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GUIDELINES FOR IMPROVING PUBLIC ADMINISTRATION OF DEMOGRAPHIC DEVELOPMENT OF UKRAINE ON THE BASIS OF EXPERIENCE OF THE EU COUNTRIES

The demographic factor is one of the main factors for social development. Today, Ukraine has a difficult demographic situation due to the socio-economic crisis. The population is constantly declining, the level and quality of life of the population is unsatisfactory, which is not even consistent with the level of development of the national economy of Ukraine. This is the evidence of an unbalanced distribution of GDP. The reduction of the population in Ukraine is accompanied by a deformation of its reproduction, a decrease in life expectancy, a decrease in the birth rate, and the emigration of the population. Such characteristic features of demographic processes are a proof of the existence of a demographic crisis in Ukraine. In this regard, one of the priorities in public policy should be to overcome the demographic crisis. Given the focus of the foreign policy vector of Ukraine's state policy on integration with the EU, it is valuable from a scientific and practical point of view to study the positive experience of the European Union in this area.

Priority areas of demographic development of the European countries in modern conditions of the development and application of positive experience of public administration for Ukraine are the following: ensuring a high quality of life and well-being of all communities and areas of large cities; high degree of social cohesion, balance and integration, security and stability of demographic processes in cities and its environs; strong social justice, wealth of the urban population; socially balanced life; proper quality of education and professional growth.

It should be noted that the main trends in the European countries for public management of the demographic development are the following: gradual population decline, significant concentration of urban population, migration to large cities, population aging, multinational structure of the population.

Keywords: public policy, demographic situation, birth rate, public administration, population

Introduction

The demographic factor is one of the main factors for social development. Today, Ukraine has a difficult demographic situation due to the socio-economic crisis. The population is constantly declining, the level and quality of life of the population is unsatisfactory, which is not even consistent with the level of development of the national economy of Ukraine. This is the evidence of an unbalanced distribution of GDP. The reduction of the population in Ukraine is accompanied by a deformation of its reproduction, a decrease in life expectancy, a decrease in the birth rate, and the emigration of the population. Such characteristic features of demographic processes are a proof of the existence of a demographic crisis in Ukraine. In this regard, one of the priorities in public policy should be to overcome the demographic crisis. Given the focus of the foreign policy vector of Ukraine's state policy on integration with the EU, it is valuable from a scientific and practical point of view to study the positive experience of the European Union in this area.

Many domestic scientists, in particular: D. Bohynia, I. Hnybidenko, V. Gromyko, S. Zlupko, E. Libanova, I. Kurilo, L. Lindberg and others, have devoted their works to the development of theoretical foundations for the study of the modern demographic situation. The following Ukrainian and foreign scientists have focused on the study of public management of demographic processes: A. Bressand, Z. Varnaliy, A. Vyshnevsky, N. Datsy, I. Dragan, M. Dolishniy, O. Zakharov, O. Molodtsov and others.

The purpose of the article is to analyze the experience of EU countries in implementing a state demographic policy, followed by the adaptation of positive practices for Ukraine.

Result

The current situation in Ukraine requires the awareness of the threat posed by the demographic problem, both for the country's economy and its security [2]. This is important for public management of demographic development. The formation, effective mechanisms of the public management of demographic development is important to study, analyze and use the positive foreign experience, as the problem of demographic development is structural and common for most countries. Within the framework of this study, the European vector was chosen as the main vector, as such an approach is consistent with actions at the state level and can be useful in both scientific and practical aspects.

In the modern demographic environment of the European countries, regions, large cities, urban agglomerations play an active role - historically formed large, concentrated around a large center or cluster of cities settlement forms, which are complex socio-economic systems that can compete globally with other economic structures. It should be emphasized that the system of public management of demographic development in the regions and major cities of Europe is carried out at the following levels: first, at the level of demographic regulation; secondly, at the level of regulation of the development of regions and large cities.

Examining the evolution of the international system of regulation of demographic processes, there are five interrelated stages: the first stage - 1945-1970 (the period after the establishment of the United Nations); the second stage - 1970-1980 (the period of the Conference on Population in Bucharest in 1974); the third stage - 1980-1990 (the period of the International Conference on Population in Mexico City in 1984); the fourth stage - 1990-2000 (the period of the International Conference on Population and Development (ICPD) in Cairo in 1994); the fifth stage - the modern stage (after 2000) the beginning of the XXI century. [6].

