



# The ways of forming the sustainable development of rural areas of Ukraine

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**Abstract:** The article deals with theoretical issues concerning the main principles of sustainable development of Ukrainian rural areas. The national goals of sustainable development are illustrated and characterized. The ranking of the goals of sustainable development is carried out according to the stage of their realization. The scheme of the sequence of ensuring of fulfillment of goals of sustainable development is developed. The algorithm of the formation of sustainable development on the rural territory is developed and substantiated.

**Keywords:** sustainable development, rural areas, socio-economic development, goals of sustainable development, indicators of sustainable development, rural population, rural economy.

## 1. Introduction

Sustainable development is a new ideological, political and practical model of development for all countries in the world, which began the transition from a purely economic model of development to finding the optimal balance between the three components of development - economic, social and environmental. The realization of this model requires the formation of the public management system for sustainable development, a necessary prerequisite and its important component of which is appropriate governance.

Sustainable development, first of all, is focused on person and improving the quality of his life in the advantageous socio-economic environment and an eco-friendly, healthy, various natural environment. The high intellectual level of human potential should ensure the competitiveness of the country in the future.

Realization of the basic principles of sustainability will ensure poverty reduction through the effective employment of the population, high cost of workforce, accumulation of human and social fund, development of entrepreneurial activity of the population, strengthening of the middle class, raising of social standards and guarantees, as well as providing the necessary social support to vulnerable groups of the population.

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The strategy of sustainable development is directed to fulfillment the international obligations by Ukraine and creating the real prerequisites for Ukraine's full membership in the European Union, in particular the realization of the "Association Agreement between Ukraine and the EU" (Gorb, Yasnolob, Dedukhno, Kaliuzhna, 2017)

The mentioned direction of the scientific researches is extremely actual and meaningful, since it is directed to the illustration of the urgent problems of the development of rural areas, as well as searching the most effective ways of their solution.

#### **The main aim of the article**

It should be accented that quite a considerable amount of questions related to the ways of ensuring and the algorithm for the realization of the main goals of sustainable development of rural areas stay not enough illustrated and require further researches.

The aspects of the formation of sustainable development of the united territorial communities require the special researches, which are formed in the process of administrative-territorial reform, which is actualized at the present time.

The purpose of this article is investigation of the ways of forming sustainable development of Ukrainian rural area by ranking the goals of sustainable development and priority of their realization from the point of view of the system approach.

## **2. Presentation of the main research**

Today, most domestic scientists have come to the only opinion that the sustainable development of rural areas should be understood as such a development of the village, at which it is provided the growth of the rural economy, stabilization of the quantity of population and increase of the lifetime, full and productive employment of the able-bodied population, raising the level and quality of life on rural areas, saving use and reproduction of their natural resource potential. Such development means:

- Overcoming the disbalances that exist in the economic, social, and environmental spheres;
- Building a peaceful and secure, socially gathered society with appropriate governance and inclusive institutions;
- Ensuring the affiliate interaction between public authorities, local governments, business, science, education and civil society organizations;
- Full employment of the population;
- High level of education and health care;
- The state of the environment, which will ensure the qualitative life and welfare of present and future generations;
- Decentralization and implementation of regional policy, which provides a harmonic combination of national and regional interests;
- Preservation of national cultural values and traditions.

National sustainable development goals are based on the 17 global goals of sustainable development (Table 1) (Goals, 2015).

In order to clearly determine the components of the strategy that will ensure the sustainable development of rural areas, it is necessary to get acquainted with the main program-target act that ensures such a development at the national level - the State Goal Program for Sustainable Development of Rural Areas for the period up to 2020 (The State, 2016).

One of the versions for realization the Program provides the determination of the strategy of sustainable development of rural areas based on optimization of their social and industrial infrastructure, increase of the employment level of rural population, reduction of labor migration, increase of competitiveness of agricultural production, increase of its amounts, improvement of quality and safety of agricultural products, environmental protection and reproduction of natural resources. This version is optimal, since it will help to overcome the crisis situation in ensuring sustainable socio-economic development of rural areas (Kharchuk, 2015).

