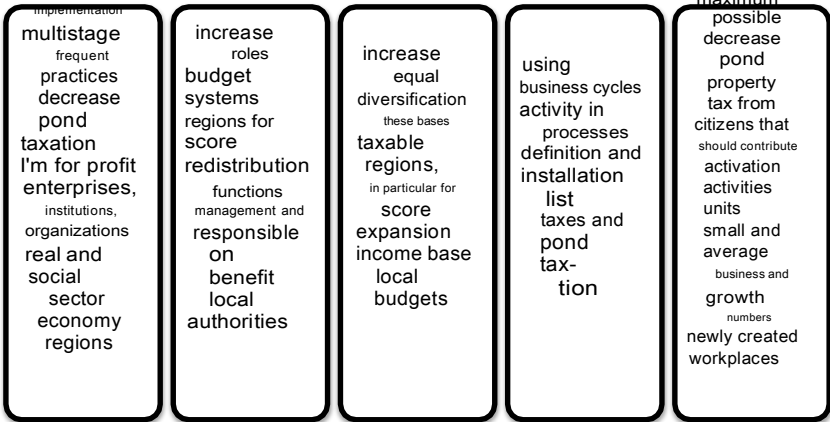
- increasing the level of diversification of the tax base of regions, in particular by expanding the revenue base of local budgets;

- granting regional authorities the right to regulate tax rates, including taxes at the regional and local levels, Fig.3.2.11 [42].

Currently, the Program of Economic and Social Development 2022 has been developed in Odessa. The strategy defines the goals, objectives, priorities and directions of economic and social development of the city of Odessa until 2022, taking into account the needs and interests of the community [43].

In our opinion, the most important priority areas of the mechanism of social economic development of Odessa region until 2022 year, presented in table 3.2.3, implementation which is significant will increase the level competitiveness of the region.

**Improving the mechanism of state regulation of socio-economic development of Ukraine and the development of human potential**



*Compiled according to data [42]*

Fig.3.2.11 Improving the mechanism of state regulation of social economic development of Ukraine

Table 3.2.3.

Priority directions of the mechanism of social and economic development of the Odessa region by 2022 [43]

Strategic goals	Task
<b>1. Priority area: Competitive region (economy, business, investment) - the formation and development of a competitive region suitable for business and attractive for investment</b>	
1.1. Increasing production and exports of high-tech products due to modernization of production, development of production	
1. Structural reconstruction economy region	<p>of innovative competitive new products, introduction of the newest energy saving technologies and quality systems, active marketing policy, construction of new enterprises.</p> <p>1.2. Establishment of a center for the development of cooperation and subcontracting.</p> <p>1.3. Creating conditions for the formation and dynamic development of clusters (transport, tourism, clothing, agricultural processing, media and IT).</p> <p>1.4. Creation of a technology transfer center.</p> <p>1.5. Creating an effective innovation infrastructure that will provide commercialization of developments of Odessa scientists and will promote creation</p>

small innovative enterprises, development of high-tech industries.

	<p>1.6. Conducting competitions for innovative youth projects.</p> <p>2.1. Improving the conditions for providing administrative services.</p>
<p>2. Promotion development entrepreneurship</p> <p>3. Creation attractive</p>	<p>2.2. Creating a special site for entrepreneurs to protect their wear.</p> <p>b</p> <p>2.3. Creation of the Odessa city business incubator with the purpose improving the conditions for the emergence of small innovative enterprises.</p> <p>3.1. Organization and holding of international investment forums on a regular basis.</p>
<p>investment climate, assistance investment activities</p> <p><b>2. Priority area: Transformation of the region to a major transport and logistics center and international business center</b></p>	<p>3.2. Creation of an industrial park.</p> <p>3.3. Promotion of the investment site of the city and updating of the posted one on it information.</p> <p>3.4. Constant updating of the portfolio of investment projects of the city with taking into account the proposals of interested companies.</p>
	<p><b>business center</b></p> <p>1.1. Promoting the creation and dynamic development of the transport cluster.</p>
<p>1. Transport logistic center international equal</p>	<p>1.2. Ensuring the development of infrastructure for transport and forwarding companies.</p> <p>1.3. Promoting the successful implementation of the project of construction of a container terminal at the Quarantine Pier.</p> <p>1.4. Promoting the further development of the multimodal logistics center "Dry Port".</p> <p>1.5. Implementation of the reconstruction project of Odessa International Airport.</p> <p>2.1. Creation of an exhibition center of international level with permanent demonstration halls.</p>
<p>2. Large business center Black Sea region</p> <p><b>3. Priority area: Region of healthy people - ensuring the ecological well-being of the population, effective medical care, active longevity</b></p>	<p>2.2. Construction of class A office centers.</p> <p>2.3. Facilitating the opening of headquarters of large domestic companies, regional headquarters and representative offices of international companies.</p> <p>2.4. Promoting the creation of new business centers.</p> <p>2.5. Promoting the image of the city with a favorable environment for business activity.</p> <p>2.6. Stimulating the organization of international, all-Ukrainian business meetings in the city: forums, seminars, conferences, etc.</p> <p>2.7. Participation in the competition for the right to host the World Expo International Expo in 2022.</p>
<p>1. Provision</p>	<p>1.1. Providing residents with quality drinking water.</p>
<p>environmentally friendly favorable living conditions population region</p>	<p>1.2. Creating a modern system for monitoring the state of the environment.</p> <p>1.3. Reduction of emissions of harmful substances into the environment.</p> <p>1.4. Revival of parks and squares of the city, increase of the area of green plantings of general use.</p> <p>1.5. Disposal of hazardous waste.</p> <p>1.6. Decrease in the number of homeless animals.</p>

	<p>hospital.</p> <p>1.8. Reconstruction of Odessa Zoological Park of national importance.</p> <p>1.9. Environmental education.</p> <p>2.1. Establishment of hospital districts, intensive care hospitals,</p>
<p>2. Increase quality and availability medical services</p>	<p>consultative and diagnostic centers.</p> <p>2.2. Development of a network of general practice outpatient clinics - family medicine, equipping primary health care centers.</p> <p>2.3. Construction of an ambulance hospital.</p> <p>2.4. Creation and equipment of the city perinatal center.</p> <p>2.5. Development and implementation of a single information system for electronic registration and electronic medical records in outpatient clinics.</p> <p>2.6. Development and implementation of a program for the development of the emergency medical care system.</p> <p>2.7. Reconstruction of the city children's hospital № 2.</p> <p>2.8. Construction of a new and reconstruction of existing children's clinics.</p> <p>3.1. Creating a developed infrastructure for sports and recreation for all groups.</p>
<p>3. Promotion- healthy lifestyle</p> <p>4. Priority area:</p>	<p>3.2. Conducting sports competitions of different levels, involvement in physical culture and sports of different segments of the population.</p> <p>3.3. Holding the final part of the 2015 European Basketball Championship games.</p> <p>3.4. Implementation of the program of construction of bicycle paths and parking lots.</p> <p>3.5. On the basis of KU "Odessa City Health Center" the creation of a modern media center to promote a healthy lifestyle and disease prevention.</p> <p><b>The city of happy childhood - creating decent conditions for</b></p>
<p><b>education of future generations</b></p> <p>1.1. Construction of new, repair and reconstruction of existing children's preschool institutions in order to fully meet the needs of the population.</p>	
<p>1. Creation conditions for full-fledged child development and adolescents</p>	<p>1.2. Construction of new schools with modern infrastructure.</p> <p>1.3. Improving the material and technical base of communally owned educational institutions, creating comfortable living conditions for children and adolescents in preschool and educational institutions.</p> <p>1.4. Computerization of schools.</p> <p>1.5. Improving the quality of teachers.</p> <p>1.6. Revival of the network of children's and youth clubs and other available leisure centers.</p> <p>1.7. Annual organization of city Olympiads, tournaments, intellectual competitions.</p> <p>1.8. Development and implementation of a comprehensive program of social support for single mothers and large families.</p> <p>1.9. Promoting the establishment of private schools and preschools.</p> <p>1.10. Increasing the number of foster families, family orphanages</p>

type.

	<p>2.1. Establishment of a system of continuous monitoring of children's health and the quality of medical services provided to them.</p> <p>2.2. Development and implementation of a program for the prevention of bad habits among children and adolescents.</p> <p>2.3. Reconstruction of school stadiums.</p> <p>2.4. Construction of children's and sports grounds on adjacent territories.</p> <p>3.1. Software development and creation of Web-sites of children's preschool institutions.</p>
<p>2. Improvement children's health</p> <p>3. Provision</p>	
<p>transparency and availability information</p>	<p>3.2. Creating an automated system for registering children who go to kindergarten. Providing the possibility of online registration of a child for a place in kindergarten.</p>
<p><b>5. Priority area: A region strong with its community that cares for everyone - ensuring real participation of the population in the management and life of the city; providing conditions for a full life</b></p>	
<p>1.1. Ensuring decision-making on key issues of city development through public hearings. Adoption of the Master Plan of the city of</p>	
<p>1. Real participation of the city communities in management and city life</p>	<p>Odessa, the Strategy of economic and social development of the city of Odessa until 2022, the most important local regulations through citywide public hearings.</p> <p>1.2. Providing opportunities for public organizations to participate in the preparation of city government decisions. Activation of the existing working bodies for consultations of the authorities and representatives of the public - public councils under the mayor, the Youth Council.</p> <p>1.3. Development of the volunteer movement.</p> <p>1.4. Increasing the number of bodies of self-organization of the population and the introduction of new methods of their work: landscaping teams; transfer to the bodies of self-organization of the population of a number of microdistricts of the authority to maintain buildings with appropriate financial resources and property.</p> <p>1.5. Expanding the use of the social order mechanism to solve the city's social problems</p> <p>1.6. Financial and material support of public associations.</p> <p>2.1. Ensuring the provision of social services and other types of assistance to vulnerable groups.</p>
<p>2. Provision conditions full-fledged life for all residents of the city</p> <p>3. Creation conditions for</p>	<p>2.2. Promoting employment, improving the professional abilities of Odessa.</p> <p>2.3. Expansion of the network of shelters for homeless people.</p> <p>2.4. Development of a simplified mechanism for providing targeted financial assistance.</p> <p>2.5. Promoting the rehabilitation of antisocial elements of society (drug addicts, alcoholics).</p> <p>3.1. Providing unimpeded access to social facilities for the disabled.</p>

social

3.2. Establishment of a center for the disabled.

adaptation of people elderly and with limited opportunities <i>Compiled according to: [43]</i>	3.3. Establishment of a charitable university for the elderly and disabled to help adapt to modern living conditions.
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Thus, the main priority areas, in our opinion, are: the formation and development of a competitive region, convenient for business and attractive for investment; transformation of the region into a large transport logistics center and international business center; ensuring environmental well-being, effective medical care, active longevity of the population; creating decent conditions for the education of future generations; ensuring real participation of the population in the management and life of the city; providing conditions for a full life.

Target indicators of the Strategy of economic and social development of the Odessa region determine certain indicators that characterize the state of key areas of life, table 3.2.4.

Table 3.2.4.

Predictive value of Target indicators of socio-economic strategy development of the Odessa region until 2022

Indicator	Value	Value	Predictive value indicator in 2022
	in 2011	in 2017	
<b>1. Competitive city (economy, business, investment)</b>			
Volume of sold industrial products, UAH billion	28.4	67.5	increase by 1.7–1.8 times
Capital investments, UAH mln.	9960	22300	increase by 1.8–1.9 times
Total foreign direct investment, million USD. Retail trade enterprises, UAH billion Average	700.6	1363.2	increase by 2–2.2 times
monthly salary, UAH	16.8	61.8	growth of 1.9–2 times
<b>2. Transport and business center of the Black Sea region</b>			
Freight turnover of all types of transport, billion km.	2503	6542	growth of 2–2.2 times
Passenger turnover of all types of public transport, billion passengers.	65.2	65.3	growth of 1.4–1.45
km.	11.3	11.5	growth of 1.5–1.6 times

Number of victims in road accidents, persons.	2038	3050	5% reduction
<b>3. Environmentally friendly city. City of healthy people</b>			
Number of sports competitions, units	2549	3423	increase by 1.3 times
Mortality of children under 1 year of age, cases per 1000 births	9.2	8.6	decrease by 20-25%
Emissions of pollutants into the atmosphere from stationary sources, thousand tons	29.2	29.6	0.8% decrease
<b>4. The city of Shchaplum childhood</b>			
Number of places in preschool educational institutions, thousands of	15.3	77.8	increase by 1.6 times
Number of students - winners of All-Ukrainian and international places competitions, persons	8	6	12
<b>5. A city strong in its community, which cares about every resident of Odessa</b>			
Number of bodies of self-organization of the population, units	4013	6214	increase by 3 times
<i>Compiled for data: [25], [26], [27], [31], [44]</i>			

The indicators are grouped according to the priority areas of the region's development. Most of these indicators are based on the methods of state statistics bodies. The forecast values of indicators in 2022 were determined on the basis of studying the dynamics of relevant indicators and expert opinions. Thus, Odessa region has all the necessary conditions to become a competitive region, with a high level of socio-economic development, comfortable for residents and attractive for tourists. However, the modern world is characterized by rapid change and increasing global competition. In these circumstances, past successes and favorable conditions do not in themselves guarantee prosperity: a clear, well-thought-out policy is needed. Therefore, along with solving current problems, the city authorities should be actively involved in strategic planning.

The strategy is a tool for managing the socio-economic development of the region for the next 10 years. It should provide an impetus for a new stage of development of the Odessa region, during which the region will look better, provide its residents with a high standard of living and comfortable conditions

residence. The success of the Strategy largely depends on how effective the mechanism that ensures the balance of interests and coordination of actions of the city authorities, business structures and citizens will be.

The life of modern society is impossible without predicting the future, without determining the prospects for its development, especially with regard to the development of human potential. Currently, forecasting is one of crucial scientific factors formation mechanisms social economic development of the state. State regulation of the economy should provide implement only optimal solutions, as potential losses societies from unreasonable administrative measures are much larger.

The Government of Ukraine clearly understands the need for decisive socio-economic reforms and at the same time is concerned about averting the dangers posed by the transition to the market. State social policy should ensure the most painless and interest-oriented dynamics of these processes. That is why the country's leadership seeks not only to achieve immediate change, but also to ensure the stability of human development during the transition period.

Ukraine now has serious intentions to create a more favorable environment for the implementation of these processes. It turns out *Firstly*, committed to achieving the Millennium Development Goals (MDGs) and, *second*, in an effort to become a member of the European Union. That is why the preservation and development of human potential, both quantitatively and qualitatively, should become the main mechanisms for the development of state policy in Ukraine.

The formulated concept and analysis of the current level of human development allow us to predict four priority areas of human development for the Odessa region, table 3.2.5 [44].

Table 3.2.5

Priority areas of human development for the Odessa region  
until 2022

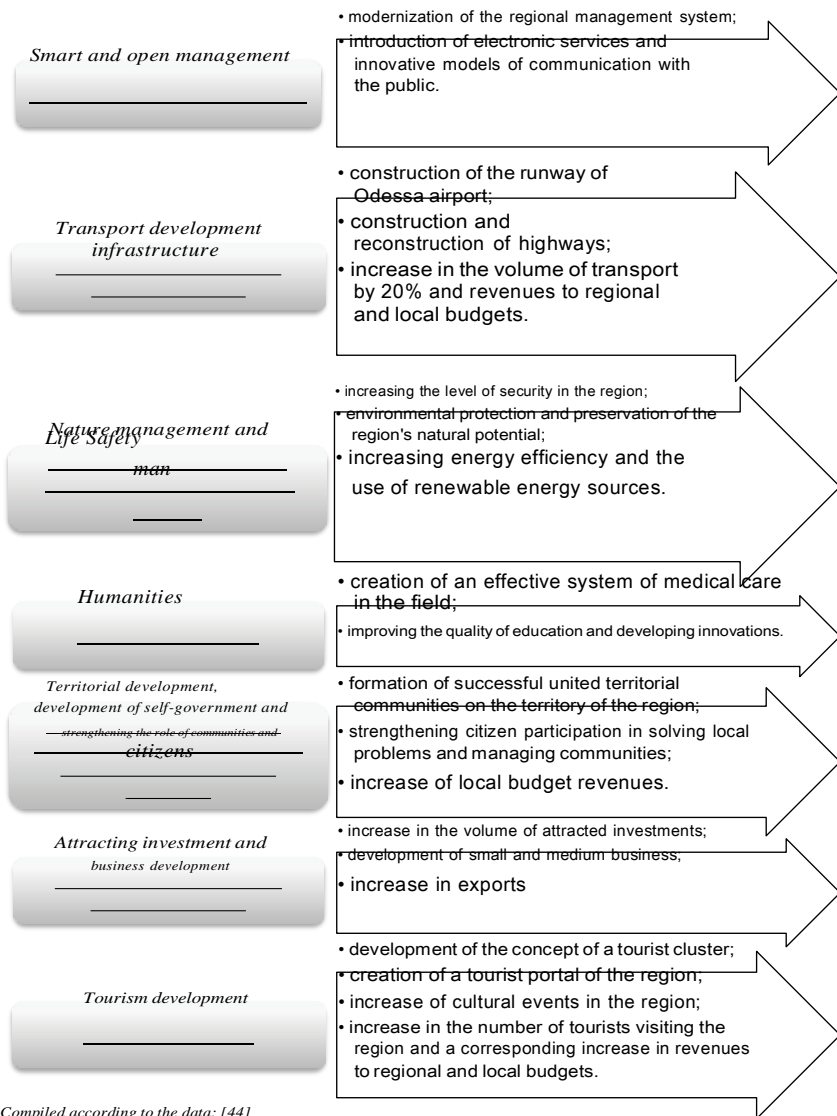
Directions	Content
I	Increasing the role of each individual in society, expanding its ability to decide their own destiny, ie to make decisions and bear for them responsibility
II	Ensuring social justice for each person - in the distribution of income and wages depending on its quality, intensity and quantity, in access to education, health services, work, social benefits
III	Achieving effective employment, which, in contrast to the current state, would ensure not only social status but also the well-being of workers, stimulates legal effective activity, rather than focusing on the shadow labor market.
IV	Achieving environmental safety, as the level of environmental pollution in Ukraine exceeds all possible limits, and in many regions of life has become simply dangerous
<i>Compiled according to the data: [44]</i>	

Actual tasks of development of human potential of the Odessa region for the next years are given in fig. 3.2.12.

