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SOCIAL RESPONSIBILITY IN THE CONTEXT OF COMMUNITY ENGAGEMENT OF THE ELDERLY

Abstract. The world tendencies of population aging, international and domestic practices of adaptation of the socio-economic environment to the deformation of the age structure of the population in the context of social responsibility are highlighted. The effects of population aging on the country's economy are substantiated. Emphasis is placed on changing economic activities, services, medicine, education, labor market, social sphere, tax system. The importance of socio-economic activation of the elderly population of Ukraine in the conditions of demographic crisis and increase of life expectancy are proved.

The world and national normative documents in the aspect of formation of socio-economic strategies, policies, practical activities of governments to minimize the present and future consequences of population aging have been studied.

The domestic practices of social activation of the elderly are considered. Over the past decade, many social projects have been implemented in Ukraine within the cooperation of governmental and non-governmental organizations, the private sector and international foundations to enhance the participation of elderly people in the society. In particular, recreational centers, Universities of the third age and individual training courses have been created, forums and festivals are being held, volunteering is being developed. However, the coverage of elderly people by project activity in this area is low. Social projects are mainly concentrated in large cities and level of awareness of available opportunities is quite low.

The main aspects of social integration of the elderly are analyzed on the example of the rural population of Skolivshchyna (Skole district). The results of the sociological survey show that most elderly people consider themselves to be needed and important to the community. The activity of the elderly is low: 7 % of respondents consider themselves to be inactive, 56 % are less active, 32 % are more active, and only 5 % consider themselves unambiguously active. The motivation factors for the inclusion of elderly people in public activities are the need to be in the team (35 %), the need for socially important activities (28 %), the unwillingness to stay at home (11 %), the need for self-actualization (8 %).

The ways of increasing social responsibility in the direction of social integration of the elderly in Ukraine are suggested in order to adapt the socio-economic sphere to the trends of population aging.

Keywords: socio-economic sphere, social responsibility, population aging, social integration of elderly people, Madrid international action plan, University of the third age, public activity of the elderly.

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СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ В КОНТЕКСТІ СУСПІЛЬНОЇ АКТИВІЗАЦІЇ ЛЮДЕЙ СТАРШОГО ВІКУ

Анотація. Висвітлено світові тенденції старіння населення, міжнародні та вітчизняні практики адаптації соціально-економічного середовища до деформації вікової структури населення в контексті соціальної відповідальності. Обґрунтовано наслідки старіння населення для економіки країни. Акцентовано увагу на зміні видів економічної діяльності, сфери послуг, медицини, освіти, ринку праці, соціальної сфери, податкової системи. Доведено важливість соціально-економічної активізації старшого населення України в умовах демографічної кризи та підвищенні середньоочікуваної тривалості життя.

Вивчено світові та вітчизняні нормотворчі документи в аспекті формування соціально-економічних стратегій, політик, практичної діяльності урядів щодо мінімізації нинішніх і майбутніх наслідків старіння населення. Основним міжнародним документом у напрямі суспільної активізації людей старшого є Мадридський міжнародний план дій з питань старіння населення, який прийнятий на другій Всесвітній асамблеї ООН з питань старіння 8—12 квітня 2002 року.

Розглянуто вітчизняні практики соціальної активізації людей старшого віку. За останнє десятиріччя в Україні реалізовано чимало соціальних проєктів у співпраці урядових і неурядових організацій, приватного сектору та міжнародних фондів для посилення участі людей старшого віку у житті суспільства. Зокрема, створено центри дозвілля для літніх людей, сформовано університети третього віку та окремі навчальні курси, проводяться форуми та фестивалі, розвивається волонтерство. Проте охоплення літніх людей проєктною діяльністю у цьому напрямі є нечисленною, соціальні проєкти в основному концентруються у великих містах, низький рівень інформування про доступні можливості.

Проаналізовано основні аспекти суспільної інтеграції людей старшого віку на прикладі сільського населення Сколівщини. Результати соціологічного дослідження засвідчили що більшість старшого населення вважає себе потрібними та важливими для громади, посередньою є власна активність людей старшого віку: неактивними себе вважає 7 % опитаних, малоактивними — 56 %, швидше активними — 32 %, і лише 5 % визначають себе однозначно активними. Мотиваційними чинниками долучення старшого населення до громадських заходів є потреба бути в колективі (35 %), потреба у суспільно важливій діяльності (28 %), небажання залишатись вдома (11 %), потреба самореалізації (8 %).

