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**CLUSTER POLICY OF UKRAINE: TARGET INTERESTS OF REGIONS
AND DEVELOPMENT OF ENVIRONMENTAL MANAGEMENT**

The article provides a theoretical and methodological generalization and proposes a new solution to the current scientific problem, which is to substantiate practical recommendations for the formation and development of the scientific direction of the cluster economy and expand the use of modern environmental management. The cluster economy, its theoretical and methodological content as system knowledge and reflection in the newest generalized provisions – social and ecological management are substantiated.

The knowledge of management in the formation of cluster economy of Ukraine on the basis of system integration and balance of national interests is considered and systematically analyzed with recommendations for further study of the existing specifics of social progress, knowledge management and practice of improving the effectiveness of government and business.

The author's vision of classification of interests in stimulating cluster formation of enterprises and measures of regional cluster policy on the platforms of action of principles – trust, knowledge-intensive measures, targeted information support, compliance with European integration values is substantiated and given.

Keywords: cluster policy, economic interests, national interests, region, ecological and social management.

Introduction. In the current conditions of active reforming of Ukraine's economy, focusing on globalization in order to achieve more attractive positions in the world market space, the introduction of new, active forms of business and government integration, population and business as a basis for economic growth prospects with innovation vectors and socio-ecological orientation is becoming increasingly important. An important prerequisite for globalization processes, ensuring the competitiveness of industries and regions is regional clustering, which involves the acquisition of relevant knowledge of regional studies, expansion and involvement in the practice of modern theories: entrepreneurship, innovation, integration, clustering, environmental and social management. That is why the priority of the economic strategy for the development of the country's regions should be the accelerated growth of cluster formation through business intensification, systematic development of integration processes to meet national interests in economic and social progress, environmental measures and compliance with global environmental trends.

The key factors of social progress of countries, which determine the interest and practical need to study the integration process, the active formation of a cluster model in the economy and management are: accelerated formation of the world market and its impact on national economies, changing regional borders; consolidation, centralization and diversification of capital, accelerated diversification of production and services; mass production and its dependence on scientific and technological progress, environmental and social standards; territorial redistribution of the world, zones of economic influence and the latest formats of regionalization; rapid innovative progress in all spheres of human life; updating cultural standards in the formats of expanding the boundaries of social and environmental management.

A representative of the leading European environmental management, director of the Institute for European Environmental Policy E. von Weizsäcker in his book "Politics on Earth" writes that real environmental policy in the "century of environmental protection" forms a new paradigm of human existence. The economic paradigm must soon give way to the ecological one, and the right policy will be one that can preserve the natural foundations of our world in the broadest sense, not one that maximizes economic growth to encourage the satisfaction of any needs, especially the most absurd. cultural and linguistic unity of the nation at the expense of others, and not one that seeks to forcibly achieve confessional and religious homogeneity [11].

The theory and methodology of Ukrainian management, its social and environmental components actively responds to social change, predicts future conditions, increases the potential of ideas, concepts, basic

principles of scientific, technological and socio-economic progress, expands the integration of knowledge with innovation, information and innovation management. This movement contributes to the emergence of a number of management changes that provide a rapid combination of integration theories with practice, development and adaptation of methodologies and techniques of the latest forms of cooperation on the basis of integration, targeted competition, mastery of the latest technologies, social projects, innovative achievements regional and sectoral policy measures.

This is the direction of the integration processes development reflection is the theory of clusters, in the extended paradigm of scientific reflection – "clusters-cluster formation-system cluster networks-cluster economy". The central place in this process is occupied by clusters of enterprises as a special economic form of cluster formation, an innovative breakthrough in technologies for the development of integration processes on the basis of: free choice of field of activity and integrated projects; unlimited cluster initiatives (by number and areas of activity), involvement and implementation of resource models; innovation and intellectual orientation in project activities; creative approach to implementation - communications and information flows, organization of work and cooperation, staffing and documentation, management culture [7, 8, 9].

