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CAPABILITIES OF THE NGO “UKRAINIAN ASSEMBLY OF DOCTORS OF SCIENCE IN PUBLIC ADMINISTRATION” TO INNOVATIONS IN UKRAINE

Abstract. This article reveals the possibilities of the NGO “Ukrainian Assembly of Doctors of Science in Public Administration” for the development and introduction of innovations in Ukraine. It demonstrates the potential scientists of the country possess for the introduction of foreign and domestic innovations. It shows the results of the assessment of foreign experts of scholars and students from Ukraine in humanitarian spheres. The article makes it possible to observe the content of the proposals of social organization of scientists. It demonstrates

the projects of the NGO “Ukrainian Assembly of Doctors of Science in Public Administration”, which were assessed by EU experts as risky for investment. Scientists of the organization were considered by EU experts as non-professional to implement these projects. The article shows that this opinion is erroneous, and the proposals are relevant in 2017. The implementation of the proposed projects would lead to different results in the development of Ukraine and its relations with the EU.

Keywords: NGO, project, the EU, think tanks, public administration, innovations.

МОЖЛИВОСТІ ГРОМАДСЬКОЇ ОРГАНІЗАЦІЇ “ВСЕУКРАЇНСЬКА АСАМБЛЕЯ ДОКТОРІВ НАУК З ДЕРЖАВНОГО УПРАВЛІННЯ” В ІННОВАЦІЯХ В УКРАЇНІ

Анотація. Ця стаття розкриває можливості громадської організації “Всеукраїнська Асамблея докторів наук з державного управління” для розроблення і запровадження інновацій в Україні. Стаття демонструє потенційні можливості вчених держави для запровадження зарубіжних та вітчизняних інновацій. У статті продемонстровано результати сприйняття зарубіжними експертами вчених і студентів України гуманітарних сфер. Наводиться зміст пропозицій громадської організації вчених. У статті подається основний зміст проектів громадської організації “Всеукраїнська Асамблея докторів наук з державного управління”, які були сприйняті зарубіжними експертами як ризиковані для інвестування, а вчені цієї організації були схарактеризовані експертами ЄС як непрофесійні для запровадження даних проектів. Стаття показує, що ця думка помилкова, а пропозиції актуальні у 2017 р. Реалізація запропонованих проектів призвела б до інших результатів як в Україні, так і для відносин з ЄС.

Ключові слова: громадська організація, проекти, ЄС, фабрики думки, публічне управління, інновації.

ВОЗМОЖНОСТИ ОБЩЕСТВЕННОЙ ОРГАНИЗАЦИИ “ВСЕУКРАИНСКАЯ АССАМБЛЕЯ ДОКТОРОВ НАУК ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ” В ИННОВАЦИЯХ В УКРАИНЕ

Аннотация. Эта статья раскрывает возможности общественной организации “Всеукраинская Ассамблея докторов наук государственного управления” в разработке и внедрении инноваций в Украине. Статья демонстрирует потенциальные возможности ученых страны для внедрения зарубежных и отечественных инноваций. В статье продемонстрированы результаты восприятия зарубежными экспертами ученых и студентов Украины гуманитарных сфер. Показывается содержание предложений общественной организации “Всеукраинская Ассамблея докторов наук государственного управления”, которые были восприняты зарубежными экспертами как рискованные для инвестирования, а ученые этой организации были охарактер-

ризованы экспертами ЕС как непрофессиональные для внедрения данных проектов. Статья показывает, что такой подход ошибочный, а предложения актуальны в 2017 г. Реализация предложенных проектов привела бы к другим результатам как в Украине, так и в ее взаимоотношениях с ЕС.

Ключевые слова: общественная организация, ЕС, фабрики мысли, публичное управление, инновации.

Target setting. Analysis of electronic information resources [1–4] shows that most of the world funds are invested in the development of technologies in several spheres: medicine, aerospace, military, biotechnology, nanotechnology, communications, climate change.

These publications demonstrated the role of universities and research centres in the development of their economies. Ukraine also has some potential. Statistical data showed, that Ukraine has a potential for introduction and spreading such innovations. Most funds are channelled for research in the fields of atomic power engineering, energy-saving, aircraft building and other machine building. In 2016, imports of new technologies from Europe to Ukraine have grown by 22 % [5].