Considering the EU countries *within the framework of the program of development of regions and development of human potential of regions*, we found that one of

The most important areas for regulating the development of regions in the member states of the European Union are regional policies aimed at reducing socio-economic disparities and stable development of the region. *The main ones*  
*The principles of EU regional policy are:*

- providing financial assistance to regions lagging behind in economic terms development;
- pursuing a coherent policy between national governments and local authorities;



Compiled according to the data: [44]

Fig. 3.2.12 Actual tasks of development of human potential of Odessa region until 2022

- assistance in the creation of institutions that stimulate private investment in underdeveloped regions;

- coordination of EU regional policy with other areas of economic policies and macroeconomic policies of each member country [39,40].

The tasks of the regional policy of the EU member states can be divided into several different groups. The most developed European countries, such as Austria, France, Denmark, Great Britain, do not pursue an active regional policy, as the uneven development of regions in them is insignificant. The main focus here is on attracting investment in inland areas for the purpose improving their competitiveness.

Finland and Sweden are characterized by low population density due to the harsh climate and remoteness of settlements from each other. Therefore, regional policy here is aimed at solving the problems of the remote northern territories. Germany and Italy are characterized by great internal differences between the north and the south (in Italy) and between the "old" and "new" lands (in Germany). Regional policy in these countries aims to ensure the economic growth of weaker regions. The regional policy of Ireland, Greece, Portugal and Spain is carried out in conditions of weak development of the national economy in comparison with other EU member states. Therefore, special attention is paid to the problems of national economic development, and regional development issues are given a secondary role.

Eastern European countries that have recently joined the European Union are pursuing an active regional policy aimed at eliminating regional disparities [42]. The most perfect and effective organizational and economic mechanism of regional policy has been formed in the European Union.

In order to improve the institutional support for the development of the country's regions, intensify regional development and translate it into the line of European traditions and standards, it is expedient to clarify the possibilities of using the European experience of institutional support.

regional development in Ukraine. Institutional support for regional development involves the creation of the necessary conditions for the functioning of existing or construction of new institutions that are directly involved in the coordination of efforts in the development, implementation and monitoring of regional policy.

Organizational and economic mechanism of regional policy of members of the European Union consists of a system of territorial planning development, which includes two subsystems [42]:

spatial planning;



regional development planning.



*Spatial planning* provides for active participation in solving regional problems of the regions themselves. At the state level, the regulation of the planning system as a whole is regulated. Relevant legislative acts formulate the priorities of regional development and mechanisms for their achievement. At the same time, the main responsibility for the development of long-term development plans of the territories lies with the regions themselves.

In the system of national planning, in addition to the subsystem of landscaping, there is a subsystem *regional development planning*. These subsystems in different countries can exist both together and separately.

Thus, the main tool for managing the regional development of EU countries is the institution of spatial planning. In modern Europe, the state actively intervenes in the processes of regional development, using for this purpose both executive and legislative power of various levels, connecting market mechanisms and integrating into the general process business, social and political institutes and local initiatives of the population.

An important characteristic of modern regional policy European countries is its "centralism". That is, in the vast majority of countries there is a management center for regional development, which makes major decisions and which ensures the coordination of various institutions involved in the process of implementing regional policy. As part of the center's decision-making regions

use the opportunities that exist for their implementation. As a result, in most European countries, the role of the central government has shifted towards policy development and coordination rather than implementation.

The success of growth strategies largely depends on their interaction with individual national strategies (strategies related to specific sectors, taxes, labor market). Effective macroeconomic conditions and a favorable microeconomic environment (regulatory conditions, business climate) are prerequisites for effective strategies to help backward regions.

In Ukraine, there is a need for adapted strategies with a set of appropriate measures. EU experience has shown that relevant regional and local knowledge is a key factor in understanding how to ensure sustainable development. Programs should be carefully adapted to the needs and aspirations of the region. Although prestigious investment projects play an important role and can be an important starting point, or even a catalyst for future benefits, the EU experience rather supports the view that the most important factor in economic growth is investment and innovation in small and medium-sized companies [27].

It is also impossible to overestimate the importance of the seven-year budget of the European Union for the success of regional policy. This ensures the stability of investment promotion in long-term projects in accordance with strategic visions that are relatively protected from volatile political conditions.

An important component of regional policy is also the promotion of cross-border, transnational and interregional cooperation (which has been an element of EU regional policy since its inception). *On the one hand*, the ability to foster constructive contacts between regions across the EU's external borders has helped many candidate countries to prepare for EU membership responsibilities, *and helped convince the population of certain benefits* as a result of EU membership. *WITH on the other hand*, cooperation between regions across the EU's internal borders has strengthened relations between sometimes relatively isolated territorial communities, which

most strongly observed in the peace process in Northern Ireland. The ability to bring together regions of several countries with common problems (particularly in the Baltic Sea region) increasingly encourages a practical and constructive approach to a common concept. Creating efficient transportation networks - one of the most obvious examples of a strategy in which the supranational concept essentially transcends national borders.

Under EU regional policy, urban agglomerations (or large cities) are seen as key drivers of economic growth. European experience demonstrates the mixed spatial impact of economic concentration. Europe, with its relatively high population density and high land prices, faces challenges such as overpopulation, pollution and crime. Especially in developed economies, the economic benefits of urbanization should be compared with the costs associated with the respective problems [24].

But at the same time, the experience of regional policy in Spain and other countries has shown the importance of having links in the context of small and medium-sized cities (polycentric development), as well as the role of local centers in rural areas. The role of medium-sized cities is to combine large and small cities and remote rural areas; medium-sized cities also play an important role in promoting integration and curbing depopulation of rural areas.

With regard to employment policy, Europe finds itself in a situation where there is a relatively strong consensus on the need to promote local employment initiatives and capacity building so that lagging regions can reap the benefits of providing links to the mainstream economy. The need for strong institutions grew with each step towards EU enlargement. At EU level, there must be an effective policy system, sound economic analysis and strategic planning, and technical expertise to guide project managers on the ground. At the national level, institutions must be well coordinated.

European regional policy is guided in such a way as to maximize vertical and horizontal integration. Within the vertical management system, different levels of European, national, regional and local authorities are stimulated through a system of curriculum development that has evolved over the years to share information and move in one direction to deliver benefits on the ground. Within the system of horizontal management of the company, social groups and public organizations are actively involved in this process and the activities of government. This means that they have the opportunity to influence the development strategy and shape it in their own sectors and areas [39].

The analysis of research by foreign and domestic scientists on the contradictions and trends of globalization has led to the conclusion that the following factors have the most significant impact on the development of the regions of EU member states and Ukraine, in particular, Fig.3.2.13. [35.36].

The main prerequisite for the development of any country as an independent, democratic, legal socially oriented state, its integration into the world community is a significant increase in the level of socio-economic

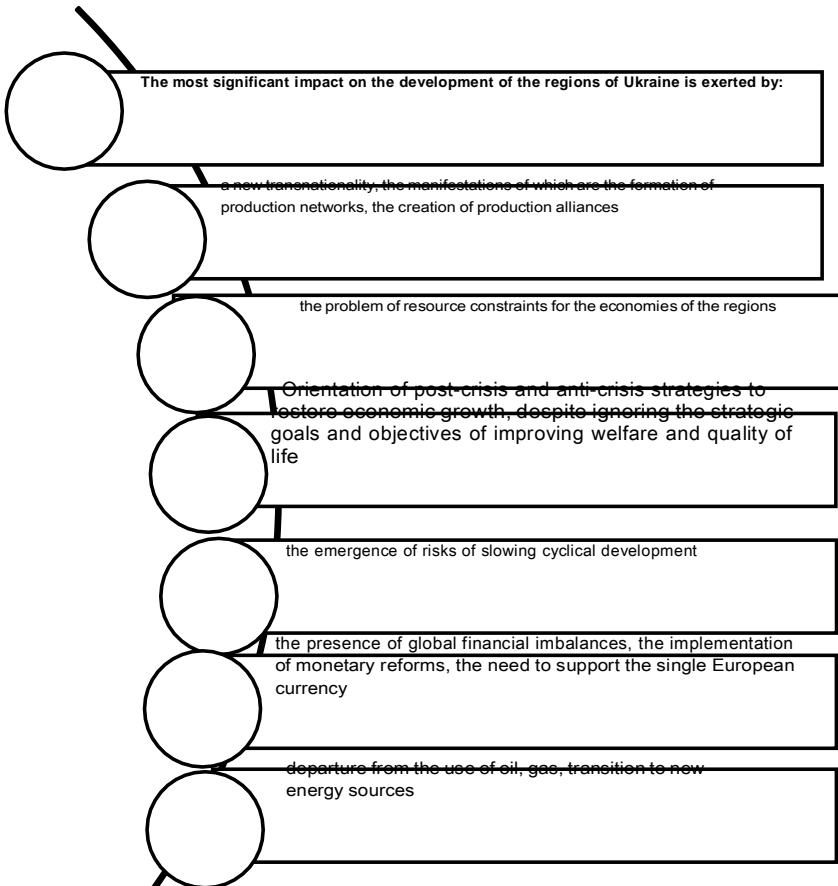


Fig.3.2.13. Factors that have the most significant impact on development of the regions of the EU member states and Ukraine, in particular

*Compiled according to data [35,36]*

development, ensuring decent living conditions for the population regardless of place of residence, as well as reducing the existing interregional differentiation.

Solving many problems related to the spatial development of the country and the creation of an effective system of governance at the local level,

necessitates the formation of a set of theoretical and methodological principles of public administration of regional development of the country and the development of specific proposals for improving its mechanisms.

After analyzing the European experience of regulating the development of the region, we can conclude that the state regional policy should stimulate the transition to an innovative model of development and give new cultural and geoeconomic meaning to regional projects and initiatives. Its main task is to ensure the concentration of resources on priority areas and to create conditions for interregional cooperation and strategic partnership of government, business and public institutions within the framework of an innovative development model. New innovative technologies for managing the development of territories should be formed, which work to increase the competitiveness of regions and the country as a whole. To implement such a policy, it is necessary to create appropriate institutions at the state and regional levels and public organizations, such as regional development agencies,

The accumulation of total human capital and the strengthening of its potential contribute to increasing the impact of it for the benefit of socio-economic development, improving living standards, improving the welfare of the population. In turn, the socio-economic situation of the state is one of the most important indicators of its perception at the international level.

The state policy should be aimed at creating the necessary conditions for human development, increasing the efficiency of its use and ensuring appropriate socio-economic growth, the level of which would promote the country's recognition in the international arena and would form its positive image in the world economic space.

Thus, the main priority areas for the development of the mechanism of public administration of the regions are the strengthening of public-private partnership and the development of innovation.

To date, the regions have accumulated sufficient capacity for governance interaction of the state and business, territorial economic systems have to increase significant experience and resources of the efficiency of the mechanism cooperation.

Reforming the system of public administration of regional development involves the introduction of a new quality of regional policy, designed to combine the tasks of modernizing the country's economy with the tasks of ensuring a comprehensive balanced development of regions. Solving the systemic socio-economic problems accumulated in Ukraine requires innovative approaches, updating mechanisms and tools to stimulate regional development, and implementing effective management decisions. The priority task at the regional level should be the introduction of an investment-innovation model for the development of the regional economy.

### **3.3. Development of strategic programs of social and economic development as the main element of effective formation of human potential**

In order to implement the 17 global Sustainable Development Goals for 2030, approved by the UN, and the Sustainable Development Strategy "Ukraine - 2030" [45], it is necessary to update approaches to the formation of regional programs of socio-economic development on a new conceptual basis transformation of human resources development management. Such a task requires a clear understanding of the essence of strategic management, which, as evidenced by the practice of management in Ukraine, is perhaps one of the main problems of socio-economic development of the state. Periodic attempts to develop effective socio-economic development programs in recent years have almost always remained partially or generally unfeasible for various objective and subjective reasons.

At the same time, the wave of unpredictable global transformations and corresponding challenges to human development necessitates the definition of priorities in the goals and tools of socio-economic development programs that will contribute to the effective formation and accumulation of human potential capable of meeting the challenges of the world community.

Thus, scientists and practitioners are faced with the task of much deeper awareness of the need for new research that should contribute to the formation and effective use of mechanisms for human development of a systemic nature, rather than various chaotic actions of government institutions.

The study of theoretical and methodological aspects that provide an idea of this problem, show a fairly clear idea of the relationship between economic growth and human development through the accumulation of human potential. It should be noted that scientific

The development of a high level of quality is among foreign authors such as I. Adelman and S. Morris, G. Becker, D. Bergman, K. Griffin, D. Cohen and M. Sato, A. Fuente and A. Chiccone, R. Domains, Mahbub ul Haka, G. Ranis and F. Stewart, A. Sena, T. Schultz, V. Babintsev, O. Ivanov, T. Zaslavska, T. Kolomiets, E. Kyrychenko and V. Martsynkevych, E. Mityagina, V. Polterovych and Ukrainian researchers O. Amosha, V. Antonyuk, T. Bogdanova, V. Geets, L. Gorkina, O. Grishnova, E. Libanova, O. Novikova, V. Nikiforenko, L. Semiv, L. Shaulska etc. At the same time, the existing differences in the approaches to the study of human potential and socio-economic development by economists, sociologists and demographers are noteworthy. The study of modern foreign sources shows an increase in the number of studies on the theoretical aspects of the problem. Ukrainian scientists pay more attention to the definition of specific actions for socio-economic development and the formation and realization of human potential. In this case, given the above, there is an obvious question about the reasons for low implementation efficiency

programs of socio-economic development and insufficient level of formation and realization of human potential.

Therefore, in order to identify the causes of this situation and determine actions to achieve the established goals of human development, it is necessary to identify effective tools for systematic management of socio-economic development as an element of formation and implementation of human potential.

In studying this problem, it is necessary, in our opinion, to separate the modern paradigm of human development from those that existed before and were chronologically sufficiently justified for each of the stages of its development. Since one of the tasks of our study is to substantiate the basic provisions for creating the necessary conditions for the systematic management of human potential, it seems appropriate, above all, to determine the strategic goal of human development for the next 10-15 years. In this regard, it should be noted that at this stage, instead of the main goal of society, which was once defined as comprehensive economic development, as a strategic goal of human activity defined human development as expanding people's choices, reflected in 17 global goals of sustainable development growth [45].

The study of a significant amount of scientific sources [45-55] allows us to identify the main components of the systemic relationship of socio-economic development and the formation and development of human potential. It should be noted that the extraordinary diversity of opinions on the relevant components in its essential interpretation, we consider as a completely natural phenomenon, as the authors are representatives of many scientific areas of research. In the collective monograph "Formation and development of human potential in the region: the essence, current trends and methods of evaluation" [56], the authors, in our opinion, carefully identified different interpretations of relevant terms, which is reflected in the systematization of approaches to human development and human potential. If accepted

based on a generalized interpretation of human potential as the ability of the population to economic and social activities, ie human capabilities, and human resources as a set of human qualities that determine their viability and ability to work and continuous development in all spheres of human activity, ie human abilities, can be sufficiently probability to state the following. The development of human resources serves as a basis for the expansion of human capabilities, ie the development of human potential. Thus, based on the content of these definitions, human abilities and capabilities in social production become the basis for creating conditions that ensure permanent human development, namely: economic growth, employment and wage dynamics, equal opportunities regardless of race, gender, nationality, class , origin, place of residence, level of well-being, access to opportunities to reproduce physical, human, environmental capital, expanding opportunities for development in the interests of man and with his participation, etc. Thus, we can conclude that the development of human resources should be considered as a process of progressive quantitative and qualitative changes in the characteristics of human resources and its accumulation, which with appropriate motivation and conditions can be implemented to ensure personal and social progress. This interpretation, most of all, from our point of view, contributes to the definition of socio-economic development as a process of movement to a new state of social development. The authors agree with the opinion of Ukrainian scientists L. Tymoshenko and A. Simakhova on the close intertwining of social and economic movements. Indeed, the synthesis of social and economic development follows from their complementarity and the dual role of man in social production (as a factor of production and the purpose of production). In theoretical terms, economic development can be interpreted as a means, and social development - as a goal of development. Given this, it is possible to divide socio-economic development into social and economic components only in the methodological aspect, namely the social component is set, and economic - is determined. In this expression, the social and economic aspects of development can be considered only from the standpoint of achieving the goal "[57, p.70]. Given this, it is possible to divide socio-economic development into social and economic components only in the methodological aspect, namely the social component is set, and economic - is determined. In this expression, the social and economic aspects of development can be considered only from the standpoint of achieving the goal "[57, p.70]. Given this, it is possible to divide socio-economic development into social and economic components only in the methodological aspect, namely the social component is set, and economic - is determined. In this expression, the social and economic aspects of development can be considered only from the standpoint of achieving the goal "[57, p.70].