Analysis of recent research and publications. Scientific approaches, practical vectors of the cluster approach for Ukraine were developed by domestic scientists, among which are researches of S. Sokolenko [27], O. Karlova [18], I. Budko [4], T. Potapenko, O. Zakharova [16], N. Parkhomenko [19]. The theory, methodology and practice of cluster economics and active clustering of regions, cluster formation were developed and deepened in the light of national experience by Ukrainian scientists. V. Hryniv [13], M. Gudz [14], V. Zakharchenko [17], O. Kolomytseva [22], O. Finagina [30; 31], L. Prodanova [31], D. Gulak [31]. The problem of developing conceptual foundations for the implementation of the ecomanagement recommendation in Ukraine in recent years was provided by such young scientists V.O. Anishchenko, T.L. Galkevich, T.O. Melnik, Yu.V. Aksentiy.

The aim of the article is to study the cluster policy of Ukraine in terms of the regions target interests and the development of environmental management.

Main research material. Let's define and generalize systematically review, interesting points of view, perspective researches of cluster formation process in Ukrainian scientific thought, which in combination form the basis for development of our country target cluster policy, have a number of recommended regulatory measures to support clustering, focused on future cluster relations model form of innovation, outline the movement of the knowledge system of social and environmental management.

Researchers argue that in the market space of the country the interests of all regional economic entities collide, and only the region prevails, where competitive positions are stronger, mainly determined by its industry specialization, level of innovative development, quality of human capital and regional governance. In this case, the main criterion for success is competitiveness, the calculation procedure of which allows it to be determined and compared for any level of government - from a particular product to the national level. The current stage of public life, characterized by further market liberalization and involvement in global economic processes, reveals the openness of the region as its essential feature. According to the peculiarity of the interaction of the regions, there are cooperation, competition, lack of interaction. Another important factor was the formation of the region as an independent participant in competitive relations. For the conditions of Ukraine and its regions, this process is just beginning [28].

The point of view is conceptual: the competitiveness of the region is not formed by a single product (or product group) or industry, it requires comprehensive measures, creating an effective mechanism of interaction of all types and sizes of business, fundamental changes in the business environment. Scientists emphasize that such an effective tool and a promising form of interaction is the creation of an intersectoral complex – a cluster. The success and effectiveness of such a cluster will be achieved through the integrated use of economic, social, scientific and technical, educational potential of business and government [24].

The developed provisions require more systematic reflection and specification of methodological and methodological recommendations for regional authorities, leading management to involve research in the process of developing economic and investment policy measures, intensification of innovation, spreading cluster formation to markets, improving environmental and social activities. That is why the most relevant are the knowledge of management in the formation of a cluster economy based on systemic integration and balance of national interests (Table 1) with the subsequent transformation of accumulated knowledge into practice.

Table 1 – Knowledge of management in the formation of the cluster economy of Ukraine on the basis of system integration and balance of national interests

Components of knowledge	Directions of influence	Integration of knowledge in the direction of regulating the market environment	Knowledge management and practice
Theory of ecological and social management, clusters, cluster and circular economies, economic and social interests in the format of synergetic combination	Social and natural environment of regions. State, regional, branch, innovation management. Science and scientific activity, educational programs and projects. Integrated projects	Mechanisms and tools for regulating the competitive environment, identification and study of interest groups (national, business, environmental and social), improving competition in the form of restrictions on monopolies and oligopolies. Projects and programs to support small and medium businesses. Assessment of the business environment of the regions	Legal and regulatory acts of power, strategic and tactical plans. Analytical reports. Examinations and audits. Information bases and target research products
Methodology and concepts of cluster and circular economies, regional clustering	International projects, programs and strategies of state, branch, regional, corporate management	Modeling of economy (region, country, industry), communications, market architecture. Study of the operation of market laws and innovative changes in the competitive environment	Scientific principles of economic and industrial policy development. Regulatory recommendations for business support
Methods of cluster formation, cluster policy, clustering measures and relevant analytical research. Systemic measures to support small and medium-sized businesses	State, regional, sectoral, international management. Science and scientific activity, educational programs and projects. Management - innovative, ecological, investment, project, social	Development of strategic and tactical plans at all levels of the economy. Management consulting on business development. Information support of government and business on platforms for joint solution of environmental and socio-cultural problems	Formation of databases and knowledge bases, integrated knowledge platforms, updating of scientific support, consulting of clustering agents
Prospects and priorities of the system of knowledge of regional studies in the development of the cluster model of the economy with the vector of greening and systemic socialization in Ukraine	Research, forecasts and assessment of prospects for the development of industries and territories, forecasts of climate change and the natural environment	Medium- and long-term forecasts, long-term strategies. Recommendations for identifying priority areas for development and areas of support. Foresight study. Socio-economic and environmental expertise	Management of processes of reproduction of regional complexes on the basis of joint decisions and the corresponding projects. Business management with vectors of environmental and socio-cultural responsibility

