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# CHAPTER 1

## MODERN TRENDS IN PUBLIC ADMINISTRATION

### ANALYSIS OF PUBLIC-PRIVATE PARTNERSHIP IN THE PROCESS OF IMPLEMENTATION OF PROJECTS IN THE SPHERE OF SOCIAL ENTREPRENEURSHIP

**Viktoriia Hryshyna<sup>1</sup>, Viktoriia Belyavtseva<sup>2</sup>, Mykyta Kovtun<sup>3</sup>**

<sup>1</sup>Ph.D., Associate Professor of the Department of Public Administration and Economic policy, Simon Kuznets Kharkiv National Economic University of Economics, Kharkiv, Ukraine, e-mail: IVictoria77@gmail.com, ORCID: <https://orcid.org/0000-0001-8341-1486>

<sup>2</sup>Doctor of Science in Public Administration, Professor of the Department of Public Administration and Economic policy, Simon Kuznets Kharkiv National University of Economics, Kharkiv, Ukraine, e-mail: victoria.belyavtseva@ukr.net, ORCID: <https://orcid.org/0000-0001-8773-9307>

<sup>3</sup>Postgraduate student of the Department of Public Administration and Economic policy, Simon Kuznets Kharkiv National Economic University of Economics, Kharkiv, Ukraine, e-mail: mykyta.kovtun@hneu.net, ORCID: <https://orcid.org/0000-0002-3414-9896>

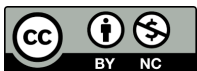
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**Abstract.** The article examines the evolution of the development of public-private partnership in the field of social entrepreneurship. The arguments became the basis for determining the purpose of the research as an analysis of public-private partnership in the process of project implementation in the field of social entrepreneurship. To achieve the goal, the following tasks must be solved: to justify the definition of the concepts "project"; to investigate the evolution of the development of public-private partnership in the field of social entrepreneurship; to present the typology of social entrepreneurship; to investigate public-private partnership in the process of project implementation in the field of social entrepreneurship. When processing the materials, the method of analysis and synthesis was used to determine the essence of the concepts. The method of generalization was used in the part of presenting the typology of social entrepreneurship. The method of formalization and comparison was used to study public-private partnership in the process of implementing projects in the field of social entrepreneurship. A typology of social entrepreneurship has been formed, which consists of three types depending on: motives, goals, methods of achieving goals, the level of integration of social programs and business processes, and the activities of social entrepreneurs. The public-private partnership in the process of implementing projects in the field of social entrepreneurship with the definition of projects of national and regional direction has been studied. This will allow in the future to comprehensively approach the selection of socially significant projects in the field of social entrepreneurship, taking into account their degree of social direction and the degree of influence of the results of project implementation on socio-economic changes in the regions of the country.

**Keywords:** public-private partnership, social entrepreneurship, project, Public Administration, development, economic policy.

**JEL Classification:** H83, M38, M48

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**Introduction.** Today's events taking place in the country are accompanied by changes in social, economic and technological paradigms in the direction of creating an economy of knowledge and innovation. A prominent place in the qualitatively new model of public administration is the cooperation of the public sector in the form of public administration bodies and the private sector, which represents entrepreneurship and institutions of civil society. Support of social entrepreneurship is an important direction of state policy. In order to obtain an economic effect and solve socially significant problems, such cooperation is carried out in the form of a public-private partnership in the process of joint investment of projects. The support of social entrepreneurship from the public sector only confirms the expediency of regulation for the formation of the market of social services, which has a positive effect on the leveling of social gaps in the country.

**Literature review.** Such domestic and foreign scientists as: N. Gavkalova, I. Brailovskyi, D. Delmon, T. Yefimenko, G. Komarnytska, M. Lakhizha, G. Khodzh and others paid special attention to the study of the problems of the development of public-private partnership, the formation of effective intersectoral interaction. The phenomenon of social entrepreneurship was investigated in their works by such foreign scientists as K. Alter, T. Chahine, P. Drucker, K. Hockerts, J. Kickul, N. Parekh and others. Among the eternal scientists who studied social entrepreneurship: N. Gavkalova, Z. Halushka, N. Golubyak, M. Naumova and others. However, the multifaceted nature of the development of public-private partnership and unresolved issues related to the field of social entrepreneurship determined the need for research on public-private partnership in the process of implementing projects in the field of social entrepreneurship.

