THE FORMIG OF INDUSTRIAL AND NATIONAL NATURAL PARKS NETWORKS IN UKRAINE BASED ON THE PRINCIPLES FOR RESPONSIBLE INVESTMENT

Abstract. The necessity of the forming and development of industrial and national natural parks networks in Ukraine in accordance with the leading world initiative for responsible investment PRI is proved in article. Both types of parks are among the most effective options for organizational solutions to the problem of attracting «green» and socially responsible investments into the country’s economy. The activity of national nature parks in Ukraine on the example of the Halytsky National Park and the Skole Beskids is investigated. At the same time, if national parks are created in order to promote ecologically balanced development; the main purpose of industrial parks is connected first of all with increase of economic efficiency of attracting investment in various directions of business activity. Considering the common features of parks as organizational forms of territorial integration of economy, environment and society, as well as instruments of attraction of investments, the directions of strengthening of their role in achieving the Sustainable development goals till 2030 in Ukraine are offered. Along with the problem of the development of the industrial parks network and the formation of the national natural parks network, the idea of a «functional intersection» of these networks is justified in order to search for the new opportunities for socially and environmentally responsible investment. General practical recommendations on improvement of functions for strategic planning, stimulation and monitoring of social and ecological activity in the territory of industrial and national parks according to the Principles for Responsible Investment are worked out. Namely settlement of issues of property on natural resources and recreational facilities; owners interest and initiative on attraction of «green» investment; ensuring an integrated approach — when monitoring measures on social and environmental activities in the park networks; development of an unified information resource where data on any activities of business entities and all stakeholders in the framework of the functioning and development of the park networks is collected and analyzed etc.

Keywords: principles for responsible investment, industrial park, national natural park, network, sustainable development.

JEL Classification H54, L83, Q26
Formulas: 0; fig.: 0; tabl.: 3, bibl.: 18.
Петрушенко М. М.
доктор економічних наук, доцент кафедри управління, 
Сумський державний університет, Україна; 
e-mail: petrushenkom@gmail.com; ORCID ID: 0000-0003-0098-7872

Шевченко Г. М.
доктор економічних наук, доцент кафедри управління, 
Сумський державний університет, Україна; 
e-mail: annshev@ukr.net; ORCID ID: 0000-0002-0817-7754

Вернидуб Н. О.
провідний фахівець навчально-організаційного відділу, 
Сумський державний університет, Україна; 
e-mail: vernydub.nata@gmail.com; ORCID ID: 0000-0002-9007-282X

Кравченко О. В.
cандидат економічних наук, 
doцент кафедри бухгалтерського обліку та оподаткування, 
Сумський державний університет, Україна; 
e-mail: e.kravchenko@uabs.sumdu.edu.ua; ORCID ID: 0000-0001-5927-8814

Овчарова Н. В.
cандидат економічних наук, 
старший викладач кафедри бухгалтерського обліку та оподаткування, 
Сумський державний університет, Україна; 
e-mail: n.ovcharova@uabs.sumdu.edu.ua; ORCID ID: 0000-0002-8362-3283

РОЗБУДОВА МЕРЕЖ ІНДУСТРІАЛЬНИХ І НАЦІОНАЛЬНИХ ПРИРОДНИХ ПАРКІВ НА ПРИНЦИПАХ ВІДПОВІДАЛЬНОГО ІНВЕСТУВАННЯ В УКРАЇНІ

Анотація. Обґрунтована необхідність формування та розвитку мереж індустріальних і національних природних парків в Україні відповідно до провідної світової ініціативи щодо відповідального інвестування PRI. Обидва види парків є одними з найбільш ефективних варіантів організаційного розв’язання проблеми залучення «зелених» і соціально відповідальних інвестицій в економіку країни. Досліджено діяльність національних природних парків в Україні на прикладі парків: Галицького і Сколівських Бескидів. При цьому якщо національні парки власне й створені для того, щоб сприяти екологічно збалансованиму розвиткові, то головне призначення промислових парків пов’язане з розширенням економічної ефективності залучення інвестицій у різні напрями підприємницької діяльності. Ураховуючи спільні риси парків як організаційних форм територіальної інтеграції економіки, пароди та соціуму, а також інструментів залучення інвестицій, запропоновано напрямки посилення їх ролі в досягненні Цілей сталого розвитку до 2030 року в Україні. Поряд із питаннями розвитку мереж промислових парків, а також формування мереж національних природних парків обґрунтовано ідею про «функціональний перетин» цих мереж із метою пошуку нових можливостей соціально та екологічно відповідального інвестування. Розроблено загальні практичні рекомендації щодо вдосконалення функцій стратегічного планування, стимулювання та моніторингу соціально-екологічної діяльності на території індустріальних і національних парків згідно з Принципами відповідального інвестування. А саме: врегулювання питань власності на природні ресурси та рекреаційні об’єкти; зацікавленість та ініціативність власників щодо залучення «зелених» інвестицій; забезпечення комплексного підходу — при моніторингу заходів щодо соціально-екологічної діяльності в паркових мережах; розробка єдиного інформаційного ресурсу, в якому централізовано збираються та аналізуються дані щодо будь-якої діяльності суб’єктів господарювання та всіх зацікавлених осіб у рамках функціонування і розвитку паркових мереж тощо.

