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DEVELOPMENT OF CIVIL SOCIETY IN THE CONTEXT OF TERRITORIAL COMMUNITIES' DEVELOPMENT IN THE EU-UKRAINE CROSS-BORDER SPACE

Abstract: The EU policy on civil society organizations' participation in communities' development is analyzed. Major directions of communities' development in the context of civil society development are outlined, including the development policy, research and trainings on community development, urban regeneration, culture development, migration of population and sustainable and civil development. The nature of strategic philanthropy, which creates conditions for mutual assistance, is explained. Main components of local philanthropy are defined as following: resources, capability and trust. Special attention is paid to forming of community foundations as the civil society instrument directed at solution of community problems on the basis of Slovak Republic experience in solution of local development problems. The fact that if the residents act as co-investors in local development, they take care about the efficient results more is proven. Suggestions are made over the forming of Civil Councils under local governance as an important instrument of civic participation in community development in order to perform control over local governance body activity, participate in local issues management, contribute to its consideration of public opinion.

Keywords: territorial community, territorial community development, civil society, community foundation, civil council.

JEL classification: O18, P25, R11, R50.

Introduction

Civil society organizations are vital partners for decision makers as far as they know the residents' needs regarding the development of territorial communities the best. European Union applies innovative approaches to improve the dialogue with these organizations. Civil society organizations' / non-governmental participants' role strengthens due to the fact that they share the responsibility with state on poverty reduction, because the developing countries claim their property rights to their development.

European Commission has adopted new Communication on more efficient ways of cooperation with civil society organizations in developing, Neighbourhood and partner countries (European commission 2017, Available from: https://ec.europa.eu/europeaid/civil-society_en). These suggestions encompass the managerial principles of work with governments and public establishments in order to provide more favourable, equitable and democratic environment for civic society groups' activity; as the result they can assist poor and vulnerable segments of population. European Commission has started the online consultations to search for civil society organizations' and other interested parties' opinion on further EU policy of non-governmental organizations' support in the partnership countries in the sphere of development cooperation. Non-governmental entities (including the civil society organizations) are (European commission 2017, Available from: https://ec.europa.eu/europeaid/civil-society_en): main structures of organized society beyond government and public management; independent of a state; often the result of bottom level initiatives eager for social changes; active in different spheres (poverty reduction, emergencies, human rights, environment, etc). Their general features are independency of state and voluntary nature of consolidation with the purpose of joint activity and promotion of interests. In general, only unprofitable non-governmental entities have the right to obtain the EU grants (Inghard 2011, p.50) The purpose of the article. The article is directed at the research of efficient instruments of civil society participation in the development of communities in the EU-Ukraine cross-border space.

Research results

European Commission has defined their vision of NGOs' participation in development cooperation and major steps to be taken. These steps are not limited to providing of services, but directed at strengthening of non-governmental participants' ability to become the key participants of democratic governments.

In particular, NGOs, both local and international, can potentially contribute to the development of local communities and respond to the increasing challenge of poverty by several directions: to improve local business investment climate; to encourage new enterprises and livelihood; to provide social services, to carry out the programs of trainings and vocational trainings; to facilitate rehabilitation.

Community development is the way to strengthen civil society through defining of community priority actions and their perspectives in the development of social, economic and ecological policy (The Budapest declaration 2005, Available from: <http://www.scdc.org.uk/media/resources/documents/budapestdeclaration4>

683d.pdf). Community development is directed at expansion of local communities' authorities for both geographical communities, communities representing interest or identity and communities on certain subjects or political initiatives. It strengthens human capacity as active citizens through their civil groups, organizations and networks; as well as ability of institutions and establishments (public, private and nongovernmental) to operate in dialogue with citizens to form and define changes in their communities (Bernadova 2017, p. 60). Civil society plays decisive role in promotion of active democratic life through promotion of autonomous voice of unprotected and vulnerable communities. It has the complex of main values / social principles that encompass human rights, social integration, equality and respect to diversity; as well as specific skills and knowledge. Policy and legislation on community development at European, national and local authority levels: regional and local authorities have to develop and implement annual action plans, which outline the relevant specific activities, including investment, monitoring and community development evaluation to contribute to citizens' efficient participation.

Trainings on community development: training and staff preparation for community development and active civil affiliation have to be the part of continuous life-long education and critical display – from civil education of children and youth to social activists and volunteers, experts cooperating with communities and policy makers in various countries.