**Aims.** The arguments became the basis for determining the purpose of the research as an analysis of public-private partnership in the process of project implementation in the field of social entrepreneurship.

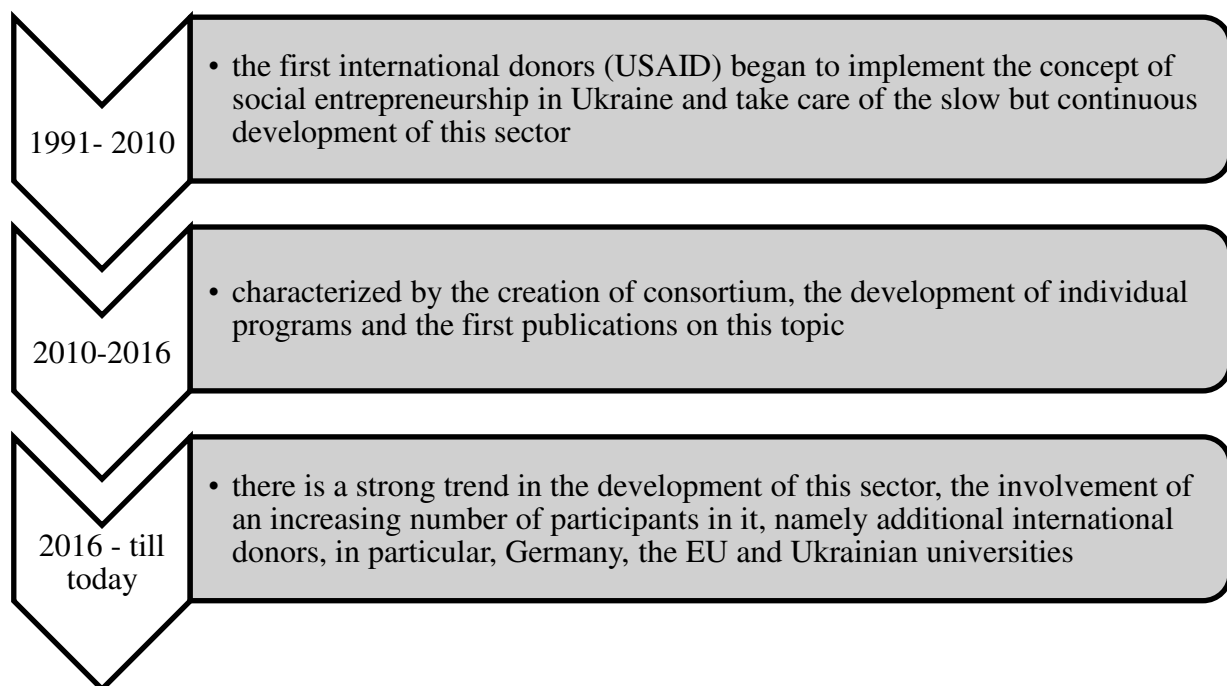
To achieve the goal, the following tasks must be solved:

- to justify the definition of the concepts "project";
- to investigate the evolution of the development of public-private partnership in the field of social entrepreneurship;
- to present the typology of social entrepreneurship;
- to investigate public-private partnership in the process of project implementation in the field of social entrepreneurship.

**Methods.** When processing the materials, the method of analysis and synthesis was used to determine the essence of the concepts. The method of generalization was used in the part of presenting the typology of social entrepreneurship. The method of formalization and comparison was used to study public-private partnership in the process of implementing projects in the field of social entrepreneurship.

**Results.** Today, public-private partnership is an important tool for solving modern social contradictions, economic imbalances and environmental problems. The creation of real conditions for the stable development of social entrepreneurship in the country depends on the constructed strategy for the development of public-private partnership.

