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MODELING OF THE INFLUENCE OF GLOBAL CIVIL SOCIETY ON PUBLIC POLICY

Abstract. This article states that the institutions of global civil society use different strategies to influence public policy of national states. The types of government response to the influence of the global civil society are determined. They are, in particular, confrontation to these influences from the side of national governments by creation of barriers, applying of the policy of “open doors” for international organizations and donors, formation and realization of the government public policy of assistance of the development of civil society by authorities. It is grounded that Ukraine has to enhance assistance of development the civil society as direction of public policy.

Keywords: authorities, civil society, the global civil society, strategy, public policy

МОДЕЛЮВАННЯ ВПЛИВУ ГЛОБАЛЬНОГО ГРОМАДЯНСЬКОГО СУСПІЛЬСТВА НА ДЕРЖАВНУ ПОЛІТИКУ

Анотація. Зазначено, що інститути глобального громадянського суспільства використовують різні стратегії впливу на державну політику національних держав. Визначено види реакції влади на вплив глобального громадянського суспільства, зокрема: протистояння цим впливам з боку національних урядів, створюючи бар'єри; застосування політики “відкритих дверей” для міжнародних організацій та донорів; формування та реалізація органами влади державної політики сприяння розвитку громадянського суспільства. Обґрунтовано, що в Україні слід посилювати такий напрям державної політики, як сприяння розвитку громадянського суспільства.

Ключові слова: влада, громадянське суспільство, глобальне громадянське суспільство, стратегія, державна політика.

МОДЕЛИРОВАНИЕ ВЛИЯНИЯ ГЛОБАЛЬНОГО ГРАЖДАНСКОГО ОБЩЕСТВА НА ГОСУДАРСТВЕННУЮ ПОЛИТИКУ

Аннотация. Указано, что институты глобального гражданского общества используют различные стратегии влияния на государственную политику национальных государств. Определены виды реакции власти на влияние глобального гражданского общества, в частности: противостояние этим воздействиям со стороны национальных правительств путем создания барьеров; применения политики “открытых дверей” для международных организаций и доноров; формирование и реализация органами власти государственной политики содействия развитию гражданского общества. Обосновано, что Украине следует усиливать такое направление государственной политики, как содействие развитию гражданского общества.

Ключевые слова: власть, гражданское общество, глобальное гражданское общество, стратегия, государственная политика.

Formulation of the problem. Every country and Ukraine in particular, is exposed in a globalizing considerable amount of influence because it can not be in isolation. Global civil society institutions use different strategies to influence public policy of nation states to unify economic and legal standards, dissemination of value priorities.

Analysis of recent research and publications. Among foreign scientists, who studied the issue of public policy and external features of exposure to it should be called such foreign scientists, including L. Pal [6] Raymond A. Rosenfeld [9] A. Young and L. Quinn [14]. Obruntuvannyu state policy as management dedicated to the phenomenon of Alexander Walewski, Yu Kalnysha [15] A. Hook [15] Orlov [15] L. Prokopenko [15] A. Rudenko [15] B. Solovyha [15] C. Tertychka [15] others.

The article is to systematize strategies to influence public policy definition sposobivprotystoyannya these influences by national governments and modeling of global civil society in public policy.

The main material. Kozhna strategy requires certain organizational and legal basis, various means of implementation and ekspertyzy. Zazvychay, institutions of global civil society engaged in external advocacy, mobilization of public opinion, participation in protest movements and humanitarian assistance. However, collective awareness campaigns have a limited impact on the decisions and directives of the European Commission. Civil servants European institutions are less susceptible to campaigns of public opinion than governments of nation states.

Vïronique de Geoffroy, Director of Operations Groupe URD, proposed a typology of strategies of influence. The strategy aims to achieve the following

objectives: to inform, persuade, motivate, encourage action. Choosing a strategy of influence depend on various factors: the dialogue to achieve power and access to power and, according to risk analysis, culture of the organization. The table below indicates the types of actions for each strategy (Table. 1).

Pressure can be organized in such forms as published reports, the mobilization of citizens, denunciation, litigation and more. These pressures made to influence public policy.