Research on the issues of community development: the research should be the instrument for both communities and politicians.

Community development and rural problems: has to be based on properly developed rural infrastructure; access to services for everyone on the basis of the need; as well as efficient and relevant education and support of rural community development.

Community development and urban regeneration: community development has to play the key role in regeneration process.

Community development, sustainable development and environment: directed at integration of sustainable ecological, social, economic and civil development.

Community development, life-long learning and culture development: life-long education should be defined in the policy, including education at the level of community and citizenship.

Community development, local economic development and social economy: local communities should be active and legal partners in development of plans, structures and local economic development policy.

Community development, minorities, migration, racism and discrimination: has to play an important role in residents' attraction to various

communities through comprehensive methods; to promote cross-border cooperation.

Community foundation is the global phenomenon. There are 1864 community foundations in the world (Community foundation 2018, Available from: <http://communityfoundationatlas.org/explore/#directory=1>). Community foundation is the civil society instrument directed at combining of donations in coordinated investment and grants center dedicated in the first place to improvement of the place as well as permanent source of funding of best ideas and projects. Community foundation becomes «personal» donor for local civil and charity organizations and action teams; driving force of community development with their own funds; promoter of dialogue between «community-authorities-business». It enables establishment of efficient cooperation between private and public sectors; «social outsourcing» for companies interested in obtaining of sustainable social dividends from their charity activity; additional investment for solution of territory problems.

Community foundation is directed at solution of community problems. The more obvious, painful and urgent is the problem to be solved by the foundation, the easier is the search for and attraction of local donors and their funding. Even such powerful organizations as Great Britain community foundations have faced certain obstacles in introduction of new work methods on the basis of strategic philanthropy methods. In the first place the community foundations work with donors, who have to be persuaded to not only donate some part of funds for solution of community problems, but also to become genuine philanthropists interested in long-term solution of community problems.

There are big foundations in Great Britain and the USA, which invest in a certain organization in order to achieve its mission. Community foundations have been the part of philanthropy in USA and Canada for the last century and were introduced to the United Kingdom in 1980s.

Civil foundations, female foundations, environment protection foundations and other grantmakers were formed in correspondence with local context and culture, and some people are often disappointed with traditional development assistance failures and concerned about the feeling of exclusion and frustration with their communities.

In Slovak Republic the Foundation of Banska Bystrica City is the first community foundation in the Eastern Europe. Despite the fact that it was founded as the project of World Health Organization “Healthy cities”, currently it combines local donors and directs its strategy at civil initiatives. The foundation supports organizations that help the children of city streets; promotes creation of organizations that support local Roman communities. The Foundation has the Youth Bank, which attracts young

population to philanthropy. Executive director of Foundation, Beata Hirt, has mentioned its biggest accomplishment: “it has demonstrated to local citizens that they have enough energy and capability to solve their problems by themselves”.

In Ukraine the ICAD Yednannya has been implementing the program «School of community foundations» since 2009, which aims to promote the development of community foundations in Ukraine in order to strengthen its role in solution of local problems and maintenance of their future living activity (School of foundations 2017, Available from: <https://issuu.com/ednannia/docs/011598ca7ed5db/4>).

Application of strategic philanthropy approaches is the global trend on the basis of which an organization plans its activity with the purpose to achieve systemic changes. Traditional charity most often reacts to a certain problem suddenly emerging in society and requiring quick and urgent solution. Strategic philanthropy seeks to transfer from this mechanism of "hot spots extinction" to systemic changes in society, which will prevent emergence of "fires" in the future. It is directed at elimination of problem causes rather than current liquidation of rare consequences; it is not the emotional rapid charity act here and now. By its nature local philanthropy creates conditions for mutual assistance. This impulse to help each other is the natural impulse of all societies and cultures. Indeed, many experts equate local philanthropy with collective urge as well as organizational form. Taking into account the fact that local philanthropy is clearly able to transfer this impulse to the established local organizations and is flexible, i.e. can adapt to local conditions and local donors, it is no wonder that communities show their interest. Communities address local philanthropy because the practice brings good development results. There is strong logic hidden behind the local philanthropy, a set of “if / then” hypothesis on the way to achieve the results important for residents, donors and experts (Global fund for community foundations 2012, Available from: <http://www.globalfundcommunityfoundations.org/information/the-case-for-community-philanthropy-how-the-practice-builds.html>):

- If residents see themselves as co-investors in their own development, they take care about the results more.
- If residents make contributions from their own resources, the driving forces become more equal and relations become to be more like partnership rather than traditional donor-beneficiary.
- If local population manages and makes contributions to local philanthropy, local beneficiaries have to bear responsibility and report to community, therefore creating the social capital.
- If local philanthropy institutions are able to act as repositories of various types of trust and resources, they can direct development into productive directions.

