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MECHANISM OF PROVISION OF SOCIAL SERVICES AS AN ESSENTIAL FACTOR OF SELF-ORGANIZATION OF SOCIETY AND CIVIL INITIATIVE

The article is devoted to the analysis of the development of public initiatives in Ukraine, as well as their role in building a dialogue between the government and civil society. The connection of the public initiative with the provision of social services is considered. The interaction of civil society institutions with public authorities is determined.

Key words: *public initiative, civil society, social service, public organizations.*

Formulation of the problem. In the process of democracy development, the relationship between civil society and the state is one of the key ones. Civil society can develop qualitatively only through the proper functioning of voluntary social institutions. Today in Ukraine there is a need to effectively combine the efforts of government and citizens and introduce new mechanisms to involve the public in the process of providing social services. This is the purpose of the article - theoretical and methodological justification of the mechanism for providing social services to public initiatives as a factor in the self-organization of society. In accordance with the set goal, the following tasks were formulated: to reveal the meaning of the concept of “public initiative” and “social service”, as well as to determine the mechanisms of interaction of civil society institutions with public administration bodies.

Object of research: the process of development of public initiatives in modern society.

Subject of research: public initiatives as a factor of self-organization of society and a significant mechanism of public administration in the process of providing social services.

Analysis of recent research and publications. Problems of civil society development in Ukraine have been studied by many scholars. These are, in particular, T. Belskaya, N. Benyukh, O. Biliy, S. Demchenko, V. Dzyundzyuk, M. Dolishniy, T. Zayats, G. Zelenko, S. Kadomtseva, N. Kalinkina, V. Korzhenko, V. Kravchuk, V. Kutsenko, M. Mesyuk, Y. Mikhalsky, V. Misyura, V. Nikitin, L. Novoskoltseva, A. Paliy, T. Panteleeva, O. Pukhkal, F. Rudych, O. Sergeeva, V. Slyusarenko, S. Teleshun, A. Tkachuk, O. Chaplygin, Y. Sharov and others.

Presenting main material. At the present stage of Ukraine's development, the processes of democratization, acceptance and actual implementation of European democratic values in public relations are becoming more widespread.

According to the experience of developed European countries, social progress, democratic development, economic growth are very difficult to achieve without the active participation of society. A developed civil society is an integral part of all democratic, legal states in the world. Civil society institutions and their participation in public policy are important indicators of social, economic and political life. Therefore, for the further successful development of Ukraine as a democratic, social, legal state, the development of public participation and close cooperation of public authorities with civil society institutions is extremely necessary.

The process of development of civil society institutions in Ukraine is characterized by high heterogeneity. The period of decline in civic activity, public indifference to current socio-political issues and a high level of alienation from mutually beneficial dialogue with the government is replaced by growing free self-organization of citizens, intensive interaction in society and cooperation between citizens and the state to solve social problems.

The reasons for such changes in the development of civil society in Ukraine can be considered as external (political, economic, socio-cultural ties with foreign countries) and internal factors (growth / decline in the economy, adoption of various laws, growth / decline in welfare, public policy in the economic, political, social or cultural spheres of public life, etc.).

Certain elements of public institutions existed in Soviet Ukraine. However, the main essential characteristics and activities of these institutions differed significantly from the civil society of Western Europe and the United States. The reasons for such differences are both different historical traditions and socio-cultural features of these societies. In Western Europe, civil society has evolved over the centuries, based on personal initiative, private property, market economy principles, and liberal values. The formation of civil society took place "from the bottom up", from enterprising citizens to the formation of professional, political, economic, cultural communities and associations. The spirit of individualism of Western European and American societies also played an important role in the formation of civil society institutions.

In Ukraine, however, there have always been strong ideas of the prevalence of public interests and values over personal ones. For this reason, the formation of Ukrainian civil society was significantly different from Western European, and it has always had a historical imprint, where the state played a leading role in all spheres of public life: social, political, economic and cultural.