During the period of 2000–2014, the number of applications for trademarks filed to Ukraine increased annually (except for 2014) and reached 380 thousand over the specified period. More than 18 % of them pertained to the manufacturing and agricultural processing fields [6]. According to the State Statistics Service of Ukraine, the macroeconomic indicators demonstrate Ukraine's need for introduction of scientific, technological and social innovations, since industrial production (in %% as compared to the previous year and January-April 2015)

constituted 21.5 %. 600 enterprises introduced innovative types of products; the number of such types constituted 3,661 names, of which 1,314 are new types of machinery, equipment, devices and instruments, etc. 137 enterprises introduced new, solely market-aimed products of 540 names. 125 enterprises implemented organizational innovations, while 157 enterprises – the marketing ones. 905 enterprises sold for the sum of UAH 25,7 bln of innovative products or 2,5 % of the total volume of industrial products sold. 295 enterprises sold products outside Ukraine, their volume constituted 29,2 % of the total volume of innovative products sold. Consequently, there is a high potential for forming a network of consumers of European innovations and scientific research. Ukrainian enterprises are interested in introduction of innovations and collaboration with foreign partners. Governmental support for such activities was active until 2013 [7]. Few resources are invested in the development of entrepreneurship, small and medium business, as well as non-for-profit entrepreneurship and enterprises of NGOs.

At the same time, non-governmental organization of scientists do not receive any order from the state for research and development on the problems of social planning and development of public

administration. They are not considered as think tanks. Many think tanks in foreign countries [8–11] help in meeting many problems of society on the basis of scientific methodology, such as the development and promotion of social services; the role and participation of the population in developing countries, fiscal policy and human settlements; introduction of scientific developments in the practice of public administration; solution of the most complex problems of states; involvement of youth into management process; conducting researches development.

Ukrainian public organizations of scientists do not have this status in the development of science and the impact on the country's GDP, as it is in other countries of the world. They have no governmental support and are not considered as governmental partners for the formation of the society and economics of Ukraine.

Analysis of the recent researches and publications, where the solution of the problem is initiated, and which serve as grounds to the author. Several centers and networks of European research and innovations are present in Ukraine, but they perform narrow tasks in a particular scientific field. They cannot bring to research non-governmental organizations. They are not always open and widely demonstrate their achievements. Many centers and networks are known in Ukraine, such as: Cisco and the European Centre for Nuclear Research, which jointly promote innovations in the field of next-generation computing [12]; Tempus supports innovation by improving the regulatory and legal framework for higher education in Ukraine [13]; CLS

Research Centre has the function of a central contact point for multiple research institutions [14]; the Research Centre of scientific and technical potential and history of science named after G. M. DOBROV of the National Academy of Sciences of Ukraine [15]. The Center “Kharkov Technologies” was established in 1998 with a support from the US Agency for International Development (USAID) on the basis of the STC “Institute for Single Crystals” of the National Academy of Sciences of Ukraine [16]; Scientific and Technical Center of innovative technologies in engines is engaged in the development and implementation of technology and processing of high-tech methods of hard materials [17]; iHUB is supporting a network of centers of innovation and entrepreneurship (iHUB is based on the initiative of Seed Forum in 2014, the global network of national non-profit foundations) [18]. The Center of European Integration and Cross-border Cooperation determines the main objective to promote public consistent assertion of the democratic foundations of the society development [19]. TheEco-IP platform brings together public and private partners from different countries in the matters of environmental safety [20].

These centers cannot provide the promotion and sale of innovations for 83,9 % of the enterprises of Ukraine. 83,4 % of higher educational institutions of Ukraine, 100 % of NGOs, who want to create social enterprises or SMEs are consumers of European innovations are too.