In our opinion, this thesis is the main construct in the development of programs of socio-economic development and, at the same time, significantly complicates the process of forming these programs. It should be noted that the key to the reality of socio-economic development programs and the likelihood of their implementation is a clear formulation of strategic, operational (tactical) goals and relevant socio-economic development programs can be understood by all participants in this process only when there is a relationship between methodological provisions and real targeted practical programs that will reflect a systematic approach that integrates research to solve interdisciplinary problems by identifying and studying the features of the mutual influence of technical, economic, social, psychological,

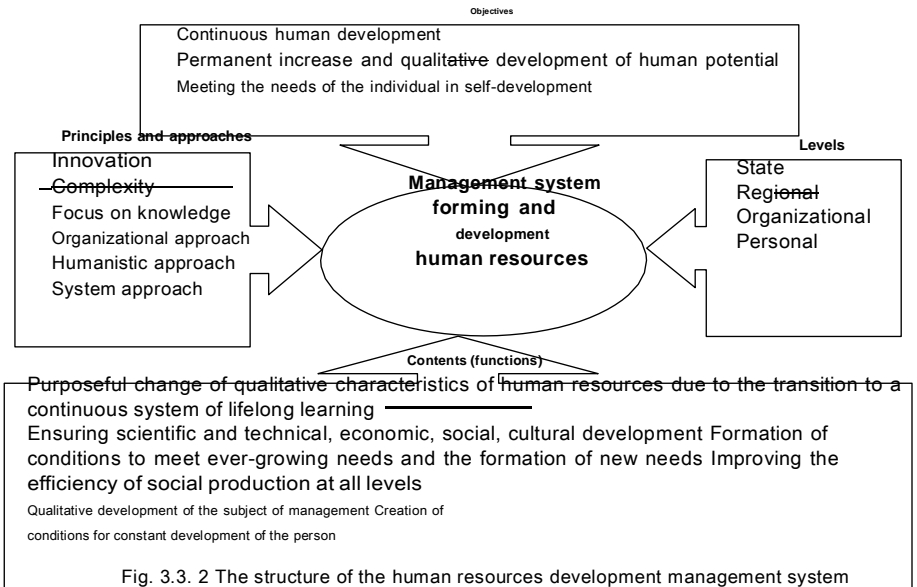
Therefore, it is proposed to define creation as a strategic goal an effective multilevel management system for human resources development for the formation, effective use and purposeful permanent development of a qualitatively new, creatively active human potential, including outside working age.

In accordance with the defined goal, the main emphasis in the formation of socio-economic development programs should be aimed at transferring the management system of human resources development to a qualitatively new level, which creates preconditions for human capital accumulation, human development, national economy development.

Since modern post-industrial society and its development are associated with the processes of informatization of public life, intellectualization of production, innovation and focus on the overall quality of human development, it is necessary to systematically transform human resource management

The main objectives of the human development management system

resources (URLR) and its transformation should be continuous human development, increase and quality development of human capital, meeting the needs of the individual in self-development (Fig.3.3.2) [58].



The basic principle on which this system is built is innovation, combined with complexity, systemicity and process, and the main approach on which human resources development management is based is strategic.

The content structure of the human resources management system should be based on functions that ensure a holistic and effective process of reproduction of human resources at the level of the economic entity, and which are the basis for the formation of appropriate subsystems of the human resources management system. In this way, socio-economic development programs acquire the importance of a practical mechanism for the formation and development of human potential, which is, in turn, the result of the human resources development management system.

Thus, the development and implementation of strategic programs of socio-economic development as the main element of the formation and development of human

potential should take into account not only the target guidelines, but also the meaningful reflection of the relevant functional subsystems to use specified in Fig. 3.3.2 principles and approaches of the general management system of human resources development.

Given the above, as an example we identified the need to develop draft strategic programs for socio-economic development of the Odessa region [58], namely the following programs:

1. Human resources development
2. Ensuring the social well-being of the population
3. Economic development and increasing the competitiveness of the region
4. Development of a competitive agro-industrial complex
5. Ensuring safe living of the population of the region
6. Development of the state and socio-political system in the region

An example of one such program is provided in Appendix D.

At the same time, any scientific developments that do not take into account the impact on the practical implementation of programs of socio-economic development of objective and subjective factors can not be used as an end in itself. This circumstance significantly affects the ultimate effectiveness of strategic programs and their implementation. That is why, unfortunately, many scientists and specialists in strategic management often ignore such components of these programs as the development of appropriate models of formation and development of human potential using the methods of system dynamics and simulation dynamic modeling with cognitive modeling. But this is exactly the approach that allows you to create appropriate grounds for the development of situations in the desired direction for management.

In modern conditions, it is the accumulated human capital in the region that can become a driver of economic development on an innovative basis. Instead, the low quality of life, the underdevelopment of social institutions will exacerbate such problems as the decline in human development and, consequently, further weakening the competitiveness of the region,

deterioration of the age structure of the population due to the growth of the elderly and the reduction of the younger, deteriorating ratio between able-bodied and incapable population, increasing labor migration, deteriorating health and declining quality of education, which will lead to lack of qualified human capital in all areas of the region.

That is why the system of goals and objectives in this area covers activities in various areas of socio-economic life of residents, including: ensuring the availability and quality of health services, quality education, social services, promoting a healthy lifestyle, development of the regional labor market, building communal infrastructure and strengthening civil security. The determining factor in the development of the region in the future will be the integration of residents in decision-making processes for the development of their territorial communities and the region as a whole, which requires intensified dialogue between business, government and the public.

The development of human potential and improving the quality of life of the population is considered as one of the main strategic goals of the region [59].

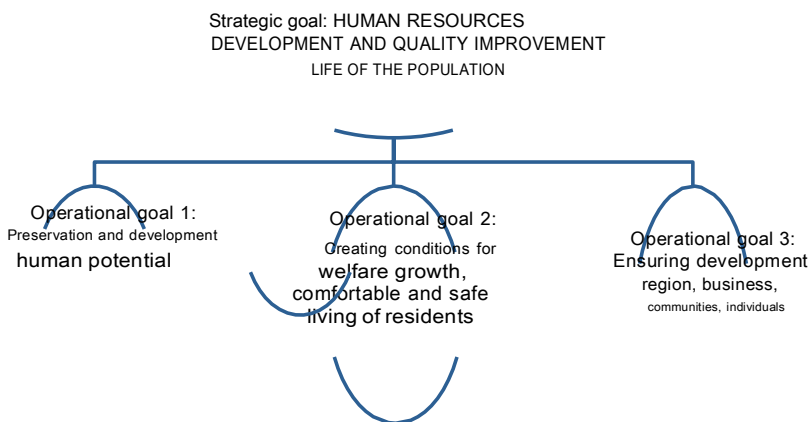


Fig. 3.3.3. Development of human potential and improving the quality of life of the population as a strategic goal of socio-economic development [59].

1. Preservation and development of human potential:

1.1. Improving the health of the population, including by raising availability and efficiency of medical care taking into account the needs of all groups of the population.

1.2. Ensuring the provision of quality educational services and equal access to them for life. Development of inclusive education.

1.3. Development of competencies and skills in the context of labor market requirements taking into account the needs of all groups.

1.4. Development of youth policy, physical culture and sports as activation of the human reserve of the region.

The human potential of the region is the stock of physical and moral health, general cultural and professional competence, creative, entrepreneurial and civic activity accumulated by the population of the region, which are realized in various spheres of life.

Given the main problems that hinder the effective development of human potential in the region, the main directions of joint efforts in the near future should be:

- improving the health of the population, including by raising availability and efficiency of medical care taking into account the needs of all groups of the population. Health is an important value in terms of the well-being of the population of local communities and society as a whole. Healthy people in the region are also a prerequisite for economic productivity and prosperity. Only a healthy person can fully realize their economic potential. Following the modern principles of forming a healthy region, Priority should be given to measures for the prevention, early detection and treatment of the most common socially dangerous diseases in the region, protection of motherhood and childhood, as well as the active promotion of a healthy lifestyle;

- ensuring the provision of quality educational services and equal access to them, development of inclusive education. The quality of educational services in the region should

to be considered both as a prerequisite for the formation of an educated, active, creative member of society in the future, and as a factor in curbing the migration of young people outside the region in search of better training;

- development of competencies and skills in the context of labor market requirements taking into account the needs of all groups. Building an innovative and highly industrialized economy in the region requires training highly qualified specialists. At the same time, emphasis should be placed on the implementation of the principles of lifelong learning and education of the "silver age". The latter is especially relevant given the aging population of the region and the need to increase social and economic activity of people of pre-retirement and retirement age;

- active youth policy. Young people are the bearers of a great intellectual potential, new and new knowledge, the vital force of society, the leader and accelerator of the implementation of new ideas and initiatives. The social position of young people, as one of the most vulnerable categories of the population (characterized by the presence of ambitions, inflated expectations, finding their own way and the desire for self-realization) is an indicator of community success;

- development of physical culture and sports as activation of human reserve region. Physical culture and sports are an important component of the harmonious upbringing of children and adolescents, pupils and students, play a significant role in strengthening the health of residents, physical and mental performance, ensuring active lifelong life. After all, regular physical education allows you to maintain and increase the physiological and functional reserves of man, and, accordingly, to ensure a high level of health and efficiency, increase active creative longevity and life expectancy.

Creating appropriate conditions in the region for the realization of human potential in each of these areas will effectively address the current and strategic challenges of regional development.

Expected results:

- transformation of the health care system that will provide quality, effective, affordable medical care to all segments of the population;
- increase in life expectancy, in particular due to a decrease in the rate of spread and mortality from complications of cardiovascular, cerebrovascular diseases, cancer and socially dangerous diseases;
- reduction of perinatal, infant and child mortality rates, absence of maternal mortality;
- improving the demographic structure of the population;
- modernization of educational infrastructure, improving the quality of education in the region;
- introduction of forms of inclusive education;
- improving the system of vocational education in accordance with the requirements of the labor market in the region;
- overcoming the imbalance between supply and demand in the labor market of the region;
- growth of employment (in particular, among young people) and income;
- development of "silver age" education to meet the educational and information and communication needs of the elderly;
- promotion of a healthy lifestyle among the population of the region;
- preservation and expansion of infrastructure and human resources in the field of physical culture and sports;
- growth of public activity and patriotism of youth, expansion of opportunities for its intellectual and creative development. Indicators:
  - average life expectancy of men and women, years;
  - the number of first registered cases of diseases by classes of diseases (neoplasms; respiratory diseases), per 100 thousand population, units;

- infant mortality rate, ‰;
- provision of the population with doctors of all specialties (per 10 thousand available population), doctors;
- staffing of health care facilities in rural areas with doctors who provide primary care, ‰;
- the share of graduates of general secondary education institutions who received 160 points and higher according to the results of external independent assessment in the Ukrainian language and mathematics, in the total number of students who were tested in these subjects, ‰;
- the share of students who are provided with transportation to the place of study, among those who need it, ‰ the number of personal computers per 100 students, units;
- number of children covered by inclusive education, persons;
- disposable income per person, UAH;
- average salary, UAH;
- employment rate of the population aged 15-70 (according to the ILO methodology), ‰;
- the number of persons covered by career guidance work;
- the number of built (reconstructed) facilities for physical culture in sports, units;
- the number of advisory bodies of youth councils in cities, districts and united territorial communities, units;
- number of created youth centers / platforms / hubs, units.

Table 3.3.1.

Tasks and potentially possible areas of project implementation  
Tasks Areas of project implementation

1.	Improving the condition of optimization and modernization of security institutions
public health, including health care providers (including by increasing logistics, availability and efficiency of introduction of electronic and telemedicine medical services, optimization of Internet coverage	

taking into account the needs of all, etc.);

<p>population groups</p>	<p>expansion and development of specialized and highly specialized medical services, improving the quality of their provision;</p> <p>provision of emergency medical care by vehicles and qualified personnel;</p> <p>protection of motherhood and childhood (including the creation of appropriate perinatal centers);</p> <p>development of palliative care;</p> <p>providing benefits contingents medicines and technical means, according to the current legislation;</p> <p>implementation of measures for prevention, early detection and treatment of the most common and socially dangerous diseases in the region;</p> <p>conducting information and health activities in conjunction with health care, education, local authorities, the media and NGOs to promote a healthy lifestyle;</p> <p>raising the level of medical skills employees; providing young professionals with adequate social protection and housing.</p>
<p>2. Software providing quality educational services and to them, modernization of the improving the functioning of support schools, Development of inclusive education</p>	<p>optimization (taking into account demographic, economic and social prospects) and equal access network of educational institutions; for life.</p> <p>support schools, on creation of a single educational space within educational district;</p> <p>digitalization of education, its logistical and professional support;</p> <p>development of a network of out-of-school educational institutions to ensure equal access for children, taking into account their personal needs;</p>

introduction of forms of inclusive education for people with disabilities;

ensuring organized and safe transportation of students and teachers to places of study and work, purchase of school buses.

3. Development of competencies and updating of the material and technical base of skills

institutions in the context of the regional labor market, taking into account the needs of all groups

requirements of professional (vocational) education;  
 the optimization of the network of professional institutions (vocational and technical) education by creating multidisciplinary regional centers;  
 creation on the basis of professional educational institutions of educational and practical centers of priority professions for the region;  
 creation of professional (vocational) education centers on the basis of separate institutions professional excellence for employees of all ages

measures to promote and increase the prestige of professional working professions, the formation of a positive image of institutions professional (vocational) education;

creation of vocational guidance centers for rural students;

involvement of potential employers in the training of skilled workers through the development of a dual form of education;

creation of educational and production communication platforms;

realization training programs for persons pre-retirement and pension age, aimed at increasing social and economic activity.

4. Development youth

construction of new capital sports

politics, physical culture of objects; and sports as activation

human reserve region

construction of new and reconstruction of existing ones

	<p>sports playgrounds for mass using;</p> <p>overhaul, reconstruction and existing equipment sports facilities;</p> <p>expansion of the network of sports schools, clubs, sections, sports and health groups;</p> <p>development and systematic work with gifted and talented youth;</p> <p>conducting mass sports and wellness and sports measures for all categories population;</p> <p>carrying out information and health measures to promote the active formation lifestyle, of responsible personal health. attitude to</p>
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2. Creating conditions for the growth of well-being, comfortable and safe residence of residents.

2.1. Ensuring social protection and gender equality.

2.2. Creating conditions for the inclusion of people with disabilities in active life (including increasing the accessibility of public and infrastructural facilities).

2.3. Development of communal infrastructure and improvement, renovation of housing stock (including providing the population with quality drinking water).

2.4. Improving the system of providing administrative services (in particular with the use of modern information technologies).

2.5. Strengthening public safety and ensuring civil protection of the population.

The economic wealth of any region is not a guarantee of ensuring a high quality of life for residents and their well-being. The strategy has an important goal for all people - to create comfortable and safe conditions in the region

accommodation for its inhabitants. One of the main criteria for the effective development of the region should be to provide a comfortable, safe living environment for people throughout the region, regardless of location. Citizens live in specific cities, towns and villages, where life support issues must be addressed on a daily basis.

A comfortable and safe living environment, which is determined by the level of protection of vital interests of the person, is the key to avoiding migratory attitudes in the community and exclusion of certain groups, active involvement of residents in socio-economic relations in the region, which will ensure sustainable growth of each community and region.

In addition, increasing the level of well-being of residents, ensuring the comfort and safety of their lives requires overcoming a number of risks associated with:

- Insufficient efficiency of the social protection system and low level of social services coverage of those who need them, lack of preventive mechanisms to prevent the main risks in the field of social protection and deepening the problems of poverty;
- the presence of problems with access of persons with disabilities to public and civil facilities, landscaping, transport infrastructure, information and communication, as well as taking into account individual capabilities, abilities and interests in education, work, culture, physical culture and sports;
- insufficient security population area quality housing and communal services;
- the level of natural gas supply to buildings in rural settlements housing;
- lower housing fund, in particular quality, rural population, which is one of the factors of higher rates of population decline in rural areas;

- the need to expand the range of services provided through the Centers for the provision of administrative services, increasing the territorial availability of such services;
- necessity: reduction of the number of children and families in difficult life circumstances, filling of boarding schools with children;
- providing appropriate conditions for the upbringing of orphans and children deprived of parental care in a family or close to family environment;
- low level of educational activities on gender equality, prevention and counteraction to domestic or gender-based violence.

Expected results:

- expansion and provision of a range of social services, introduction of the latest technologies and innovative models of social work;
- development of social protection infrastructure;
- increasing the level of accessibility of public and infrastructural facilities for people with special needs;
- modernization of water supply and sewerage farms, increasing the efficiency and reliability of its operation, increasing the provision of the population of the region with gas supply and quality drinking water;
- renewal of the housing stock of the region;
- improving the quality and accessibility of administrative services for residents of the region;
- maximum provision of children in need of special social attention and support;
- formation of gender culture and elimination of gender stereotypes in society;

- prevention of domestic violence, assistance and protection to victims;
- modernization of the civil protection system and strengthening of public security in the region.

Indicators:

- the level of coverage of social services (the ratio of the number of recipients to the number of needy), %;
- number of facilities equipped with special and auxiliary facilities for persons with disabilities, units;
- level of coverage by centralized drinking water supply of the population and centralized drainage, %;
- share of dilapidated and emergency water supply networks, sewerage networks, %;
- level of provision of residential buildings in rural settlements with natural gas, %;
- the volume of housing commissioned per 10 thousand people, m2 of total area;
- level of implementation of the Unified technology of reception of citizens, %;
- OTG coverage by the Integrated Information System "Social Community", %;
- number of children brought up in institutional care institutions, persons;
- the share of young people covered by campaigns to reduce gender stereotypes and reduce tolerance for gender-based violence, %;
- the number of specialized institutions and beds where services are provided for victims of violence and / or gender-based violence, units.

Table 3.3.2.