Запропоновано шляхи посилення соціальної відповідальності у напрямі суспільної інтеграції людей старшого віку в Україні з метою адаптації соціально-економічної сфери до тенденцій старіння населення.

Ключові слова: соціально-економічна сфера, соціальна відповідальність, старіння населення, суспільна інтеграція людей старшого віку, Мадридський міжнародний план дій, університети третього віку, громадська активність старшого населення.

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СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ В КОНТЕКСТЕ ОБЩЕСТВЕННОЙ АКТИВИЗАЦИИ ЛЮДЕЙ СТАРШЕГО ВОЗРАСТА

Аннотация. Определены мировые тенденции старения населения, международные и отечественные практики адаптации социально-экономической среды к деформации возрастной структуры населения в контексте социальной ответственности.

Рассмотрены отечественные практики социальной активизации людей старшего возраста. За последнее десятилетие в Украине реализовано немало социальных проектов в сотрудничестве государственных и негосударственных организаций, частного сектора и международных фондов для усиления участия людей старшего возраста в жизни общества. Однако охват пожилых людей проектной деятельностью в этом направлении является немногочисленным, социальные проекты в основном концентрируются в крупных городах, низкий уровень информирования о доступных возможностях.

Проанализированы основные аспекты общественной интеграции людей старшего возраста на примере сельского населения Сколевщины. Предложены пути усиления социальной ответственности в направлении общественной интеграции людей старшего возраста в Украине с целью адаптации социально-экономической среды к старению населения.

Ключевые слова: соціально-економічна середина, соціальна відповідальність, старіння населення, соціальна інтеграція людей старшого віку, Мадридський міжнародний план дій, університети третього покоління, соціальна активність старшого населення.

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Introduction. Aging of the population in modern conditions is a demographic trend that greatly affects the development of countries and humanity as a whole. Ukraine belongs to states with a high level of aging and, according to most of the existing demographic projections, with the prospect of rapid development of this process in the coming decades. As of 01.01.2018, the proportion of the population aged 60 and over in Ukraine was 22,9 % [1], according to the national population projection for 2025, the proportion of people over 60 will be 25,0 % of the total population [2].

The phenomenon of aging of the population is a challenge for the economic and social development of many developed countries. Reducing the inflow of young labor force into the economy forces governments to raise the retirement age, and involve people of pre-retirement and retirement age in

economic activity more actively, which, in turn, needs to preserve the health and efficiency of the elderly.

The general world aging trends have focused attention on the social responsibility of the state, business, community in the aspect of social integration and the activation of elderly people and ensuring decent aging. During 2013—2015, the international organization HelpAge conducted the study of the global AgeWatch index to assess the components of the concept of «active aging». Key indicators for assessing people aged 60 and over were «financial security», «health status», «employment and education» as well as «enabling environment». The rating of Ukraine varied quite widely and was quite low, ranging between 66 and 82 among 96 countries [3].

Research analysis and problem statement. Research on the demographic, economic and social transformations of the society as the result of the aging of the population has been researched for several decades by the scientists from different countries and international organizations, including Ukrainian ones: S. Aksonova, V. Antoniuk, S. Bandur, V. Heyets, O. Grishnova, I. Gnibidenko, T. Zayats, A. Kolot, B. Krimer, I. Kurilov, E. Libanova, V. Novikov, A. Novikova, V. Onikienko M. Papiiev, S. Polyakova, L. Semiv, M. Semykina, V. Stetshenko, L. Tkachenko, L. Shaulska. The issues of social responsibility development in Ukraine are highlighted in the works of R. Abramov, O. Berezina, K. Beliavskaia, O. Brintseva O. Bilyk, A. Vasilik, V. Vorobey, O. Gerasimenko, O. Grishnova, O. Danilenko, V. Dumanskaya A. Kolot, E. Libanova, I. Petrova, O. Pasevych, L. Petrashko, V. Petyukha, V. Savchenko, S. Tsimbalyuk [4; 5]. Nevertheless, the aspects of social responsibility of the state, business, public institutions in the context of social activation of the elderly as a result of aging of the population and growth of the average life expectancy have remained low.