The formation of public-private partnership in the field of social entrepreneurship in Ukraine has gone through its evolutionary path, which can be conventionally divided into three stages (Fig. 1). The first stage of partnership development dates back to 1991, when the first international donors (USAID) began to implement the concept of social entrepreneurship in Ukraine. The Law of Ukraine No. 875-12 "On the Basics of Social Protection of Persons with Disabilities in Ukraine" [1], adopted in 1991, gave impetus to the development of social entrepreneurship, but only since 2010 this business model began to develop, thanks to the support of consortia created in the country foreign partners, with the help of which projects in the field of social entrepreneurship were implemented. The second phase of development, which began in 2010, was notable for the formation of consortia and the first substantial research and publications on the topic of social entrepreneurship. Since 2016, the third stage of the rapid development of social entrepreneurship began, which was distinguished by a greater number of involved participants from the public sector for the implementation of projects in the field of social entrepreneurship.

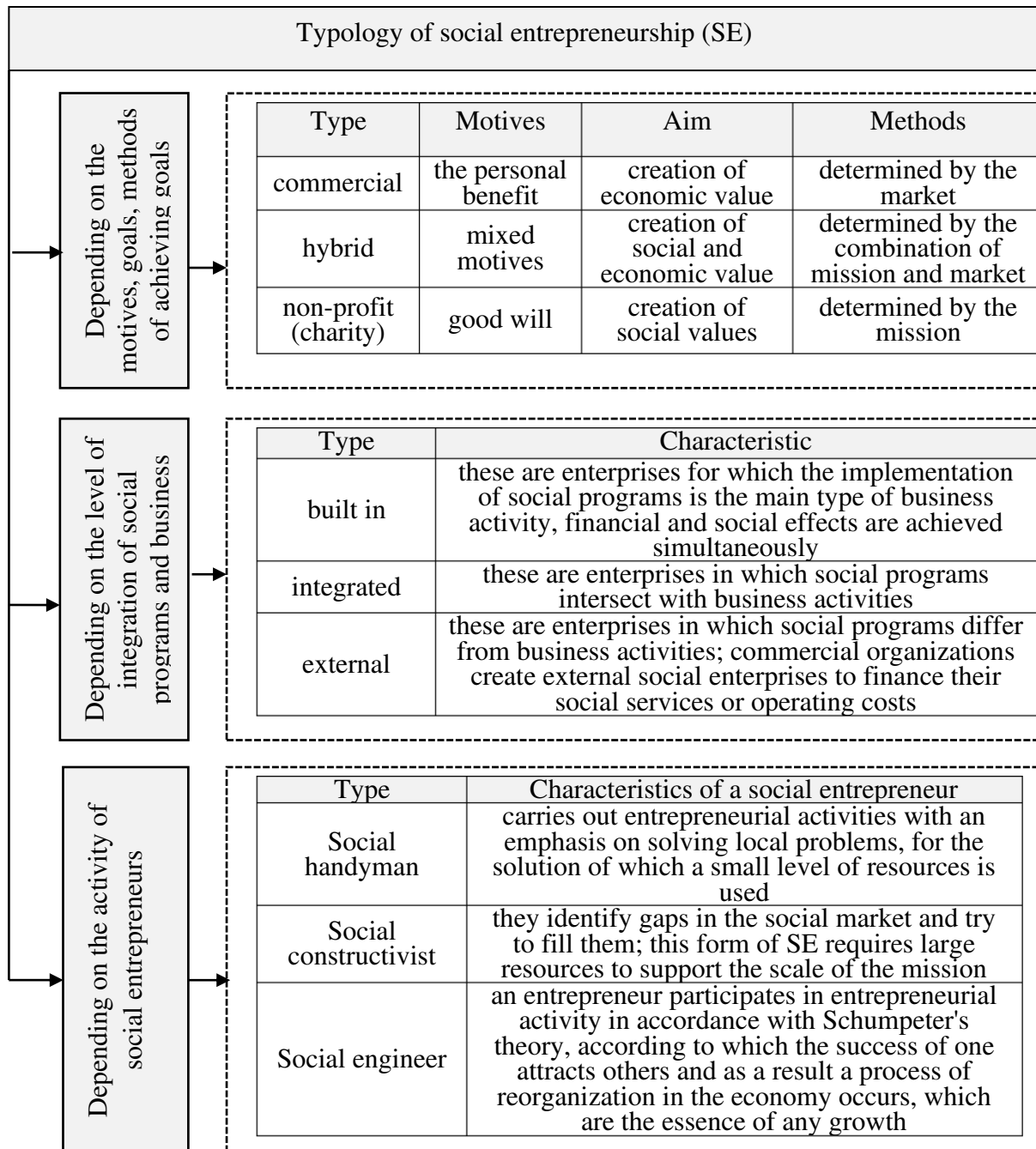


**Figure 1. Evolution of development of PPP social entrepreneurship in Ukraine**

*Source: developed by authors*

K. Alter calls social entrepreneurship "double bottom line concept" and gives the following characteristics: the use of business tools and approaches to achieve a social goal; connection of social and commercial capital; creation of social and economic value; receiving income on the basis of commercial activity for the purpose of financing social programs; market-driven and mission led; measurement of the results of financial activity and social effect; setting financial goals depending on their contribution to the achievement of the public good; financial freedom (no restrictions on profit distribution); orienting the company's strategy to the realization of the social mission [2]. According to K. Alter, the basis of the functioning of social entrepreneurship is actually social enterprises, which are created to solve a certain

social problem or problems, acting on the basis of innovations, financial discipline and the procedure for conducting business adopted in the private sector. The multifacetedness of social entrepreneurship is confirmed by the existence of a typology, where they can be divided into three types, namely: depending on the motives, goals, methods of achieving goals, depending on the level of integration of social programs and business processes, and depending on the activities of social entrepreneurs (Fig. 2).



**Figure 2. Typology of social entrepreneurship**

Source: developed by authors

The typological diversity of social entrepreneurship prompts us to highlight a number of characteristics that refer projects to the sphere of social entrepreneurship with the definition of the most significant projects aimed at the sustainable

development of social entrepreneurship in the country. N. Gavkalova and V. Hryshyna note that the projects are unique because they are never implemented in the same environment and context. Each project has its own life cycle, is performed for a product with unique content and provides certain conditions. Projects are not always an easy task and are accompanied by certain uncertainties that lead to risks due to unpredictable factors [3].