Tasks and potential areas of project implementation

Tasks of the Project Implementation Area

<p>1. Ensuring the social development</p>	<p>of modern tools</p>
<p>protection of the population and gender equality</p>	<p>provision of social services;                      optimization and modernization material and technical base of institutions and institutions of social protection;                      family support forms education;                      implementation of measures from overcoming gender stereotypes; with circumvention and opposition domestic violence.                      special equipment a d</p>
<p>2. Creating conditions for inclusion people with disabilities in active aids in life (in incl. increase the availability public an infrastructural their objects)</p>	<p>the population points of existing housing utilities and public appointment, transport infrastructure, road network and landscaping elements populated points what no adapted for persons with disability;                      increase the fleet of public vehicles, taking into account the needs of persons with disability;                      software conditions for organized and safe transportation of students with disabilities to places of study and residence.</p>
<p>3. Development communal</p>	<p>development plumbing</p>
<p>infrastructure and landscaping, renovation of the housing stock (including providing the population with high-quality</p>	<p>sewer farms, increase efficiency and quality reliability of its functioning;</p>

<p>drinking water)</p> <p>4. Improving the provision system</p>	<p>protection sources drinking</p> <p>water supply from harmful the impact of business entities and facilities that pose a threat to water pollution; development of gas supply networks settlements of the region;</p> <p>housing renovation fund region;</p> <p>formation of new and reconstruction of existing green areas (parks, squares etc.) in settlements.</p> <p>development network Centers</p>
<p>administrative services (in particular using modern through the creation of information technology)</p> <p>5. Strengthening public safety and e</p>	<p>the provision of administrative services of their territorial units;</p> <p>expanding the range of services provided through the Centers for Provision administrative services, and increase efficiency activities;</p> <p>implementation of the provision system electronic administrative services.</p> <p>centralization systems</p>
<p>civil protection population</p>	<p>notification about</p> <p>the threat of emergencies situations;</p> <p>creation units municipal worth and ensuring its functioning.</p>

3. Ensuring the interaction of government, business, community, individuals.

3.1. Intensification of dialogue between business representatives, authorities, the public and their involvement in local and regional development management processes.

### 3.2. Strengthening the institutional capacity of civic organizations society.

A high level of inclusiveness should be a defining feature of the processes of development and implementation of the Regional Development Strategy. The inclusiveness of strategic management of regional development implies maximum involvement in solving the problems of regional or community development of all segments and groups of the population, strengthening the interaction of government, local government, business, NGOs in setting priorities and implementing the developed Strategy. The inclusive development of the region emphasizes that each economic entity is important, unique, valuable to society.

Using this approach will allow:

- make the most of the socio-economic potential of all economic entities in the region to achieve the chosen strategic goals;
  
- intensify the process of creation and development of civil society institutions (public organizations, trade unions, self-organization bodies, etc.), strengthening public control over the functioning of government bodies and business structures;
  
- establishing an open dialogue between the authorities and business, public organizations of entrepreneurs, which is ensured by the activities of the regional coordination council for business development and the regional council of entrepreneurs;
  
- to form preconditions for improving the quality of the business environment of the region and de-shadowing of the economy, provision efficiency of business support infrastructure;
  
- to increase the interest of all parties - authorities, local governments, businesses, NGOs - in the effectiveness of regional development.

Expected results:

- stimulating public activity;
- promoting the formation of partnerships between authorities, local councils, businesses and citizens in addressing issues of regional and local importance;
- improving procedures and establishing the practice of public participation in formation and implementation of regional policy;
- exercising public control over the activities of government public bodies and business structures;
- delegation to civil institutions society individual powers to implement regional policy measures and provide social services (social order).

Indicators:

- number of civil society institutions, per 1,000 people, units;
- the number of advisory bodies established at the bodies regional authorities, units;
- number of public consultations on main issues humanitarian, socio-economic policy and environmental issues, units.

Table 3.3.3

Tasks and potential areas of project implementation  
Tasks of the Project Implementation Area

1. Intensification of dialogue of representatives of business, bodies authorities, the public	implementation of effective of platforms of dialogue between representatives business, authorities and communities;
2. Gain institutional capacity management civil society	involvement of representatives business to implementation of local programs, projects. implementation the best practices organizations in organizations civil society;
	advanced training and development of professional competencies of representatives of civil society organization;

development, expansion and introduction

	of new forms of public involvement in process formation and implementation regional policy (example, public budget).
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We will also consider examples of priority programs that directly affect the formation of human capital:

- program for the development of industrial production and reduction unemployment;

- program of development of agricultural production and reduction unemployment in rural areas;

- program for the use of fuel and energy resources;

- program of rational use of natural resources (land, water, forests, etc.);

- transport and communication development program;

- trade and consumer services development program;

- program of development of education, science;

- Health Care program;

- program for the development of culture, physical culture and sports;

- program of social protection of youth, pensioners, invalids.

Characteristics of socio-economic development programs of the region.

1. The unemployment reduction program provides for the expansion and intensification of production activities, creation of new jobs, development of small and medium business, involvement of the unemployed in production activities, retraining of personnel, advanced training of specialists. The program includes identifying a set of professions that are in demand in the labor market, organizing targeted training and retraining of educational institutions, creating conditions for attracting young people to production, reducing youth unemployment, improving employment centers in cities and districts.

Priority employment goals:

- ensuring an effective employment policy;
- increasing the adaptability of the population to new labor market conditions;
- de-shadowing of relations in the field of employment and wages.
- The main measures to ensure the implementation of certain objectives:
- implementation of employment programs;
- promoting the employment of citizens who need social protection and are not able to compete on equal terms in the labor market;
- reduction of the number, professional composition and qualification the level of labor in accordance with the needs of employers;
- promotion of professional training directly on production;
- providing advice to unemployed persons on the organization and conduct of business activities;
- expansion of the range of public and other temporary works at the expense of the local budget within the framework of implementation, employers and the Fund of Compulsory State Social Insurance in the Event of Unemployment;
- ensuring the protection of workers' rights to decent pay and proper registration of labor relations.

Expected results:

- employment of unemployed citizens;
- providing career guidance services for target groups (schoolchildren, youth, women, the disabled, the unemployed with long-term unemployment) and individual citizens, directing efforts to form an active position in employment, meaningful choice of professional activities, increasing the prestige of working professions;
- Involvement of persons from among the registered unemployed to participate in public and other temporary work.

2. The program "Education" provides a justification of the state and prospects development of educational institutions. It is of fundamental importance to determine the number of educational institutions necessary for society, as well as to address issues of financing schools, universities and others. In the process of substantiation it is necessary to provide funds for salaries of employees, for the publication of textbooks, manuals, the creation of appropriate facilities, the implementation of computerization of training.

Priority goals for education:

- ensuring equal access of the city population to receiving quality education in the conditions of NUS reform;
- improvement of the network of educational institutions and improvement of their material and technical base;
- advanced training of teachers.
- The main measures to ensure the implementation of certain objectives:
  - creation of appropriate conditions for unimpeded access of persons with disabilities to educational institutions;
  - providing institutions with inclusive education with correctional equipment and furniture for resource rooms;
  - transportation of students to general secondary education institutions on the terms of co-financing (parental fee and local budget);
  - creation of conditions for the activity of out-of-school education institutions, in particular, preservation and development of the network of out-of-school education institutions, circles, creative associations;
  - organization of free meals for students of grades 1-4, categorical children in preschool and general secondary education institutions;
  - payments to orphans and children deprived of parental care upon reaching 18 years of age;
  - providing orphans and children deprived of parental care with clothing;

- ensuring the organization of summer recreation and rehabilitation of children of privileged categories who need special social attention and support;
- organization and holding of trainings / information classes for student youth, on formation of responsible way of life, conscious attitude to preservation of health and formation tolerant attitude towards people with different types of diseases, prevention of safe sexual behavior, prevention HIV and tuberculosis;
- introduction of training programs for young people on gender education and prevention of violence in order to promote the formation of an active position of the individual in the implementation of ideals and values of gender democracy in Ukraine and the elimination of discrimination, protection of women's rights;
- conducting informational and educational work aimed at preventing and solving the problem of violence and bullying in children;
  
- national-patriotic education of student youth;
- creating a safe environment in schools by implementing measures for the proper technical condition of fire safety and civil protection;
  
- organization of medical examinations of participants in the educational process;
- renovation of educational institutions with modern technical means of education, including computer technology;
- introduction of energy-saving technologies in educational institutions;
- capital repairs of roofs, premises, food units, sports grounds, toilets, replacement of window and door units in preschool, general secondary and out-of-school education institutions;
- training of teachers, professional development teacher competence in an integrated or inclusive environment

training, in particular conducting practical and methodical seminars for teachers, refresher courses. Expected results:

- formation of comprehensively developed citizens of society;
- coverage of various forms of preschool education for children aged 3 to 6 (7) years;
- 100% coverage of children with full general secondary education;
- modernization of subject rooms;
- 100% update of computer equipment of educational institutions and their connection to the high-speed Internet network;
- gradual implementation of measures that will ensure proper implementation of the requirements of the Department of State Labor, Office

State Food and Consumer Services, Department of the State Emergency Service of Ukraine;

- implementation of measures of the program of social and economic development of the region.

3. The program "Health" provides for the creation of conditions for ensuring human health, for the work of employees of hospitals, clinics and other medical institutions. In the crisis, the economic basis of the existence of medical institutions was destroyed. Severe diseases are intensifying, the severe consequences of the Chernobyl catastrophe are being felt. Therefore, the program should provide funds for the maintenance of health care facilities, treatment and nutrition.

Priority development goals for health care:

- reduction of morbidity and mortality;
- development of palliative care;
- providing health care facilities with qualified personnel.
- The main measures to ensure the implementation of certain objectives:
  - improving the quality of medical services to the population;
  - providing the population with affordable and high-quality medicines and medical devices;

- purchase of a biochemical automatic analyzer to improve the material and technical base;
- in the formation and revision of local budgets, the provision of funds to provide medical workers with housing, especially young professionals;
- improving the quality of medical care for patients with diabetes, hypertension, those who have suffered a stroke, heart attack.

**Expected results:**

- to achieve a high rate of admission to dispensary supervision of pregnant women for up to 12 weeks;
- achieving the level of primary diagnosis of malignant neoplasms in the early stages within 52 - 54%;
- keeping the rate of premature mortality from cancer at a level not exceeding 25%;
- ensuring the all-Ukrainian tendency to reduce the incidence of tuberculosis.

4. Priority goals for family and youth policy:

- providing free rehabilitation of foster children and foster children of family-type orphanages and young people with disabilities;
- social and legal protection of orphans and children deprived of parental care;
- development of youth policy, promotion of a healthy lifestyle and prevention of negative phenomena;
- development of youth public organizations, cooperation with them in the direction of implementation of national programs on youth issues;
- development of national and military-patriotic education of children and youth;

- provision of quality health services in children's health and recreation facilities;
- promotion of family values and strengthening of support for families, especially with children, education of responsible attitude to parenthood and prevention of social orphanhood;
- raising public awareness of domestic violence and providing services to victims, providing medical and legal protection;
- social support for families and children, prevention of social orphanhood of children;
- involving young people in writing grants;
- support and implementation of social projects of youth leaders. The
- main measures to ensure the implementation of certain goals: military-
- patriotic changes for children and youth on the basis of children's health and recreation facilities;
- rehabilitation of children in out-of-town children's health camps lasting at least 21 days;
- improving the quality of work aimed at preventing social orphanhood;
- development of childcare services in the region (dissemination of information about the service among the target groups of the population, training for candidates for foster carers and their assistants, training of interdisciplinary teams);
- continuation of work aimed at increasing the number of foster families, family-type orphanages in order to maximize the coverage of family forms of education of orphans, children deprived of parental care;
- providing support to youth and children's NGOs in the implementation of programs and projects for children, women, youth and families;

- assistance in organizing and conducting All-Ukrainian and regional informational, educational, entertainment and educational events to promote a healthy lifestyle of young people;
- conducting educational and explanatory work on the prevention of domestic violence; implementation of measures aimed at promoting family values;
- support for the activities of public and other organizations whose activities are aimed at improving the situation of families;
- implementation of national programs on ensuring equal rights and opportunities for women and men;
- taking measures aimed at forming the gender culture of the population;
  
- cooperation with international agencies that support initiatives in the direction of gender transformation;
- conducting information campaigns and educational campaigns on combating human trafficking;
- cooperation with non-governmental organizations working in the field of combating trafficking in human beings and providing assistance to victims.

**Expected results:**

- increasing the number of active youth involved in youth events in the city;
- increasing the number of children and youth covered by national-patriotic education;
- increase in the number of foster families;
- development of family forms of upbringing of orphans and children deprived of parental care.

5. Programs "Culture" and "Social protection and social providing people "are designed to create appropriate conditions for raising the cultural level of the population, protection of the disabled, sick, elderly, providing social protection.

Priority goals for social protection:

- increasing the level of social support for the most vulnerable segments of the population and creating conditions to encourage the working population;
- addressing issues of social protection of persons with disabilities, veterans and victims of the Chernobyl accident;
- resolving urgent issues of social protection and rehabilitation of participants in the anti-terrorist operation, members of their families and families whose members died during the anti-terrorist operation, maintaining their proper moral and psychological condition;
- Improving the effectiveness of interaction of local executive bodies, local governments with regional NGOs and other legal entities in the field of support for ATO participants and their families;
- increase of productivity and quality of service in the field of pension provision.

The main measures to ensure the implementation of certain goals:

- improving the functions of control over the legality of social assistance;
- introduction of an effective mechanism for providing subsidies and benefits to the population to pay for housing and communal services in cash;
- providing legal, social, medical, household areas of protection for people with disabilities, veterans and victims of the Chernobyl accident;
- implementation of measures of a comprehensive medical, program for social security, adaptation, psychological rehabilitation, training (retraining) participants anti-terrorist operation for 2018 - 2022;

- providing legal, social, medical, household areas of protection of participants in the anti-terrorist operation, members of their families and families whose members died during the anti-terrorist operation;
- systematic assessment of the quality of service to citizens by the bodies of the Pension Fund of Ukraine;
- translation of paper pension cases into electronic form;
- introduction of electronic services of the web portal of electronic services of the Pension Fund of Ukraine and expansion of the circle of their users.

**Expected results:**

- ensuring the effectiveness of the social protection system;
- preservation of the health of persons with disabilities, veterans and persons affected by the Chernobyl catastrophe, their timely and full treatment, social, material protection, etc .;
- providing comprehensive support from the state and society to the participants of the anti-terrorist operation, members of their families and families whose members died during the anti-terrorist operation, worthy of honoring the memory of those who died for the Motherland;
- reception and processing of documents in electronic form with the use of electronic digital signature;
- Improving the technology of individual mass electronic information of citizens on pension issues through means of mobile communication, e-mail, etc .;
- expansion of car recipients' electronic pension certificate [59].

Note also that the problems of development and effective functioning of the social and labor sphere in the transition of the economy of the regions to an innovative path of development studied insufficiently. The appearance in recent years of numerous publications on the innovative economy has not led to

overcoming the lag formed in theory and practice in the study of the regional social and labor sphere. This complicates production constructive proposals that ensure the transition of the economy of n regions to innovative development.

The study of the problems of development of the regional social and labor sphere, caused by the transition to innovative development, involves the analysis of changes in its role, content, features of functioning in the new conditions.

Currently, the approach to assessing the degree of socio-economic development of the region. If earlier separate regions were estimated from presence of natural minerals, favorable geographical position, favorable climatic conditions, then in terms of transition to innovative the criteria for the development of these territories are changing in the economy. Factors such as the availability of advanced technologies, intellectual capital, market infrastructure, social and labor relations adapted to innovative development, etc. become a priority. In this regard, the priority is to increase the innovative potential of the region's economy, one of the structural elements of which is the innovative potential of the social and labor sphere of the region. The ability of the regional economy to productively use the development potential of the social and labor sphere will largely determine economic efficiency of the regions.

The social and labor sphere plays an important role in the role in provision innovative development of the region's economy.

In the transition to innovative development, the functioning of the social and labor sphere of the region has a number of features. The nature of labor, labor and social-labor relations is changing. Work in an innovative economy has special features:

1. It is mostly creative, as innovative activity requires a non-standard, creative approach. Work in an innovative economy acquires the features of innovation, ie requires an employee who offers and implements proposals for improvement,

improvement, rationalization of production in order to increase the efficiency and competitiveness of the organization.

2. The employee develops an innovative receptivity that lies in based on modern innovative economic thinking, which contributes to the organization of innovative work style and increase productivity.

3. The system of motivation and stimulation is changing labor activities. The search for new motives to stimulate labor behavior of the employee becomes relevant. In an innovative economy, the most important condition for the operation of the enterprise is the maximum possible use of the intellectual potential of employees. A system of work motivation is created, which develops the intellectual activity of the staff. System Incentives are complemented by the introduction of incentives for such activities, as a result of which employees have an interest in innovation.

4. Work based on the implementation of knowledge that is constantly updated, that dramatically increases the independence of the employee, his professionalism. In a post-industrial society, new requirements are placed on the abilities of the employee. The importance of such human characteristics as the level of knowledge, intelligence, qualifications, skills, experience, personal qualities increases. Higher level of education and skills of the workforce, as a result of effective investment in human capital, leads to a more successful adaptation of the worker to changes in the economic and social environment, contributes to active development new knowledge and skills achievements scientifically-technical progress.

5. The modern worker acquires professional universalism and flexibility, the content of his work is growing.

In the innovative economy, the nature of labor and social relations is changing. The trends in the development of the social and labor sphere include the following:

1. The strategy of its development is the priority of innovation.

2. The tendency to strengthen independence, responsibility, initiative employee, his professionalism increases the tendency to self-development, to labor democracy. Innovative activity allows the employee to develop and self-realize. The employee is given more and more decision-making powers, is exempt from detailed regulation and is encouraged to self-control and self-motivation of its activities (ie external incentives are replaced internal). Models of labor behavior change from loyalty and paternalism in relation to the company's management to the values of personal freedom and professionalism. Partnerships and various forms of cooperation between different levels of the organizational hierarchy are formed.