The purpose of the article is to actualize the issue of aging of the population from the point of view of providing socially active and decent longevity and to highlight the importance of social responsibility in this aspect.

Research results. The accelerated aging of the population amid low birth rates and depopulation in Ukraine is one of those phenomena that will have a lasting impact on all aspects of society. Demographic aging with its main economic and demographic consequences will result in reducing the size and share of the working population; increasing the demo-economic (and consequently, tax) burden on the able-bodied population; reducing of financial opportunities for social security in the context of general growth in demand for social services by the elderly, the single and the low-income groups of the population (*Fig.1*).

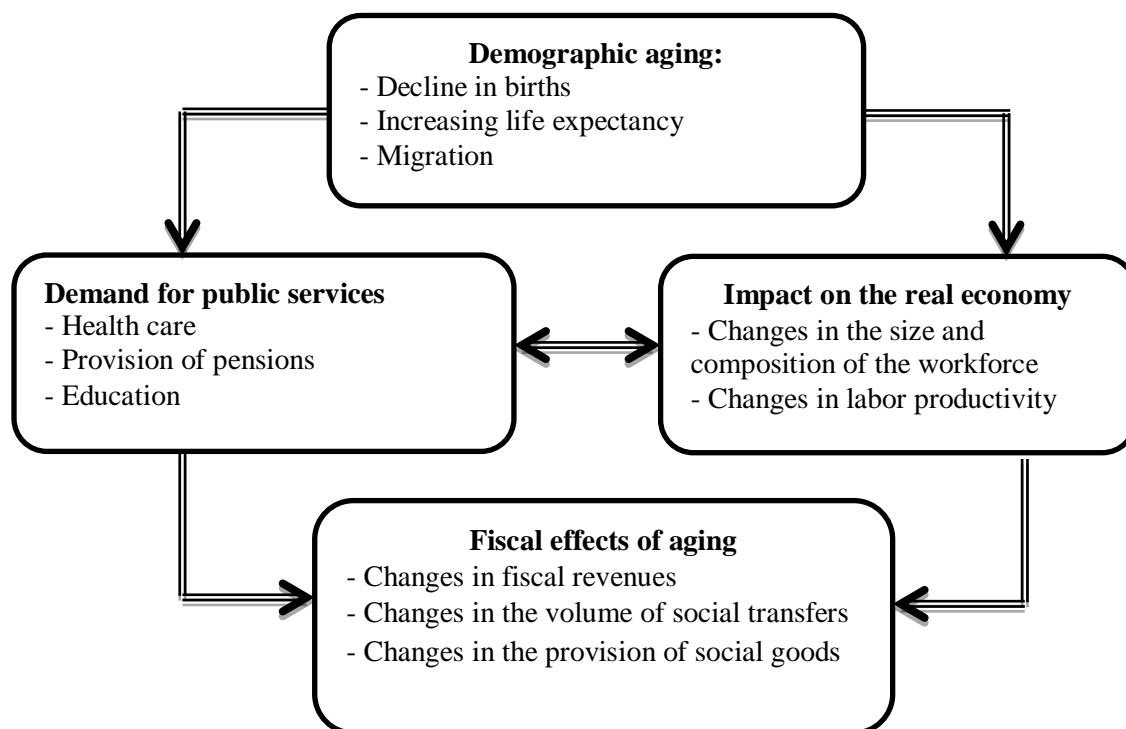


Fig. 1. Impact of population aging on socio-economic sphere

In general, demographic aging in some way disrupts the interaction between generations. The challenges posed by the population aging require a radical restructuring of the entire socio-economic system, the adaptation of society and the economy to the peculiarities of the «elderly» population, in which the number of consumers exceeds the amount of the economic-active population. In this regard, the main emphasis in the social policy of the developed countries of Europe is now precisely placed on minimizing the present and future socio-economic consequences of the population aging.

The issue of aging of the population has become relevant for the international community in the late XX century. The First World Assembly on Aging took place in Vienna in 1982. The International Agenda on Aging adopted at it included focusing on key activities for the benefit of the elderly, mainly in the following areas: employment and income security, health and nutrition, housing, education and social security. For the first time in this document, elderly people were seen as an active and heterogeneous group of people with broad potential [6].