The development of international organizations (thinktank) concerned with the assessment and monitoring of practical implementation of international decisions and commitments is a form of influence on the development of global governance. Until recently it was thought that their ability to influence and change the rules is much weaker than the international non-governmental orhanizatsiy. Odnak SCL (Strategic Communications Laboratories - Laboratory strategic communications ") - Analytical Center, which manages the campaign, offering marketing based on psychology and logic, and Cambridge Analytica, which is branching SCL, dispelled this mifsytuatsiyeyu of Brexit Trump and elections for the US presidency. Cambridge Analytica have developed a model that allows you to calculate the personality of each adult citizen. Marketing success Cambridge Analytica based on psychological behavioral analysis, study and Big Data tarhetovaniy advertising - personalized advertising that is as close as nature adapts to the individual user.

Results of electronic surveys on global civil society summit in Stockholm on "Building civil space" showed that the situation with the cooperation of civil society and government in the country has deteriorated; This was confirmed about 80% of the [13]. In fact, there is a definite

inclusion in government institutions, civil society, the legal regulation of civil society is complicated, increases state control and national governments struggling with the impact of the spread of global civil society institutions on a national civic space.

Model the impact of global civil society (GHS) on public policy shown in Fig. 1. You can distinguish some types of government response to the impact of GHS. The first - to confront these influences on the part of national governments, creating barriers:

1) prevent funding from abroad through such organizations awarding the status of "foreign agent"; This means that the organization is undesirable for communication, it can not work with state or local governments. Other civil society also afraid to work with "foreign agents", so they fell suspicion of disloyalty to the government;

2) provide that civil society organizations have no right to engage in "political activity", which it considers of public events, sociological studies, publishing its own periodical, monitoring and evaluation of government agencies;

3) express suspicion of collaboration with extremist organizations and terrorist, the result of which may be a prohibition of the organization and its members prosecution in; used as such suspicions to human rights organizations and the organizations of sexual minorities, who make certain demands of national governments. However, such measures may adversely affect the image of the country internationally, and denial of communication with the public sector and its removal from policy "turns the public sector on alternative and rival powerful sector in social and political spheres; negative impact on the level of support for government institutions from the public; undermines the legitimacy of

public decisions and reduces the willingness of the population to their implementation [3, p.7]. "The second type of reaction to the impact of GHS authorities - a policy of "open doors", which provides smooth penetration of foreign capital in any part of the country through grants. Such policies can have both positive and negative consequences. Positive - facilitate the implementation of social functions, which are unable to meet the government during the economic crisis and military conflict. The negative - the country becomes dependent in financing major powers terytoriyu. Tretiy kind of reaction to the impact of power GHS - forming and realization of state policy authorities to promote civil society. Government strategy includes identifying active public authorities and the main goals for society, according to which will be built by public policy. The strategy provides a promising adoption of legislation by different levels, develop an action plan for the specific policy and organization measures to achieve these goals. An important part of the "Strategy - 2020" - the main strategic document of the country - aside of interaction with the public. In terms of systemic crisis seen out in a phased implementation focused, science-based strategy out of it, the essence of which is a combination of economic procedures addressing social pytan. Derzhavna policy of promoting civil society - the activities of the executive branch, which aims to establish effective partnership with civil society and includes: 1) development of the legislative framework for the implementation of public policies to promote the development of civil society, 2) the implementation of the plan of action for implementation of the state policy, 3) financial support IHS. Naybilsh acceptable to independent state has a second type of reaction to the impact of power GHS -

formulation and implementation of government's own public policy. The first step in this direction was the creation in Ukraine of public policy strategies to promote the development of civil society, which was approved by Decree of the President of Ukraine of 26.02.2016 g. № 68/2016 [8], and which details the plan of priority measures for its development of civil realizatsiyi. Spryyannya society allows the state to exempt itself from the sale of some overly burdensome social problems while maintaining high social standards for the population. So, thanks to the involvement of NGOs in Germany, the state saves 30-37% of the cost of such services; improve the quality of public law decisions through better consideration of the needs of the population, alternatives and possible consequences of decisions; increase the level of trust in public authorities and the legitimacy of public law decisions; ensure a full implementation of public law decisions public. The aim of the Strategy of state policy to promote the development of civil society is creating favorable conditions for the development of civil society, establishing effective cooperation of the public with the government, local authorities on the basis of partnership, providing additional opportunities for realization and protection of the rights and freedoms of man and citizen satisfaction of social interests using various forms of participatory democracy, social initiatives and strategies samoorhanizatsiyi. Realizatsiyu public policy to promote civil society, is supposed to occur in the following strategic areas: - creating favorable conditions for the development and institutional development of civil society - ensuring effective procedures for public participation in the shaping and