3. Expansion of social responsibility and social functions organizations, which affects the social and labor relations.

We emphasize that the current system of labor and social relations does not stimulate innovation activity of employees and leads to an underestimation of the role of innovation in competition from entrepreneurs.

Innovative type of development involves the transition to a society that can change dynamically, create incentives for the development, development and implementation of new technologies, using the appropriate forms of organization of labor and social-labor relations.

The unresolved issues increase the tension of social and labor relations, and the lack of effective methods of solving fundamentally new problems in the field of labor slows down the development of the organization of the region. In this regard, the construction of a model of social and labor relations in the innovative economy of the region, which provides the development of methods for effective regulation of this area, is an urgent task.

In our opinion, it is necessary to develop a methodology for the development of the social and labor sphere of the region in the transition to an innovative economy. The development of the social and labor sphere of the region will be influenced by the modern one

regional state            social and labor            areas, features            feasibility

tasks, conditions of their implementation, methods and means of activity.

The main elements of the methodology are:

1. The purpose of development of the social and labor sphere of the region: provision effective innovative development of the region on the basis of creation of social and economic conditions for introduction of innovations on the basis of productively motivating work, protection of labor rights and the rights of owners, growth of well - being of workers of region.

2. Tasks of development: coordination of interests of subjects of social and labor relations in the conditions of innovative development, constant improvement of human resources and creation of conditions for their effective work, increase of innovative potential of workers, increase of their motivation to creative work.

3. Principles of development of the social and labor sphere of the region. As methodological principles of development of the social and labor sphere of the region can be used as follows: innovation, synchronization of actions ("synergy principle"), subsidiarity, integrity, reality, complexity, coherence, timeliness, development of public initiative, priority.

Principle *innovation*. For            providing long lasting and            stable the functioning of the region requires a focus on its growth of innovative development, resulting in a stable filling of the budget. Focusing on innovative transformations is impossible without changing the features functioning of the social and labor sphere of the region, creation of objective conditions for the development of human potential of the region.

*Principle synchronization            action            ("Synergy principle")*. He            requires synchronization of major reforms that will implement film in the region and have an impact on the social and labor sphere of the regions.

*The principle of subsidiarity*, which provides for the decentralization of powers and the exercise of certain powers in the social and labor sphere (and the corresponding transfer of these powers) to the level of government at which they can be performed most effectively.

*Principle integrity.* Basic model elements, have certain independence, closely interconnected and successful development of each of them is impossible without the coordinated development of others.

*The principle of reality.* The adequacy of the model is determined by compliance with modern conditions and strategic goals and objectives of the region.

*The principle of complexity.* Involvement in the sphere of innovation activity of all subjects of social and labor sphere of the region with the regulatory role of authorities, public organizations and labor collectives in choosing the best forms of participation and influence on regional decision-making.

*The principle of consistency.* The development of individual elements of the social and labor sphere of the region should be generally consistent with the main objectives of regional socio-economic development.

*Principle timeliness.* Necessary systematic monitoring effectiveness of the model, which requires constant monitoring of the development of the social and labor sphere of the region. Important quickly take into account the ability of the social and labor sphere of the region to timely response to relevant changes.

It is also necessary to control the achievement of the goals of innovative development in the model and solve the problems of the performance monitoring system.

*The principle of development of public initiatives.* Mandatory participation and interaction in the development of the potential of the social and labor sphere of the region of regional authorities and public structures (associations of workers and employers and other public organizations). Such interaction allows to mobilize public initiative to solve the most important tasks of innovative development of the region.

*The principle of priority.* Implemented when determining the priorities of socio-economic development of the region and the corresponding priority for the development of socio-labor sphere of the region.

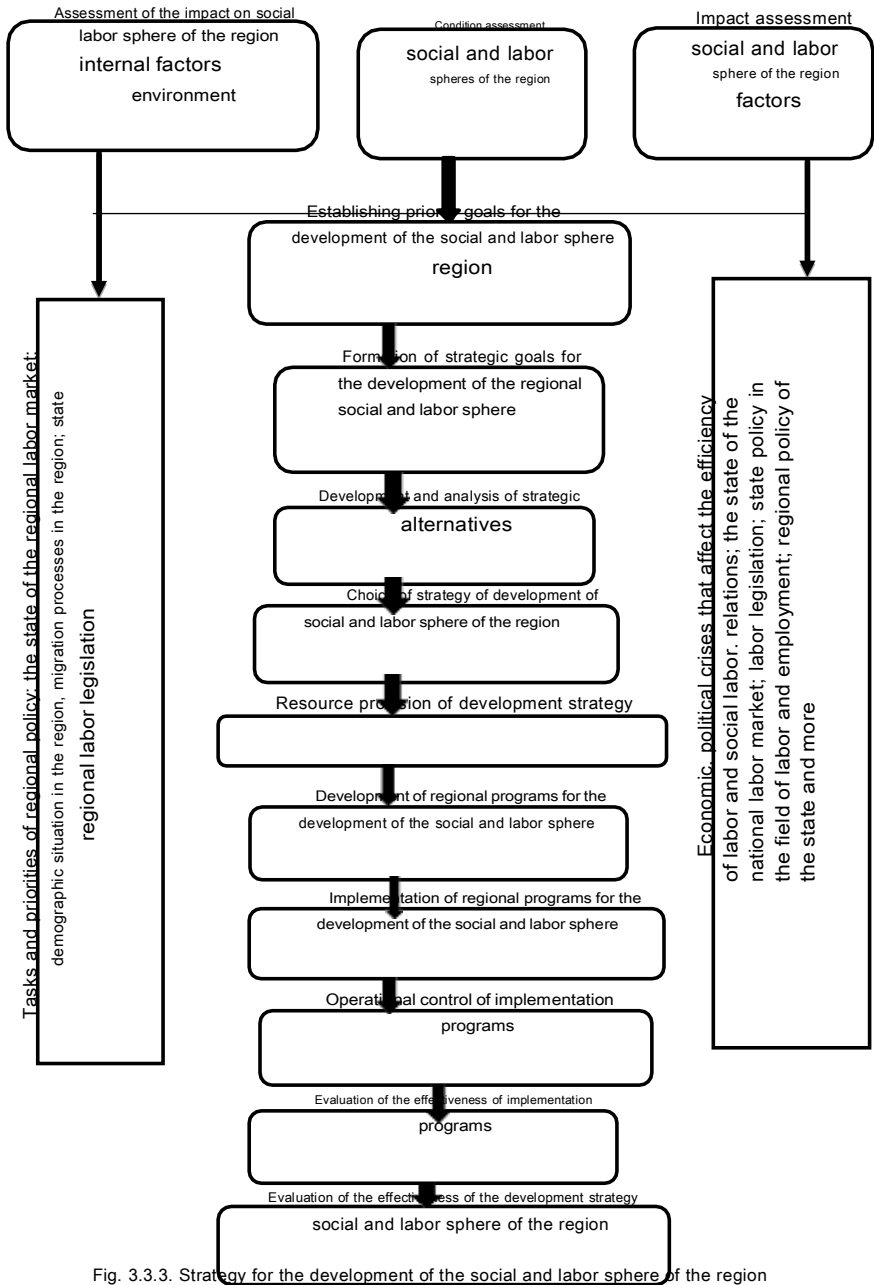


Fig. 3.3.3. Strategy for the development of the social and labor sphere of the region

In fig. 3.3.3 shows a diagram of the process of developing and implementing a strategy for the development of social and labor sphere in the region, presented in the form of a logical sequence of processes, consisting of several stages.

At the first stage the assessment of the state of the social and labor sphere of the region is carried out, the influence of external and internal factors is analyzed. The external factors influencing the regional social and labor sphere include:

- state labor legislation;
- policy of public authorities in the field of labor and employment;
- policy of public authorities in the field of innovation support projects;
- world and national economic, political processes affecting efficiency of activity of subjects of social and labor sphere of the region;
- the level of development of the national labor market;
- the level of innovation activity of employers, etc.

The internal factors influencing the regional social and labor sphere include:

- the presence of close relationships between the subjects of regional social labor sphere;
- the level of development of the regional labor market;
- policy of regional authorities in the field of labor and employment;
- policy of regional authorities in the field of innovation support projects, stimulating invention and innovation, etc.

At the second stage, the priority goals of the development of the social and labor sphere of the region are determined, based on the analysis of its state, as well as the strategic goals of its development are formed.

The transition to an innovative type of development can be considered as a priority goal of the region's economic development.

At the next stages the choice of strategy, development should be carried out regional programs for the development of the social and labor sphere. Due

with uneven socio-economic development of territories, which is also associated with differences in the level of socio-labor development, it is necessary to assess the existing potential for innovative development of the territory in order to develop regional policy in this area, taking into account territorial development. In this regard, it is necessary to ensure the presence in the developed target regional programs for the development of social and labor

areas of sections that include:

- modernization of production;

- creation of new workers                      seats,      increase                      attractiveness

entrepreneurial activity in the field of innovation;

- ensuring the balance of professional qualification structure

demand and supply of labor in the regional labor market, including on the basis of analysis and forecast of the needs of industries in the relevant categories of workers and adjusting the structure of vocational training taking into account the prospects of innovative socio-economic development of the region;

- creation of an effective multilevel system of training;

- development and support of innovative initiative of employees, etc.

At the final stages, operational control of program implementation must be carried out, as well as evaluation of the effectiveness of program implementation and evaluation of the effectiveness of the strategy for the development of the social and labor sphere of the region.

## CONCLUSIONS

The study of socio-economic conditions of formation and development of human potential in the region allows to make a number of theoretical and methodological, methodological generalizations, conclusions and relevant proposals.

A broad interpretation of the concept of human potential allows apply it in different cognitive directions in different interpretations depending on the specifics of the field of scientific knowledge. However, common to all definitions is the understanding of "potential" as a set of accumulated meaningful qualities of the object, which can be purposefully implemented under certain conditions, as well as improved.

Based on the analysis of existing points of view, it is advisable to define human potential as the ability of people, regardless of their age, to achieve a positive result in any field of socially useful activities due to different qualitative characteristics of individuals, their needs, ability and willingness to achieve common goals. and spiritual well-being and development of oneself and society.

Generalization of meaningful qualities of human potential allows to define them as follows:

- abilities (innate or acquired in the process of life), psychophysiological qualities, temperament, health,
- intelligence, creativity, innovation, mobility,
- general and professional education, qualification level,
- civic consciousness, socialization, activity in self-development.

The components of human potential we include: demographic, labor, social, ideological, ethnocultural, spiritual and moral, intellectual, innovative, component of passion.

There is a relationship between the categories of "labor potential" and "human potential" as a part and the whole. But there are also such differences: "labor potential" refers to production, its carriers are able-bodied

population of working age. Carriers of "human potential" are the entire population, regardless of type of activity, ability to work and age. Investments in "labor potential" are associated with the development of human capital, their economic efficiency, growth of employer profits, GDP and employee income. Investments in "human potential", without excluding the need to invest in human capital, aim at the development of man himself, his various abilities, the realization of his goals and needs.

The formation and use of human potential is carried out in the existing quality of social life and the achieved level of economic development, the latter in turn should create conditions for further development of human potential and socio-economic progress and human development.

Our analysis of the substantive essence of the category "human potential" shows the lack of reasonable, sufficient to determine the direction of management of this category of classification of factors. Most of the scientific works are about the constituent elements of human potential, its components, and only in some works are analyzed the factors of formation, use, development. Need more in-depth research search indicators that would quantify various social, cultural, moral, etc. qualitative characteristics of LP components.

The classification of factors and directions of formation and development of human potential offered by authors is based on definition of its components, namely: levels of human potential (stability and reproduction of the population, cultural and spiritual potential of the future) and a component of corresponding levels with definition of their content. affect their formation and development (Table 1.2.2).

Note that with the participatory paradigm of increasing human potential is a crucial resource for economic growth and strengthening competitiveness of the state, so there is a need to form a mechanism for multifactorial increase of human potential as a system

theoretical and methodological provisions that reveal the role of human resources not only as an economic resource that brings profit, but also as a social value of society as a whole.

The use of national methods ensures the validity of comparisons of socio-economic development of individual regions of the country, scientific support for systematic calculations of indices of human development of the regions of Ukraine. Determining the location of each region on a universal scale allows you to perform methodologically correct comparison both on an integral index, and on each of 9 indices of separate aspects of development of human potential. Each aspect of human development corresponds to a separate block of indicators that form a system of indicators of human development of the regions.

At the same time, the wide range of socio-economic indicators and the complexity of statistical procedures applied to the rationing of primary data make it impossible to make any comparisons of regional human development indices of Ukraine with indicators of comparable administrative-territorial units of European countries. Solving this problem will require further research aimed at converging national and foreign methods and aligning the information support of research. According to the authors, a possible tool is to substantiate the adjusted human development index, which will take into account the specifics of the regional level and will allow to compare regions and countries in time and space.

The authors made a general assessment of the socio-economic situation regarding the dynamics of human potential as a basis for socio-economic development of the Odessa region. The results of the analysis of factors of formation of human potential of the Odessa region testify to necessity of the complex approach for its effective functioning as bases of social and economic development of the region. In our opinion, there are many problematic issues that need to be addressed, namely: it is necessary to implement

active demographic policies to encourage higher birth rates and more children in families; actively implement medical reform taking into account regional needs and peculiarities, carry out preventive work to preserve the health of the population (due to the unsatisfactory ecological condition of the urban environment, insufficient quality drinking water, etc.); in the field of education it is necessary to work with high-quality career guidance of the population, especially schoolchildren, to create conditions for obtaining professions that are really in demand in the region; the main problem of the labor market is the mismatch of supply and demand for specialties, which is closely related to the reform of the education system; low level of total income of the population hinders further development of human potential, creating conditions for deprivation and further degradation of the population; the state of social protection in the region is unsatisfactory, because the population in need is constantly increasing, and this creates additional pressure on regional and local budgets; pension payments in the Odessa region are lower than the average in Ukraine, which requires adjustments and additional measures to protect pensioners.

Obviously, the development of human potential in the Odessa region should be based on the formation of a social market income system of decent level, continuing education and self-education, a qualitatively new level of health care, a balanced approach to social protection of vulnerable groups.

Issues of strategic development for Ukraine and its regions are important, because they are aimed at ensuring sustainable economic growth, approval of an innovative program of dynamic development, the formation of a balanced regional policy, creating conditions for long-term prospects of the international community. With this in mind, the measures of the state policy of regional development were concentrated within four blocks of tasks: increasing the competitiveness of the regions and strengthening their resource potential; creation of institutional conditions for regional development;

development of interregional cooperation and ensuring the development of human resources.

A retrospective analysis of strategic programs for the formation and development of human potential and decent living conditions in the Odessa region revealed a tendency to increase or accelerate their development, which makes the overall assessment of the socio-economic situation in the region quite high, and the region itself attractive for investment and starting a business.

In determining the effectiveness of existing mechanisms for managing the formation and development of human potential in the region, the key results of the effectiveness of existing mechanisms for the formation and implementation of human potential in Ukraine were considered. Assessing the effectiveness of the management of the formation and development of human resources in the region requires both retrospective and predictive analysis of the state of human potential and possible directions for its change. According to the outlined problem, the authors propose to use the method of system dynamics based on the software platform of the Ithink system (package produced by High Performance Systems). The authors based on the use of a simulation model was conducted

forecast analysis of human resources development on the information base of the Odessa region with the duration of the simulation period of 20 years. The model contains 4 modules: "Assessment of the territorial structure of the population of the region"; "Assessment of the environmental situation in the region"; "Population growth forecast of the region" and "Assessment of structural indicators of human potential of the region".

The conducted simulation experiments allowed to draw a number of conclusions necessary to determine the real demographic situation in the region. This, in turn, will facilitate the adoption of management decisions by the relevant governing bodies of the region in order to most effectively form and implement human potential of the region.

The authors share the opinion of supporters of institutionalism, who believe that the need for public administration of regional socio-economic development is largely due to the imperfection of the market mechanism and its inability to solve modern development problems, both at the national and regional levels. It was found that effective human resource management in the region is problematic due to frequent changes in legislation, lack of clear government policy on the development of priority sectors of the economy, lack of career guidance.

An algorithm for the process of modeling the effectiveness of human resources management in the region is proposed, which consists of four main stages, which in turn are divided into several sub-stages and have the sole purpose of improving the efficiency of human resources management in the region. Adherence to the proposed process will increase the efficiency of human resource management of the regional economy, which in modern conditions is its basic element, which will further increase the level of socio-economic development of the region, resulting in improved level and quality

life in a certain area.

Note also that the conditions of formation and development of human potential are determined primarily by the nature of its institutional base. Formal legislation and informal norms adjust the activities of scientific, economic, educational, medical, cultural and other organizations that play an important role in creating conditions for the formation and development of human potential.

At the same time, the practice of strategic planning of regional development in Ukraine precedes the improvement of theoretical and normative-legal bases of this process. Thus, promising areas of research on this issue are the justification of institutional support for strategic planning of regional development, as well as the development of methodological

recommendations for monitoring and evaluating the effectiveness of the implementation of regional development strategies.

The study allows to determine the features of forecasting strategic directions of socio-economic policy for the development of human potential in the region, especially the need to use foresight technology, which is interpreted as a technology of unity of foresight, strategic management and policy decisions. The use of this technology provides an opportunity to more accurately identify innovative growth points in the region; obtaining a synergistic effect from the cooperation of related structures; formation of a single strategic development plan for all administrative-territorial components of the region; combining the efforts of regional authorities, local governments, business and science to achieve common goals. In view of the above, an appropriate scheme of foresight at the regional level is proposed.