K. Hockerts understands a project in the field of social entrepreneurship as entrepreneurial activity, the purpose of which is to create and maintain a positive impact on social changes in society [4, p. 115].

The Law of Ukraine "On Cooperation of Territorial Communities" contains an interpretation of the definition of a joint project, which defines it as a set of measures carried out by local governments at the expense of local budgets and other sources not prohibited by law and aimed at socio-economic and cultural development territories [5].

O. Nepomnyashchy defines the definition of "project" is a process that has limited time, time and may be limited by financial flows, aimed at achieving specific unique goals and objectives in various sectors of the economy and social development " [6].

Z. Halushka, determining the social significance of projects in the field of social entrepreneurship, notes their peculiarity in the ability to implement the innovative idea of social entrepreneurship [7, p. 17.].

In order to clearly organize the project, P. Drucker proposed a method of setting goals according to the S.M.A.R.T. system, the essence of which is to match the goals to five criteria [8, p. 47] (Table 1).

**Table 1. The method of setting goals according to the system S.M.A.R.T.**

Criteria		Explanation
S	Specific	when setting a goal, a clear result is determined that must be achieved in the process of project implementation
M	Measurable	the project must be measured in specific indicators: quantitative or qualitative
A	Achievable	the goal of the project must be achievable in practice
R	Relevant	the goal of the project must be significant and relevant, and therefore it is necessary to understand the contribution to solving a specific problem
T	Time-bound	the project must be marked with a deadline

*Sources: generalized based on [8,9,10,11,12 ]*

Let us assume that the significance of the project in the field of social entrepreneurship should be taken into account with the presence of problems in the region. The cooperation of the public and private sectors in the implementation of projects should be aimed at creating conditions that contribute to the improvement of the social situation, with the help of the involvement of citizens, who, in turn, can be participants in the project. Initiators implementing a project in the field of social entrepreneurship independently identify one of the problems based on the territorial characteristics of the selected local community; determine the relevant goals and tasks within the framework of solving a specific problem, as well as form a project



implementation plan. After completing the development of the project, the entrepreneur, if necessary, can turn to interested parties with a request to support the project [13, p. 300].

Authors of studies on the development of social entrepreneurship note the importance of taking into account their social outcomes (Social Outcomes), changes that occurred as a result of project implementation, as well as the resulting social impact (social effect) [9, p.137, 11, p. 41].