Ключові слова: принцепи відповідального інвестування, індустріальний парк, національний природний парк, мережа, сталій розвиток.

Формула: 0; рис.: 0; табл.: 3, бібл.: 18.
Построение сетей индустриальных и национальных природных парков на принципах ответственного инвестирования в Украине

Аннотация. Обоснована необходимость формирования и развития сетей индустриальных и национальных природных парков в Украине в соответствии с ведущей мировой инициативой ответственного инвестирования PRI. Учитывая общие черты парков как организационных форм территориальной интеграции экономики, природы и социума, а также инструментов привлечения инвестиций, предложены направления усиления их роли в достижении целей устойчивого развития до 2030 года в Украине. Наряду с вопросами развития сети промышленных парков, а также формирования сети национальных природных парков, обоснована идея про «функциональное пересечение» этих сетей с целью поиска новых возможностей социально и экологически ответственного инвестирования. Разработаны общие практические рекомендации по совершенствованию функций стратегического планирования, стимулирования и мониторинга социально-экологической деятельности на территории индустриальных и национальных парков согласно Принципам ответственного инвестирования.

Ключевые слова: принципы ответственного инвестирования, индустриальный парк, национальный природный парк, сеть, устойчивое развитие.

Формул: 0; рис.: 0; табл.: 3; библ.: 18.

Introduction. Both industrial parks and national nature parks are among the most effective options for organizational solutions to the problem of attracting «green» and socially responsible investments into the country’s economy. At the same time, if national parks are created in order to promote ecologically balanced development; the main purpose of industrial parks is connected first of all with increase of economic efficiency of attracting investment in various directions of business activity (its social and environmental aspects can be of secondary importance in this case). However such vision of the role of these parks is only its first approximation. With intent look organizational potential of park structures is revealed, especially when they are strengthened by the implementation of the network approach.
At the state level in Ukraine considerable efforts to form the network of industrial parks have already been made (in accordance with the priorities of the investment and innovation policy of the Ministry of Economic Development and Trade of Ukraine), which, however, as of the beginning 2018 expects significant investment infusions. At the same time, processes for creation of national natural parks take place, but we can talk about these network just at the initial level (there are about 50 national parks in Ukraine, but the links between their functioning processes are still separated). However, the network of national parks formation and the network of industrial parks development are processes that take place mainly apart from each other. So, if we put the question of combining efforts to achieve the goals of sustainable development in Ukraine until 2030, it is advisable to constantly expand and search for the joint plane that will result from the intersection of both investigated networks. It is about of applying the integrated management approach, according to which the functions of strategic planning, motivations and monitoring can be applied at the same time to each of networks, or to one of them, or to a separate component of network of parks within the framework of overall social and environmental responsibility.

The analysis of researches and the tasks setting. The issues of responsible investment are given increasing attention over the last 20 years. At the same time traditionally the question of its efficiency is the most relevant. For example, in the research of Frank A. J. Wagemans, C. S. A. van Koppen and Arthur P. J. Mol [1] the analyses of non-financial social and environmental criteria is carried out that shareholders take into account when making investment decisions, that is, decisions about socially responsible investment (SRI) in the context of their motivational impact and effectiveness. The theoretical question of the connection between the idea of responsible investment and the concept of corporate social responsibility is equally important. According to Russell Sparkes and Christopher J. Cowton [2], the idea of SRI has already occurred as an «investment philosophy», which is recognized and positively perceived by more and more different investment institutions. Along with this, considering the idea of socially responsible investment evolution rate, there is a terminological, strategic and practical heterogeneity of views on SRI. In the research of Joakim Sandberg, Carmen Juravle, Ted Martin Hedesström and Ian Hamilton [3] this heterogeneity is explained by the ideological and cultural differences in the views of the parties interested in SRI, which in turn requires standardization of approaches to understanding responsible investment, but taking into account the motives of all stakeholders.

