

DEVELOPMENT OF RURAL AREAS IN UKRAINE THROUGH THE PRISM OF EXPERIENCE OF DEVELOPED COUNTRIES: ECOLOGICAL AND SOCIAL ASPECTS

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The peculiarities of rural development of developed countries are studied and it is established that the governments of developed economies, in particular USA, Canada, China, EU countries, Japan, seek to create effective mechanisms for sustainable (ecologically balanced) rural development, promote rural national traditions, change the quality of thinking and the way of life of the rural population. The main problems of rural development of Ukraine in terms of social and environmental aspects are highlighted. Although the problem of land degradation remains relevant, there is no effective mechanism to address it, including through a subsidy program that would address the national code of sustainable agricultural practices. The solution of these problems necessitates the development of a radically different approach to substantiate the provisions of agricultural policy of the state in terms of increasing the profitability of business entities in the agricultural sector of Ukraine and the sustainability of socio-ecological and economic development of rural areas. residents of rural areas. The directions of improvement of development of rural territories in Ukraine, taking into account ecological and social aspects of experience of the developed countries are revealed.

Keywords: *ecologically balanced development of rural areas, agro-environmental policy and security, decentralization, popularization of rural national agro-traditions, quality of way of thinking and life of the rural population.*

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INTRODUCTION

Three billion people in developing countries live in rural areas, most of them the world's poorest. They are limited by lack of productive employment opportunities, poor education, infrastructure and access to markets and services. Although relying on the experience of the first developers is key, rural areas in less developed parts of the world today face new challenges and opportunities that developed countries have not encountered before. Problems include a more demanding competitive international environment, a rapidly growing rural population, increased

pressure on limited natural resources, environmental risks, and climate change. Opportunities include modern advances in information and communication technologies, the greening of agriculture, the introduction of alternative energy, modernization of medicine, the introduction of modern educational technologies that will allow solving many socio-ecological and economic problems as a basis for sustainable development of Ukrainian society.

The new paradigm emphasizes the need for strategies that have a specific context and complement policy as much as possible. Strate-

gies should be multi-sectoral, focusing not only on agriculture but also on rural industry and services, which should be based on the National Concept of Environmental Education (in rural areas — modern agri-environmental education), as well as on the relationship between village and city.

Strategies should be multi-agency and multi-level, including not only national but also local and regional governments, as well as the private sector, international donors, non-governmental organizations, and rural communities. They must also take into account demographic challenges, as well as be comprehensive and socio-ecologically and economically balanced. Finally, strengthening managerial capacity is necessary not only for the development but also for the implementation of strategies.

Throughout the state independence of Ukraine, the development of the agricultural sector and rural areas remains one of the main priorities of the economic policy of our state [1].

Rural areas play a significant role in shaping the image of the state on the world stage, as it is rural areas that ensure the food security of the country, which is part of national and environmental security. Ukraine, of course, is a country with significant territorial resources, most of which, of course, can be attributed to rural areas. Therefore, the analysis of foreign experience in rural development will allow them to modernize rural areas and give them a new impetus in development.

According to art. 140 of the Constitution of Ukraine, the basis for the normal development of rural areas has always been its inhabitants, voluntarily united in territorial communities. The main features of the territorial community are the common territory of existence, the presence of common interests of local importance, social interaction of community members in the process of ensuring these interests, psychological and socio-ecological self-identification of each member with the community, joint communal property, payment of communal taxes for community development.

A memorable milestone in the decentralization process in Ukraine was October 29, 2017, when the first local elections were held in the united territorial communities.

European and world experience has shown that the most important element of decentralization reform in Ukraine is the reform of local self-government, the creation of capable territorial communities that must be able to meet the needs of the inhabitants of settlements and properly ensure their rights [3].

Effective rural development strategies are ultimately needed to achieve sustainable development goals and promoting inclusive and balanced socio-economic growth. The new paradigms and tools for rural development outlined in this article can help develop such development strategies that will bring developing countries closer to achieving sustainable development goals, improving the quality of life of people, increase the index of their well-being to the level of developed countries of the world.