Domestic scientists accent that the formation of prerequisites for sustainable development of rural areas is expedient to realize from the point of view of systematic Euro-integration modernization of the entire domestic policy as to the development of rural areas on the basis of removal of contradictions, ordering and adaptation of the current legislation of Ukraine in the field of development of rural areas to the key priorities of sustainable development; unification and institutional providing of the national policy of development of rural areas to the standards of the EU member countries (Zalutskyi, 2011).

**Table 1: The goals of sustainable development for Ukraine for the period 2016-2030**

Goal's number	The main tasks
<b>Goal 1.</b>	Overcoming the poverty in all its forms and everywhere
<b>Goal 2.</b>	Overcoming the hunger, achieving food security, improving the nutrition and promoting sustainable agriculture development
<b>Goal 3.</b>	Ensuring the healthy lifestyle and promoting welfare for everyone at any age
<b>Goal 4.</b>	Ensuring the overall and fair qualitative education and encouraging the opportunity of studying throughout life for everyone
<b>Goal 5.</b>	Ensuring the gender equality, empowering of all women and girls
<b>Goal 6.</b>	Ensuring the availability and rational use of water resources and sanitation for everyone
<b>Goal 7.</b>	Ensuring the access to cheap, reliable, stable and modern energy source for everyone
<b>Goal 8.</b>	Promoting the progressive, overall and stable economic growth, full and productive employment and worthy work for everyone
<b>Goal 9.</b>	Creating a stable infrastructure, promoting overall and stable industrialization and innovations
<b>Goal 10.</b>	Reducing inequality within and between countries
<b>Goal 11.</b>	Ensuring openness, safety, life stability and environmental stability of cities and towns
<b>Goal 12.</b>	Ensuring the transition to rational models of consumption and production
<b>Goal 13</b>	Use of urgent measures to fight the climate change and its consequences
<b>Goal 14.</b>	Preservation and rational use of oceans, seas and sea resources for sustainable development
<b>Goal 15.</b>	Protection and restoration of land ecosystems and promoting their rational use, rational use of the forests, fighting the desertification, ending and returning back (deploying) the land degradation process and stopping the process of loss of biodiversity
<b>Goal 16.</b>	Promoting the building of the peaceful and open society for sustainable development, ensuring access to justice for everyone and creating effective, accountable and based on wide participation institutions at all levels.
<b>Goal 17.</b>	Strengthening the means of realization and activation within the Global Partnership for sustainable development

It should be accented that international experience, research of demographic and economic problems of the Ukrainian village proves the expediency of address to the theory and practice of entrepreneurship development as an instrument of their systemic solution (Zayats, 2015).

The development of entrepreneurship itself promotes rationalization of the functioning of the national economy, increasing competitiveness, releasing from the ballast the unspent or underused resources, the most complete realization of the basic potential of the society - a person. Entrepreneurship cannot be idealized – it is a complicated, hard work that not everyone can do; besides, under certain conditions, this activity does not exclude the exploitation, but at the same time the contribution of entrepreneurship to the progress of civilization is undeniable (Ivanyuta, 2016).

So, we propose to distribute the national goals of sustainable development by precession and possibility of their realization:

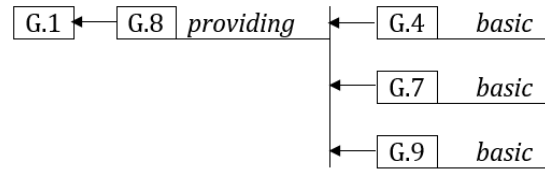
- 1) Basic goals are goals, without realization of which it is impossible to realize other goals;
- 2) Global goals - realization of which is possible only after the realization of the basic goals;
- 3) Interdependent goals - realization of which is possible only in the complex (together);
- 4) Providing goal – the goal, the realization of which enable to ensure the realization of the next goal.

