

equate stimulation, economic growth of all industries without exception and provide effective protection, is an urgent priority of the socio-economic policy of our country.

The state has not worked out an integrated approach to improving the financing of the social protection system, as a result of which the development of financial policy in the social sphere is carried out without proper substantiation, organizational, legal and financial basis. One of the signs of the social security system inefficiency is the lack of a quality system of social standards. The fact that they are low in Ukraine is evidenced by the fact that, despite the quantitative increase in the growth of material welfare of the population, there has been no significant improvement in the quality of life.

Positive trends in the sphere of social protection in Ukraine include the gradual reduction of the proportion of social benefits in the structure of total incomes of the population and the corresponding increase in the share of social assistance. According to Ukrainian legislation, state social standards, guarantees and norms are the basis for calculating expenditures for social purposes and forming budgets of all levels and social funds on their basis.

Summing up, it should be noted that in Ukraine, a high-quality system of social standards and protection is still being created. The formation of such a system requires the improvement of the provisions of the Law of Ukraine "On the State Social Standards and State Social Guarantees". It is necessary to increase the level of social institutions, and, first of all, with the help of information policy aimed at clarifying the purpose of the activities and measures that are taken. The population needs to feel the state's concern and its governing bodies for the life level, to be sure that the difficulties will pass in the conditions of transformation changes. There is a significant distance between the plans and their practical implementation.

Thus, the mentioned problems of the mechanism of social protection realization need to be solved in the near future. In our opinion, in order to address the current problems in the sphere of financing social protection, it would be advisable to review the state's social policy in terms of strengthening the control functions of the state in the process of formation and distribution of expenditures from the national to local levels of the economy, which determines the extremely necessary development of the methodology and conceptual foundations of the social protection system in Ukraine.

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FINTECH – THE NEW WAY OF DEVELOPMENT OF THE FINANCIAL SPHERE. PRO AND CONTRA

The modern world and its financial system are not the same as even ten-fifteen years ago anymore. They are changing and adapting to the modern needs, level of development and behavior of people. The main driving power of development of always conservative financial and, especially, the bank system is nowadays the behavior of people and consumers of the financial services. Times, when it was normal to go to the bank to pay for something and when the choice of financial institution was based on its comfort and more friendly personnel are gone. Now the most important role in all spheres of life plays digitalization and with it the FinTech.

FinTech is an international phenomenon, which has evolved from startups that want to take on and beat incumbents, to a broader ecosystem of different businesses looking in many cases for partnerships. They become popular because don't need capital – only customers. But with the years FinTech became more popular and now it is much deeper than before. For example, mobile money services have proven to be an effective gateway for financial inclusion among the unbanked, a demographic that could evolve into a US\$ 3 trillion payments volume opportunity. According to research based on data from PwC's DeNovo platform, funding of FinTech startups has increased at a compound annual growth rate of 41% over the last four years, with over US\$40 billion in cumulative investment [1].

This situation changed the financial sphere and all spheres, which are close to it. FinTech makes our life easier, better, more comfortable. With this new part of the financial world, most of the services became more popular because of its clarity. Besides that, they are stimulating the classical financial sector to develop. A lot of financial institutions have closed part of their physical departments because they are not needed, and that makes their services cheaper. In the last years more and more popular is the point of view that the financial institutions have no future [2].

But that's not the truth. According to the data of PwC, both of them have different potential for development and different tempo of development (tab. 1).

Table 1

CHALLENGES FOR FINTECH COMPANIES AND INCUMBENTS, %

	FinTech		Incumbents	
	2016	2017	2016	2017
IT security	28	27	58	63
Regulatory uncertainty	48	53	54	59
Differences in management and culture	55	56	40	41
Differences in business models	40	49	35	31
IT compatibility	34	39	34	40
Differences in operational processes	36	25	24	12
Differences in knowledge/skills	33	36	24	19
Required financial investments	16	4	17	9

This situation shows that even the best IT solution can be from the financial side or usability, not the best. And in this situation, the main task for the financial institutions is to create such own digital system, which will be better than by their concurrent. The most dangerous is such situations for the banks and financial institutions which are conservative and resistant to changes. At the same time on the market are growing up new companies and services which are combining digital technology, social media, and big data analytics to replace traditional models with financial products and services enabled by new technology. Burdened by obsolete, proprietary systems, many financial services companies have been slow to adapt to the market changes led by FinTechs. This means that each of these systems has each own weak and strong sides and they can't exist nowadays separately. The best option will be to combine the opportunities they are giving to their users.