The world experience in applying PRI is summarized in the research of O. V. Muzychenko [4].

The papers of A. V. Marcishinets and S. M. Marchishinet [5], L. A. Musina and T. K. Kvasha [6], M. G. Kazakova [7, p. 682—686] and others concern the research of institutional, organizational, legislative and other aspects of industrial and, in particular, eco-industrial parks as an instrument for attracting investments and increasing the competitiveness of the Ukrainian economy. Socio-economic and environmental issues related to the functioning of national parks, in particular the development of tourism in them, set out in the papers of Thomas H. Stevens, Thomas A. More and Marla Markowski-Lindsay [8], Fung-Yee Law and May-Chiun Lo [9], and others.

Along with this, the development of industrial and natural parks networks, in particular, in the context of the search for joint opportunities, require further theoretical justification based on the principles for responsible investment.

The research goal is justification of necessity of formation and development and also formulation of recommendations for improving of managerial functions in the sphere of national natural and industrial parks according to the principles for responsible investment, when strengthening a role of park networks in achievement of the Sustainable development goals in Ukraine till 2030.

Research results. Now consider the general issues of the formation and development of networks for industrial and natural national parks in Ukraine. The industrial park is an innovative direction of sustainable development of the national economy and a system of socio-economic relations at the state level and at the level of single territories. In accordance with the Law of Ukraine «About Industrial Parks» [10], an industrial park is a territory that is equipped with the
appropriate infrastructure, and within the framework of which the interested economic entities can carry out their activities in such areas as processing industry, research, information and telecommunications activities. The Ministry of Economic Development and Trade of Ukraine carries out the formation and implementation of the state policy on the creation and functioning of industrial parks in Ukraine.

The specifics of the industrial parks are legislatively defined [10; 11] in the following: firstly, the lands of parks are industrial lands (in this case the land plots of state and communal property within the park can be sold to the management company and other participants of the park); secondly, the park is created for a period of not less than 30 years and it has an area from 15 to 700 hectares, and also at the time of its inclusion in the relevant register within it there should be absent a holistic complex for the production.

Industrial parks which are created on the initiative of public authorities, or local government, or either legal entities or individuals, provide the participants with the benefits of saving on financial, human and other business resources and also with the benefits of expansion the possibilities for providing and maintaining business by the management company. At the same time a certain social effect which is connected mainly with the creation of jobs in the territory of placement of industrial and scientific parks is achieved.

As of the beginning of 2017 about 40 industrial parks have been created and function in Ukraine, 7 of which are privately owned. Also the creation of new industrial parks in Donetsk, Zaporizhia, Zakarpattia, Lviv, Mykolayiv, Poltava, Chernihiv and other regions of Ukraine are planned which together with the existing parks on condition of providing support from the state will form regional network of industrial parks. At the same time, state support provides co-financing projects of creation of infrastructure for industrial parks from local budgets at the level of 10% of their estimated cost, as well as immunity from payment of import duties on equipment and materials which are not produced in Ukraine. At the same time, the support of industrial parks by local government is to provide benefits on land tax and real estate tax for business entities considering public interests, according to the program documents for socio-economic development of administrative-territorial unit [11].

As of the first half of 2017, according to O. Tersina [12], «Ukrainian legislation is moving in the direction of granting preferences and tax benefits to industrial parks, their initiators, management companies and participants, all this is confirmed by the norms of the current normative-legal acts and by the bills that are registered at the Verkhovna Rada. Therefore, the creation, functioning and participation in industrial parks become attractive for investors who aspire to have a reliable source of profits and a minimum of expenses...». In our opinion, this positive trend also has to take into account the vector of socially and environmentally responsible activities, which can be reflected in the general approach to both industrial and scientific parks and to national nature parks.