The goal of the work is to identify the directions of development of rural areas in Ukraine, taking into account the environmental and social aspects of the experience of developed countries.

ANALYSIS OF THE LAST RESEARCH AND PUBLICATIONS

The works of many Ukrainian scientists are devoted to the problems of rural development. Thus, Gilka M.D. in the article «Development of rural areas of Ukraine in the context of European integration processes» [2] explores the problems of rural development in Ukraine and their causes. The author also considers the experience of rural development in foreign countries and the possible adaptation of Ukrainian realities to it. Continuing the research of Gilka M.D., Dovgal O.V. in the article «Status and features of the use of natural resource potential of rural areas» [4] considers the main principles and objectives of the analysis of the state and features of the use of natural resource potential of rural areas and notes that an important condition for their rational use in part of agricultural land is to ensure the reproduction of their fertility. Rossokha V. in the article «Development of rural areas of Ukraine in terms of decentralization of management: status, problems, prospects» [5] considers the state, problems, legislative support, tendencies, and substantiation of ways of development of rural territories in the conditions of decentralization of management and administrative-territorial reform, which is important for our research. Lazareva O.V., in turn, in the article «Peculiarities of economic development of rural areas» reveals the foreign experience of rural development policy and establishes that the priorities abroad are business support, diversification of production, development of rural infrastructure. The purpose of the article Khvesyuk M.A. «Parameterization of assessment of prospects of development of rural territories of different types» [6] is to develop and substantiate a set of parameters for assessment of prospects of development of rural territorial communities of different types. The author presents a methodological approach to

determining the prospects for the development of rural areas, which should be used in planning their development. The article by Balanovska T.I. «Development of entrepreneurship in rural areas: opportunities and threats» [7] outlines several opportunities for the development of various forms of entrepreneurial activity that will contribute to the socio-economic revival of rural areas, financial support for the functioning of social facilities, development of market infrastructure, strengthen entrepreneurial initiatives through the full use of the benefits of rural areas. In the article Khomyuk N.L. «Scientific approaches to the study of rural development» [8] substantiated that ensuring the development of rural areas should be based on the principles of unity and integrity, taking into account the process of decentralization, which carried out through the formation of united territorial communities. Interesting for our study is the article «European experience of social development of the village: current practices for Ukraine» Kraevskaya G.O. [9], which peculiarities of the policy social development of rural settlements of European countries are determined to substantiate the current directions acceptable for Ukraine. Rudenko E.V. in the article «Conceptual principles of development of rural cooperation (on the example of dairy farms)» defines the conceptual principles of organization and development of cooperative formations in rural areas, which make it possible to increase the efficiency of agro-industrial production and the profitability of agricultural labor. Tymoshenko M.M. in the article «Methodological principles of assessment of sustainable development of rural areas: algorithm, block diagram, and research tools» [10], prove that without continuous development and improvement of scientific and methodological tools, it is impossible to assess the severity of existing socio-economic problems of sustainable development of rural areas, as well as to develop strategic directions for their solution.

However, the decline of rural areas of our country and several closely related environmental and social problems require further research on rural areas in Ukraine in the context of the need to implement the concept of ecologically balanced development. The concept of rural development continues to be controversial in politics, theory, and practice. This affects research activities in this regard, the analysis of rural policy and theorizing of rural development, the ability to take into account current realities and opportunities. All these problems testify to the importance of conceptual development of rural

development properly, which is what this work is aimed at.

MATERIALS AND RESEARCH METHODS

During the research, taking into account the tasks, general and specific research methods were used. Among them: the method of scientific abstraction used in the systematization of the theoretical foundations of rural development; method of system-structural analysis — in determining the features of ecological and social development of rural areas of Ukraine; method of logical generalization — in the study of problems of ecological and social development of rural territories of Ukraine; method of analysis and synthesis, graphic method — for the development of organizational measures for environmental and social development of rural territories of Ukraine.