implementation of state, regional policy, solving local issues - to stimulate the participation of civil society in the socio-economic development of Ukraine - the creation of favorable conditions for spivpratsi. Realizatsiya intersectoral strategies at the expense of budget funds and other sources not prohibited by law .With a view to target support on a competitive basis to finance programs, projects and activities of civil society organizations aimed at implementing the Strategy, seen advisable to study the issue of the Fund of civil society [318] .Spryyannya of civil society does not provide for the intervention of public authorities in the self-organization citizens identifying areas and methods of public administration and CSOs. The strategy set by the executive tasks, among which the most important are: - shortening and simplifying registration procedures for organizations of civil society, including the procedures for submission of documents in electronic form or on a "single window"; improvement of the order classifying civil society organizations to nonprofit organizations - improving the legal status, order creation, organization and termination of community organizations, expanding their powers to participate in solving local issues - the legislation regulating the issue of mandatory planning in the State Budget Ukraine and local budgets expenditure on providing the competitive financial support for the implementation of programs (projects and measures), developed by civil society organizations - the introduction of a single competitive procedure for the selection of executive power applications (project management), developed by civil society organizations to perform (implementation) which provided financial support to the state and to ensure the legislation equal access of these organizations, including charities, to

participate in this selection - the introduction of effective mechanisms for providing financial support to community initiatives aimed at implementing this strategy - introducing a practice purchase social and other socially important services through the social order and to ensure equal access of civil society organizations and budgetary institutions providing social and other socially important services from the budget - to ensure the right of non-profit civil society organizations carried out in accordance with the law business, if such activities are consistent with the objective (goals), civil society organizations, contributes to its achievement and does not provide for the distribution of revenues (profits) or of the founders (participants), members of the organization - introducing mandatory involvement of civil society organizations to assess the needs of citizens in social and other public relevant services, - introduce compulsory monitoring and evaluation of spending funds programs and projects carried out by civil society organizations from the budget - the introduction of mandatory reporting of CSOs that receive state financial support, public access to such records, as well as the results of mandatory monitoring, evaluation and examination results of state financial support for civil society; - promoting voluntary activities, including working toward the participation of Ukraine in the European Convention on long-term volunteer service - inclusion in the curriculum of secondary schools, vocational technical and higher education courses and topics for the development of civil society [8]. Odnak during strategy development was not included the proposal that we think is important - developing strategic direction "International public organizations" that

would reflect the opportunities CSOs outside of Ukraine on the international arena permitted means of raising funds and funds of international organizations, cooperation and control of public organizations of foreign countries and international organizations in Ukraine. The need for this area due to the growing sense of interdependence among national civil society organizations and a growing sense of solidarity public interests globally. Analysis of the NGO in the world today shows that on the one hand, these organizations play an important role "pressure groups" at the global level and make a constructive contribution to the search for solutions to global problems. On the other hand, the power and influence of the global non-governmental entities is increasing, and therefore requires a legal settlement. Thus, the need for environmental protection led to the creation of a new international law. However, human rights violations caused by local conflicts that affect sovereign states, require settlement at the international and national level. Although the world has not transformed into a global society, the growing influence of non-state actors requires legal regulation to reflect the changes that are caused by the increase in variety of the international system. Whereas existing INGOs influence public policy of nation states, there is a need in the legal basis for establishing the boundaries of influence of powerful interest groups and ensure the accountability of these organizations for the consequences of their actions. However, this process of strengthening the international legal order also requires enhanced examination of the role of INGOs at national and regional level. As part of public policy is a regional flight Ica promotion of civil society activities as regional and local authorities and local authorities, carried out according to the

developed and approved a program of action specific to the region. The regional target program for development of civil society including measures aimed at the development of civil society in rehioni. Instrumentary interaction between local authorities, local authorities and civil society institutions are organizational forms and means of cooperation, with the aim of forming and implementing effective public policy to ensure the socio-economic and political life of the municipality, citizen participation in public affairs and control over executive power to establish effective interaction of these bodies with the public, taking into account public opinion when forming and implementing state and prospects of further polityky. Vysnovky doslidzhen. Z above, it follows that the institutions of global civil society use different strategies to influence public policy of nation states to unify economic and legal standards, dissemination of value priorities. We can distinguish several types of government response to the impact of GHS: opposition to these influences on the part of national governments, creating barriers; implementation of the policy of "open doors" for international organizations and donors; formulation and implementation of government public policy to promote civil society. Last - the most acceptable to the Ukrainian realities. Because along with globalization glocalization processes are enhanced and increased the powers of local government are important regional programs promoting the development of civil society.

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