SWOT-analysis of opportunities for the formation and development of human potential in the Odessa region allowed to form strategic directions of socio-economic policy for human development in its social and economic components, which create conditions for further human development and, consequently, economic prosperity of Odessa region.

Generalized and systematized methodological principles what reflect the mechanisms of the regional reproduction process as a basis for the formation of effective management decisions.

It is determined that the most effective in modeling the mechanism of socio-economic development of the region is the use of soft methods of state programming and regulation for restructuring the regional economy, modernization and technical re-equipment of existing enterprises, creation of new high-tech industries, infrastructure expansion, human resources development. . At the same time, the need to take into account foreign experience in relation to

determination of target indicators for priority areas of socio-economic development of regions.

Reforming the system of public administration of regional development involves the introduction of a new quality of regional policy, designed to combine the task of modernizing the country's economy with the task of ensuring integrated balanced development of regions. Solving the systemic socio-economic problems accumulated in Ukraine requires innovative approaches, updating mechanisms and tools to stimulate regional development, and implementing effective management decisions. Therefore, the priority task at the regional level should be the introduction of investment and innovation model of regional economic development.

At the same time, the wave of unpredictable global transformations and corresponding challenges to human development calls for clearer priorities in the goals and tools of socio-economic development programs that will contribute to the effective formation and accumulation of human potential capable of meeting significant challenges of the world community.

In determining the approaches to the formation of strategic programs of socio-economic development of regions, as a basic basis for creating the necessary conditions for the formation and development of human potential, according to the authors, it is essential to take into account the following theoretical and methodological provisions:

- 1) Systematization of approaches to the relationship of the concepts of "socio-economic development", "human potential" and "formation and development of human potential" provides grounds to argue that human resource development is the basis for human capacity building, ie human development. At the same time, human abilities and capabilities become the basis for creating conditions in social production that ensure permanent human development, namely: economic growth, employment and wage dynamics, equal opportunities regardless of race, gender, nationality, class, origin, place accommodation, level

welfare, access to opportunities to reproduce physical, human, environmental capital, expanding opportunities for development in the interests of man and with his participation, etc.

- 2) The development of human resources should be considered as a process of progressive quantitative and qualitative changes in the characteristics of human resources and its accumulation, which with appropriate motivation and conditions can be implemented to ensure personal and social progress.
- 3) In theoretical terms, economic development can be interpreted as a means, and social development - as a goal of development. Thus, it is possible to divide socio-economic development into social and economic components only in the methodological aspect, ie the social component is set, and the economic - is determined. This approach, in our opinion, should be used in the development of strategic programs of socio-economic development.
- 4) The main emphasis in the formation of socio-economic development programs should be aimed at transferring the management system of human resources development to a qualitatively new level, which creates preconditions for the accumulation of human capital, human development and dynamic progress of the national economy.
- 5) Since modern post-industrial society and its development are associated with the processes of informatization of public life, intellectualization production, innovation and focus on the overall quality of human development, a systematic transformation of human resource management is needed.
- 6) The main objectives of the management system of human resources development and its transformation should be continuous human development, increase and quality development of human capital, meeting the needs of the individual in self-development.
- 7) The basic principle on which this system is built is innovation, combined with complexity, system and process, and the main

the approach on which human resources development management is based is strategic. The content structure of the human resources management system should be based on functions that ensure a holistic and effective process of reproduction of human resources at the level of the economic entity, and which are the basis for the formation of appropriate subsystems of the human resources management system. In this way, socio-economic development programs acquire the importance of a practical mechanism for the formation and development of human potential, which is, in turn, the result of the management system of human resources development.

In our opinion, this thesis is the main construct in the development of programs of socio-economic development and, at the same time, significantly complicates the process of forming these programs. It should be noted that the key to the reality of socio-economic development programs and the likelihood of their implementation is a clear formulation of strategic, operational (tactical) goals and relevant socio-economic development programs can be understood by all participants in this process only when there is a relationship between methodological provisions and real ones targeted practical programs that reflect a systems approach that integrates research to address interdisciplinary problems by identifying and studying the features of mutual influence of technical, economic, social, psychological, managerial and other aspects of human resources development in the context of aggravation of social and labor relations, dynamics of external and internal environment, resource scarcity, globalization of management processes.

Thus, the development and implementation of strategic programs of socio-economic development as the main element of the formation and development of human potential should take into account not only the target guidelines, but also the meaningful reflection of the relevant functional subsystems that have

use the principles and approaches of the general management system of human resources development.

On the basis of the conducted research the necessity of development of projects of such strategic programs of social and economic development of the Odessa region was defined:

1. Human resources development
2. Ensuring the social well-being of the population
3. Economic development and increasing the competitiveness of the region
4. Development of competitive agro-industrial complex
5. Ensuring safe living of the population of the region
6. Development of state and socio-political system in the region

For each of these programs, a strategic goal was defined, the achievement of which should create favorable conditions for the formation and development of human potential in the region; current and strategic objectives and expected results with the definition of clear indicators of their fixation.

Thus, the study allows us to draw a general conclusion about achieving a certain goal, namely the updating of theoretical and methodological and methodological approaches to managing the development of socio-economic conditions for the formation and development of human potential in the region.

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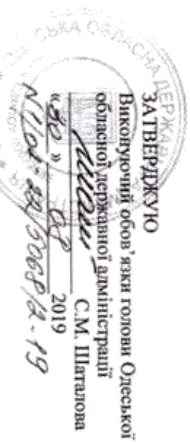
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## Appendix A

Стан виконання за рахунок коштів ДФРП інвестиційних програм (проектів) у 2017 та 2018 роках за регіонами

№ з/п	Регіон, область	2017 рік					2018 рік				
		розподілений обсяг фінансування (тис. грн)	всього проектів, що реалізуються	з них з терміном реалізації у 2017 році	фактично завершено	кількість нереалізованих проектів з терміном закінчення 2017 рік	розподілений обсяг фінансування (тис. грн)	всього проектів, що реалізуються	з них з терміном реалізації у 2018 році	фактично завершено	кількість нереалізованих проектів з терміном закінчення 2018 рік
1	Вінницька обл.	172 989,1	43	15	15	0	178 661,5	32	19	9	10
2	Волинська обл.	113 128,8	22	14	14	0	192 086,7	25	12	4	8
3	Дніпропетровська обл.	212 628,5	9	2	0	2	366 160,3	15	11	0	11
4	Донецька обл.	279 137,4	47	31	21	10	777 670,2	76	69	22	47
5	Житомирська обл.	134 971,1	33	13	13	0	228 060,0	35	1	0	1
6	Закарпатська обл.	136 726,6	72	54	47	7	231 389,3	56	16	11	5
7	Запорізька обл.	114 501,4	29	28	12	16	195 305,3	24	24	7	17
8	Івано-Франківська обл.	149 822,7	50	22	10	12	254 775,6	55	48	36	12
9	Київська обл.	113 932,9	19	8	8	0	197 766,5	14	11	2	9
10	Кіровоградська обл.	63 599,0	8	0	0	0	108 506,6	9	9	3	6
11	Луганська обл.	238 543,3	57	54	27	27	401 321,6	65	51	21	30
12	Львівська обл.	166 561,3	62	41	35	6	286 343,9	70	34	24	10
13	Миколаївська обл.	75 692,9	20	7	7	0	129 238,0	19	5	5	0
14	Одеська обл.	156 838,4	15	10	4	6	269 487,0	9	9	0	9
15	Полтавська обл.	93 889,3	19	5	5	0	160 275,1	16	3	0	3
16	Рівненська обл.	126 104,6	14	8	8	0	214 652,9	26	4	4	0
17	Сумська обл.	120 089,7	55	50	36	14	124 073,6	41	32	16	16
18	Тернопільська обл.	115 198,3	59	54	41	13	194 751,7	34	3	3	0
19	Харківська обл.	177 708,1	12	7	4	3	305 203,7	13	11	3	8
20	Херсонська обл.	114 753,8	22	16	12	4	193 901,3	27	5	4	1
21	Хмельницька обл.	139 812,5	53	31	25	6	236 008,5	48	27	12	15
22	Черкаська обл.	81 135,3	13	10	8	2	136 812,7	29	24	7	17
23	Чернівецька обл.	98 655,7	23	15	15	0	167 591,1	38	13	13	0
24	Чернігівська обл.	112 553,6	40	35	32	3	115 747,1	18	3	3	0
25	м. Київ	191 025,7	7	2	2	0	322 047,9	12	6	3	3
	<b>Усього по Україні</b>	<b>3 500 000,0</b>	<b>803</b>	<b>532</b>	<b>401</b>	<b>131</b>	<b>5 987 838,0</b>	<b>806</b>	<b>450</b>	<b>212</b>	<b>238</b>



**ЗВІТ**

**про виконання завдань Державної стратегії регіонального розвитку України за перше півріччя 2019 року**  
**Управління економічного розвитку Департаменту економічного розвитку ОДА**  
**(назва органу виконавчої влади/установи/організації)**

Найменування завдань Державної стратегії	Найменування завдань виконання завдань Державної стратегії	Терми реалізації завдань	Прогнози та фінансове забезпечення виконання завдань**		Індикатори результативності виконання завдань	фактичне виконання завдань (фактичний показник виконання завдань)	Сума виконаних завдань (з порівняльним показником фактичного виконання завдань)
			номір рішення про реалізацію програми (проект) регіонального розвитку, що реалізується в рамках завдань	назва, дата та номер рішення про реалізацію програми (проект) регіонального розвитку, що реалізується в рамках завдань			
Забезпечення розвитку інфраструктури міст	Будівництво, реконструкція, капітальний ремонт вулично-дорожньої мережі та об'єктів благоустрою загальною користуванням, в т.ч. проїжджій частини вулиць, тротуарів, внутрішньобудівельних проїздів та прибудинкових територій у містах області	2019	-	-	Із числа 1. початку реалізації програми (проект) 3114 760,0 за звітний період 3114 760,0 2. фактично виконано коштів за програмною (проектом) регіонального розвитку, що реалізується в рамках завдань 52 529,8 3. фактично виконано коштів за звітний період 52 529,8	Кількість об'єктів на яких плавуються проїжджі профі, од. 5 12 +7	За рахунок економіч бюджетних призначень, додаткових коштів від фінансової децентралізації вносять вкладати кількість об'єктів на яких провадиться роботи
Оновлення промислового сектору транспортних засобів	Реалізація проекту «Електробус» (проект) будівництва тролейбусних машин в місті Тернопіль	2019-2021	-	-	Кількість електробусів од. 4	У 1 півріччя 2019 року реалізувати завдання провадиться	Приведено 1 вузол транспортної інфраструктури до повноцінного провадження капітального ремонту з переобладнанням у

	Благоустрій територій населених пунктів	2019-2020	-	Рішення місцевих рад	15784,24	13473,15	14153,53	10969,666	Кількість населених пунктів, в яких плануються заходи з реконструкції/ модернізації систем вуличного освітлення, од.	7	54	+47	частково-інкомплектний. Реалізація заходів продовжується
Державне пільгове кредитування індивідуальних сільських забудовників для будівництва (реконструкції) та придбання житла	Реалізація заходів у рамках регіональної програми підтримки індивідуального житлового будівництва на селі «Власний дім»	2017-2020	-	Рішення Одеської обласної ради від 23.12.2016 «Про затвердження регіональної програми підтримки індивідуального житлового будівництва на селі «Власний дім» на 2017-2020 роки»	9880,0	5400,0	6480,0	2000,0	Кількість пільгове кредитує, од.	150	125	-25	До кінця 2019 року заході буде виконано у повному обсязі
Забезпечення сталого розвитку систем водопостачання та водовідведення	Будівництво, капітальний ремонт та реконструкція водогонів, водопровідних мереж, артезіанських свердловин для питного водопостачання мешканців населених пунктах області	2019-2020	-	Рішення Одеської обласної ради від 10.09.2010 №1170-У Про затвердження регіональної програми «Пітня вода Одеської області на 2010-2012 роки і період до 2020 року»	-	7351,558	-	5206,316	Кількість об'єктів, на яких плануються виконання робіт, од.	10	5	-5	Капітальний ремонт та реконструкція систем водопостачання проводиться за рахунок коштів обласного бюджету у м. Теплодар, с. Ракулове Балтського району, с. Перитравне Ізмайльського району, с. Кромолівка Лиманського району та Куцалинській ОТГ. Роботи будуть продовжені у другому півріччі 2019 року
Реконструкція та капітальний ремонт водопровідних, каналізаційних та теплових мереж	Проектування, будівництво, капітальний ремонт реконструкція та модернізація очисних, каналізаційних споруд та каналізаційних насосних станцій	-	-	Рішення Одеської обласної ради від 21.02.2014 року № 1021-VI «Про затвердження Комплексної програми охорони довкілля, раціонального використання природних	185094,62	4341,82	151,76	651,20	Кількість об'єктів на яких плануються виконання робіт, од.	3	8	+5	Роботи проведені у містах Ананія, Кіля, на території Лиманської сільської ради, Лиманського селищного ради, Закарпатського, Подільського та Свиняцького районів



Розвиток інтелектуального капіталу	Закоричення реалізації проекту регіонального розвитку «START-UP УНІВЕРСИТЕТ»	2018-2020	Програма регіонального розвитку «Підвищення рівня конкурентоспроможності регіонів»	Розпорядження Кабінету Міністрів України «Про затвердження пропозицій щодо розподілу у 2019 році бюджетних коштів на виконання програмного регіонального розвитку, які можуть бути використані в рамках виконання Стратегії Європейського Союзу у регіонах України, що приєдналися до 26.06.2019 №470-р	3844,3, них державно-приватного бюджету – 3494,4, з місцевого бюджету – 350,0	2464,0 – з державного бюджету; 350,0 – з місцевого бюджету	0,0	0,0	Створення умов для палива бізнес-консультаційних центрів та інших формально-методологічних підстав ефективності здійснення підприємницької діяльності	-	-	Реалізовано заходів, що не потребують фінансування, здійснено розробку плану розвитку та інтеграції підприємств, проведено аналіз-заходів, сформовано план-графік проведення тренінгів (у І півріччі проведено тренінг: 12.04.2019 – «Вісниця підприємств з ідей»; 17.04.2019 – «Основи та принципи інвестування в маркетингу»; 24.04.2019 – «Творчий та структурний підходи до побудови бізнес-плану стартапу»); розроблено набір поліграфічної продукції
	Підвищення ефективності співпраці в системі ерґон – нука – виробничих: здійснення пошуку потенційних кластерів в Одеській області, проведення вільного бенчмаркінгу	-	Експертна стратегія України (запровадження картки стратегічного розвитку торгівлі) на 2017-2021 роки	-	-	-	-	-	Створення сприятливих умов, що стимулюють інноваційні підходи до виробничої діяльності підприємств	-	-	У рамках форуму Trade & Export Open Odessa, 2019 між керівниками кластерів відбулися дієві зустрічі. Антропомісляло кластер з розвитку бізнесу, який впроваджує інноваційні методи та продукти його виробництва в Одеській області – «Кластер «Препришорівка» (ОКБ «Препришорівка») та ГС «Український організм кластерів було підписано Меморандум про співпрацю щодо кластеризації в Україні» Cluster: Посадиш консултопроектів, у українських виробничих кластерах продукції та кластерних ініціатив в організаційно-інформаційній сфері»
	Розробка єдиної систематизованої інформаційної бази існуючих/потенційних кластерів в Одеській області	-	-	-	-	-	-	-	Інформаційна база даних	-	-	Розробка єдиної систематизованої інформаційної бази існуючих підприємств та існуючих/потенційних кластерів в Одеській області здійснюватиметься шляхом внесення відповідних змін до відповідних змін до Програми залучення



Підвищення ефективності використання внутрішніх факторів розвитку регіону	Ремонтно-консерваційні передові роботи на будівлях пам'яток (вул. Савова, 21, «Будинок Русова») 2019	на 2019-2021 роки»	121 000,0	70 000,0	43 376,5	29 677,7	1	-	Виконувались ремонтно-реставраційні роботи у т.ч. роботи з улаштування покриття, фасаду, декоративних елементів
Рациональне використання природно-ресурсного потенціалу, збереження культурної спадщини та найбільш цінних природних територій	Проведення капітального ремонту і ремонтно-реставраційних робіт фасадів та покриттів в історичній частині м. Одеса 2019	Рішення Одеської обласної ради від 21.12.2018 №839-VII	179 000,0	254 526,9	90 224,4	32 199,1	20	+5	Виконувались проєктні роботи та ремонтно-реставраційні роботи
Рациональне використання природно-ресурсного потенціалу, збереження культурної спадщини та найбільш цінних природних територій	Формування позитивного іміджу у сфері туризму на зовнішньому та внутрішньому туристичному ринку, у тому числі шляхом проведення ринкових туристично-виставкових заходів 2019-2020	Рішення Одеської обласної ради від 23.12.2016 №285-VII «Про затвердження Програми розвитку туризму та курортів в Одеській області на 2017-2020 роки»	2100,0	2100,0	-	-	26	-26	Реалізацію заходу започатковано на друге півріччя 2019 року
Утворення якісного туристичного продукту на основі рационального використання туристичних ресурсів, визначення зон пріоритетного розвитку туризму шляхом туристичного районування регіону	Забезпечення реалізації проєкту регіонального розвитку «Створення та просування на внутрішній і світовий туристичний ринок комплексного туристичного продукту міста Благород-Дніпровської Одеської області в рамках програми «Розвиток туризму» 2019 – 2020	Розпорядження Кабінету Міністрів України від 26.06.2019 №470-р «Про затвердження пропозицій щодо розвитку туристичних колектів за проєктами регіонального розвитку, які реалізовуватимуться за отриманих від Серпнського Сходу України виконавчих Угод» про фінансування Програми патримоніальної співпраці –	3610,00	1217,086	1217,086	1217,086	12,5	3,4	У звітному періоді проведено 24 заходів, спрямованих на формування позитивного іміджу області у сфері туризму, обсяг туристичного збору склав 3,4 млн. грн. Робота з реалізації заходу продовжується
			1345,727 – з державного бюджету, 400,0 – місцевого бюджету	2802,259 – з державного бюджету, 400,0 – місцевого бюджету	0,0	0,0	-	-	Трираз проісе реалізації проєкту

