

On Institutional Support of Social Innovations in the Conditions of Sustainable Development

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Abstract. The relevance of the study is conditioned by the need to improve the main forms of social security and social guarantees at the national level, in accordance with the current legislative and regulatory support, state target programmes, and existing infrastructure. The purpose of the study is to define modern areas of institutional support for social innovations for the balanced development of socio-economic systems. General scientific theoretical methods, in particular analysis, synthesis, and generalisation, were chosen as the leading research methods. It is determined that the basic foundations of state support are the provision of the institutional development of innovative infrastructure and interaction of civil society with state and regional authorities and local self-government. It is established that a necessary prerequisite for the promotion of social development and the introduction of social innovations is institutional support at the national level, which will coordinate the implementation of social initiatives that can later be produced as social innovations. Therefore, the imperatives of the development of the social component are defined as social innovations that are characterised by non-standard, but effective solutions to social problems, the priority of which is the social (qualitative), rather than the economic (financial) effect. The diversity of areas of social activity of the Ministry of Social Policy and heterogeneity of ways of its interaction with civil society are revealed. It was found out that programme-targeted conceptual fields, activities, and programmes to promote the development of social innovations at the national, regional, and local levels are currently absent, but the main interest in a wide range of manifestations of social innovations and the possibility of attracting funds to finance them belong to the initiatives of non-governmental organisations and social entrepreneurship. Accordingly, it is confirmed that the main institutional structure that can support the processes of generating, producing, and distributing social innovations is the Ministry of Social Policy of Ukraine, respectively, at the regional level, such structures can be local state administrations. The practical significance of the study is conditioned by the establishment of a theoretical basis for the chosen goal for further implementation in practice

Keywords: innovation activity, innovations, institutional economy, balanced development, innovative infrastructure, socio-economic system

The Problem Statement

Society's awareness of natural constraints determines the investigation of the innovation vector of the concept of balanced and "efficient" economic development with mandatory consideration of environmental and social consequences. In the process of high-quality socio-economic and environmental development, the institutional foundations of the

innovative component of the social orientation in the form of social innovations in regional ecosystems are gaining newfound relevance.

The processes of generating, producing, and spreading social innovations require appropriate favourable legal grounds that directly or indirectly regulate the institutional basis for the development of social innovations.

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Analysis of Recent Studies and Publications

The increased attention of the scientific community to the topic of social innovations is confirmed by research on the content-generating essence of social innovations, the search for opportunities for their applied dissemination and implementation in public life. At the same time, there is an increase in the number of research papers devoted to the development of the social component of the concept of sustainable (balanced) development, social innovation, the social orientation of innovation activities, and social innovations in the scientific space. In particular it is worth paying attention to the following researchers: O.V. Bilskaia [1], M.M. Bil [2], L. Boiko-Boichuk [3], O.A. Grishnova [4], T.A. Zaiats [5], O.Ye. Kuchko [6], N.Ye. Letunovska [7], I.A. Meizhys [8], O.O. Nabatova [9], Z.V. Smutchak, O.Yu. Sytnyk, O.M. Ostapenko [10], I.V. Theron [11], L.I. Fedulova [12], O.A. Kharun [13], W. Phillips, E. Alexander, H. Lee [14], A. Lashitev, L. Bals, R. Tulder [15], A. Unceta, J. Castro-Spila, J. Garcia Fronti [16] et al. However, the study of the institutional foundations for the development of social innovations at the micro, meso, and macro levels requires a more thorough investigation.

Setting the Objectives

The purpose of the study is to define modern areas of institutional support for social innovations for the balanced development of socio-economic systems.

Results and Discussion

The conceptual foundations of state support for the processes of generating, producing and spreading social innovations in Ukraine are institutional support for the development of innovation infrastructure and interaction of civil society with state and regional authorities and local self-government. State

policy in the context of sustainable (balanced) development provides for the balance of innovative development of all its components (economic, environmental, and social). The priority areas for implementing innovative development of the social component are the introduction of social initiatives, which are characterised by specific forms of manifestations of institutional support for social innovations.

At the national level, the regulation of social policy in Ukraine is coordinated by the Ministry of Social Policy of Ukraine. One of the areas of its activity (Fig. 1) is deinstitutionalisation. The study suggests that social innovations should include the reform of deinstitutionalisation initiated by the Government of Ukraine in 2017, in accordance with the national strategy for reforming the system of institutional care and upbringing of children for 2017-2026, which was approved by order of the Cabinet of Ministers of Ukraine No. 526r of August 9, 2017 [17]. The process of deinstitutionalisation involves planning for reorganisation with the reduction and/or closure of residential institutions, the creation of various other child care services that are regulated by law and results-based standards. The social effect of this reform will be achieved by the active development and availability of services at the level of the territorial community for children and families with children, which will contribute to the gradual elimination of residential institutions and the conversion of institutions into centres for providing specialised services, educational institutions and others that will contribute to meeting the needs of community residents. The reform is designed for 10 years and provides that during this time the number of children in boarding schools will decrease by 90%, and each community will have affordable and high-quality services to support families with children in accordance with their individual needs [18].