At the same time, participation of the public organizations of scientists in the development of social relations

and the economy of Ukraine are not allowed. Opposite to other countries of the world, these organizations do not have neither public nor private support of their studies. There exist many successful innovation centres in the world which are working in the following spheres:

- European Institute of Innovation & Technology (EIT)[21] strengthens cooperation and integration between partners in business, politics, science, higher educational institutions;
- creating an innovative environment which is able to turn ideas into products and services that provide growth and job creation is the matter of the Innovation Union – European Commission [22];
- support to innovative business development and growth, startups, creating a community of professionals is due to EBN | innovation network;
- training is the concern of the European Innovation Academy;
- the company Huawei is engaged in opening a network of innovation centers in Europe [23];
- providing a wide range of services and activities for web entrepreneurs is the business of the European Innovation Hub – Center of European Innovation [24];
- introduction and promotion of the most interesting and successful projects on the market is the business of ZSI – Centre for Social Innovation [25];
- the social The Flagship BOOST Academy Program For Entrepreneurial Non-Profit Organiza-

tions conducts creation and use of the social base of innovative proposals in education, manufacturing, trade, light industry, electronics [26];

- the study of creation and support of partnership projects is the capacity of Young Foundation [27];
- the creation of students project teams is the responsibility of the Center for Global Eco-Innovation [28];
- the creation of a common space for organizations and individuals working for social innovation projects is the matter of the Centre for Social Innovation [29];
- development and creation of virtual offices is the task of the Eco Innovation Center [30];
- The Melting Pot is engaged in establishment of a joint working space for individuals and organizations that are implementing innovative projects [31];
- Association of innovative organizations and people around the world through events, seminars and innovation consulting is the business of the Social Innovation Exchange [32];
- carrying out consulting and support services for businesses and organizations is the matter of Greenovate Europe [33];
- Building Change Trust conducts promotion of extensive resources for social innovation [34];
- support and examples of innovative social projects is given by The Social Innovation Partnership [35];
- guidance, context and background for the implementation

of projects is carried out by UN-DP Workshop Toolkit [36];

- creating a dialogue with practitioners in the field of development of civil society organizations is the business of Voices from Eurasia [37];
- to create an Internet platform to promote change and innovations among participants from different branches to create a positive impact on the development of the project is the responsibility of the Planet for Change [38];
- ten of the most innovative NGOs in the world render NGO assistance for innovative research in the field of health, education, protection of people's rights and children, etc. [39].

Ukraine has no such powerful and versatile innovation centers. The saddest thing is that foreign experts do not see the potential of Ukrainian scientists and public research organizations in the organization of such centers. Business enterprises are focused on the implementation of European innovations in the field of engineering, agriculture, pharmaceutical industry, ferrous and other precious metals, light goods, woodworking, pulp and paper and chemical industries, printed materials, energy, mineral raw materials, products, ferrous and non-ferrous metals, stones, glass, ceramics; freight forwarding services; print production. European social innovations in construction, health, mining, light and other industries, printed products, the creation of social banking and business angels, education, training, activities of NGOs, social business, social entrepreneurship, attracting NGOs to re-

search activities and innovation, the introduction of mechanisms of European innovations in Ukraine, youth social innovation business development, management of the state are out of sight of Ukrainian innovators.

The purpose of the article is a demonstration of capabilities of the public organization "Ukrainian Assembly of Doctors of Science in Public Administration" in addressing social and public issues and its role in the EU's scientific research.

The statement of basic materials. Public research organizations of Ukraine have a great potential, but do not see it in the bodies of power of Ukraine and the EU. The experience of the "Ukrainian Assembly of Doctors of Science in Public Administration" shows that EU experts do not take seriously our capabilities. We gave a few projects for EU programs. All of them were dismissed as risky. EU experts consider a low potential for staffing the project risk, namely they see us, doctors and candidates of sciences of public administration, non-professional. They also believe that there is a risk in the return of invested funds. The risk for them is the process of capitalization of our ideas and proposals. And the most amazing thing is that EU experts believe that containment issues of legal and illegal immigration of labor from Ukraine to the EU are not relevant for the EU. We had given projects 8 months before the EU started to have problems with illegal immigrants. We wrote that immigration is a problem for the EU and we want to work out a methodology to solve this problem by the example of our country. We realize now that we were right, we do ex-

act socio-political predictions, and our scientific and practical level does not pose a risk to the EU and it is important and significant for the EU. In fact, we showed that if EU experts work together not only with the individual universities, and cooperate with public associations of scientists, they will be able to prevent a lot of internal and external social and political problems.

The “Ukrainian Assembly of Doctors of Science in Public Administration” has a considerable potential to influence socio-economic processes and capitalization of researches. The “Ukrainian Assembly of Doctors of Science in Public Administration” is represented by its branches in 16 administrative-territorial units of Ukraine (Poltava, Sumy, Kherson, Kharkiv, Khmelnytsky, Ivano-Frankivsk, Rivne, Odessa, Lviv, Kyiv, Dnipropetrovsk, Zhytomyr, Transcarpathian region and the city of Kyiv) in many universities and institutes.