Maximum approximation to the methodologies used in international practice, especially in the UN system (a strong impetus to the development of new methodologies for sustainable development of the country as a whole and the population, in particular, gave birth to the UN conference in Mexico City (1984), Rio de Janeiro (1992), Cairo (1994), New York (1997). The World Population Action Plan adopted at the International Population Conference in Bucharest (1974), provided for the establishment in each country of a body dealing with population problems, as well as a systematic assessment of the effectiveness of population policy. The results of the population plan were presented and the prospects for a global population strategy to increase life expectancy and reduce mortality were presented at a conference in Mexico City (1984). At the conferences in Rio de Janeiro (1992) and Cairo (1994), "sustainable development" programs were formed - on the observance of human rights, on the preservation of reproductive health, etc. at.

Regarding the level of regulation of the development of the European countries, the Regional Development Fund was established in 1975, the main purpose of which is to reduce the level of spatial socio-economic disparities. A number of meetings on regional and urban development were held in Rotterdam (2004), Bristol (2005), Leipzig (2007), Marseille (2008) and Toledo in 2010.

In accordance with the Leipzig Charter on the Sustainable Development of European Cities and the Toledo Declaration and in cooperation with the European Regional Development Fund (ERDF), in particular through Pilot Projects (1989-1999) and Urban Public Initiatives (1994-2006), four main goals of the regional development of the European countries were worked out. These meetings developed the forms of cooperation in the regulation of activities between the EU Member States, the European Commission, the European Parliament, the Committee of the Regions and other European institutions and stakeholders - the Council of European Municipalities and Regions (CEMR) and EUROCITIES and others. [11]. Such results also concerned the regulation of demographic processes.

The main demographic trends in European countries that are subject to regulation are the following: gradual population decline, significant concentration of urban population, migration to large cities, population aging, multinational urban structure. Population aging or demographic aging is an increase in the proportion of older people in the population. There are two types of aging: aging from below, which is the result of reduced fertility, and aging from above, which is the result of increasing life expectancy [4]. Regarding urbanization, statistically it reflects an increase in the share of the population living in urban settlements, mainly due to the net migration from rural areas.

Different European countries apply different positions and approaches to the public management of demographic development, in particular: the position of non-interference in population growth (deviation from the pursuit of quantitative population growth goals) - France and Italy, Germany and the United Kingdom; position to stimulate population growth - Eastern European countries (Bulgaria, Poland, the Republic of Moldova, Romania and Slovakia).

There is a high degree of urbanization of the population of the Western European developed countries against the background of suburbanization of cities of the Eastern European countries and the development of urban areas, which has fluctuated over the past ten years in Europe at 71-75%, including Western Europe -

75-80%, and Eastern Europe - 68-69%. In Western Europe, such large urban agglomerations as Paris, London, Rhine-Ruhr and megalopolises - Paris, South-England, which are characterized by the following features: concentration, intensification and differentiation of urban activities; spread of the urban way of life in society with a special structure of communication, culture, system of value orientations; complication of the forms and systems of the urban settlement; formation of the urban settlements of settlement systems on the basis of a network, differentiation of the urban space, attraction of new territories to the sphere of influence of cities of a different type and rank [5].

A feature of the urbanization of European regions is the migratory flows of population and labor from less developed countries. The migration growth rate of the population of large cities shows a significant increase in the cities of Austria, Belgium, Switzerland, Italy, Great Britain, and Germany. The main migration measures of the European countries are the protection of local workers in large cities, free resettlement to meet the needs of employers, increasing economic migration, ensuring the immigration permit of highly qualified foreign professionals and strict restrictions for other categories [8].

The system-forming trend of the European regions is the general aging of the population of both rural and urban settlements in Europe. The dynamics of birth and death rates is at the same level over the past decades. At the same time, the number of people over the age of 80 is growing, and in 2050 this population group will be 10% of the total population of Europe [11].

Against the background of an uneven distribution of the population of the European countries within certain territories, there is an uneven distribution of the poor and low-income population. In Scandinavian countries, Ireland, Great Britain, Portugal, a universal approach to poverty alleviation is applied, in which social protection systems include all organizational and legal forms of providing social benefits and services to the population. These systems include, in particular, social

insurance in all its forms and minimum income programs that meet the basic needs of the poorest.

For example, in Spain since 1975, the share of people with incomes less than a half from the national average has decreased from 21 to 19% [3]. In the United Kingdom and Germany, the subsistence level is set at 40% of the median income, in Finland, Italy, Greece, Spain - 50%, in Portugal and Ireland - 60%, respectively. The law on the minimum wage and its indexation is a protective barrier for low-income citizens. In some countries, in particular France, Switzerland, the indexation does not cover the entire working population, but only a part of the hired workers [1].