To the basic goals, so those, without realization of which it is impossible the gradual realization of other goals, we attribute the following: goal 4 "Ensuring the overall and fair qualitative education and encouraging the opportunity of studying throughout life for everyone", goal 7 "Ensuring the access to cheap, reliable, stable and modern energy source for everyone" and goal 9 "Creating a stable infrastructure, promoting overall and stable industrialization and

innovations". In our opinion, without basic goals which were mentioned before, it is impossible realization of the goal 8 "Promoting the progressive, overall and stable economic growth, full and productive employment and worthy work for everyone", which is providing for realization other goals of sustainable development.

So, the algorithm of ensuring the realization of Goal 1 is depicted by us at the Fig. 1.

**Figure 1: The scheme of sequence of ensuring the realization of the goal 1 of sustainable development**



To ensure the realization of Goal 1 "Overcoming the poverty in all its forms and everywhere" it is necessary to realize goal 8 "Promoting the progressive, overall and stable economic growth, full and productive employment and worthy work for everyone", to realization of which it is necessary to ensure the realization of goal 4 " Ensuring the overall and fair qualitative education and encouraging the opportunity of studying throughout life for everyone", goal 7 "Ensuring the access to cheap, reliable, stable and modern energy source for everyone" and goal 9 "Creating a stable infrastructure, promoting overall and stable industrialization and innovations".

So, for goal 1, goal 8, goal 4, goal 7, goal 9 will be providing, so those, without which realization of goal 1 is impossible or will be incomplete (partial), and for goal 8, goal 4, goal 7, goal 9 will be basic, so, only after realization of which it is possible to ensure the realization of goal 8 (Płachciak, 2010).

The indicators of sustainable development are understood as the indicators which are used to evaluate the quality of people's life, the influence of human activity on the state of the environment and people's health (Melnyk, 2005).

So, the components (indicators) of goal 9 "Creating a stable infrastructure, promoting overall and stable industrialization and innovations" which is the basic goal for goal 8, will be:

- Developed qualitative, reliable, stable and constant infrastructure, including regional and cross-border, in order to support economic development and people's welfare;
- Stable industrialization, essential increase of employment level in the industry;
- Access of small industrial and other enterprises to financial services, including the low-cost loans, their integration into production and distribution chains and markets;
- Modernized infrastructure and re-equipped industrial enterprises, their sustainable development through increase of the efficiency of using the resources and wider applying of clean and eco-friendly technologies and industrial processes;
- Constant realization of scientific researches, increase the technological potential of the industrial sector by stimulating innovative activity;
- Developed ecologically stable and constant infrastructure of the country;
- Developed domestic innovative sphere for diversification of industry and increase of added value in the raw materials industries;
- Extended access to information and communication technologies, cheap access to the Internet.

In the process of realization the research of possibility of the realization of the Goals of the Sustainable Development, we propose the stages and sequence of ensuring of the goals of sustainable development (Table 2).

**Table 2. Stages and sequence of ensuring of the goals of sustainable development**

	Stages of realization					
	I	II	III	IV	V	VI
Goals	4		1		11	13
	7	8	2	12	6	16
	9		3		15	17
					14	8
						10

Having realized the components (indicators) of Goals of the Sustainable Development we can assert that they are all characteristic for the rural areas (Table 3).

**Table 3. Algorithm of the incipience of sustainable development in rural areas**

		<b>Stages of realization</b>					
		<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>
<b>Goals</b>		4		1		11	13
		7	8	2	12	6	16
		9		3		15	17
						14	8
							10
<b>Stages:</b>	<b>1</b>	Starting	Basic	The main goal	Adjustment	Sustainable development	
		Development					
	<b>2</b>	Sustainable development			Adjustment	Sustainable development	

It should also be noted that today in Ukraine there is no single unified system of indicators for ensuring the goals of sustainable development, which in its turn brakes the processes of governance at all levels from national to territorial.