Розвиток підприємницького середовища та конкурентності регіональних товарних ринках	Часткова компенсація відсотка за залученням кредитів на розвиток бізнесу - 10 відсоткових пунктів за кредитами у національній валюті, 5 – за кредитами у іноземних валютах	2017-2020	Рішення Одеської обласної ради від 16.06.2017 №405-VII Про затвердження Програми розвитку конкурентності економіки малого та середнього підприємств в Одеській області на 2017-2020 роки	Підтримка регіональної політики України, що провадиться конкурентним відбором					3,5	2,9	1,2	Сума копійок, спрямованих на фінансування підтримку, млн. грн.	3,5	1,2	- 2,3	У березні 2019 року проведено черговий конкурсний відбір інвестиційних проектів підприємств області. Станом на 01.07.2019 право на компенсацію отримали 24 інвестиційні проекти, реалізація яких передбачає додаткове залучення капіталних інвестицій у вигляді кредитних коштів на суму близько 70,0 млн. грн. На 01.07.2019 на часткову компенсацію було виділено 1,2 млн. грн. Реалізація заходу триває
Створення умов для збільшення якості життя регіональними громадянами	Сприяння зростанню конкурентоспроможності і підприємства регіону, у тому числі через організацію проведення форумів, нарад, зустрічей, засідань за «круглим столом»	2019										Кількість інвестиційних проектів, од.	10	6	- 4	65 54 Заказ виконаний на 60,0%, реалізація триває
Стимулювання зайнятості населення в сільській місцевості поза сферою сільськогосподарського виробництва, включючи розвиток аграрного бізнесу, сільського туризму, народних ремесел і промислів, підприємств сфери послуг, збору та переробки дикорослих ягід і грибів, літвської справи тощо	Забезпечення реалізації проекту регіонального розвитку «Підвищення конкурентоспроможності і сільських периферійних громад півдня Одеської області шляхом диверсифікації їх економіки та формування новітніх підходів у господарській діяльності»	2019	Програма регіонального розвитку Одеської області «Розвиток сільських територій»	39567,637, у тому числі: з державного бюджету – 3067,637, з інших джерел: 6500,0	13784,087, з них фактично освоєно 197,3	0,0	26442,996					Диверсифікація господарської діяльності у південно-західній частині області, у разі розробки умов розвитку сільського туризму, інфраструктури, впровадження ландшафт та енергетичних рослин тощо.			-	На 01.07.2019 Міністерству було подано пропозиції щодо розробки умов розвитку сільського туризму, інфраструктури, впровадження ландшафт та енергетичних рослин тощо.
Розвиток мережі автомобільних доріг загального користування	Капітальний ремонт мосту через Хаджибейський лиман на км 445 + 432	2017-2020	Постанова КМУ від 21.03.2018 №409-р Про затвердження Державної цільової	Розпорядження КМУ від 06.02.2019 №104-р Про затвердження фінансування об'єкта будівництва, реконструкції,	384304,03	230000	11811,33345	0,0	530,192	530,192		Введення в експлуатацію, пог.метр			-	Перебудований об'єкт фінансуватиметься з коштів бюджету на 2019 рік – 250600,0 тис.грн. Робота з

**Ціль 2. Територіальна соціально-економічна інтеграція і просторовий розвиток**

державного значення, об'їзних доріг у населених пунктах, покращення транспортної доступності сілських населених пунктів	автомобільної дороги Київ — Одеса	економічної програми розвитку автомобільних доріг загальнодержавного значення на 2018-2022 роки*	капітального та поточного середнього ремонту автомобільних доріг загальнодержавного значення за їх фінансування за бюджетом програмою 3111100 «Покращення стану автомобільних доріг загальнодержавного значення за маршрутом Дніп — Київ — Одеса — Херсон — Миколаїв»	245923,066	80,0	703,0	0,0	Введення в експлуатацію, км	8	На даний час ведуться роботи з капітального ремонту 378+505-км 386+431 за рахунок коштів від перевезення імпортованих автомобільних позашляховиків з митних платіжів з обсягом фінансування 63529,135 тис грн. Переобладнений обсяг коштів у 2019 році для виконання робіт у повному обсязі не є достатнім	капітального ремонту мостового переходу через Хаджибейський лиман ведуться
	Капітальний ремонт автомобільної дороги загального користування державного значення Р-33 Вінниця — Турбіш — Гайсин — Багач — Велика Михайлівка — М-16/ на ділянці км 245 + 000 — км 253 + 000	2019-2020	економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки*	245923,066	80,0	703,0	0,0	Введення в експлуатацію, км	8	На даний час ведуться роботи з капітального ремонту 378+505-км 386+431 за рахунок коштів від перевезення імпортованих позашляховиків з митних платіжів з обсягом фінансування 63529,135 тис грн. Переобладнений обсяг коштів у 2019 році для виконання робіт у повному обсязі не є достатнім	капітального ремонту мостового переходу через Хаджибейський лиман ведуться
	Капітальний ремонт автомобільної дороги загального користування державного значення Р-33 Вінниця — Турбіш — Гайсин — Багач — Велика Михайлівка — М-16/ на ділянці км 245 + 000 — км 253 + 000	2019-2020	економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки*	180202,837	63 529,135	719,000	0,0	Введення в експлуатацію, км	7,926	Одразу ж коштів отримують у III кварталі г.р.	капітального ремонту мостового переходу через Хаджибейський лиман ведуться
	Капітальний ремонт автомобільної дороги загального користування державного значення М-15 Одеса — Рені (на м. Бухарест)	2016-2020	економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки*	1532 365,260	523 91,662	1006 873,598	383 774,925	Введення в експлуатацію, км	31,17 6	Роботи з поточного середнього ремонту дороги М-15 Одеса — Рені (на м. Бухарест) виконано на 73,0 %	капітального ремонту мостового переходу через Хаджибейський лиман ведуться

	15 Одеса — Рені (на м. Бухарест)		економічної програми розвитку автотранспортних доріг загальнодержавного значення на 2018—2022 роки"	автомобільної дороги загального користування державного значення М-15 Одеса - Рені у 2019 році"						
Поточний середній ремонт автомобільної дороги загального користування державного значення Р-33 Вінниця — Турбів — Гайсин — Балта — Весіла Михайлівка — М-16/ на ділянці км 238 + 939 — км 245 + 000	2019-2020	Постанова КМУ від 21.03.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	Розпорядження КМУ від 16.02.2019 №130-р "Про заповнення переліку об'єктів будівництва, реконструкції, модернізації та капітального та поточного середнього ремонту автомобільних доріг загального користування державного значення у 2019 році та обсяги бюджетних коштів для їх фінансування за бюджетною програмою 3111020 "Транспортні мережі та управління територіями автомобільних доріг загального користування державного значення"	109 193,520	80,000	68,000	0,0	6,061	-	Одержання коштів на реалізацію заходів очікується у II півроці н.р.
Поточний середній ремонт автомобільної дороги загального користування державного значення Р-33 Вінниця — Турбів — Гайсин — Балта — Весіла Михайлівка — М-16/ на ділянці км 253 + 000 — км 259 + 496	2019-2020	Постанова КМУ від 21.03.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	Розпорядження КМУ від 16.02.2019 №130-р "Про заповнення переліку об'єктів будівництва, реконструкції, модернізації та капітального та поточного середнього ремонту автомобільних доріг загального користування державного значення у 2019 році та обсяги бюджетних коштів для їх фінансування за бюджетною програмою 3111020 "Транспортні мережі та управління територіями автомобільних доріг загального значення"	126 621,755	80,000	70,000	0,0	6,496	-	Одержання коштів на реалізацію заходів очікується у II півроці н.р.
Поточний середній ремонт автомобільної дороги загального користування державного значення Р-33 Вінниця — Турбів —	2019-2020	Постанова КМУ від 21.03.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	Розпорядження КМУ від 16.02.2019 №130-р "Про заповнення переліку об'єктів будівництва, реконструкції, модернізації та капітального та поточного середнього ремонту автомобільних доріг загального користування державного значення у 2019 році та обсяги бюджетних коштів для їх фінансування за бюджетною програмою 3111020 "Транспортні мережі та управління територіями автомобільних доріг загального значення"	230 296,984	0,000	274,930	0,0	14,76 3	-	Станом на 01.07.2019 фінансування неперераховане

Гайсин — Батна — Велика Михайлівка — АМ-160 на ділянці км 266 + 264 — км 281 + 029	Програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки	Постанова КМУ від 21.01.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	215 997,986	0,000	82 372,661	0,0	13,74 км	Введення в експлуатацію, км	Станом на 01.07.2019 фінансування неперераховано
Поточний середній ремонт автомобільної дороги загального користування державного значення Р-55 Одеса — Вознесенськ — Новий Бут на ділянці км 71 + 020 — км 86 + 860	2017-2020	Постанова КМУ від 21.01.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	150 729,686	0,000	50 744,548	0,0	16,38 км	Введення в експлуатацію, км	Станом на 01.07.2019 фінансування неперераховано
Поточний середній ремонт автомобільної дороги загального користування державного значення Р-55 Одеса — Вознесенськ — Новий Бут на ділянці км 86 + 860 — км 104 + 860	2017-2020	Постанова КМУ від 21.01.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	-	-	-	-	-	-	-
Поточний середній ремонт автомобільної дороги загального користування державного значення Т-16-10 НН-33/ — Приморське — Жовтий Яр — Татарбунари з під'їздом до смт Сергіївка на ділянці км 0 + 000 — км 12 + 931	2019-2020	Постанова КМУ від 21.01.2018 №382 "Про затвердження Державної цільової економічної програми розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки"	408 829,975	0,000	150,000	0,0	12,93 км	Введення в експлуатацію, км	Станом на 01.07.2019 фінансування неперераховано
Поточний середній ремонт автомобільної дороги загального користування державного значення Т-16-10 НН-33/ — Приморське — Жовтий Яр — Татарбунари з під'їздом до смт Сергіївка на ділянці км 12 + 931 — км	2019-2020	Постанова КМУ від 06.02.2019 №130-р "Про затвердження переліку об'єктів будівництва, реконструкції, капітального та поточного середнього ремонту автомобільних доріг загального користування"	382 687,747	60,000	200,000	0,0	14,25 км	Введення в експлуатацію, км	Станом на 01.07.2019 переобчислений обсяг коштів не виділено

27 + 189	Поточний середній ремонт автомобільної дороги загального користування державного значення Т-16-25 Контрольний пропускний пункт "Кучурган" — Білявка — Мавка — Овідіополь, км 12 + 272 — км 40 + 207 (окремими ділянками)	2019-2020	Застосування загального фонду державного бюджету на виконання заходів з розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки*	130 816,754	0,000	132,599	0,0	Введення в експлуатацію, км	17	Станом на 01.07.2019 фінансування непередбачене
	Поточний середній ремонт автомобільної дороги загального користування державного значення Т-16-27 Контрольний пропускний пункт "Сербішак" — Гуртуше — Арпів — Тарифари на ділянці км 30 + 918 — км 57 + 510	2017-2020	Застосування загального фонду державного бюджету на виконання заходів з розвитку автомобільних доріг загального користування державного значення на 2018-2022 роки*	224 746,894	20 000,000	64 821,957	20 000,000	Введення в експлуатацію, км	12,46 6	064 В межах залпованого на 2019 рік фінансування роботи виконано у повному обсязі (100,0%)
Забезпечення	Ремонстрування, будівництво, капітальний ремонт комунальних доріг	2019-2020	Програма розвитку дорожнього зв'язку	1 7643,49	132005,73	98 134,7	73576,29	Кількість об'єктів	69	У звітному періоді
	Будівництво, капітальний ремонт комунальних доріг	2019	Програма розвитку дорожнього зв'язку	282653,57	339 570,0	98 134,7	134,7	Кількість об'єктів на яких планується проведення робіт, од	72	+43

формування системи навчальних закладів для надання високосвітських освітніх послуг з використанням наявних ресурсів шляхом виконання регіональних планів утворення освітніх округів та модернізації мережі закладів освіти; професійно-технічних навчальних закладів	капітальний ремонт шкільних навчальних закладів області	Рішення Одеської міської ради від 16.03.2016 № 454-VII «Про затвердження Модернізаційної програми закладів освіти та дослідницької діяльності у м. Одесі на 2016-2020 роки (зі змінами)	2016-2020	1 169 948,0	338 631,0	801 111,0	168 414,0	Кількість модернізованих ліфтів, од.	55	66	+11	Реалізацію заходу заміришено	164	роботи проводяться у містах Одеса, Подільськ, Біляївка, Теплодар, а також на території Березівського, Захарівського, Іванівського, Ізмаїльського, Болградського, Татарбунарського, Тарутинського районів
Ремонтування і капітальний ремонт житлових будинків із застосуванням енергозберігаючих технологій і енергозберігаючих технологій і освітлення, капітальний ремонт, модернізація та заміна ліфтів	Надання енергоефективності багатоповерхових житлових будинків, забезпечення умов та безпеки територіальних закладів територіальних громад області (утеплення будівель, ремонт покривів, заміна віконних та дверних блоків тощо)	Рішення Одеської міської ради від 21.02.2014 № 1071-VI «Про затвердження комплексної програми оздоровлення довкілля, раціонального використання людських ресурсів та забезпечення екологічної безпеки в Одеській області	2019	-	62644,066	-	2947,466	Кількість об'єктів, на яких планується виконання робіт, од.	20	92	+72	Роботи проведені на території Березівського, Захарівського, Миколаївського, Рівненського, Татарбунарського районів в місті Чорноморськ, Одеса, Подільськ		
Створення умов для зменшення обсягу утворення відходів та збільшення обсягу їх переробки та використання на регіональному рівні	Розроблення Регіонального плану управління відходами в Одеській області до 2030 року	Рішення Одеської міської ради від 21.02.2014 № 1071-VI «Про затвердження комплексної програми оздоровлення довкілля, раціонального використання людських ресурсів та забезпечення екологічної безпеки в Одеській області	2019-2020	-	-	-	-	Регіональний план управління відходами в Одеській області до 2030 року	1	0	-1	У поточному році ведуться роботи щодо розробки Регіонального плану управління відходами в Одеській області до 2030 року, зокрема: - проведена комплексна інтеграція місць збирання несприятливих до використання ХЗР; - проводиться робота з попереднього поділу Одеської області на кластери.		

Визначення на регіональному та місцевому рівні пріоритетів і завдань щодо формування, збереження та невикористання формування просторового розташування II структурних елементів, розвитку системи територій та об'єктів природно-заповідного фонду	Визначення на регіональному та місцевому рівні пріоритетів і завдань щодо формування, збереження та невикористання формування просторового розташування II структурних елементів, розвитку системи територій та об'єктів природно-заповідного фонду	2014-2019	-	226,85	1356,0	-	-	-	-	-	-	-	-
Визначення на регіональному та місцевому рівні пріоритетів і завдань щодо формування, збереження та невикористання формування просторового розташування II структурних елементів, розвитку системи територій та об'єктів природно-заповідного фонду	Деталізація Регіональної схеми екологічної мережі Одеської області, затвердженої рішенням Одеської обласної ради від 20.05.2011 №136-VII	Рішення Одеської обласної ради від №1021-VII «Про затвердження комплексної програми охорони довкілля, раціонального використання природних ресурсів та забезпечення екологічної безпеки в Одеській області на 2014-2019 роки»	-	-	-	-	-	-	-	-	-	-	-
Робота мережі дошкільних навчальних закладів, підвищення рівня соціального віку дошкільного освіти	Будівництво, реконструкція дошкільних навчальних закладів (ДНЗ) області	2019	Рішення місцевих рад	114007,755	21154,064	34492,31	8628,32	Кількість ДНЗ, в роботу яких передбачається залучення коштів, оз.	12	13	+1	Роботи проведені на території міст Одеса, Черноморськ, Бєльське, Закарїнське, Ліманського, Овідіопольського, Ренійського, Роздільнянського, Тарутинського районів	264
Робота мережі дошкільних навчальних закладів, підвищення рівня соціального віку дошкільного освіти	Будівництво нових закладів дошкільної освіти (ЗДО), реконструкція пристосованих приміщень для класифікації ЗДО, утворення дошкільних підрозділів у закладах загальної середньої освіти, відкриття дошкільних закладів дошкільної освіти та груп, класифікація ЗДО приватної форми власності	2019-2020	-	-	-	-	-	Кількість дошкільних майданчиків у ЗДО, майд.	3000	1200	-1800	У поточному році здійснюється будівництво ЗДО у с. Нові Біляри Ліманського району, реконструкція ЗДО у с. Улюбне Матвіївської сільської ОТГ, ведуться роботи щодо відкриття дошкільних закладів у ЗДО с. Кузьмині, Кузьминської ОТГ, відкриття дошкільних відділень при закладах загальної середньої освіти у Любашівському та Роздільнянському районах, відкриття дошкільних груп у функціонуючих	-