A further search for the ways to adapt the socio-economic environment of many countries to the deformation of the age structure of the population was the Madrid International Plan of Action on Aging, adopted by the Second World Assembly on Aging on April 8—12, 2002 [7]. The purpose of this document is to enable elderly people of all countries of the world to live in safe and decent conditions and to continue to participate in society as a full-fledged citizen. In particular, three main components of the quality of life in the process of active aging — health, social integration and employment of the elderly — are at the center of attention.

Among the latest adopted documents in Ukraine to ensure the creation of favorable conditions for healthy aging and active longevity of the population, designed to implement Association Agreement between Ukraine, on the one hand, and the European Union, the European Atomic Energy Community and its member states, on the other hand, the Madrid International Plan of Action on Aging is the «State Policy Strategy for Healthy and Active Longevity of the Population till 2022» [8].

During the last decade in Ukraine many social projects have already been implemented in cooperation between governmental and non-governmental organizations, the private sector and international foundations to increase the participation of the elderly in society and their activation. They can be grouped into the following blocks:

1. Leisure centers for the elderly. During 2009—2018, about 18 centers of this type were created, mainly in regional centers. Their purpose is to promote communication, participation in the work of numerous circles, as well as mastering new skills [9];

2. Universities of the third age. They function mainly on the basis of higher education institutions in regional centers, teachers are social educators, volunteers, students and anyone who wants to join the European system of lifelong education [10];

3. Educational courses. They are formed predominantly within individual short-term or long-term projects, the topics are diverse (depending on the purpose of a particular project), the choice of convenient location is limited [11].

4. Forums and festivals. Their goal is to intensify the efforts of all civil society organizations and authorities across Ukraine to provide educational services for the elderly [12; 13].

5. Increasing the participation of elderly people in community life, volunteering. The purpose of such social projects is to promote the integration of the elderly in addressing community issues and ensuring intergenerational interaction [14; 15].

Generally, the social responsibility of the state, business, and the public in terms of integration of the elderly and its activation in Ukraine is at an initial stage of development. The involvement of elderly people in project activities in this area is low, social projects are mainly concentrated in large cities and elderly people get little information about existing opportunities.

The sociological survey «Elderly people in Ukraine: living conditions and social well-being» conducted in 2013 by the Social Monitoring Center with the assistance of the United Nations Population Fund (UNFPA) [16], has shown that 60 % of elderly people in Ukraine consider themselves to be not needed to the state and society. The indicated percentage of the population is

more socially integrated within their families and environment. Volunteering activity, which is one of the priority directions of social activity of elderly people in accordance with the concept of «active aging», was occupied by 1% of respondents of the elderly, which testifies to organizational difficulties, lack of initiative, and informational ignorance of the population.

Somewhat different is the European level of the social integration of the elderly. About 58 % of the population aged 55 years believe that people of respectable age are positively perceived in society, that they play a key role in such spheres as family (43 %), politics (42 %), community (42 %) and economics (41 %) However, a significant minority (31 %) feels that they are perceived negatively, especially in such countries as Slovakia (48%), Latvia (52 %), Romania (49 %), the Czech Republic (54 %), Bulgaria (48 %), Hungary (61 %) and Croatia (49 %). A quarter (27 %) of the population under study actively participate in volunteering activities. In particular, the Icelandic (66 %), the Swedes (55 %), the Dutch (50 %) and the Germans (43 %) are the most involved in this type of employment. The main obstacles to volunteering in the European Union are the lack of time and interest. It is noted that the most useful contribution from the state to the spread of volunteering activities would be to provide financial rewards to volunteers (44 % of respondents indicated) and a more flexible employment schedule (38 %) [17].

The availability of education, active participation in community life, awareness, health care and physical development, leisure, and the creation of a comfortable infrastructure are the objectives of the «Strategy of the state policy on healthy and active longevity of the population for the period till 2022» in the direction of social integration as for rural and urban population. NGO «Impulse» within the framework of the project «Citizen activity of elderly people — a resource for the development of communities of Skolivschina» (is part of the international project «Regional voices — adult civic education for empowerment of local communities in Ukraine and Belarus») implemented in partnership with DVV International in Ukraine with the financial support of the Federal Ministry of Foreign Affairs of Germany. A qualitative and quantitative study was conducted During August-September 2018 to determine the potential of elderly people in the development of local communities and to analyse their needs for civic education [18]. The authors of the article, Oksana Fitel, Nataliia Rak, Olena Pasevych, joined the project as experts. In order to popularize the ideas of the concept of «active aging» and to enhance social responsibility in this context, separate results of the research are published for the first time in the scientific community.