Scientists who member in the “Ukrainian Assembly of Doctors of Science in Public Administration” are from various educational institutions such as Pomeranian Academy in Slupsk, Ivano-Frankivsk national technical university of oil and gas, Kherson National Technical University, Odessa Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Lviv Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Kharkiv Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Dnipropetrovsk Regional Institute of

Public Administration of the National Academy of Public Administration under the President of Ukraine, Kiev national trade-economic University, National Academy of Public Administration under the President of Ukraine and others. They have experience working for the government, business, in politics. Their students receive the second higher education and work. They are potential users of the project results and the target group. They work in business enterprises, government, and education. Many of them are members of different NGOs. They can provide propaganda benefits of the European research and innovations in the business environment, public administration, education, NGOs [40].

The “Ukrainian Assembly of Doctors of Science in Public Administration” has concluded a number of cooperation agreements with such partners as: Interregional Academy of Personnel Management, National Academy for Public Administration under the President of Ukraine, Kherson Technical National University, National Service of Mediation and Reconciliation, Supreme administrative court of Ukraine, Mukachevo district state administration of Zakarpattia region, The Association of Aid and Assistance to the Economic Initiatives, Khmelnytsky University of Management and Law, State Property Fund of Ukraine, Solomianka district in Kyiv state administration, Polisk district state administration of Kyiv region, National Independent Trade Union of Transport Workers, School of higher education “The National Academy of Management”, Confederation of private schools of higher education, O. M. Beketov

National University of Urban Economics, Sloviansk City Council, NISPACEE, TAIEEX, Global Development Network. In cooperation, they conduct All-Ukrainian, regional, international industrial conferences, symposia and workshops, directed at solving the state-management problems in different sectors of society.

This collaboration makes to create an innovative environment in Ukraine, and to ensure a strong presence of European institutions in the field of science and innovation. The “Ukrainian Assembly of Doctors of Science in Public Administration”, together with the Interregional Academy of Personnel Management, is a co-founder of the scientific journal “Public Management”. The editorial board includes 55 doctors of science from Ukraine, Poland, Georgia and Bulgaria. It provides coverage of the results of innovative research of the scientific community of Ukraine.

We unite representatives of public organizations, politicians, managers and business people. They can provide a space for the work of the Centres of innovations and its network of offices. They can build a communication between European organizations, academics, businesses, politicians and governmental officials to develop and test a model of public / private financing mechanisms for the Centres of innovations and its branches. They can provide a large representation of stakeholders in European innovations and research for seminars, training camps and consultations in all regions of Ukraine.

The “Ukrainian Assembly of Doctors of Science in Public Administration” proposes development and implementation of several projects to stabilize

socio-political processes, and capitalization of research. The first project is the creation of the Multi Innovation Centre of European research and innovations with a network of representative offices on the territory of Ukraine and IT-platform. It will provide an opportunity to introduce the European innovation business, entrepreneurs, scientists, researchers, NGOs, politicians and others. The scientists will be supported in the development of collaborative research in various fields. Business people will receive information about innovations advantageous to their businesses and participate in joint research. The Center’s activities will focus on advocacy, awareness-raising and promotion of European innovations on the market of Ukraine in the socio-economic sphere. The Center gives the opportunity to get the support of politicians and governmental officials in the promotion of European innovations to the Ukrainian market and in public life. The Center provides the opportunity to expand the impact of the results of research and innovation projects by creating conditions for entering the Ukrainian market (83,9 % of enterprises, 100 % NGOs, 61 % of SMEs, 83,4 % of higher educational institutions of Ukraine). The Center can influence the market on the whole territory of Ukraine and create conditions for the promotion of European innovations on the whole territory of Ukraine. The proposed project is large-scale. It will create a market for European innovations. The Service Center will be open on equal terms for all EU member-states and associated countries, and their organizations. The Center will not duplicate the activities of existing Centers in Ukraine.