Громадамі	Кінці*	Солідарність*	затвердження проекту до бюджету 2019 році бюджетних коштів за проектами регіонального розвитку, а також за рахунком коштів, отриманих від Стороннього Селу у рамках Угоди про Фінансування Програми підтримки економічної політики регіональної платформи розвитку економіки України, що профінансована кооперативом «Кібро»	9012.915, з місцевого бюджету – 3966,525	місцевого бюджету	формату			
Створення належних матеріальних та організаційних умов для зміцнення економічної бази розвитку територіальних громад	Надання методично-консультативної допомоги територіальним громадам щодо розробки програмних документів соціально-економічного розвитку громад	2019	-	-	-		Структурним підрозділом обласної державної адміністрації надається здебільше територіальним громадам щодо розробки програмних та програмних документів, зокрема в рамках семінарів, які відбулися 22.01.2019 та 28.02.2019 у приміщенні Одеського НП «Центр розвитку місцевого самоврядування» проектами менеджерам об'єднаних територіальних громад було надано консультації щодо розробки програмних і програмних документів соціально-економічного розвитку громад у розпорядженні місцевих нормативно-правових актів. Також, представники департаменту фінансів, економічної політики та стратегічного планування обласної державної адміністрації поінформували керівників обласних територіальних громад про можливість подавати заявки на фінансування за рахунок коштів ДФРР та Субвенції з державного бюджету місцями бюджетам на формування ОТГ інфраструктури ОТГ		
	Надання співпраці об'єднаним територіальним громадам (ОТГ) щодо розробки проектів, які фінансуються за рахунок коштів субвенції з державного бюджету місцевим бюджетам на формування ОТГ інфраструктури ОТГ	2019	-	-	-	Збільшення надходжень до місцевих бюджетів за рахунок підняття ефективності реалізації власного розпорядчого потенціалу громад та використання конкурентних переваг, партнерських взаємовідносин між державою та ОТГ інфраструктури			

Ціль 3. Ефективне державне управління в сфері регіонального розвитку



Підвищення ролі громадських організацій у формуванні пріоритетних напрямів розвитку регіонів, їх реалізації та здійсненні контролю за реалізацією	Забезпечення функціонування на веб-сайтах органів влади відомісних рубрик щодо висвітлення діяльності консультативно-дорадчих органів, заходів зі взаємодії та консультування з громадськістю	2019-2020	Рішення Одеської обласної ради від 14 березня 2018 року № 659-VII «Про затвердження Регіональної програми розвитку громадського суспільства в Одеській області на 2018-2020 роки»	Рішення Одеської обласної ради від 21 грудня 2018 року № 851-VII «Про внесення змін до рішення обласної ради від 14 березня 2018 року № 659-VII «Про затвердження Регіональної програми розвитку громадського суспільства в Одеській області на 2018-2020 роки»	-	-	-	-	Забезпечення функціонування на веб-порталі Одеської обласної адміністрації веб-сайтів управління консультативно-дорадчих органів, заходів зі взаємодії та консультування з громадськістю	Забезпечення функціонування на веб-порталі Одеської обласної адміністрації веб-сайтів управління консультативно-дорадчих органів, заходів зі взаємодії та консультування з громадськістю	-	-	-	-	-	Виродок стінки червня 2019 року надано організаційно-методичну та інформаційну підтримку інститутам громадського суспільства області щодо проведення 6 заходів
Рішення Одеської обласної ради від 14 березня 2018 року № 659-VII «Про затвердження Регіональної програми розвитку громадського суспільства в Одеській області на 2018-2020 роки»	Рішення Одеської обласної ради від 21 грудня 2018 року № 851-VII «Про внесення змін до рішення обласної ради від 14 березня 2018 року № 659-VII «Про затвердження Регіональної програми розвитку громадського суспільства в Одеській області на 2018-2020 роки»	-	-	-	-	-	Колесниченко Ірина Іванівна	Колесниченко Ірина Іванівна	-	-	-	-	-	-	-	-



Д.Д. Радулов

Директор Департаменту економічної політики та стратегічного планування Одеської обласної державної адміністрації



STRATEGY OF THE REGIONAL PROGRAM "HUMAN RESOURCES DEVELOPMENT"

Objectives	Strategic tasks regional program	Target programs, tasks of target programs	Evaluation indicators (goals)
<p><b>Goal 1.1. Development of education in Odessa region</b> Expected results of achieving the goal:</p>			
	<p>1. Achieving a new quality of regional education; 2. Ensuring professional mobility of labor resources. 3. Providing innovative knowledge-intensive industries with qualified personnel</p>		
<p><b>Sub-goals:</b> <b>1. Provision</b></p>	<p>1.1. Restructuring of the school network and the system of primary</p>	<p>1. CP "Modernization of the education system of Odessa region for 2021-2030".</p>	<p>1. Proportion of children aged 3 to 6 receiving preschool education in their total</p>
<p><b>quality availability education for all segments of the population.</b></p>	<p>and secondary vocational education; 1.2. Improving the content and technologies of education, promoting the implementation of innovative educational programs; 13. Granting of the state support to educational institutions in the purchase of equipment, software, modernization of classrooms;  1.4. Creating a system of education for older preschool children, including ensuring maximum program coverage education, first of all, for children from low-income families; 1.5. Ensuring the right to education of children in need</p>	<p>1.1. Ensuring a state guarantee of access to quality education for all citizens, regardless of place of residence, social status of the family, level of development and health of the child; 1.2. Introduction of mechanisms of formation and realization of modern model of education that provides increase of availability of qualitative education; creating conditions for a gradual transition to a new quality of education based on information technology; 1.3. Creating safe conditions for the organization of the educational process in educational institutions; 1.4. Creation of a rational, cost-effective system focused on strengthening the health of school-age children by providing quality balanced nutrition.</p>	<p>number 2. The share of students covered by pre-vocational and professional education programs in their total number 3. The number of graduates of rural schools who entered universities from their total number 4. The share of state and municipal educational institutions of advanced level to their total number 5. Number of students per 1 computer 6. Expenditures on education from the budgets of all levels per capita, including from the regional budget 7. The share of vocational training programs for primary and secondary vocational education, formed with participation employers.  The share of unemployed graduates of primary and secondary vocational institutions</p>

**Strategic tasks  
regional program**

**Target programs, tasks of target programs**

**Evaluation indicators (goals)**

<p><b>2. Formation human resources area.</b></p> <p>469</p> <p><b>3. Increase investment attractiveness of the sphere education in the region.</b></p>	<p>state support.</p> <p>2.1. Improving the remuneration of educators. 2.2. Improving the quality and availability of production primary and secondary vocational education. 2.3. Improving the system of providing free higher education; 2.4. Ensuring the development of continuing vocational education infrastructure; 2.5. Bringing professional and qualification training at different levels vocational education in compliance with the needs of the regional labor market and development prospects economy and social sphere of the region.</p> <p>3.1 .. Creating conditions for greater openness of the education system, its susceptibility to inquiries of citizens and society; 3.2. Formation of effective economic relations in education on the basis of implementation program-target financing principle and</p>	<p>2. "Formation and development of human resources of the Odessa region for 2021-2030." 2.1. formation of a professional-sectoral structure of training, adequate to the needs of the regional labor market; 2.2. creation and implementation of effective mechanisms to improve the quality of vocational education; 2.3. Ensuring the innovative development of primary and secondary vocational education; 2.4. social support, education, preservation and strengthening of the health of students, c institutions of primary and secondary vocational education.</p> <p>3. OCP "Children of Odessa" (2021-2030). 3.1. creation of conditions for identification of gifted children, their personal, social self-realization and professional self-determination; development of a system of incentives for gifted children; 3.2. involvement of pupils of boarding schools in cultural, sports activity and leisure; 3.3. improving the living conditions of pupils of boarding schools;</p>	<p>education, higher education in general number of graduates.</p> <p>8. Created socio-cultural centers. 9. The share of state municipal secondary schools, primary and secondary vocational education, transferred to regulatory funding 10. The share of state and municipal general education institutions, primary and secondary vocational education, transferred to the sectoral system of remuneration, focused on the end result. 11. Age structure of scientific personnel. 12. Qualitative composition of scientific personnel (number of graduate students and doctoral students with the defense of dissertations). 13. The number of educational institutions with supervisory boards 14. The share of independent education institutions in the transition to regulatory funding.</p>

Objectives	Strategic tasks regional program	Target programs, tasks of target programs	Evaluation indicators (goals)
	transition to the system regulatory budget funding;	prevention of neglect and juvenile delinquency;	
	3.3. Improving quality personnel of the education system; 3.4. Provision competitiveness application sector research and development, training for innovation sphere.	3.4. ensuring the rights and guarantees of children to rest.	
<b>Goal 1.2. Labor market development</b> Expected results of achieving the goal:	<ol style="list-style-type: none"> <li>1. Increasing employment;</li> <li><del>2. Reducing unemployment;</del></li> <li>3. Growth of labor productivity;</li> <li>4. Increasing the level of activity of the population;</li> <li>5. Adaptation of the population to changing economic conditions</li> </ol>		

**Strategic tasks  
regional program**

**Target programs, tasks of target programs**

**Evaluation indicators (goals)**

Sub-goals:	1.1. Improving the system of remuneration, which stimulates the	1. Departmental target program "Promotion of employment of the population of Odessa region for 2021-2030"	1. Cash income per capita. 2. Real accrued wages
<p><b>1. Improving quality employment</b></p> <p>471</p>	<p>improvement of the quality of work results and approximation minimum wage employee to subsistence minimum;</p> <p>1.2. Assistance organizations economically effective permanent jobs for unemployed citizens that live in the countryside</p> <p>1.3. Development of new forms and methods of promoting employment;</p> <p>1.4. Ensuring coordination of educational institutions and employment services aimed at ensuring compliance with changes in labor market needs and the capabilities of the education system;</p> <p>1.5. Development of mechanisms that promote improvement motivating employers to create safe and harmless working conditions;</p> <p>1.6. Development of organizational forms of public-private partnership to solve problems of improvement efficiency employment of citizens and social responsibility</p>	<p>1.1. promoting the employment of citizens who have difficulty finding a suitable job;</p> <p>1.2. expansion of types of public works for unemployed citizens and citizens registered in order to find a suitable job;</p> <p>1.3. assistance to employers who create workers by ILO including in the countryside, in the selection suitable employees; structural transformations in the ec</p> <p>1.4. increasing motivation to work, the orientation of the engineering professions; appealed to the employment s</p> <p>1.5. creating conditions for employment of the disabled caring for children with disabilities, the unemployed: wo based work and flexible forms of employment; citizens li</p> <p>1.6. informing the population about the state of the local labor; 9. The ratio of the number of vacancies and</p> <p>1.7. organization of vocational training, the number of u retraining and advanced training 10. Specific weight of unemployed citizens; unemployment.</p> <p>1.8. organization of professional orientation of citizens t in order to choose the field of activity (profession), secto employment, vocational training; collective bargaining</p> <p>1.9. psychological support for unemployed citizens; socia</p> <p>1.10. organization of social adaptation of the unemployed citizens in the labor market. work on certified conditions</p>	<p>3. Coefficient of income differentiation</p> <p>4. The level of registered unemployment</p> <p>5. The composition of the unemployed by level of education.</p> <p>6. The share of graduates of educational institutions among the total number of unemployed (for methodology). places</p> <p>7. The proportion of dismissed due to the nomy region of <del>citizens amounting</del> and persons, 8. The share of registered en, youth, people with disabilities, home- ing and chronic</p> <p>9. The share of registered unemployed</p> <p>10. The share of employees employed in s of the economy of the region covered and labor relations</p> <p>11. The share of workers that jobs in the total number of employees.</p> <p>12. The share of workers that jobs in the total number of employees.</p> <p>13. The average period of job search</p>

Objectives	Strategic tasks regional program	Target programs, tasks of target programs	Evaluation indicators (goals)
<p>2. Development</p> <p><b>territorial working mobility forces</b></p> <p>472</p> <p><b>Goal 1.3. Improving the stability of demographic development and implementation of migration policy</b> Expected results of achieving the goal:</p>	<p>business.</p> <p>2. 1. Removal of administrative restrictions for the movement of labor within region;</p> <p>2.2. Creating an effective information system about opportunities employment;</p> <p>2.3. Formation of economic conditions conducive to free labor movement.</p>	<p>1. The program of the Odessa area concerning assistance in voluntary resettlement of compatriots living abroad;</p> <p>1.1. development of mechanisms for organizing the process of resettlement in the region of compatriots living abroad, and their equipment, adaptation in the settlements;</p> <p>1.2. formation of the information environment, stimulation of conscious choice by compatriots of a place of the future residence taking into account possibilities of settlers, and also needs and possibilities of area and municipal establishments;</p> <p>1.3. formation of a system of monitoring the progress of resettlement and ensuring state and public control over the resettlement process, observance of the rights of migrants, fulfillment of their obligations and obligations of the administration of the Odessa region.</p>	
<p>1. Improving the socio-psychological climate in the region;</p> <p>2. Reducing social tensions;</p> <p>3. Increasing natural population growth</p> <p>4. Reducing the outflow from the working-age population that participated in the production of gross national product;</p> <p>5. Partial elimination of labor shortages for the effective development of the region's economy</p> <p>6. Increasing the competitiveness of the region's economy.</p> <p><b>Sub-goals:</b> <b>1. Creating conditions</b></p>	<p>1.1. Implementation of family policies aimed at strengthening</p>	<p>1. CP "Children of Odessa" (2021-2030). 1.1. providing social support measures to families</p>	<p>1. The share of youth among the total number of unemployed (according to the ILO methodology);</p>
<p>for increase</p>	<p>family and marriage</p>	<p>with children, children in difficult life</p>	<p>2. Birth rate;</p>

Objectives

**Strategic tasks**  
**regional program**

**Target programs, tasks of target programs**

**Evaluation indicators (goals)**

<p><b>population</b> <b>priority area</b></p>	<p>relations; 1.2. System development</p>	<p>situations; 1.2.providing rights children live an</p>	<p>3. Coefficient demographic load;</p>
<p><b>its qualitative growth</b></p> <p><b>2. Improvement migration policy</b></p> <p>473</p>	<p>socio-psychological and informational support of families;</p> <p>1.3. Implementation of measures of material support of families with children;</p> <p>1.4. Creating conditions for maintaining reproductive health, increasing the birth rate, reducing mortality</p> <p>set of measures for implementation of the national project "Health".</p> <p>2.1.Stimulation of immigration of compatriots to the region;</p> <p>2.2. Providing repatriates with the necessary living conditions, social guarantees;</p> <p>2.3. Improvement of the mechanism of termination of illegal migration;</p> <p>2.4. Creating conditions for prevention of emigration and return of departed migrants to Odessa region.</p>	<p>to be brought up in a family, to create the necessary conditions for the upbringing in the families of citizens of orphans and children left without parental care, and their socialization in society.</p> <p>2. "Program of Odessa region to facilitate the voluntary resettlement of compatriots living abroad."</p> <p>2.1. development of mechanisms for organizing the process of resettlement to the region of compatriots living abroad, and their equipment, adaptation in the settlements;</p> <p>2.2. formation of the information environment of stimulation of conscious choice by compatriots of a place of the future residence taking into account possibilities of settlers, and also needs and possibilities of area and municipal institutions;</p> <p>2.3. formation monitoring systems for the resettlement and progress of state and public control over the resettlement process, observance of the rights of migrants, fulfillment of their obligations and obligations</p>	<p>3. Coefficient demographic load;</p>

Objectives	Strategic tasks regional program	Target programs, tasks of target programs	Evaluation indicators (goals)
		administration of Odessa region.	
1.3. Development of culture Expected results of achieving the goal:	1. Improving the socio-psychological climate in the region. 2. Strengthening the single cultural space, cultural ties within the region and between regions. 3. Ensuring equalization of access to cultural values and information resources of different groups of citizens of the region.		
Sub-goals: <b>1. Saving and creative development potential of the region</b>	1.1. Address support professional art.  1.2. Providing support conducting competitions, festivals, theatrical tours, exhibitions and increasing their number; 1.3. Activation of business international cooperation, information and knowledge; including cultural exchange, 1.4. carrying out seminars, conferences.	1. Central Bank "Culture of Odessa region for 2021-2030"  1.1. preservation, replenishment and use of cultural and historical heritage (museum, archival and library funds); 1.2. Creating conditions for improving the access of the population of the region to cultural values, and cultural and historical heritage, preservation and development of creative potential of the population of the region; 1.6. ensuring public access to professional art.	1. The share of new works of professional art in the general repertoire of theater and concert organizations. 2. Expenditures on culture from budgets of all levels per capita, including from the regional budget 3. The share of touring in the total volume of theatrical and concert activities regional art institutions 4. The share of participants in cultural and recreational activities and amateur associations in the field of culture and art. 5. The share of restored cultural heritage sites (immovable) in the total number of objects that need restoration 6. Share of restored cultural heritage sites (movable) in the total number of objects in need of restoration 7. The average number of visits to libraries per 1,000 population 8. The number of visits to theaters per 1000 inhabitants 9. Number of visits to museums per 1000 inhabitants
474 <b>2. Saving cultural and historical heritage</b>	2.1. Carrying out works on preservation, restoration of objects of cultural heritage, museum values, archival documents, library funds;  2.2 Maintenance and development of infrastructure that ensures the safety of cultural values and guarantees access to them to citizens.		
<b>3. Strengthening the one cultural</b>	3.1 .. Increasing the availability and variety of services		

Objectives

**Strategic tasks  
regional program**

**Target programs, tasks of target programs**

**Evaluation indicators (goals)**

<b>space</b>	culture and information services;		10. The share of libraries that have access to the Internet
475	3.2. Implementation and spread of new ones information products and technologies in the field of culture; 3.3. Development of infrastructure in the field of culture, strengthening its material and technical base; 3.4. Ensuring public access to social relevant information, creation and maintenance of the consolidated catalog of libraries of Ukraine; 3.5. Expanding the scope and improving the quality of services provided by archives.		11. The level of provision of the population with cultural institutions: public libraries, cultural and leisure institutions

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