Source: compiled by the authors

The formation of specific cluster business models with their specific activities, focus on solving certain tasks and resource and infrastructure is carried out within the existing socio-economic system and is governed by the current cultural, legal, environmental and economic norms. The ability of the initiators of the cluster to integrate all the capabilities depending on the existing conditions determines its competitiveness. That is why the deepening of the theory and practice of regional management in the direction of developing an effective mechanism for creating and adapting procedures for organizing clusters

to the realities of specific development should be a lever to intensify regional development with a focus on economic, market, environmental and social standards [2]. In this context, the correctness of the choice of research topic is justified not only by "improving the forms of territorial organization of Ukrainian business, but the formation of priorities in this area within the state economic and regional policy" [20; 21; 25].

Particular attention should be paid to the introduction in Ukraine of the circular economy principles in the process of deepening cooperation with EU member states in the production of environmentally friendly products, waste processing, secondary production, introduction of energy and resource efficient technologies in industry. The basic principles of the circular economy are enshrined in *Roadmap to a Resource Efficient Europe* and the EU Communication "Towards a circular economy: A zero waste programme for Europe". According to experts, the introduction of resource-efficient production technologies in Ukraine at all levels of production chains will reduce the needs of industry in raw materials by 17-24% by 2030 and reduce annual costs of enterprises by 630 billion euros [1].

In the modern tools of state and regional, social and environmental management, cluster policy is one of the most common types of socio-economic policy, which is rich in a variety of tools. The uniqueness of cluster policy lies in its ability to gently regulate economic activity, stimulate life processes and social development. In Ukraine, the potential of cluster policy as a modern management tool that meets the needs of the information economy, environmental and social management is not fully used [6; 8; 10].

Attracting the potential of science and the acquired knowledge of regional cluster formation have an idealized, hypothetical form until the moment of its active intersection with the interests of business, government and the population. It is the interests - economic, social, environmental, cultural - that form the platform for realizing the potential in the form of targeted policies, projects, government and business activities, the international community and investors (Table 2).

Table 2 – Classification of interests in stimulating cluster formation of enterprises and measures of regional cluster policy

Classification feature	Interest groups
1. Sphere – social reproduction and social progress	Formation of values and priorities of national interests over business and regional (values - democracy, free and transparent movement of information, social responsibility)
2. Social sphere and relevant relations	Formation of socially oriented economy. Balance in the development of social business. Dissemination of social innovations. Integration of resources into socially oriented projects
3. Impact on the economy and changes in economic relations	Restriction of monopolies and oligopolistic structures. Recognition of the primacy of social interests over economic ones. Priorities of national interests over regional and business ones. Regulatory impact on property relations. Protecting the interests of small and medium-sized businesses
4. Innovation sphere	Expanding access to innovative developments in science, education, production of a wider range of innovative goods, providing innovative services. Activation of commercialization of scientific developments. Stimulating investment in innovative projects, etc.
5. Sphere of informatization, smart specialization of enterprises and regions	Interests of market cooperation with the information market. Improving the image of national producers; Simplification of cooperation of a national manufacturer with the national IT sector. Attracting the information potential of the IT sector in the activities of small and medium-sized businesses
6. Sphere of production	Integration of resources on national producer projects. Protection of the national producer in domestic markets. Protection of national producers in world markets
7. Sphere of ecology, ecological management	Balanced projects and systemic nature protection. Transparency of actions of producers and sphere of services. Expanding the boundaries of environmental responsibility Formation of scientific bases of introduction of circular economy

Source: compiled by the authors

Let's consider and systematize the author's classification of economic interests to stimulate regional cluster formation in terms of increasing the potential of integration processes and market transformation changes in the economy, the systematic development of relevant knowledge in the economic space of the Ukraine regions. Such interests in the detailed vision and prospects of combining business and regional spheres of action form the basis and system in improving the business environment, positive changes in the investment climate, expanding the boundaries of resource supply, are the driving force of economic progress, provide the latest vision for environmental protection bridge.