Besides that, among a lot of positive sides, the FinTech has a lot of negative influences. One of them is financial cybercrime what can be proofed with the data from fig. 1.

The part of cybercrimes is growing up all over the world and the losses of them are very high. According to responding of the PwC, about 14% of companies have lost because of cyber-attacks and cyber-crime in the year 2018 over 1 million US-dollars and about 1% have lost over 100 million US-dollars [4]. Besides of that, cybercrime is twice more disruptive than other economic crime and this tendency will stay for the next years. Nowadays the situation with such kind of fraud is so complicated, that it's necessary to measure its level and negative effect not in general, but in each case.

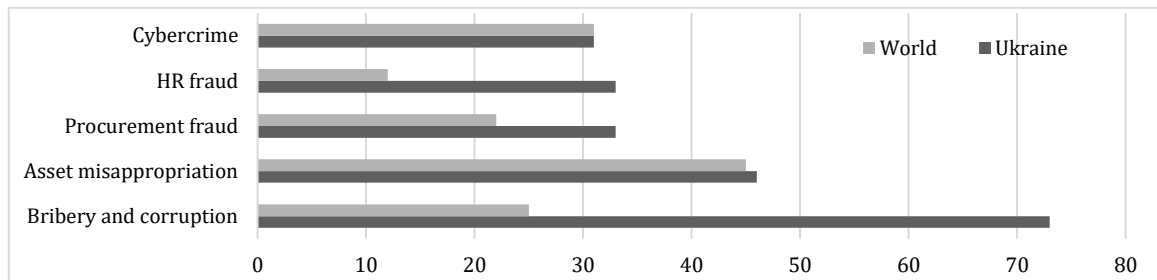


FIG. 1. THE TYPES OF CRIME THAT UKRAINIAN ORGANIZATIONS AND ORGANIZATIONS ALL OVER THE WORLD EXPERIENCED DURING 2016-2018, % [3]

This situation shows that in modern world development of FinTech is unstoppable and useful not only for companies but also for private people. And considering the main problems, combined with the digitalization, it is necessary to keep attention and consider that such measures should be implemented: prevention of the criminal use of the cryptocurrency; the safety of cashless transactions must be provided; every system must be focused not only on cyber technologies but also on people; using the new methods from basic to special for cyber crime prevention; don't focus just on digitalization and make it to the mainstream.

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ІНВЕСТИВАННЯ В ТЕХНОЛОГІЇ ДЛЯ БОРОТЬБИ ЗІ ЗМІНОЮ КЛІМАТУ

Нещодавня доповідь Міжурядової групи експертів зі зміни клімату (МГЕЗК) про глобальне потепління є серйозним попередженням про те, що багато чого потрібно зробити, щоб запобігти підвищенню глобальної температури вище 1,5 ° C. Як інвестори можуть допомогти в подоланні дефіциту фінансування?

Інвестувати в технології для боротьби зі зміною клімату.

За даними Міжнародного енергетичного агентства (МЕА), в найближчі п'ять років відновлювальна енергія буде сильно зростати, покриваючи 40% зростання світового споживання енергії. Але інвестиції в зміну клімату - це не тільки інвестиції в поновлювані джерела енергії, такі як виробники вітру або сонячної енергії.

Вартість відновлювальних джерел енергії швидко знижилася, чинячи тиск на рентабельність компанії. Державні субсидії на поновлювані джерела енергії скорочуються або вже припинилися.