Based on the analysis of scientific sources, the theoretical foundations of ecological and social aspects of rural development considered, the foreign experience of their development is generalized, the tendencies of development of rural territories of Ukraine outlined. The reliability and validity of the results are due to the use of general scientific and special statistical methods. Statistical processing of the obtained research results was performed using universal packages of computer programs.

RESULTS AND DISCUSSION

The current scenario of rural development can be attributed to the reactive, formed based on problems and constraints that have arisen historically. According to world practice, the level of socio-economic development of any country is determined by the state which has its rural territory. Many experts explain this by the lack of opportunity to ensure the comprehensive development of the state without the development of the resource potential of the agro-industrial complex. Because of this, the governments of developed economies, including the United States, Canada, China, the European Union, Japan, seek to create effective mechanisms for the development of rural areas to promote rural traditions and lifestyles.

Nowadays, the study of sustainable development of rural settlements is conducting from different positions. At the same time, both in Ukraine and in several countries around the world, a very wide range of problems is considered — economic, social, environmental. In one case, mainly environmental aspects are analyzed, in another — socio-economic.

In the United States, rural development has taken a step beyond livelihoods and solving social

and economic problems. Now the relevant topic is the introduction of renewable, organic, and alternative energy sources and the creation of viable and sustainable rural communities. Their vision for further development is to improve the whole set of conditions of the rural community, including indicators such as environmental quality, health, education, infrastructure, housing. This vision is based on the belief that rural people deserve the same level and scope of services as urban while maintaining the benefits of living in small settlements. The effectiveness of rural development programs directly depends on the coordinated activities of public authorities at different levels. The European Network for Rural Development has been set up in the European Union for this purpose (European Network for Rural Development), which brings together national communities, organizations, and administrations involved in rural development. The main function of this community is to gather effective practices and spread positive experiences among the members of the association. The activities of this organization are financed from the Single Fund for Rural Development within the framework of the common agricultural policy [13]. Funding amounts to up to 4% of total expenditures under national programs. In the United States, the National Rural Development Partnership performs a similar function National Rural Development Partnership – NRDP). The NRDP coordinates the national rural development program with state governments. At the same time, each state has a Rural Development Council, which includes community groups and farmers.

The idea of rural development through the partnership of rural residents and entrepreneurs with government agencies actively used in Canada. In 1997, the Parliamentary Committee on Natural Resources presented a report «Think Peasant» with recommendations for the restoration of rural Canada.

The main object of rural development in China is the coastal regions, which have the greatest potential for economic growth. The main way of development was a ban on the import of products produced in «open territories» and competing with local producers. At the same time, the facts of protectionism were characteristic not only of the interior but even of the relatively less developed coastal provinces, which had their own «open territories.» In some provinces banned the export of cheap raw materials to more developed provinces. In addition to official bans, additional taxes and fines on «imported» (from other provinces) products. In the late 1980s, 39 of China's 66 inter-provincial

borders were involved in border trade disputes. The Chinese government, of course, was forced to start fighting such phenomena. In the 1990s, the number of «open territories» increased markedly, which should have contributed to the acceleration of economic transformation in the interior. At the same time, the stimulation of inter-territorial exchange began, and several privileges for the coastal provinces were abolished.

Socio-ecological and economic development of rural areas is a strategic task of any state and directly affects the environment and food security of the country, as well as to preserve the multifunctionality of agriculture, the historical national way of life of the rural population, to improve the environment.

At present, the European Union has effective programs for rural development. Many rural development programs are fully consistent with Ukraine's rural development goals, such as:

- support for small and medium-sized businesses;
- support for the production of environmentally friendly products;
- development of programs that promote the interest of young people in agricultural activities;
- large-scale introduction of innovations in the agricultural sector of the economy.

The study of the EU experience in the development of rural areas of Ukraine, in our opinion, contributes to the development of optimal solutions to correct the negative consequences of anti-national policy on domestic rural areas in the post-Soviet period, their effective use and implementation.