Main components of local philanthropy:

1. Resources.

Local philanthropy creates and expands local resources, financial and other. That is why individual donors and donors that represent charity establishments see it as an efficient way to achieve stability, increasing the resource base for battling the community problems. Use of local resources, attraction of local donors and frequent use of endowments all this helps local philanthropy to strengthen civil society in the long-term perspective.

2. Capability.

Organizations of local philanthropy develop long-term capability in the form of connections, knowledge, infrastructure and leaders necessary for civil society capabilities, which can not be maintained with short-term approaches. In particular, local philanthropy is an efficient instrument of strengthening the residents' impact and participation. It is in the ideal condition to help organizations adapt to changing environment, alterations in donors' interests and management opportunities.

3. Trust.

Due to local management and transparent funding decisions the local philanthropy forms local residents' trust in their local institutions and in each other. This social capital changes civil society. It generates interest. It forms the sense of owning the development process at local level. And it allows organizations of local philanthropy to efficiently gather, inform and mobilize residents with the means that often cannot be applied by another organizations.

Civil Council under the ministry, other central executive authority, Council of Ministers of Crimean Autonomous Republic, oblast, Kyiv and Sevastopol city, district, Kyiv and Sevastopol district councils is the temporary consulting and advisory body created in order to promote civil participation in forming and implementation of state policy (Cabinet of Ministers of Ukraine 2010, Available from: <http://zakon5.rada.gov.ua/laws/show/996-2010-п>).

According to the Decree of the Cabinet of Ministers of Ukraine, local governance bodies are recommended to rely on the Procedure and Typical provisions approved by the Decree when conducting consultations with society and creating civil councils under local authorities. Major tasks of Civil Councils are the following: assistance in realization of constitutional rights to participation in state affairs management; performing of civil control over the authority's activity; assistance in public opinion consideration while forming and implementation of state policy (Tymechko 2014, p.250). Consultations with society are conducted in the form of public civil discussion, electronic consultations with society (direct forms) and survey of public opinion (indirect form). The following is the

list of legislative acts, which are mandatory for consulting with society in the form of public civil discussion and/or electronic consultations with society: related to constitutional rights, freedoms and liabilities of citizens; related to residents' vital interests, including environmental impacts; stipulating conducting of regulating activity in a certain sphere; defining strategic objectives, priorities and tasks in the relevant sphere of public management (including draft state and regional programs of economic, social and cultural development, decisions on their accomplishment); related to interests of territorial communities, performing of local governance liabilities delegated to executive authorities by relevant councils; defining the procedure of providing administrative services; related to legal status of civil associations, their funding and activity; stipulating granting privileges or imposing restrictions for economic entities and civil society institutes; related to providing the individual names (pseudonyms), anniversaries and commemorative dates and names and dates of historical events to legal entities and objects covered by the right of ownership and the right of ownership belonging to individuals; related to spending the budget funds (reports of chief administrators of budget funds in the pervious year).

Conclusion

Global experience testifies to the fact that policy, which is based on broad civil support on the stage of development, has more chances for successful implementation than the policy that evokes considerable public opposition or is unknown to community. Majority of authorities' decisions are related to population. If people are aware about these decisions and think that they have participated in their development, they will probably adhere to the law or policy.

If the residents participate in problem solution and decision-making process, they become the co-participants of their communities' problems. In this case there is less possibility that the citizens will oppose the adopted decision. And the decisions made by local authorities will likely be more efficient. This is extremely important for successful development and implementation of strategic plan of territorial community development.

Therefore, the important thing is reciprocity based on solidarity principle, providing broader social advantages rather than those containing or restricted by certain privileged community groups – both inside and outside the community. These advantages exceed traditional tangible results; they also provide trust, leadership in community, social capital, stability and decrease of dependence factors' impact, which is often seen as important but difficult to be measured.

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