The economic interests of cluster formation at the level of business center and regions, provided combination, balance and regulation, provide the prerequisites for successful planning of the clustering process, systematic involvement of modern practices and experience of environmental and social management, outline the vision of future circular economy. It is in the instruments of cluster policy with landmarks of innovation, plans of the country, regions, gas, groups of economic entities there is a prospect to outline, justify, support further directions and priorities of regional clustering on the principles: primacy of national interests, balancing state-business interests; balance of national and regional interests at the human, intellectual, environmental, social and business levels; innovative basis for solving all the basic tasks; systemic integration and consolidation of the interests of regions, industries, business, government and the population.

The modern system of Ukrainian territorial planning was formed on the basis of many years of domestic experience, the accumulated potential of theory and practice, which is developing, especially recently, mainly under the influence of international factors, in particular in accordance with European guidelines for sustainable spatial development of the European continent (Hannover, 2000) and the European Charter of Regional Spatial Planning (Torre-Molinos, 1983) [3; 7; 23].

In the context of globalization, increasing competition in world markets, deepening pre-crisis conditions and unpredictability of national economic systems, regions become active elements and one of the leading actors in the world economy, and clusters form the driving force for sustainability, progress and stability. markets of the country, promotion of environmental and socio-oriented programs and projects.

Recognizing the need to join forces to solve environmental problems that exist in the country, 17 educational institutions, research institutions and environmental enterprises of Polissya Ukraine (Zhytomyr National Agroecological University, Institute of Agricultural Microbiology and Agroindustrial Production NAASU, Institute of Agriculture NAAS, Polissya Agricultural State University, Volyn state agricultural research station, Polissya research station, LLC "Organic-milk", SFG "Golden Parmen", etc.) agreed to create a Polissya ecological cluster. The relevant agreement was signed on April 27, 2021 during a meeting at Zhytomyr National Agroecological University. The issue of creating a cluster has been discussed for several years and, in fact, it is an initiative of scientists, educators, businessmen related to the environmental sphere. In the future, when there are some developments, it is planned that the Belarusian and Polish sides will join the cluster and then the project will become international. Currently, the purpose of the Cluster is to coordinate cooperation in providing quality training for sustainable development of Polissya Ukraine, forming joint environmental education programs, conducting research, implementing innovative environmental projects and programs based on the integration of human, scientific, educational and production potential of participants [29].

The development of regional forms of clusters forms for the specified territory a group of fundamental advantages that determine the feasibility of integrating economic entities in terms of innovation, science, education and production components: increasing the economy competitiveness, changing the model of competitive relations; stimulating the processes of creation and implementation of innovations, accelerating the commercialization of scientific developments, their implementation in the practical activities of economic entities without delay; improving resource conditions in terms of greater transparency and control; systematic, active and effective regulated balancing of economic and social interests in the paradigm of power-business-population relations; formation of environmental safety clear formats based on compliance with EU standards.

Successful and sustainable integrated development of the Ukraine regions requires scientifically sound principles in the system of development, implementation, control, monitoring of regional policy, expansion of its boundaries to the process of cluster formation and systematic formation of the economy cluster model. But such a policy will be viable only if interest groups are taken into account and balanced, primarily regional cluster formation.

Scientists emphasize that in the system of regional management there is an urgent need to form a strategic goal of innovation and socio-environmental clustering, taking into account the principles of consolidation and harmonization of key interests [5].

The implementation of this cluster formation strategic goal involves the formation of methodological tools for assessing key interests on the management principles of consolidation and harmonization. Therefore, in further research it is considered appropriate to form a model for assessing the interests of using the potential of cluster policy. Adherence to the principles of consolidation in management will form the preconditions for a new vision of the enterprises competitiveness [5]. Neglecting the interests of Ukrainian enterprises can lead to negative manifestations in the processes of cluster formation, manifestations of ineffectiveness of cluster policy measures, use negative facts to reduce the production of domestic goods and services, deterioration of environmental safety and systemic violations of environmental measures. Such a scenario is also quite realistic given the lobbying of the interests of European producers at the level of Ukrainian politics, reducing attention to environmental standards at the level of the regional community.

Conclusions. Ukraine's economy, which was formed for decades without taking into account the objective needs and interests of its people, proper assessment of environmental opportunities of individual regions, has become one of the most "environmentally polluted", oversaturated with chemical, metallurgical and mining industries with outdated technologies. The vast majority of industrial enterprises are mainly associated with the extraction of minerals and the initial stages of processing of raw materials, ie are unprofitable, burdensome and polluting. Material and energy consumption of such industries is several times higher than in industrialized countries. Eroded, saturated with pesticides earth and reservoirs, radiation are a toxic burden on the nature and population of Ukraine. Therefore, it is not surprising that the natural reproduction of the population has stopped in Ukraine [15].