The EU approach allows the co-financing of rural development to focus on common priorities in all policy areas while leaving sufficient flexibility at Member State and regional level to strike a balance between the sectoral dimension (agricultural restructuring) and territorial aspect (land management and socio-economic development of rural areas). Currently, the main program and the established rural development fund EAFRD (European Agricultural Fund for Rural Development) are part of the EU's common agricultural policy. Member States and regions shall develop their rural development programs taking into account the needs of their territories and taking into account at least four of the following six general EU priorities:

- 1) promoting knowledge transfer and innovation in agriculture, forestry, and rural areas;
- 2) increasing the competitiveness of all types of agriculture and encouraging innovative agricultural technologies;

3) promoting the organization of animal protection and risk management in agriculture;

4) restoration, conservation, and strengthening of ecosystems related to agriculture, forestry, and water management;

5) improving resource efficiency and supporting the transition to a low-carbon and climate-resilient economy in agriculture, food industry, forestry;

6) promoting social integration, poverty reduction, and economic development in rural areas.

Implementation of basic measures on rural development measures is funded through the EAFRD and in the period from 2014 to 2020 amounted to 100 billion euros. here are 118 different rural development programs, 20 separate national programs, and 8 EU Member States that prefer to have two or more regional programs [14]. The analysis of the state policy in the field of social development of rural areas taking into account the experience of the EU countries allows speaking about institutional changes and the development of conceptually new environmental and social approaches in solving these problems at the state level.

An important aspect of the development of entrepreneurial activity in rural areas in European countries is non-governmental support provided by associations, unions, trade unions, associations of entrepreneurs. Chambers of Commerce and Industry in Europe most comprehensively and effectively represent the corporate interests of entrepreneurs. Chambers of commerce and industry include various associations, federations, and unions as collective members. Thus, in the French Chamber of Commerce and Industry, special departments have been set up to advise start-up entrepreneurs on their projects. If the project meets the requirements, its author receives a passport of the program «Entrepreneurship in France» which gives the right to free examination and support in processing documents to obtain a bank guarantee. Today, climate change, resource efficiency, and territorial balance are on the EU's agenda. All these and other issues must be addressed within the framework of rural development policy of the so-called 2nd block of the CAP. Covering 20% of the CAP budget, rural development measures, combined with the measures of the 1st block (direct payments and market instruments), focused on supporting the sustainable development of agriculture and rural areas throughout the EU.

In assessing the effectiveness of sustainable development management in rural areas, it is advisable to include indicators that characterize the economic, environmental and social aspects

of the state of the village. The social component is aimed at preserving social stability and cultural diversity on a global scale. For environmental safety, the stability of natural systems and their ability to self-repair and adapt to changing external conditions must be ensured.

Sustainable development of rural areas in these aspects includes:

- performance of business functions (economic);
- preservation of ecological balance in the biosphere (ecological);
- strengthening the reproduction of the population in order to improve the quality of life (social).

Ukraine's transition to a new worldview paradigm of socio-ecological and economic development of territories provides a balanced solution to certain tasks, solving problems of preserving a favorable environment and environmental potential to meet the needs of present and future generations of people. These development priorities were defined by the Concept of Sustainable Development of Settlements (1999) [15]. And in the following the rules and provisions of this Concept are specified and improved in the Concept of development of rural territories (2015) [16] and Strategy of sustainable development of Ukraine till 2030 (2018).

The vast experience of management in rural areas of Ukraine in the conditions of market transformations has shown the failure of political approaches to solving the problem of food security and other socio-economic and environmental problems of rural development. Objective need to manage the multifunctional agricultural economy of rural areas with significant resource potential (natural, demographic, economic and historical, and cultural), provides for its rational use to ensure sustainable multi-sectoral development of production, full employment of the rural population and high quality of life.