Indicators are the instrument for planning and managing the realization of the goals of sustainable development, as well as performing a communicative function (informing the public). Indicators are used to substantiate decisions, interpret results and change indicators, and simplify the exchange of information across all user groups and interested parties.

In the researches on development of society in recent times, it was marked two different approaches to achieving the state of sustainable development and its support, namely:

- Sustainable development should begin and be maintained at the level of the territorial community; global sustainability is determined by a set of indicators of sustainable development of communities in the world;

- Ensuring of the sustainable development is carried out vertically, starting with the settlement and reaching the global (world) level (Melnyk, 2005).

By exploring the directions of the establishment of the concept of sustainable development in Ukraine, it is expedient, in our opinion, to apply the both approaches. So, at the direct consideration of communities and their welfare, the first approach can be realized; while determining the instruments of governance of sustainable development of administrative and territorial units is the second.

Such a classification is dictated by both the modern trends of decentralization of authority and the functional development of local government. For example, B. Gurne attributes to the main spheres of governance of the police, justice, defense, diplomacy, monetary emissions, the creation of economic infrastructure, and allocates them as a common feature of ensuring the collective needs of the population, so, when they are related to the whole society (Kutsa, & Mamonova, 2008). The rest - remains for local governments.

As for the role of governance in solving the problem of sustainable development, it can be agreed with the following: the first approach is convenient for local governments; it allows to apply the necessary management mechanisms that will promote the development of a separate settlement (in particular the city) and the growth of community's welfare. The second approach provides the establishment of national and regional monitoring by public authorities, as well as the development of appropriate development programs (Melnyk, 2005).

The modern priorities of the developed countries of the world, in particular the European Union, Switzerland, Japan, Canada, and the United States, in relation to sustainable development, include the desire to ensure people's welfare through the introduction of the principle of social justice (Karnitis, 2017).

The management of socio-economic development of such countries is closely connected with solving the problem of consumption of natural resources. So, modern development is limited not to the ability to buy coal or metal, but to the remnants of these resources, the way of their processing and consumption (Yasnolob, & Radionova, 2017) In developed countries the progress is restrained not with the power and quality of the pumps, but with the depletion of the aquifer layer; not with the power of the wood-processing industry, but with the disappearance of forests, etc. In developing countries, there is another situation where the main factor of development remains the capital created by human. Lack of awareness of this difference makes impossible the harmonization of the indicators of socio-economic development of Ukraine and, for example, the countries of EU

and promotes the slow approach of the territorial communities in the first to the limits of growth and deepening of crisis phenomena.

### 3. Conclusions

So, the constant development of rural areas in modern conditions, especially when administrative-territorial reform is carried out, is understood as the formation of the rural community that is able to provide an expanded reproduction of the population and increase the level and quality of its life, production of food, agricultural products, providing the nature conservation measures and saving use of available natural resources, care for future generations. To sum up, we can conclude that the transfer of rural areas to the model of sustainable development should be considered as a primary task in the development of our country.

The economic background of rural sustainable development is the growth of the rural economy. Rural economy in the post-Soviet space only begins to be asserted as an independent phenomenon caused with the slow recognition of multifunctional nature and the special significance of agriculture and countryside, not only in food providing, but also in an eco-friendly and social mission, in general social development. The development of the rural economy should take place on the basis of its diversification, in which progress in the agricultural sector becomes a factor in the development of non-agricultural activities, which in general should correspond to the socio-economic development of rural area and its inhabitants, guaranteeing them the qualitative satisfaction of material and non-material needs.

### Appendix A. Supplementary material

Supplementary data associated with this article can be found, in the online version, at <https://dx.doi.org/10.14254/jems.2017.2-1.7>.

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