The target audiences of the project are business people, entrepreneurs, academics, researchers, students, post-graduates, politicians, NGOs, government, public servants. This project will also contribute to creating conditions for the provision of new jobs in Ukraine, youth employment, improvement in their lives, as well as shaping modern European thinking in them. This project supposes equal conditions for all project participants. The target audience can obtain information about European scientific innovations and use them in their professional activities and their own future. The target audience will be attracted to the promotion of innovations and researches in all aspects of the society. It is social significance of the project. The Center will offer a range of services throughout the territory of Ukraine for the entire target audience: spreading information about European social innovations; conducting educational activities for the target audience in organizing partnership with all stakeholders to implement European social innovations; assistance in building partnerships for the stakeholders in the implementation of European social innovations; conferences, seminars, round tables and consultations for the promotion of European social innovations on the markets of Ukraine; creation of IT-platform for the exchange of experiences and best practices in the implementation of European social innovations; creation of readiness for the introduction of innovations at the workplace and in the society; involvement of the civil society in the work of scientific innovations; promotion of European social innovations into All-Ukrainian market.

The results of the project are expected as: developing models for promotion of European social innovations into the social and economic spheres of Ukraine; creating a model of the civil society participation in research projects and promotion of European innovations onto the market of Ukraine; creating a network of Centers for the promotion of European social innovations throughout Ukraine; engaging a wide range of participants in the implementation of European social innovations and sharing knowledge and experience; creating a model of the civil society participation in research projects and the promotion of European innovations on the market of Ukraine; formation of a community of professionals who will always help stakeholders promote European social innovations onto the Ukrainian market; effective spreading of knowledge in order to improve practices and policies in the promotion of European social innovations; creating an online community of innovators in business, entrepreneurship, higher education institutions, research institutions, NGOs, students, scientists, researchers, politicians, public figures and officials; creating a model of the civil society participation in research projects and the promotion of European innovations on the market of Ukraine; promoting European innovations on the market of Ukraine; creation of conditions for acquisition of these innovations.

Systematic approach to the research allows to select elements of the system promotion of European social innovations in Ukraine; to create a subsystem which will affect the process of promoting innovations and creation of communities that are implementing these innovations; to determine an interaction of

the subsystems and their internal structure and links; to set the level of integrity and scope of the system, which will be measured as a quantitative, qualitative and financial performance; to build stable relations with other systems (the state, politics, society, customers). The Center will be a multi-functional system for the promotion of European social innovations onto the Ukrainian market.

It is especially important to cooperate with the authorities in the matters of innovations in the sectors such as: social entrepreneurship, social banks, business aspects, construction, light and woodworking industry, health, education and so on. The authorities make decisions that allow the introduction of many innovations in accordance with the laws of Ukraine. Also, the government can take the initiative and lobbying of the necessary legal acts, which are required for the development of the project. NGO-partners such as the Association of Aid and Assistance to the Economic Initiatives, Confederation of private schools of higher education are potential consumers of European innovations, including social ones. Their participation will make it possible to capitalize certain European innovations on the early stages of project development and establishments. These NGOs can also attract other projects, thus expanding the target audience, which is the largest part of the consumers, who require European innovations. According to the official statistics of Ukraine and Euro stat in this field, the opportunity to innovate is 100 %.

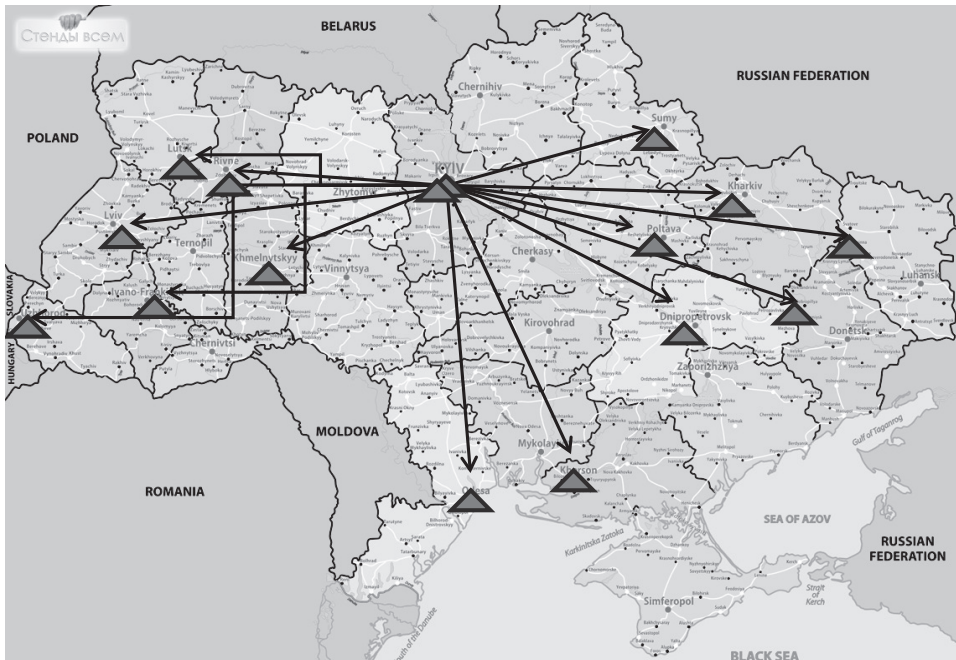
Higher transparency and prestige for European researches and innovations and its actors in multinational regions of Ukraine will be ensured through the