Increasing the socio-ecological and economic potential of rural areas, giving this process stability and irreversibility is a strategic task of state policy and is enshrined in the Law «On State Support of Agriculture of Ukraine» [17]. The law on sustainable development of rural areas should become the basis for state agricultural policy in particular and national security policy in general. Ensuring the development of rural areas was entrusted to the Ministry of Agrarian Policy and Food of Ukraine, which in 2019 was restructured into the Ministry of Economic Development, Trade, and Agriculture of Ukraine. However, this is not enough. A joint action program of the Cabinet of Ministers of Ukraine on the development and protection of residential

and natural rural areas should be developed, which are, in fact, all Ministries of the Cabinet of Ministers: Ministry of Economic Development, Trade and Agriculture of Ukraine, Ministry of Environmental Protection and Natural Resources of Ukraine, Ministry of Education and Science of Ukraine, Ministry of Energy and Coal Industry of Ukraine, Ministry of Infrastructure of Ukraine, Ministry of Culture of Ukraine, Ministry of Health of Ukraine, Ministry of Regional Development, Construction and Housing of Ukraine, Ministry of Social Policy of Ukraine, Ministry of Finance of Ukraine, Ministry of Foreign Affairs of Ukraine, etc.

Let's define the main problems of the modern rural territory in Ukraine:

- low level of professional and environmental education;
- «Aging» of the population due to migration of young people to the city and abroad;
- low general culture (living and production);
- lack of social infrastructure;
- the inefficiency of agricultural work as a consequence of lack of modernization and financial capacity;
- low level of income of the rural population, low level of its employment;
- wear and tear of means of production;
- lack of land market and production infrastructure, which are directly related to the violation of constitutional norms on the organization of territorial communities;
- low level of use of local resources, fragmentation of production, etc.

The multifunctional (socio-ecological-economic) role of the agricultural sector is recognized, however, there is still no support from government agencies. Although the problem of land degradation remains unresolved, there is no mechanism, including within subsidy programs, which would concern the national code of application of ecologically balanced agricultural practice.

The solution of these and other problems necessitates the development of a radically different approach to substantiate the provisions of the state agricultural policy to increase the profitability of businesses in rural areas and the sustainability of socio-ecological and economic development of rural areas. This is possible provided that the activities of the peasants themselves intensify, their organization in the creation of effective self-government bodies, awareness of their own constitutional rights and freedoms, as well as the organization at the local level of high quality of their own lives using modern advances in education and science to ensure the social, cul-

tural development, moral satisfaction, physical and mental health of each individual.

The main features of the future Ukrainian village should look like this:

- balanced development of social, ecological, and economic spheres of the village;
- availability of production and social infrastructure;
- diversified entrepreneurship;
- development of non-agricultural business, including agritourism and green tourism;
- the presence of developed cultural centers and housing estates;
- elimination of fundamental negative differences between urban and rural areas while preserving the rural advantages of Ukrainian identity.

The study of the experience of economically developed countries of the world has shown that the policy of development of the agricultural sector and rural areas is based on the following principles:

- equal opportunities for all food market players;
- equal living conditions of the population in the city and the village;
- reducing the dependence of peripheral regions on the center;
- improving opportunities for regional entrepreneurs;
- increasing the competitiveness of agriculture and forestry (modernization of agricultural production, improvement, and development of infrastructure related to the development and adaptation to market conditions of agriculture and forestry, water resources treatment, modernization of treatment facilities with the use of modern bio-treatment technologies and construction of mini-treatment facilities in each territorial ensuring the protection of objects of strategic importance to prevent any terrorist acts, community, that can lead to environmental disasters of both local and national importance);
- assisting the authorities in the management of rural areas and environmental protection (agri-environment payments, environmental insurance, environmental control and audit, etc.);
- improving the quality of life and promoting the diversification of the rural economy (development of services for the rural population and agricultural economy; reconstruction and development of villages; development of non-agricultural activities, including tourism, transition to organic technologies) [18, 19].