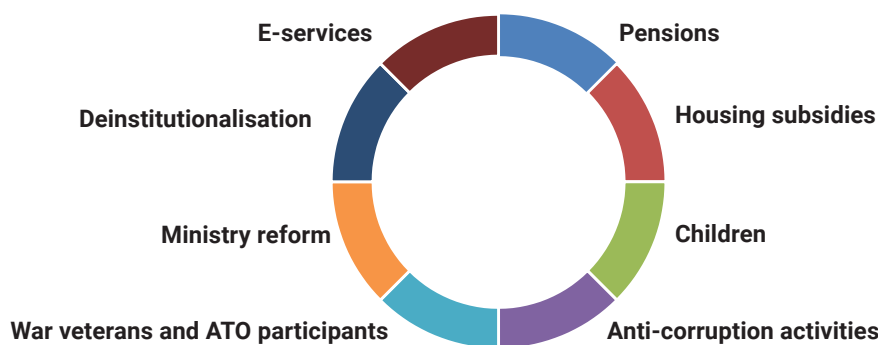


Figure 1. Main activities of the Ministry of Social Policy of Ukraine

It is worth noting the cooperation of the Ministry of Social Policy of Ukraine and higher educational institutions in conducting courses on the Ukraine-Norway project (area for war veterans and ATO participants). The project is implemented based on the agreement UKR-14/0033, concluded between the University of Nurland (Norway) and the International Charitable Foundation "International Fund for Social Adaptation" (Ukraine) [19]. The main goal of the project is professional retraining of the target group (military personnel, ATO participants) for civilian specialities that are in demand in the labour market of Ukraine, which, for its

part, contributes to legal and social adaptation to living conditions in civil society [20]. Another programme that promotes the adaptation of military personnel is the annual national programme Ukraine-NATO within the framework of cooperation between Ukraine and the North Atlantic Treaty Organization, in compliance with decisions taken during the meeting of the North Atlantic Council of NATO with Ukraine and Georgia [21].

As part of the expansion of social initiatives of the Ministry of Social Policy of Ukraine, the Cabinet of Ministers of Ukraine adopted a resolution of 03.03.2020, which approves

the procedure for using funds provided in the state budget for the implementation of the pilot project "Development of Social Services" [22]. The project consolidates important initiatives to implement the Law of Ukraine "On Social Services" and reform the system of institutional care and upbringing of children [23]. The prospect of the idea is to promote the deinstitutionalisation of persons with disabilities.

According to the plan, the state will support the development of the following social services [24]:

- day care for children with disabilities and persons with disabilities;
- support during inclusive training;
- social support during employment and at the workplace;
- temporary rest for parents or persons replacing them, caring for children with disabilities;
- supported accommodation.

In addition, the Ministry of Social Policy of Ukraine initiated a public discussion of the "Framework requirements for preventive environmental and social measures" which were updated in 2020 and used for the implementation of the environmental assessment of the project "Modernisation of the system of social support of the population of Ukraine" and it is proposed to scale the computer programme "Social community" within the framework of the pilot project "Social community", which was certified in 2019 [25; 26].

Of particular note is the variability of the areas of social activity of the Ministry of Social Policy and the heterogeneity of methods of its interaction with civil society. However, there are still no programme and target concepts, strategies, and defined measures to promote the introduction of social innovations at the national, regional and local levels. In Ukraine, non-state structures and social entrepreneurship are mainly responsible for the manifestation of social innovations and raising funds to finance them.

Among the most significant global trends in the development of social innovation is the socialisation of the process of institutionalisation of social innovation by President Barack Obama. In 2009, the president created the White House Office of *Social Innovation and Civic Participation* (SICPP) [27]. One of the leading social innovation programmes formed by the White House administration was the creation of the *Social Innovation Fund*. Nowadays, the fund is managed by the federal government, which is one of the main institutional structures in the United States of (CNCS)) and conducts its activities in the field of service, development of volunteerism, and is also a grant giver. The agency's activities are aimed at helping American citizens improve their lives through structures such as: *Ameri Corps*, *Senior Corps*, *the Volunteer Generation Fund*, etc. These structures meet the needs of the public related to education, health care, energy saving, economic development, military servants, natural disaster service [28].

One of the government's programmes was the creation of the Social Innovation Fund (SIF), which allocates investments in innovative solutions that offset the impact of inefficient programmes [29]. In addition, despite the developed system of social security, insurance, and compliance with social norms and guarantees in the United States, the Office of

Social Innovation created by the administration of President Barack Obama became the first institutional structure of this level, which directed its activities in solving public problems with new, non-standard ways of social interaction at the state level. Having demonstrated a new way of relations between the state structure and civil society, institutional structures of civic participation have spread.