J.Kickul, T. Lyons point out that the financial support of social entrepreneurship, which can be expressed in a lack of own funds, difficulties in obtaining bank loans, lack of investment resources, is a weak point in the development of social entrepreneurship [14, p. 84].

Therefore, the construction of an effective mechanism for the interaction of public and private sectors aimed at the integration of available resources is an important direction of state policy that can ensure the long-term functioning of social entrepreneurship, as well as ensure socio-economic efficiency from the implementation of social projects. Stimulating the activities of entrepreneurs who implement projects should be aimed primarily at achieving a balance of state interests, the interests of the population and entrepreneurs in the field of social entrepreneurship.

It should be noted that today the public sector takes an active part in the partnership with the private sector in the implementation of projects. Thus, the Ministry of Economy of Ukraine is the specially authorized body for public-private partnership issues in accordance with the Cabinet of Ministers of Ukraine Resolution No. 459 dated August 20, 2014. As a consultative and advisory body under the ministries of Ukraine, "project offices" have been opened, the functional duties of which are effective coordination of the preparation and implementation of projects, development of relevant project documentation, communication support for the process of implementation of reforms in the sphere of responsibility of the Ministries. In addition to state bodies, the public sector that provides support in the implementation of projects includes other public institutions, such as: the non-profit organization of the National Academy of Sciences of Ukraine "Ukrainian Center for Promotion of the Development of Public-Private Partnership", the Public-Private Partnership Development Program implemented by the company- non-resident with the financial support of the United States Agency for International Development (USAID), the Fund for the Development of Public-Private Partnerships in Health Care in Ukraine, the European Association for Public-Private Partnership C.R.E.A.M Europe PPP Alliance and others.

Analysis of public-private partnerships in Ukraine revealed a trend of development of cooperation in the transport sector, which accounts for almost a third of all projects, followed by the environment sector and the education sector. Regarding the development of public-private partnership in the field of social entrepreneurship, we note that the initiators of the implementation of projects in the field of social entrepreneurship are mainly foreign agencies, foundations, public organizations or consortia of public institutions (Table 2).

**Table 2. Analysis of public-private partnership in the process of project implementation in the field of social entrepreneurship**

Stage of PPP	Project level	Name of the project	Content of the project	Project participants	Financing	Period/ years
1 stage of PPP development (1991)	regional	project "Public Action Network in Ukraine" (UCAN)	conducting trainings, financial support to 28 social enterprises. (for example, the Literary and Memorial Museum of M. Bulgakov)	United States Agency for International Development (USAID) is funded; Institute for Sustainable Communities (ISC) is Implementation	part of the profit goes to the charity fund	2004-2008
2 stage of PPP development		project "Supporting the development of social entrepreneurship in Ukraine"	conducting trainings for social entrepreneurship trainers, opening three development resource centers in Kyiv, Donetsk and Lviv, as well as launching a special lending program for social enterprises	Consortium British Council, «East Europe Foundation», «International Renaissance Foundation», «PricewaterhouseCoopers», Erste Bank and an international auditing company «PWC»	providing grants	2010
		national	project of the social investment program	provides affordable loans under the social investment program	Western NIS Enterprise Fund (WNISEF)	providing credit 5-9 %
3 stage of PPP development	regional	project "Social entrepreneurship as an innovative mechanism for solving issues of social development"	improving the social and economic situation of vulnerable population groups, in particular children and youth in Odesa, Kharkiv, Luhansk and Donetsk regions	Eastern Europe Foundation, Federal ministry for economic cooperation and development of Germany, (NGO) ChildFund Deutschland e.V.	providing grants	2016-2019
	national	project of open online courses "Prometheus "	provision of the online course "Social Entrepreneurship"	created by a scholarship holder of the program named after Fulbright at De Paul University (Chicago)	providing free online courses	2017
	national	a project to promote the development of social entrepreneurship in schools	activation of youth participation through the development and support of the activities of (social) school enterprises.	Eastern Europe Foundation, Federal ministry for economic cooperation and development of Germany, (NGO) ChildFund Deutschland e.V.	providing grants	2018

