

нювати» не більше і не менше, як рівню їх посади, і ніяк інакше. Коли стане можливим досягнення такої «рівності», тоді в Україні і запрацюють закони, і розпочнеться розбудова громадянського суспільства та реалізація стратегії сталого соціального та економічного розвитку.

Отже, перш ніж очікувати (а тим більше вимагати) від громадян країни високого рівня соціальної відповідальності, треба насамперед хоча б забезпечити їм гідні умови життя та створити атмосферу соціальної стабільності у державі.

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A SOCIAL MODEL OF UKRAINE IS IN THE CONDITIONS OF THE EUROPEAN STRATEGIC ORIENTATION AND DEVELOPMENT: SOCIAL INVESTING

Today European integration for Ukraine is main and unchanging foreign-policy priority. Euro integration is dictated the fact of belonging of Ukraine to European civilization. In essence it is the process of realization of unique possibilities of the Ukrainian state and his citizens and opened due to opening and claim of our Europeanness. Integration in European political and economic space will create additional possibilities for social, modernization and innovative development of the state and society.

Ukraine must develop today, as the social state which takes into account interests of the society, what will be responsible for a decision-making for those, on whom directly or these decisions influence mediated. Self responsible relation of the state which will be realized through a social policy will be instrumental in the economy growing of the state; will provide a high level and quality of life of population; to the decision of very sharp social problems.

It costs to mark that such reasons were instrumental in becoming of the social state, social responsible state: globalization; reduction of the state sector is in a social sphere; moving of private the capital is through national limits (economic weakening of countries); considerable growth of private the assets and incomes (influence on the process of acceptance of political decisions).

On the whole an assistance development of the socially directed market economy and responsible attitude toward the society and environment will be instrumental in realization of the strategy of euro integration. It one of steps on the way of deepening of mutual relations and development of economic mutual relations between Ukraine and ES; it follows to examine him and decide exactly today.

To forming of effective social model of Ukraine social investments will promote in the conditions of the European strategic orientation and subsequent development and economic growth. Social investments show by itself the form of financial or other resource help. Such help can be given both the state and the corporation's (for example, on realization of the long-term and/or compatible partner programs, directed on the decline of social tension in the regions of presence of corporation and increase of standard of living of different layers of the society). The social investments include the long-term programs and projects.

The social investing is examined both internal and external. The social investing is examined both internal and external. The internal social investing will be realized through the programs of internal investments, and directed on: development of the personnel, increase of professionally qualifying level of the population is in the state; forming of culture of the country; improvement of health of nation; bringing in and support of the young people, including in the educational programs; sporting programs and so on.

The external social investing will be realized through the programs of external investments, namely, the under back competitions (what support talented research workers, the young people from other countries), having a special purpose and complex programs (in a number after participation with other countries), ripened financing research programs, projects and so on.

Today the social investing unable to work out power all social problems of the state, that is why it follows more active to co-operate with business. Basic directions of the social partnership of power and business are: participating in financing of scale investments which are initiator power, in religious, medical, sporting, cultural objects; support of activity and forming of base of medical, educational and cultural establishments; a lead through of educational projects is for a population; assistance development of culture, art, education, spiritual development; support of innovative projects, directed on development of local concord; guard of the natural environment and defend of the animals; support of unscreened groups of the population and so on.

For forming of effective social model of Ukraine not only it follows to co-operate with businesses but also with international

ungovernmental organizations, such as «Round Table» (a conduct in the sphere of business can influence on mutual relations between countries, and also on welfare and standard of living of the people), European Business Congress (combines the direct participants of the market, which are capable more exactly, than politicians, to identify economic problems by virtue of direct collision with them), «Trilateral Commission» (presented the most mighty representatives of the western world, by virtue of what it got large influence on the government bodies of power).

«Round Table» can show out Ukraine on the new level of collaboration with other companies, economic and social stability. European Business Congress assists economic development of Ukraine, economic collaboration from OBSE and instrumental in also creation of optimum terms for a dialog between the political and business circles of Ukraine with other states. A «Trilateral Commission» gives possibility Ukraine to get certain recommendations in relation to the decision of the political and economic the problems, and also to secure support from the side of large occident. Such collaboration with the international ungovernmental organizations advantageously will influence on point-of-sale relationships with other countries, especially in industry of the engineer, the metallurgy, information technologies and others like that; improvement of social sphere of the state; will be instrumental in the economy growing of economy.

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ОЦІНКА ЯКОСТІ СОЦІАЛЬНИХ СТАНДАРТІВ УКРАЇНИ В КОНТЕКСТІ РЕАЛІЗАЦІЇ ЄВРОІНТЕГРАЦІЙНОЇ СТРАТЕГІЇ

Базовою передумовою становлення України як європейської соціальної держави є адаптація стандартів у галузі соціального