It is worth noting the institutional support of social innovation by leading educational institutions through the implementation of social innovation research curricula, in particular, the University of Cambridge operates the Cambridge Centre for Social Innovation: the Cambridge Business School of Judges, which offers a two-year Master's programme in social innovation [30], Goldsmiths University provides an opportunity to study at the Master's programme in social entrepreneurship [31], at the University of London there is an opportunity to enter the Master's programme in social innovation and social entrepreneurship [32]. Many of Oxford's research projects are related to supporting social entrepreneurship, which in one way or another relate to solving social or environmental problems [33], Harvard offers a student scholarship programme *New World Social Innovation*, for the implementation of measures to solve social problems through social innovations [34].

The European Commission is preparing a multi-year financial framework for 2021-2027. The *European Social Fund Plus (ESF+)* published a proposal of the regulation [35], which is the EU's main financial instrument for improving employee mobility, employment opportunities, strengthening social cohesion, improving social justice, and increasing competitiveness in Europe for the period 2021-2027. ESF+ aims to merge the existing *European Social Fund (ESF)*, *Youth Employment Initiative (YEI)*, and *Fund for European Aid to the Most Deprived (FEAD)*, *Employment and Social Innovation Programme (EaSI)*, and *EU Health Programme*. The new programme of the European Social Fund focuses its investments in three main areas: education, employment, and social inclusion.

Conclusions

Thus, in the course of the study, it was confirmed that for Ukraine, the objective necessity of today is to comply with a certain vector of state-building in accordance with the concept of sustainable (balanced) development. It is determined that social innovations are key imperatives in the process of formation of the social component, which is determined by the effective non-standard solution of social problems with a focus on the qualitative effect. It was found out that the implementation of social initiatives is regulated by the Ministry of Social Policy of Ukraine at the national level and local state administrations at the regional level. It is revealed that the main spectrum of activity of regional social structures is the socio-economic development of the respective territories, the development of science, education, culture, health, physical education and sports, family, women, youth and minors, ensuring social protection, employment, labour and wages. It was proved that regional social programmes are formed based on the priorities of each individual region in accordance with

the national strategy for sustainable development. Despite these facts, it was found out that currently there are no clearly formed models of regional development of social innovations in Ukraine, which gives grounds for further research.

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Про інституціональне забезпечення соціальних інновацій в умовах сталого розвитку

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Анотація. Актуальність статті визначається потребою в удосконаленні основних форм соціального забезпечення та соціальних гарантій загальнодержавного рівня відповідно до чинного законодавчого та нормативно-правового забезпечення, державних цільових програм і наявної інфраструктури. Метою статті є репрезентація сучасних напрямів інституціонального забезпечення соціальних інновацій для збалансованого розвитку соціально-економічних систем. Провідними методами дослідження обрано загальнонаукові теоретичні методи, зокрема аналіз, синтез і узагальнення. Визначено, що базовими основами державної підтримки є забезпечення інституціонального розвитку інноваційної інфраструктури та взаємодія громадянського суспільства з органами державної і регіональної влади та місцевого самоврядування. Встановлено, що необхідною передумовою активізації суспільного розвитку та впровадження соціальних інновацій є інституційна підтримка на загальнодержавному рівні, котра координуватиме реалізацію соціальних ініціатив, які в подальшому можуть продукуватися як соціальні інновації. Відтак імперативами розвитку соціальної складової визначено соціальні інновації, котрі характеризуються нестандартним, однак ефективним вирішенням соціальних проблем, пріоритетністю яких є соціальний (якісний), а не економічний (фінансовий) ефект. Виявлено різноплановість напрямів соціальної діяльності Міністерства соціальної політики та різноманітність способів його взаємодії із громадянським суспільством. З'ясовано, що програмно-цільові концептуальні напрями, заходи та програми зі сприяння розвитку соціальних інновацій на загальнодержавному, регіональному та місцевому рівнях на сьогодні відсутні, проте основне зацікавлення у широкому спектрі виявів соціальних інновацій та можливості залучення коштів для їхнього фінансування належать до ініціатив недержавних організацій та соціального підприємництва. Відповідно підтверджено, що основною інституційною структурою, яка може забезпечувати підтримку процесів генерування, продукування та поширення соціальних інновацій є Міністерство соціальної політики України, відповідно на регіональному рівні такими структурами можуть виступати місцеві державні адміністрації. Практична цінність наукової роботи полягає у формуванні теоретичного підґрунтя з обраної мети для подальшого втілення на практиці

Ключові слова: інноваційна діяльність, інновації, інституціональна економіка, збалансований розвиток, інноваційна інфраструктура, соціально-економічна система