Stage of PPP	Project level	Name of the project	Content of the project	Project participants	Financing	Period/ years
		project "Social entrepreneurship: achieving social changes on the initiative "from below"	professional growth of social entrepreneurs, formation of legislative support for such activities	a consortium of eight civil society organizations of Ukraine, Lithuania and Latvia headed by the Ukrainian Forum of Philanthropists	providing free consultations	2018-2020
	regional	personal projects in the field of social entrepreneurship	scaling of social business and strengthening the influence of social enterprises; popularization of social entrepreneurship in various disciplines	House of Europe	providing grants	permanent program
	national	EU4USociety project	competition for public and charitable organizations from all over Ukraine	Implemented by the International Renaissance Fund, financed by the EU.	crowdfunding + grants	
	regional	project "Concepts for the development of social entrepreneurship in Ukraine"	within the framework of the "Social entrepreneurship development program of Vinnytsia urban territorial community - development of legislation on social entrepreneurship in Ukraine	Vinnytsia City Council, cabinet of Ministers of Ukraine	the budget of the united territorial community	2020-2022

Source: developed by authors

The analysis of public-private partnership in the process of implementing projects in the field of social entrepreneurship made it possible to divide projects into regional and national levels. Starting from 2016 (the third period of development of social entrepreneurship in Ukraine), intensive implementation of projects under certain programs of social direction has been observed. The priority vector of development in recent years has been projects aimed at solving socio-economic problems in the regions of the country.

So, with the support of Eastern Europe Foundation [15], Federal ministry for economic cooperation and development of Germany, ChildFund Deutschland e.V. (NGO), being part of the program "Promoting the development of intersectoral partnership for the purpose of protecting the interests of children: involving IDPs as active participants in the process", in 2016 competitions were held as part of the project "Social entrepreneurship as an innovative mechanism for solving social development issues". The public organization "New Energy" (Kharkov) received the first grant in the amount of UAH 69945, 20 for the implementation of a project aimed at raising public awareness of the possibilities of social entrepreneurship in order to improve the

social and economic situation of vulnerable groups. The second grant in the amount of UAH 62934,00 received by the public organization "Association of Journalists "European Choice" (Odesa) for the implementation of a project aimed at familiarizing with the idea of social entrepreneurship and international experience in this field, as well as popularizing the creation of social enterprises.

One of the priority directions for the spread of social entrepreneurship is school entrepreneurship, thanks to which the child's outlook on social responsibility is formed, and their active position on environmental protection is developed [25-29]. Thus, in 2018, a project competition was announced among public organizations in Odesa, Kharkiv, Donetsk, and Luhansk regions as part of the project "Social entrepreneurship as an innovative mechanism for solving issues of social development", which is part of the program "Promoting the development of intersectoral partnerships to protect the interests of children: involvement IDPs to active participants in the process", in cooperation with Eastern Europe Foundation, Federal ministry for economic cooperation and development of Germany, ChildFund Deutschland e.V. (NGO), and the Kramatorsk Innovation Platform, which operates on the basis of the public organization "Vilna Khata" and the public organization "Ukrainian Association of Freelancers", announced a competition for projects among public organizations aimed at the development of entrepreneurial activity, increasing the activation of youth participation through the development and support of activities (social) school enterprises, with an announced grant in the amount of UAH 252 000,00.

It should be noted that consortium provide other services related to the problematic issues of a certain region in addition to the competition for grants for the creation of social entrepreneurship. An example, German consortium includes Eastern Europe Foundation, Federal ministry for economic cooperation and development of Germany, ChildFund Deutschland e.V. (NGO). This consortium take part in the competition for the selection of mentors for five social enterprises in the Odesa, Kharkiv, Donetsk, and Luhansk regions with the aim of consulting and providing recommendations on finalizing projects for the five participants who did not receive a grant during the period 2016-2019. In 2019, as part of technical support for social entrepreneurship, tenders were announced: for the purchase of drying equipment for fruit and vegetable products in the Luhansk region, for the purchase of equipment for a children's play maze in the Kharkiv region, for the supply of furniture and computer equipment for a convenience store in the Kharkiv region, for the purchase of equipment for a children's inclusive sensory room in the Odesa region with prescribed requirements for the participants of the competition.