According to the Law of Ukraine «About Ecological Network of Ukraine» [13] national natural parks in Ukraine are a component part of the ecological network. However, if we talk about the existence of a well-formed network of national parks (considering the level of information links, the level of public control and state monitoring, the creation of favorable investment climate, etc.), then it is possible to draw a conclusion on the initial nature of functioning of such network in Ukraine. Along with the positive trend of the constant increase in total of national parks, the links between them don't become stronger, and socially and ecologically focused decisions don't become more harmonious, as well as state support and investment volumes. Changes generally have declarative and initial organizational character.

In general, attraction of responsible investments into the Ukrainian national parks requires to represent the potential of their ecologically and socially oriented activity, along with relative stability of their financial results (Table 1).
Table 1

<table>
<thead>
<tr>
<th>Indicators, UAH</th>
<th>Halytsky National Park</th>
<th>Skole Beskids National Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incomes, including:</td>
<td>9129211</td>
<td>7582403</td>
</tr>
<tr>
<td>Budget appropriations</td>
<td>4796708</td>
<td>5601479</td>
</tr>
<tr>
<td>Income from service provision (works execution), etc.</td>
<td>4332503</td>
<td>1980924</td>
</tr>
<tr>
<td>Expense, including:</td>
<td>8693338</td>
<td>7006031</td>
</tr>
<tr>
<td>Expenses for implement the budgeted programmes</td>
<td>4796108</td>
<td>5601619</td>
</tr>
<tr>
<td>Expenses for service provision (works execution), etc.</td>
<td>3897230</td>
<td>1404412</td>
</tr>
<tr>
<td>Surplus / deficit</td>
<td>+435873</td>
<td>+576372</td>
</tr>
</tbody>
</table>

Source: compiled by the authors on the basis of [14; 15].

Carefully analyzing reports of the specified and other parks, the existence of changes in the direction of increasing transparency in the coverage of their production processes and management functions is found out. However, measures on «... more transparent sustainability reporting, taking into account environmental and socio-economic aspects of the business and meet the needs of stakeholders» are extremely necessary [16].

Thus, considering the foregoing, it is necessary to further develop the industrial parks network and to complete the formation of national natural parks network on the basis of the principles for responsible investment [17] when strengthening their role in today’s processes of sustainable development in Ukraine (according to the Sustainable development goals [18] — Table 2).

Table 2

<table>
<thead>
<tr>
<th>The goals</th>
<th>Contents of suggestions on strengthening of the park networks role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1. No poverty</td>
<td>Increase the resilience of the population through the development of innovative methods for manufacturing organization and efforts towards the primary needs of individuals satisfying, in particular, by the provision of socially and environmentally directed tourism and recreational services</td>
</tr>
<tr>
<td>Goal 3. Good health and well-being</td>
<td>Maintain public health by way of improving the quality of medical and recreational services while increasing solvency by providing jobs with a decent working conditions and with a sufficiently high level of compensation</td>
</tr>
<tr>
<td>Goal 7. Affordable and clean energy</td>
<td>Ensure access to affordable, reliable, sustainable and modern energy for all inhabitants of the territory, which is directly or indirectly connected with the industrial and scientific parks networks</td>
</tr>
<tr>
<td>Goal 8. Decent work and economic growth</td>
<td>Ensure safe working conditions in accordance with ISO 18000 standards and improve work efficiency by optimizing the work-rest regime, in particular in the scientific work sphere, which will lead to significant economic growth</td>
</tr>
<tr>
<td>Goal 9. Industry, innovation and</td>
<td>The growth of applied scientific research number which are united by the vector of sustainable development in all branches of the national economy. Innovations have to be</td>
</tr>
<tr>
<td>infrastructure</td>
<td>considered as a unifying factor of the park networks development</td>
</tr>
<tr>
<td>----------------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Goal 11. Sustainable cities and communities</td>
<td>Increase in availability of environmentally-oriented recreation through the branching of the green recreation areas network and the recreational infrastructure modernization. As well as expanding opportunities for any social and, in particular, trade union activities</td>
</tr>
<tr>
<td>Goal 15. Life on land</td>
<td>Introduce comprehensive innovative measures to ensure the conservation, restoration and promotion of sustainable use of land ecosystems, sustainable forest management, halt biodiversity loss, etc.</td>
</tr>
<tr>
<td>Goal 17. Partnerships for the SDGs in Ukraine</td>
<td>Real realization of various forms of partnership between the state sector, private sector and public organizations in the territory of the park networks, when the experience of international cooperation is widely used to achieve the Sustainable development goals</td>
</tr>
</tbody>
</table>

Source: developed and compiled by the authors on the basis of [10; 11; 13; 18].