The main target group of the study within the framework of the project «Civic activity of elderly people — a resource for the development of communities of Skolivshchyna» was the rural population of the region aged more than 55 (villages: Slavske, Tukhlya, Koziv, Oryavchik, Pidgorodtsi, Trukhaniv, Pobak, Korostov, Lybochor). 100 elderly people participated in the survey according to the quota of the sample. The objectives of the study were: the study of local policies and real practices in the provision of educational and social services for the elderly; definition of key problems of the local community, popular areas of activity of the elderly in communities; identification of socioeconomic challenges / problems faced by them in everyday life; assessment of the level of civic activity of such social group; revealing of motivational factors of civic activity of the elderly; elucidation of the needs of this group for civic education.

The distribution of respondents' responses according to the importance of elderly people for the community shows rather optimistic results. 17 % of all respondents feel they are needed and important, 78 % — have such a feeling situationally, only 5 % have chosen the option «not needed and unimportant». Within the age groups, the representatives of the 55—59 age group feel most in need which is logically explained by the higher social integration of its representatives.

Initiativeness of this social group in community life is mediocre. 7 % of respondents consider themselves to be inactive, 56 % — less active, and 32 % rather active than inactive, and only 5 % of them consider themselves unambiguously active.

The socio-economic activity of the elderly in Skole district indicates a significant integration with the family and passivity to other activities. «Family Help» (55 %), «grandchildren care» (34 %), and «farming households» (21%) are the main occupations of the elderly. A positive tendency is that some of the elderly have interest in «self-education» (15 %) and in «public activity» (12 %).

The motivational factors of elderly people to join community events are the need to be in the team (35 %), the need to do something socially important (28 %), the reluctance to stay at home (11 %), the need for self-realization (%). A quite interesting fact is that in subgroup aged 70 many respondents have chosen the answer «due to the need to do something socially important» — 14 %. It is a half of all the respondents who chose this option. In general, 92 % of the respondents have internal motives of different content (Fig. 2). This is quite high indicative and shows the need for people to join socially important processes and activities.

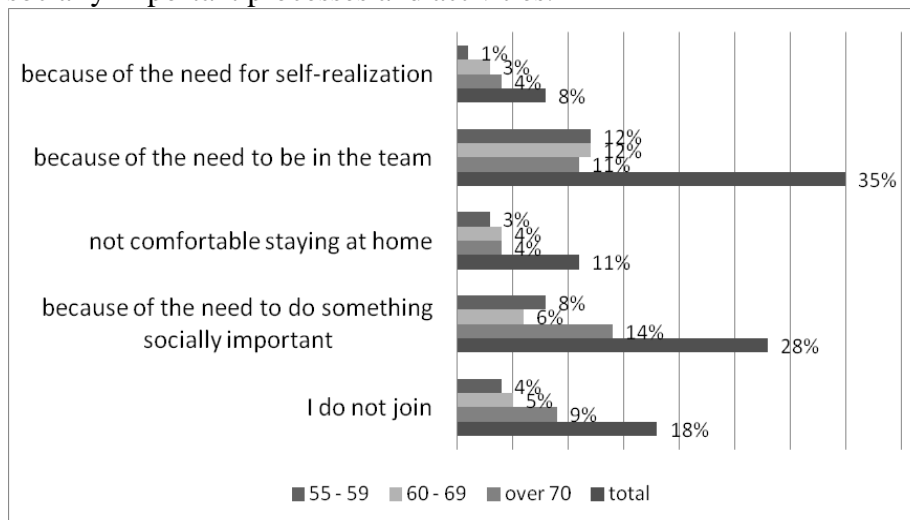


Fig. 2. Motivational factors of the elderly's participation in community events,%

The research on the mobility of the elderly people in Skole district showed that the reasons for leaving the hometown are family and household circumstances (visiting relatives — 68 %, «purchasing goods and services» — 57 %) and meeting spiritual needs («pilgrimage and church holidays» — 30 %). The results of the survey showed that 12 % of respondents do not leave the boundaries of their native places. The least chosen reason is for «sightseeing» — only 6 %.