In our opinion, the management of rural development should be based on the implementation of the provisions of active sustainable development policy, which requires a regional

approach, as the implementation of socio-environmental and economic projects and programs in rural areas involves the implementation of a set of measures in specific that differ not only in resource potential, but also in specific development problems, including the peculiarities of labor activity.

CONCLUSIONS

This paper puts forward the idea that rural areas are dynamic socio-ecological-economic systems consisting of social, ecological, and economic components, which interact, complement, and develop. These systems are subject to constant changes in the dynamics of their development, and these changes are serious problems for agriculture. Thus, the development of rural areas is widely rethought as a strategy aimed at continuous or general improvement of living conditions of all segments of society as a whole (primarily the living conditions of rural people, as well as improving the living conditions of urban residents due to the exchange of high-quality

products of all industries, mutual concern for the quality of the environment). This can be achieved or realized by empowering rural communities to improve their living conditions, integrating rural and urban economies, providing infrastructure that can improve their well-being, reduce their significant dependence on natural resources for life that harms the environment (through the industrialization of rural areas), minimizing the negative effects of urban development on rural development through regulation, improving the institutional capacity of local institutions working on the problems of the rural population, etc.

Promising areas of further research in the problem of rural development are the formation of approaches to assessing the effectiveness of measures for the social, environmental, and economic development of these areas, and also substantiation of a technique of definition of efficiency of work of local government on the realization of strategies of development of the territories.

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РОЗВИТОК СІЛЬСЬКИХ ТЕРИТОРІЙ В УКРАЇНІ ЧЕРЕЗ ПРИЗМУ ДОСВІДУ РОЗВИНЕНИХ КРАЇН: ЕКОЛОГІЧНИЙ ТА СОЦІАЛЬНИЙ ЧИННИКИ

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Досліджено особливості розвитку сільських територій розвинених країн та встановлено, що уряди держав із розвинутою економікою, зокрема США, Канада, Китай, країни Євросоюзу, Японія, прагнуть створити ефективні механізми сталого (екологічно збалансованого) розвитку сільських територій, популяризувати сільські національні традиції, змінити якість способу мислення

і способу життя сільського населення. Висвітлено основні проблеми розвитку сільських територій України з погляду соціальних та екологічних чинників. Незважаючи на те, що проблема погіршення стану земель залишається актуальною, немає ефективного механізму її подолання, у тому числі в рамках програм виділення субсидій, які стосувалися б національного кодексу застосування стійкої сільськогосподарської практики. Рішення визначених проблем спричиняє необхідність розробки кардинально іншого підходу до обґрунтування положень агроекологічної політики держави в частині підвищення прибутковості суб'єктів підприємницької діяльності аграрного сектору України та стійкості соціально-еколого-економічного розвитку сільських територій при активізації діяльності як із боку органів державної влади, так і самих мешканців сільських територій. Виявлено напрями удосконалення розвитку сільських територій в Україні, враховуючи екологічний та соціальний аспекти досвіду розвинених країн.

Ключові слова: екологобалансований розвиток сільських територій, агроекологічна політика і безпека, децентралізація, популяризація сільських національних агротрадицій, якість способу мислення і життя сільського населення.

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Україна опинилася на 8 місці в Європі і на 43 серед країн світу за забруднення повітря в 2020 році, серед світових столиць Київ на 39 місці за забрудненістю повітря дрібними частинками. Дані в значній мірі надходять від державних станцій спостереження за повітрям, але зростає і мережа недержавних моніторів.

Згідно з цими даними, регіони Південної та Східної Азії залишаються найбільш забрудненими в світі. Бангладеш, Китай, Індія і Пакистан мають 49 з 50 найбільш забруднених міст в світі. Пандемія COVID-19 і локдауну привели до зменшення забруднення повітря. У 2020 році 65% світових міст отримали поліпшення якості повітря в порівнянні з 2019 роком, 84% країн мали загальні поліпшення. У 2020 році також відбулося кілька екстремальних забруднень повітря через лісові пожежі і пилу, штормів, пов'язаних з підвищенням глобальної температури, а також сільськогосподарської практики.