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THE IMPACT OF SOCIAL ENTREPRENEURSHIP ON POVERTY REDUCTION IN UKRAINE

Social entrepreneurship plays a vital role in tackling societal challenges. The activity of social enterprises is growing each year in response to modern socio-economic challenges, which have been intensified by the negative effects of war and

the need to ensure sustainable development and social justice. The effective functioning of social enterprises leads to the resolution of pressing issues such as employment, support for vulnerable social groups, their integration into society, the provision of social assistance, and support for people with disabilities. This helps ensure the delivery of high-quality and timely social goods and services to the population, even amid severe budgetary constraints. Unlike other sectors of economic activity, social entrepreneurship uniquely combines the efficient operation of business structures with the improvement of the population's quality of life.

An analysis of the development of social enterprises in Ukraine in recent years shows that these enterprises have made a significant positive impact on reducing poverty in various regions, creating employment opportunities, enhancing the skills of the population, and providing essential support to vulnerable groups.

In the context of the ongoing war, poverty has emerged as one of the most urgent issues facing the population. The war has triggered the most severe labor market crisis in the past two decades. Many Ukrainians have lost their homes, jobs, or are receiving reduced wages. By October 16, 2022, the poverty rate in Ukraine had surged tenfold due to the full-scale war [1]. This year, the situation has worsened even further. According to the UN, around 7.3 million Ukrainians are experiencing moderate or severe food insecurity, including 1.2 million children and 2 million elderly individuals [2].

Social entrepreneurship can play a crucial role in combating poverty in Ukraine, particularly through:

- Job creation. Social enterprises with a strong social mission often focus on creating job opportunities for vulnerable groups, including the unemployed, people with disabilities, and women who have experienced violence.
- Improving living conditions. Social enterprises can initiate projects that enhance the quality of life in local communities by developing infrastructure or providing essential services to economically disadvantaged individuals.

- Education and retraining: A key aspect of social entrepreneurship is offering education and retraining programs, helping people facing hardships acquire new skills that improve their chances of securing employment.
- Financial support. Social enterprises can help alleviate financial instability by providing affordable or accessible goods and services to low-income individuals, thus supporting their economic resilience.

Here are some examples of successful social enterprises in Ukraine that have helped disadvantaged individuals find employment:

1. «**IB-Nails**» is a nail aesthetics salon in Kyiv, where 20% of the profits from manicure and pedicure services are dedicated to supporting two social missions. First, IB-Nails offers hygienic nail care to elderly individuals and people with disabilities. Second, the salon provides free training to women facing challenging life circumstances, helping them become nail aesthetics specialists and enabling them to earn a living on their own, with the flexibility of a convenient work schedule.

2. «**Barvysta**» is a sewing workshop that creates custom-made clothing for brands, eco-friendly branded bags, lunch bags, and embroidered home textiles. The social mission of Barvysta is to teach tailoring and provide employment opportunities for women and girls who struggle to find work in the commercial labor market. This includes graduates of vocational schools without work experience, women in difficult life situations, and those from marginalized groups such as people with disabilities and low-income individuals.

3. **School of Crafts «Vidrodzhennia»** – an enterprise that provides the unemployed, people from low-income families, and older people with the opportunity to acquire new skills in various crafts (woodcarving, embroidery, weaving) and provides further employment or opportunities for entrepreneurship [3].

These social enterprises not only create job opportunities for low-income individuals but also foster personal development and enhance their quality of life.

Social entrepreneurship in Ukraine holds considerable potential to drive economic growth and address social challenges. By blending business objectives with social missions, social enterprises play a key role in tackling poverty and

unemployment. In the context of the transformational changes in Ukrainian society, social entrepreneurship fosters sustainable development, promotes social justice, and strengthens economic stability.

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MODERN MILITARY CONFLICTS: HISTORICAL AND SOCIAL CONTEXTS

Today military conflicts are considered to be one of the global problems of mankind. In the historical and social context for different societies the state of war is more frequent than the state of peace. The modern political elite seeks to solve social contradictions with the help of military force, ignoring scientifically grounded principles, methods and ways of maintaining political stability. In this regard, the role of political technologies as modern tools for achieving socially significant goals is increasing, significantly determining the effectiveness of the implemented policy. This gives grounds to recognize the study of political technologies applied in the field of military policy as an important theoretical approach in solving the problem of