In our opinion, the creation of a industrial and national natural parks network in Ukraine is possible in the medium term. Firstly, that is possible on the condition when the responsibility for the absence or insufficiency of not declared, but, first of all, practically implemented measures are recognized at all levels (from the state level to the local and individual). Secondly, that is possible if they are provided with sufficient investments and general managerial work through a «functional intersection» (strengthening of coordination and regulatory actions both within the management system and concerning set of heterogeneous interrelations in the external environment of the park networks) of strategic planning, stimulation and monitoring of the parks functioning (Table 3).

Table 3

<table>
<thead>
<tr>
<th>Principles</th>
<th>The substance of the improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Inclusion of environmental, social and government (ESG) issues in the investment analysis and decision-making processes</td>
<td>At the stage of the formation of the park network — the definition of the strategic priorities of its development with the determination of the scale and nature of investment; accounting of social and environmental criteria when stimulating the results of work</td>
</tr>
<tr>
<td>2 Active behavior of owners to include ESG issues in their policies and practices</td>
<td>Settlement of issues of property on natural resources and recreational facilities; owners interest and initiative on attraction of «green» investment</td>
</tr>
<tr>
<td>3 Ensuring implementation of the measures in which responsible investments are directed</td>
<td>Ensuring an integrated approach — when monitoring measures on social and environmental activities in the park networks; strengthening the level of implementation by stimulation through goal-oriented investment</td>
</tr>
<tr>
<td>4 Promoting the adoption and dissemination of PRI in the entire investment activity</td>
<td>Strengthening of the role of the industrial and national parks network in processes of ideologization and popularization for social and environmental responsibility both in the political, and in the economic spheres with extensive involvement of potential investors</td>
</tr>
<tr>
<td>5 Partnership for improving efficiency in the implementation of PRI</td>
<td>The idea and joint implementation of the concept of «functional intersection» of managerial and production processes in the mutual field of activity for the industrial parks network and the network of national parks</td>
</tr>
<tr>
<td>6 Continuous work on the transparency of reporting on social and environmental activities and, in particular, the PRI implementation</td>
<td>Development of an unified information resource where data on any activities of business entities and all stakeholders in the framework of the functioning and development of the park networks is collected and analyzed (with wide publicity of the results)</td>
</tr>
</tbody>
</table>

Source: developed and compiled by the authors on the basis of [10—13; 17].

The proposed approach is intended to strengthen organizational, managerial and investment measures to ensure the implementation of the National program «Sustainable Development Goals in Ukraine — 2030».

Conclusions. Thus, as a result of the research, the following conclusions can be drawn: firstly, it is justified that the development of networks of industrial and national natural parks in
Ukraine is an organizational and territorial economic basis for the deployment of investment processes on the principles for social and environmental responsibility and, secondly, to realize the stabilizing integrating role in the processes of Sustainable development in Ukraine until 2030 (primarily to improve the resilience of the population through the development of innovative methods of organizing and manufacturing products and works aimed at meeting primary needs). Thirdly, on the basis of the functional approach to the development of park networks, recommendations for improving the functions of strategic planning, stimulation and monitoring of social and environmental activities in the territories of industrial and national parks according to PRI have been developed. When making and implementing decisions on investing in parks, it should be focused on financial, environmental and social indicators and, at the same time, reflect the role and tasks of the government, in particular, concerning budgetary appropriations when carrying out the investment analysis. Such integrated approach has significant advantages in comparison with the additive approach, when intentions on social and environmental responsible measures are declared, however, at the same time the connection between the processes of investment analysis and decision making in the sphere of functioning of industrial and national nature parks is not provided.

The research was conducted within the framework of the scientific-applied theme: «Corporate social and environmental responsibility for sustainable development: stakeholders partnership in the real, financial and public sectors of the economy» (0117U003933).

Література

Стаття рекомендована до друку 21.10.2019 © Петрущенко М. М., Шевченко Г. М., Вернидуб Н. О., Кравченко О. В., Овчарова Н. В.

References


*The article is recommended for printing 21.10.2019 © Petrushenko M. M., Shevchenko H. M., Vernydyub N. O., Kravchenko O. V., Ovcharova N. V.*

229