The standard of public management of demographic development is France, whose active demographic policy is aimed at increasing the birth rate and has been pursued since the early 1920s. In 1946, France introduced a broad system of cash benefits and tax benefits for the families, aimed at encouraging the birth of the first, second and third child. As a result, among Western European countries in the mid-1980s, France had one of the highest total fertility rates (average number of children per woman - 1.8-1.9). In recent years, one-time childbirth payments in the amount of 260% of the basic salary for the first and 717% for each subsequent child have been introduced, and maternity leave is paid at the rate of 90% of earnings [7].

Currently, the main direction of changes in the labor market in France is a steady increase in the share of temporary work due to a permanent one. Among young people aged 15–29, every third person has a temporary job or works part-time [7]. Employment policy in large cities in France is entrusted to the National Employment Agency, which covers its entire territory with its structural units [7]. In terms of the share of the temporarily employed, France ranks 3rd in the world. The status of migrants in France is regulated by the French Office for the Protection of Refugees and Stateless Persons at the Ministry of Foreign Affairs and

at the same time by the Directorate for Population and Migration at the Ministry of Labor, Employment and Social Affairs.

Given these factors, the main tools of public management of demographic development used by European countries are regulation through administrative and economic methods, in particular through resettlement, stimulation and restriction of migration, financial assistance to families, childbirth assistance, employment, family stability and limiting migratory impacts.

State regulation of demographic development in the regions and major cities of Sweden is based on material incentives, assistance and payments. This provides the required number of places in preschools for working parents. Working parents have the right to a parental leave until they reach the age of one year.

In the field of employment, much attention is paid to the measures to ensure it, which spends 3% of GDP. Sweden actively supports international humanitarian actions and accepts refugees on its territory. The structure of the immigration service of the Ministry of Foreign Affairs includes departments responsible for the integration of foreigners into Swedish society (employment, education, housing, social assistance) [8].

One of the goals of state regulation of the demographic development of the regions and large cities of Italy is to improve the situation of women and care for the family. Family benefits are paid depending on the level of the family income. The amount of assistance is inversely proportional to the family income and is directly proportional to the number of family members. The Italian government is offering a one-off payment of € 1,000 for couples with a second child. In total, three thresholds of the annual family income in absolute terms have been set. With an income exceeding 41.7 thousand euros, the benefit is not paid. Students are paid an assistance for up to 25 years [9].

Regarding the public management of the demographic development of Spain. It should be noted that Spain ranks second in the birth rate among the EU countries, which is stimulated by material incentives. In particular, a system of vocational

training and retraining has been created in Spain to combat unemployment, and a new system of temporary contracts is being actively applied, of which there are several types: fixed-term (for a certain type of work); internship contracts (term for 4 years for graduates); special contracts (for senior management); contracts for an indefinite period. Over the last three years, more than 30% of the hired labor force has worked on the basis of temporary contracts [3].

Public management of demographic development in Germany is supported by the state population through social benefits and payments. One of the latest innovations is a new system of maternity leave, according to which the first 14 months parents receive 67% of the last salary (maximum 1,800 euros, minimum for those who did not work before the birth of a child - 300 euros). The government has a policy of establishing tax benefits for families, including the abolition of fees for preschool education [9].

In the UK, the government offers free places for early education, pursues an active social policy to stimulate the population, provides material benefits to parents - the first six weeks at 90% of wages. Parents of children under the age of six are entitled to a flexible work schedule. In addition, in the European countries, there is active outreach and information measures are taken among the population to resettle areas, increase fertility, and population quality.

It is obvious that the effective application of the experience of the European countries in the system of public management of demographic development can be achieved only if the optimal combination of economic, administrative, legal and ideological methods of influence. Therefore, in this context, there is a need for further scientific research into the possibility of optimizing public management of demographic development of regions. This should be done on the basis of analysis of the role of such cities in the territorial systems of the state and their impact on the efficiency of the regions in certain political and socio-economic conditions.

Conclusions

Priority areas of demographic development of the European countries in modern conditions of the development and application of positive experience of public administration for Ukraine are the following: ensuring a high quality of life and well-being of all communities and areas of large cities; high degree of social cohesion, balance and integration, security and stability of demographic processes in cities and its environs; strong social justice, wealth of the urban population; socially balanced life; proper quality of education and professional growth.

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