creation of a central office of the Center in Kyiv (capital of Ukraine) and its branches in 16 regions of Ukraine, where there are regional offices of the Assembly of Doctors of Science in Public Administration (Poltava, Sumy, Kherson, Kharkiv, Khmelnytsky, Ivano-Frankivsk, Rivne, Odessa, Lviv, Kyiv, Dnipropetrovsk, Zhytomyr, Transcarpathian region). Informational and advocacy work of these centers will provide an opportunity to demonstrate prestige for European researches and innovations in promoting social innovations into the socio-economic development of Ukraine. Presentations for local governments will help expand the target audience because there are many business people besides deputies and representatives of state enterprises. This audience is able to capitalize on certain European scientific innovations. This is especially important for the promotion of social innovations. The latter in Ukraine are understood only as work of social departments of the government, which provide materials and technical assistance to the needy, as well as the construction of social facilities on the principle of public-private partnership. Establishment of the IT-platform of the Center for the promotion of European innovations and research will enhance the achievement of the expected results.

For the capitalization of European innovations in Ukraine, it is very important to build partnerships with a number of innovation centres in Europe and the world. The "Ukrainian Assembly of Doctors of Science in Public Administration" has sufficient human resources, scientific potential and cooperates with many stakeholders for the achievement of expected results.

The structure of the project will be built on the network principle. Central management of the project will be carried out in Kiev. Branches of the Center will be established in 16 regions of Ukraine, which currently have territorial offices of the Assembly. They are in Poltava, Sumy, Kherson, Kharkiv, Khmelnytsky, Ivano-Frankivsk, Rivne, Odessa, Lviv, Kyiv, Dnipropetrovsk, Zhytomyr, Transcarpathian region and the city of Kyiv. The total number of Assembly members is 44 people. There are doctors and candidates of science of public administration. They give lectures at many universities and institutes of Ukraine, such as Pomeranian Academy in Slupsk, Ivano-Frankivsk national technical university of oil and gas, Kherson National Technical Uni-

versity, Odessa Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Lviv Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Kharkiv Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Dnipropetrovsk Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Kyiv national trade-economic University, National Academy of Public Administration under the President of Ukraine, etc. They embrace most regions of Ukraine (Fig.).



- Distance from the capital city of Ukraine Kyiv
- ▲ Cities – regional centres, in which there are branches of the Assembly; where the centre will set up its branches

There is management structure in the project

The principle of network organization allows for more coverage of the target audience of the project on the territory of Ukraine. This will reduce the transportation costs of the communicative actions with target audiences. Each task of the project, each type of project work will be performed equally by all Center's offices. Developing solutions will be carried out jointly.

The following project solves the problem of youth employment and the exchange of innovations between states. It supposes the creation of the E-portal "The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises", which is to give equal conditions for all the project participants. The project objectives are: to involve innovative youth in practical participation in the economic development of Ukraine and Europe by introducing innovative ideas and projects into the domestic and foreign markets, including those intended to set up and support social enterprises; develop models of lobbying innovative ideas and projects of young people in order to create a new domestic intellectual product market for business and social enterprises; involve NGOs and investors, politicians, representatives of authorities and others in the development of social and public economy in Ukraine and Europe, in order for NGOs to make their contribution to the GDP of Ukraine as they do in the EU countries; develop a practical model for changes in the market activity strategy of small enterprises; create an e-portal for services, consultations and lobbying projects and interests of innovative youth, investors, business people, as well as

social enterprises; launch the E-portal "The International Centre to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises"; show examples of successful youth social enterprises, innovative ideas, solutions and projects fostered by the E-portal "The International Centre to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises".