Given the social activity of broad sections of society, the state itself cultivated the creation of elements of civil society: trade unions, cultural organizations and societies, economic associations, and so on. These organizations were created, as a rule, on the initiative of the state and at its expense, which contradicts the classical theory of civil society, according to which civil society should be politically and financially independent from the state. The state under its supervision was ready to stimulate public initiatives, civic initiative and various movements within certain ideological limits, delegating to them even part of its powers, but stopped any attempts to form oppositional and disloyal organizations, as dissent contradicted the general line of "imperial" Soviet policy.

Civic initiative, being a basic component of a mature civil society, is one of the most promising forms of citizens' realization of their rights and solving pressing problems at the local and regional levels.

The concept of "public initiative" is interpreted by scholars ambiguously. According to Ukrainian researcher O. Bilousov, public initiative is an attribute of civil society, expressed in various forms of activity of its subjects within the legal field and aimed at protecting their interests and making changes to improve the living conditions of citizens. The researcher insists that public initiatives, regardless of the vector of their focus, can include only those actions that are ultimately aimed at improving society and improving the lives of its citizens [1, p. 544–545].

Today, the term “public initiative” is widely used in political practice by both public organizations and individual initiative groups of conscious citizens. It can be considered as a way of joint management, which is associated with the development of consensus-oriented decisions by all stakeholders with the initiative of the authorities [2, p. 397], or as collective actions of citizens aimed at providing local public goods or services (for example, for order and security) within their street, district or city, where citizens themselves decide on the goals and means of their project with the support or assistance of local authorities [3, p. 397].

In the new philosophical encyclopedia edited by VS Stepin, the following definition of public initiative is found: “informal association of citizens, which is created for non-violent struggle against specific shortcomings of society. Such associations differ from each other by different degrees of organization, stability, success of their duration” [4].

These definitions describe only some manifestations of public initiatives and cannot be considered exhaustive. In our opinion, the public initiative should be considered in different senses - broad and narrow. In a broad sense, a public initiative should be understood as any initiative of a citizen or group of citizens of a particular state aimed at addressing issues in political, economic, social, environmental, domestic spheres of community life (eg civic initiatives in cities, villages, etc.).

In a narrow sense, a public initiative is a specific individual or public form of expression of will of citizens, which has different characteristics (name, program, government, etc.) and focuses on solving a particular problem.

The term itself emphasizes the source of the initiative - the citizen, in contrast to the state initiative, where such a source are government officials.

The mechanism of participation of civil society institutions in the development and implementation of public policy is their involvement in the provision of social services.

Today, special attention is paid to the study of trends that occur in each country and the world. One of such tendencies is the democratization of public life, which causes a number of changes in all spheres of state life. Undoubtedly, such changes require research, for example, in terms of activating civil society, which will use the potential of the latter to improve the public service system by implementing the principles of decentralization and subsidiarity, establishing dialogue between government and community [5].

An important condition for bringing the Ukrainian public service system closer to world standards is to build partnerships between all sectors of society: "intensification and consolidation of public, private and public sectors in the interests of the common good" [6, p. 11]. A similar approach was proposed by T. Bielska, noting that in the context of globalization, the government "does not act as an apparatus of coercion, but cooperates, interacts with civil society, delegating to it part of its powers" [7, p. 28].

It is known that at the community level there are areas where the market mechanism that underlies the functioning of business does not provide the desired level of efficiency. This applies to some aspects of social and cultural orientation where the provision of services does not involve profit. The main issue in the implementation of social services is the manifestation of such purely human categories as compassion, support, respect for the person, which is not typical for providing services to private social institutions, when the person receiving the service is perceived as a client. Such features of self-organization of the population as voluntary association, non-profit nature of activities, personal interest in solving problems in the social sector, are the key to effective provision of such services.