The organizations of thematic trainings are another direction in the development of public-private partnership in the implementation of social entrepreneurship projects that promote the exchange of experience between specialists in the direction of the implementation of social projects [30-33]. Thus, with the support of Eastern Europe Foundation, Federal ministry for economic cooperation and development of Germany, ChildFund Deutschland e.V. (NGO) in 2019, a competition was held for participation in the 6-day study tour "Social entrepreneurship in Georgia: the experience of reintegration of forcibly displaced people" [21-24]. The purpose of such a competition

is to establish contacts for possible Ukrainian-Georgian cooperation in the future regarding the development of social entrepreneurship as a mechanism for solving social problems. In order to provide logistical, organizational and information support in 2019 for social entrepreneurs from Donetsk, Luhansk, Kharkiv and Odesa regions, a competition was held among public organizations for the development of a platform for social entrepreneurship and public responsibility in the city of Mariupol.

Grant assistance is the most popular and most attractive form of support for the implementation of projects in the field of social entrepreneurship. Grants for personal projects in the field of social entrepreneurship, where House of Europe acts as a public partner, provides a grant on an ongoing basis in the amount of up to 4,000 euros, provided that the topics of personal projects will be directed to: establishing and developing partnerships with social entrepreneurs from the EC and the Great Britain; scaling of social business and strengthening the influence of social enterprises; professional development of social entrepreneurs and development of social enterprises; popularization of social entrepreneurship in various disciplines, development of educational programs on social entrepreneurship. Today, due to the events taking place in Ukraine, competitions for personal projects in the field of social entrepreneurship are suspended [16].

The lending is another form of support for the implementation of projects in the field of social entrepreneurship, which is provided by the first regional direct investment fund in Ukraine with a capital of 150 million USD, founded with the financing of the US government through the United States Agency for International Development (USAID) - Western NIS Enterprise Fund (WNISEF). The WNISEF social investment program has been operating since 2016 and is aimed at providing affordable loans to social enterprises in various regions of the country. Thus, the program together with banking institutions provides loans at 5-9% per annum for social enterprises. In particular, within the framework of the project "Affordable loans for social enterprises, WNISEF provided a loan to Eastern Ukraine at 5% per annum for enterprises of a social direction in the Donetsk and Luhansk regions" [34-36]. The approach of the social investment program consists in providing low-interest loans for sustainable social enterprises, consulting and supporting them in the process of implementing and implementing business plans.

The social investment program from WNISEF supported an additional 6 new loans in 2020 out of 15 applications received. A loan for the company "Drukarskyi Dim" in Kramatorsk, which employs and provides social and legal support to people with disabilities, helped them purchase an additional typewriter and expand their product range. And two stabilizing loans for Veterano Pizza and Nut House helped the companies adapt their business models to the new realities brought on by the pandemic. In total, in 2020, WNISEF issued loans in the amount of \$181,021. USA. The biggest breakthrough was a grant from USAID "Economic Support of Eastern Ukraine" in the amount of 100,000 dollars. USA, thanks to which WNISEF was able to launch "Affordable loans for social enterprises of eastern Ukraine" based on the business model of the Social Investment Program. The program is available to enterprises that have been operating for at least 12 months and are located in the "gray zone" near the

demarcation line in the east of the country. An important step for the Program was the partnership with the Ukrainian Social Venture Fund, founded in 2019 by ChildFund Deutschland, the School of Conscious Entrepreneurship, SiLab Ukraine and WNISEF. In 2020, the Fund issued an additional five partially repayable grants to social enterprises such as Simka, Re:ban, WoodLike, Stare Misto and InvaFishki. About 10% of the provided funds were returned in February 2021 and will form the basis for financing the next qualifying round. At the end of 2020, WNISEF founded the public charity Impact Ukraine to raise funds that will be directed to additional financing of loans for social enterprises. Therefore, the WNISEF Social Investment program is aimed at providing support to private enterprises and individual entrepreneurs with the aim of achieving social and environmental impact in Ukraine through the creation of a mechanism for affordable lending together with banking institutions, the provision of training and consulting services, coaching and mentoring [17].

State support for projects in the field of social entrepreneurship is still at a stage of development compared to foreign public institutions. This is explained by the presence of minimal practice in the implementation of projects in the field of social entrepreneurship, the absence of regulatory and legal documents that would regulate public-private partnership in the implementation of projects in the field of social entrepreneurship. Therefore, the implementation of projects in the field of social entrepreneurship with the support of foreign public institutions is a valuable experience for our country.