Being asked about the vision of ways to identify the usefulness of the elderly for the community, 48 % of respondents expressed a desire to share their life experiences and knowledge, that is, they are open to interaction and cooperation, 24 % are ready to join important initiatives, 13% are ready to participate in the work of self-government bodies. Only 14 % do not want to engage with the community and do not consider it possible (or necessary) to be useful to others.

The results of the survey showed that target social group in rural areas face a significant number of challenges / problems in their everyday lives. These include: unsatisfactory financial condition (60%), unfriendly attitude of society towards the elderly — 38 %, lack of opportunities to influence the political situation in the country — 29 %, lack of conditions for recreation — 21%. Most often face the issue of legal awareness and inability to protect their legal rights. The elderly have a significant discomfort because of lack of knowledge of the latest technology, the inability to use a telephone, tablet, computer, bank cards, etc.

According to the representative survey «CSR Development in Ukraine: 2010—2018» [19], a number of internal and external factors among the most significant barriers and obstacles in the implementation of social responsibility programs are seen by the representatives of private and state enterprises. In particular, among the biggest external barriers for implementing corporate social responsibility programs / measures (CSR) companies included the unstable political situation in the country, the imperfection of the regulatory framework that contributed to the development of CSR and tax pressure. Among the internal barriers that hinder the implementation of CSR programs / activities, companies indicated a lack of funds, lack of experience, and not tested mechanism for introducing social responsibility, impossibility to control the use of funds and lack of time.

Economic consequence of the growing demographic burden on the rural able-bodied population, which arises as a result of disproportion in age in the population structure of rural

territories, is an increase in the burden on the state budget, in particular in terms of social payments. The need for social support for the incapacitated people, as well as raising the level of economic security, creates other socio-economic challenges for the society. These processes influence the speed of formation of the system of knowledge updating, development of scientific and technological progress, new ideas and introduction of new technologies and general vision of socio-economic transformations in the context of globalization and integration processes. As a matter of fact, the activation of social life and the implementation of social responsibility programs in partnership with business-local authorities and communities will have positive financial and economic consequences[21].

Activation of the elderly will reduce the burden on social budget items in the face of increasing demographic aging, in particular through the formation of own and retirement funds, as well as associated with the formation of additional «demand» for medical services by the elderly, with the need to invest in development of specialized medical technologies aimed at the elderly, increasing resources for keeping elderly people in nursing homes. Because social activity is closely linked to economic activity

Conclusions. Thus, Ukraine is among the countries with a high level of population aging: by the proportion of people aged 60 and over it closes the group of 25 the oldest countries in the world. The population ageing in Ukraine is characterized by such features as dependence of the influence of «demographic waves», appreciable sexual and territorial differentiation of the level of the population aging.

In this regard, Ukraine is experiencing particularly noticeable difficulties in the field of social protection for the elderly. In prospect, it will be very keen to experience such socio-economic consequences of this process as increasing the demo-economic (and tax respectively) burden on the able-bodied people, labour shortage (first of all, qualified), the general aging of the workforce, the reduction of labour resources to provide long-term care for the elderly, increasing demand for medical services, etc.

To minimize the negative effects of population aging on the state, communities and business, the issue of activating the elderly is quite important. Among the necessary steps to ensure the social integration of the elderly of Ukraine and strengthen social responsibility in this area are the following:

- to promote the activation of the older population for a longer working life;
- to increase the productivity of the work of the elderly through the formation of appropriate training programs at the Universities of the Third Age or training centres;
- to form a positive information campaign about people of the senior (retirement) age, focusing on the benefits of this stage of life;
- to support initiatives for the creation and development of territorial leisure centers for the elderly;
- to create effective communication channels for the dissemination of information on existing opportunities in the field of leisure, training, public participation for elderly people;
- provide public support for the development of volunteering among the elderly;
- promote the idea of mutual inter-generational responsibility in society in order to realize equal participation in all public spheres.

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