Public, charitable, religious organizations, which are types of civil society organizations, fall entirely into the category of social service providers. However, allowing these organizations to provide social services, the Law of Ukraine "On Social Services" clearly defines the requirement that such organizations in their statutory documents should provide a list of social services, the categories of persons to whom they are provided. Organizations should also provide such services in compliance with state standards, both for a fee and free of charge. A public or charitable organization that positions itself as a subject of social services should provide in its statutory documents for this, have in its staff or involve on a contractual basis the appropriate training of employees to provide social services [8].

According to the definition of the Encyclopedic Dictionary of Public Administration, "social services" is a set of legal, economic, psychological, educational, medical, rehabilitation and other activities aimed at certain social groups or individuals in need of difficult life situations. for the purpose of improving or reproducing their vital activity, social adaptation and return to a full life [9].

The procedure for providing social services to citizens is clearly defined by law, they are provided only within the target state program, they are characterized by targeted subject orientation and are financed from the budget. That is, *firstly*, there must be entities that, on the one hand, provide these services and, on the other hand, consume them, *and secondly*, there is a procedure for providing and financing the service, and the regulation of legal relations is applied. The scope of the service is determined by the regulations of the state.

The experience gained in many foreign countries convincingly shows that cooperation in the provision of social services between the public and non-state ("third") public sectors (hereinafter inter-sectoral cooperation) is potentially mutually beneficial.

Cross-sectoral cooperation provides an opportunity to involve stakeholders in the decision-making process and, as a result, helps to involve the community in public dialogue and increase public confidence in the state. According to independent international experts, intersectoral cooperation creates a situation in which "everyone

wins": both the state and the ultimate beneficiary - the recipient of social services. However, such cooperation is constructive when both parties have equal rights and are willing to establish and maintain mutually beneficial relations for the provision of social services, rather than confrontation. Intersectoral cooperation is particularly justified in cases where the relevant state institutions are unable to properly perform their functions and powers due to the following reasons: lack of funds and other resources; lack of qualified specialists; institutional and structural weaknesses; political instability, etc. [10]

Technical progress and the rapid development of information and communication technologies have accelerated the process of forming public initiatives, creating social movements and mobilizing the population to solve their problems. The media, social networks, blogs and other online means of communication have made it possible to accumulate and manage significant human and financial resources in the shortest possible time. Citizens have the opportunity to organize interest groups online, raise the necessary resources for various activities (volunteering, crowdfunding, charity, social assistance and support, legal and psychological counseling, etc.). Social networks have become an integral part of both social and political life.

Thus, one of the most productive subjects of public initiative and an important institution of civil society are public organizations. They are developing in Ukraine at a fairly rapid pace, covering a wide variety of activities, but still face a number of serious problems of legal and financial and economic order. Therefore, for further progress, they need to improve the regulatory framework of their activities and address the urgent needs of their funding. There is an ongoing dialogue between the authorities and the "third sector", during which the parties provide concrete proposals to improve the existing situation. The case for their specific implementation. Not only the dialogue of public organizations with the authorities needs to be intensified, but also the establishment of horizontal ties between them.

Conclusions. Analysis of the basic characteristics of civil society allows us to conclude that it is a system of organizations outside government and commercial structures, which provides self-organization and development of society and forms the

basis of a functioning society as opposed to complementary executive management structures. On the one hand, it is a public-political component, which includes a network of public organizations and structures that enter the public-political arena: social movements, associations, etc., and aimed at solving problems at the macro level. On the other hand, it is a private component formed of entities that include citizens united by interests to solve private (local) problems.

With regard to the interaction of the state and civil society in the field of charity, it can be noted that against the background of the positive development of philanthropy in Ukraine, the level of involvement of people who regularly engage in charitable or volunteer activities remains low. Among the reasons for unwillingness to participate in charitable activities, Ukrainians note the lack of funds; distrust of recipients of charitable assistance; disbelief that such activities can have a real impact on the situation. With the increase in the number of charitable entities in Ukraine, the number of violations of current legislation has increased. It can be insisted that it is the state that should take care of solving general social problems with the inclusion of regulatory, financial, economic, organizational and other mechanisms.

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