For the first time, social entrepreneurship was mentioned at the national level in the action plan for 2019 regarding the implementation of the National Strategy for Promotion for 2019 regarding the implementation of the National Strategy for Promotion of Civil Society Development in Ukraine for 2016-2020, approved by the Cabinet of Ministers of Ukraine in 2019. One of the tasks of this order is to facilitate the implementation, in particular through the infrastructure of supporting small and medium-sized enterprises, educational courses, trainings and an information campaign on the development of social entrepreneurship with the involvement of civil society institutions during the year. The executors of this point of the strategy are regional and city state administrations, the Ministry of Economic Development, the charity organization "Ukrainian Forum of Philanthropists" (with consent) and other public organizations (with consent) [18].

The national strategy for promoting the development of civil society in Ukraine for 2021-2026 defines the strategic tasks of stimulating the participation of civil society institutions in the socio-economic development of Ukraine, where individual points focus on creating legal, regulatory and economic conditions for the participation of civil society institutions in providing budget funds for socially significant services (social, rehabilitation, services in the field of education, culture, health care, environment, public order, and others), including by creating favorable conditions for the participation of civil society institutions in public-private partnerships.

The development of social entrepreneurship and the specified vectors of its development are identified as a strategic task in the national strategy for promoting the development of civil society in Ukraine for 2021-2026, namely: creation of favorable

conditions for the development of social entrepreneurship as a mediator for solving social problems; spreading the model and best practices of social entrepreneurship to the socio-cultural sphere in order to increase its viability; promoting and encouraging social change and positive behavior patterns by expanding microfinance incentives for social entrepreneurship; creation of flexible and effective tax conditions for conducting social entrepreneurship [19].

Responding to the requirements of the national strategy for promoting the development of civil society in Ukraine, the Vinnytsia City Council was the first to approve the "Program for the Development of Social Entrepreneurship in the Territory of the Vinnytsia City OTG for 2020-2022" (hereinafter the Program), in accordance with the Law of Ukraine "On the Development and State Support of Small and Medium-sized Enterprises" entrepreneurship in Ukraine", for the implementation of measures provided for by the Program for Strengthening the Competitiveness of Small and Medium Enterprises of the Vinnytsia City OTG for 2017-2020 [20].

The program plans 13 projects in the field of social entrepreneurship, the goal of which is to introduce institutional support for social entrepreneurship and social innovation, popularize the culture of social entrepreneurship, measure social impact and promote social reporting, develop business skills and support the development of social business, promote free access to markets for social entrepreneurs and Creation of new financial instruments and resources for the development of social entrepreneurship. Projects are implemented with the support of the Department of Economy and Investments of the City Council with the expert support of the "Partnership for Urban Development" project (PROMIS Project). Co-executors: executive bodies of the Vinnytsia City Council, educational institutions of the Vinnytsia City United Territorial Community, business associations of the Vinnytsia City United Territorial Community and other public institutions. Funding of the Program's activities in the process of implementation of objects in the field of social entrepreneurship is carried out at the expense of the budget of the Vinnytsia City OTG within the limits of the funds provided for the corresponding financial year.

**Conclusions.** The development of forms of public sector support in the process of implementing projects in the field of social entrepreneurship ensures compliance with the interests of the parties involved at the stage of creation, implementation and implementation of projects in the field of social entrepreneurship. When implementing a project, it is important to understand its result and social effect. Depending on the goals, projects in the field of social entrepreneurship can be divided into the following areas: firstly, these are projects aimed at creating a social enterprise with the determination of social impact on economic processes in the region; secondly, these are projects that involve the popularization of social entrepreneurship by conducting a communication campaign, trainings, seminars, conferences. One of the fundamental tasks of public-private partnership in the process of implementing social projects is the organization of financing. If foreign consortia act as a public partner in the process of implementing projects in the field of social entrepreneurship, then financing more often involves the allocation of grants and lending. If the public authorities of the country act as a public partner, project financing is carried out at the expense of the city budget, as

we can see in the example of the budgeting of socially significant projects in the field of social entrepreneurship of the Vinnytsia City United Territorial Community.

Further research in this direction involves a methodical approach to the selection of socially significant projects in the field of social entrepreneurship, taking into account their degree of social orientation and the degree of influence of the results of project implementation on socio-economic changes in the regions of the country.

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