Ukraine lacks the European understanding of a social enterprise. Business enterprises fulfilling governmental orders are termed as social enterprises. NGOs also execute governmental orders for social services but they do not make up their own social enterprises. Only NGOs for the disabled can set up their enterprises. The rest of the NGOs may not create social enterprises because they do not enjoy the same conditions as the disability NGOs do. There currently exists economic inequality for different NGOs in Ukraine. Some NGOs formed their enterprises but they did not know how to properly distribute profits and how to correctly pay taxes, therefore, they shut down at the initial stage of their development. The legislation of Ukraine provides favorable conditions for social entrepreneurship development, including that among young people.

Our experience has demonstrated a lot of potential in young people who are ready to work for the economic development of Ukraine and Europe. Many other organizations have also held competitions of innovative youth projects. Nevertheless, such youth activities have not been further developed in Ukraine. We consider the lack of a single Center, which was meant to

support youth ideas aimed at setting up social enterprises, as the primary cause of failure of such initiatives. We must note that our work experience is unknown outside Ukraine, in particular in the EU.

Our project to set up a small social enterprise, the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises” will create conditions for formation and development of social and public economy in Ukraine, where young people with their scientific research innovative solutions will take the core segment. This Center will be designed to seek and promote talented young people, as well as lobby their interests among foreign and domestic investors. It will also contribute to creating conditions for the provision of new jobs in Ukraine, youth employment, improvement in their lives, as well as shaping modern European thinking in them.

Ukraine does not have social enterprises that would assume responsibility for social problems and solve them without governmental assistance using the funds earned on their own. The NGOs’ potential is not exploited to solve the problems of employment, poverty alleviation, social capital generation, social and public economy, and transfer of social problems of the state on NGOs.

Creation of the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises” will help young people arrange their activities after the pattern “profit + benefit for the society and the state”; lay foundation for shaping new social

and economic thinking in the Ukrainian youth and develop responsibility for the economic status of Ukraine; attract attention of politicians and authorities to solving social problems with the involvement of young people and social enterprises of NGOs.

Consequently, it will be a totally new model of organization of small and medium-sized businesses for Ukraine, as well as a new type of partnership among business, youth and NGOs. This project will enable Europe to get information on innovative ideas, engineering and other creative ideas of the Ukrainian youth, which can be applied at enterprises and in the society of the EU. A wide range of projects, scientific ideas of which are easily capitalized, will be presented.

The final product of the project will represent opening of the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises” with online services, consultations and lobbying the interests of innovative youth. Such a center is intended to collect information on scientific and practical solutions achieved by youth; look for investors for such solutions; introduce these solutions onto the domestic and world markets; lobby the interests of young people among Ukrainian politicians and authorities and the EU; create demand for youth innovative products in Ukraine and abroad.

Creation of the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises” has two aspects. The first one consists in practical formation of a new model of small enterprises. The second one aims

at striking out a new scientific field in Ukraine in the context of decisions of the European Social and Economic Commission. The proposed Center will become an experimental research and practical platform for students, post-graduates, scientists, innovative youth, business people, investors, politicians, representatives of authorities, socially active persons and other NGOs. This project differs from those executed in Ukraine and Europe. It aims to create conditions for innovative youth development and utilize their potential in the interests of the economies of Ukraine and the EU, as well as to involve specialists in practical work. This project is within the range from 'idea to application' and concerns TRL 3 – experimental proof of concept. A new service is offered to the market.

Several approaches will be taken as part of this project: checking of the efficiency of the present concept for creating public economy at the expense of NGOs; implementation of a pilot project; scientific research; incentives for participation of the project ultimate consumers and prospective customers; demonstrations of the possibilities of the project.

It is planned to garner the following social effect due to the project implementation: to build a database of innovative youth projects, meant to develop all sectors of economy; to build up an established opinion among young people that it is possible to achieve success and improve their life, making use of their potentialities in Ukraine; to draw attention of Ukrainian and European politicians and authorities to the capabilities of young people, who are willing to create and develop social

enterprises; to create a web community of innovative youth able to influence economic changes within the country and in the EU.