Post-industrial society at the beginning of the third millennium strives for balanced development based on universal human values. Understanding humanity as a part of Nature and the Cosmos is a mandatory component of the modern worldview. Environmental issues are becoming an integral part of society's life and culture. The process of formation of a new, harmonious, ecologically balanced philosophical and ideological base continues, which to some extent is expressed in the concept of sustainable development of mankind [26].

Today, scientists around the world are actively developing the latest research areas and complicating the theory of economic integration, markets, innovation and investment management, adapting theoretical and methodological developments and forming platforms of practical knowledge in the system of comprehensive assessment of business and business environment, project resources and innovative products. Theories and practical developments of "differentiated integration", "cluster integration", "Europe of concentric circles", "clusters of enterprises", "circular economy" and other directions on the basis of a systematic vision of changes in economic activity, social and cultural progress, information emerge and gain recognition, revolution and evolution of management, the gradual transition to a model of knowledge management at the level of not only sciences and world-class concepts, but also industries, regions, businesses. The involvement of such scientific and practical potential in the development and implementation of cluster policy with innovative vectors, which is a priority in the tasks of Ukrainian state and regional, social and environmental management, becomes especially important.

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КЛАСТЕРНА ПОЛІТИКА УКРАЇНИ: ЦІЛЬОВІ ІНТЕРЕСИ РЕГІОНІВ ТА РОЗВИТОК ЕКОЛОГІЧНОГО МЕНЕДЖМЕНТУ

У статті здійснено теоретико-методичне узагальнення та запропоновано нове розв'язання актуальної наукової проблеми, що полягає в обґрунтуванні практичних рекомендацій щодо формування та розвитку наукового напрямку кластерної економіки та розширення використання сучасних положень екологічного менеджменту. Наведено та систематизовано низку літературних джерел і характеристик процесу розвитку наукової думки щодо формування сучасної системи знань кластерної економіки та кластерної політики, екологічного менеджменту та циркулярної економіки. Обґрунтовано кластерну економіку, її теоретичне та методологічне наповнення як системного знання і відображення в новітніх узагальнених положеннях – соціального та екологічного менеджменту.

Обґрунтовано авторське бачення сучасних тенденцій економічного прогресу, що формують новітнє бачення економічних, екологічних, соціальних інтересів як інтегрованого прояву, поєднання соціальної, економічної та культурної сфер людства. Наведено й обґрунтовано тезу потреби та актуальності залученням трансдисциплінарних знань і методів регулювання процесів регіонального відтворення; інтеграції та диференціації знань менеджменту; антропогенного безпекового розвитку людини; системної соціалізації на платформі кластерної та циркулярної економік. Доведено, що інтеграція як інструмент поєднання системи сучасних знань менеджменту та економіки формує потенціал суспільства й спрямовує вектори руху господарської діяльності до стандартів довіри та соціалізації.

Розглянуто та системно проаналізовано знання менеджменту в питаннях формування кластерної економіки України на основі системної інтеграції та балансу національних інтересів з рекомендаціями щодо подальшого дослідження існуючої специфіки суспільного прогресу, управління знаннями та практики удосконалення дієвості заходів влади та бізнесу.

Обґрунтовано та наведено авторське бачення класифікації інтересів у стимулюванні кластероутворення підприємств та заходах регіональної кластерної політики на платформах дії принципів – довіри, наукоємності заходів, цільового інформаційного забезпечення, відповідності євроінтеграційним цінностям.

Отримані висновки та рекомендації щодо регіональної кластерної політики підтверджують перспективність руху регіонів України до найпрогресивніших форм екологічного менеджменту із залученням регіональних, галузевих кластерних проєктів і програм ЄС. Конкретизовано дієвість і фундаментальні вектори регіональної політики ЄС, спрямовані на побудову нової моделі кластерної економіки на засадах довіри та балансу інтересів суб'єктів господарювання, влади і населення.

Ключові слова: кластерна політика, економічні інтереси, національні інтереси, регіон, екологічний та соціальний менеджмент.

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