The economic effect of the project implementation is planned as follows: to show examples of capitalized youth ideas and solutions that became successful due to the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises”; to show examples of successful youth social enterprises and innovative ideas and solutions, which would arise in the course of the project implementation, which emerged due to the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises”. There is planned also using in the activities of the E-portal “The International Center to Support Youth Ideas and Projects for Business and Establishment of Social Enterprises” the strategy “to be the first to enter the market and capture it fully and completely,” since it is a new service for Ukraine, while there is very little information in the EU on youth innovative solutions that can be capitalized (or it is also possible to use the strategy of “ecological niche,” insofar as such a niche is unoccupied); building a large database of the intellectual product that can be capitalized, as well as a large database of potential investors and buyers of the youth intellectual product. There would be organized a system of online training in preparation of projects, which can be carried out subject to two conditions: basic level – free of charge; advanced level – paid; fulfilment of the requests lodged by business people and

investors, namely, to look for certain ideas and proposals will constitute a certain segment of the portal's profit. In case of a successful purchase of an idea or an innovative proposal by an investor, its author may receive payment or investments to continue research. And finally, opening of an online job search line for innovative youth, which can also become a source of income for the small social enterprise establishment project we propose.

Innovative youth, potential investors and intellectual product buyers, business people, scientists, students, postgraduates, NGOs, representatives of Ukrainian authorities, and politicians will be service consumers upon the project completion. Also, entry-level specialists wishing to gain knowledge and experience in working with social enterprises in Ukraine and the EU countries can be potential service consumers. An increase in the number of services, decrease in their cost, reduction of the time for their delivery, provision of services in the online mode from anywhere nationally and globally will be the core economic benefit. It is planned to use the E-portal set up in the course of the project implementation as a unique trade outlet. The existing market segment will constitute the intended market type: provision of a package of consultancy services, training and electronic commerce services when lobbying youth innovative ideas. There will also be a new market segment, i. e. introduction of youth innovative ideas and projects into markets of Ukraine, the EU and the world.

This niche is absolutely unoccupied on the Ukrainian market. Such entities and organizations do not exist. The

potential for the market growth is very high. Students, postgraduates, senior pupils and students, their teachers and scientific advisors, as well as the business community and governmentally-owned enterprises permanently needing innovations in the course of their operation are potential customers.

This project is oriented to the European labor market. Development of social enterprises in Ukraine will create additional employment and materially affect the labor market, which will lower the level of migrant workers heading for the EU countries. It is planned to develop cooperation with similar centres of the EU countries in order to render services to investors, as well as exchange experience. There are no main competitors in the Ukrainian market. Since the proposed product and services do not exist in the Ukrainian market, and the public economy sector has not yet taken shape, the most likely market barriers will be those associated with preferences of the service consumers (NGOs, investors, scientists, students, postgraduates, politicians, governmental employees etc.); barriers associated with the flow of demand for the service and research product; national policy in the area of innovations, investments, loans, taxes, prices, tariff and nontariff regulation of foreign economic activity and implications of this policy for specific services; low solvency of the service consumers; the significant amount of initial capital needed to start market activity. It is planned to overcome these barriers in the course of the project development through communicative events and formation of public opinion among young people and investors.

All these projects were not relevant for the EU in 2015–2016. EU experts have decided that the country's scientists and our students do not have enough capacity to develop such projects. All this testifies to the underestimation of Ukraine as an equal partner in the scientific community, and it shows a lack of awareness of EU experts and academics.

Conclusions. Now we can see the result of this approach to scientific innovation potential of Ukraine: reforms are poorly; most EU projects have not achieved the intended results; NGOs are not involved in the socio-economic development; think tanks have no impact on politics and economics; new public management has not received development. The recommendations of foreign consultants and experts are far from the reality of Ukraine. These recommendations are not being implemented by the authorities and the public. A different result would be obtained if researchers — Ukrainian scientists have been involved in the field of public administration. Practice has shown that the simple transfer of ideas from one country to another does not give the desired result.

Further studies will be conducted in the development of new and innovative approaches to the implementation of the results of scientific research of scientists in Ukraine and abroad. We can and must get out of the “grey” area of scientific research.

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