URBANIZATION 2.0: THE FUTURE OF PUBLIC ADMINISTRATION IN UKRAINE'S EVOLVING CITIES

Abstract. The article explores the intricate relationship between urbanization and public administration, with a focus on the evolving urban landscape in Ukraine. The impact of urbanization on public administration is dissected, elucidating the transformative effects on governance structures and public services. Investigating the challenges faced by public administration in rapidly urbanizing cities, the article sheds light on the complexities arising from demographic shifts, infrastructure demands, and the need for innovative policy solutions.

The discussion extends to the development of a national urban development policy in Ukraine, highlighting the importance of a comprehensive and adaptive approach. It evaluates the role of public administration in urban planning and development, emphasizing the need for proactive strategies to address the multifaceted issues associated with urban growth. Case studies and examples are employed to illustrate successful models and lessons learned.

Moreover, the article delves into the global perspective by examining international support and collaborations in urban governance. It underscores the significance of shared knowledge, best practices, and collaborative efforts in addressing common urban challenges. The implications of these global partnerships for Ukraine's public administration are explored, emphasizing the potential for cross-border learning and innovation.

In anticipation of the future, the article outlines the prospects and challenges for public administration in Ukraine's urbanization journey. It envisions a proactive and adaptive role for public administrators in shaping sustainable, inclusive, and resilient urban futures. The synthesis of research findings and practical insights contributes to a nuanced understanding of the intricate dynamics between urbanization and public administration, offering a valuable resource for policymakers, researchers, and practitioners involved in navigating the complexities of urban development in Ukraine and beyond.
Keywords: public administration, urbanization, sustainable development, urban development planning, urban environment, urban development, main directions of urban planning

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УРБАНИЗАЦІЯ 2.0: МАЙБУТНЄ ПУБЛІЧНОГО УПРАВЛІННЯ В МІСТАХ УКРАЇНИ, ЩО РОЗВИВАЮТЬСЯ

Анотація. У статті досліджується складний зв’язок між урбанізацією та публічним управлінням, зосереджуючись на еволюції міського ландшафту в Україні. Привідно увагу впливу урбанізації на публічне управління, визначено трансформаційний вплив на структури управління та державні служби. Досліджують виклики, з якими стикається публічне управління в містах, що швидко урбанізуються, в статті вказується на складності, пов’язані з демографічними змінами, вимогами до інфраструктури та потребою в інноваційних політичних рішеннях.

Наведено окремі тенденції розробки національної політики розвитку міст в Україні, підкреслюючи важливість комплексного та адаптивного підходу. Крім того, окреслено роль публічного управління в міському плануванні та розвитку, наголошуючи на необхідності проактивних стратегій для вирішення багатогранних проблем, пов’язаних з зростанням міст. Тематичні дослідження та приклади використовуються для ілюстрації успішних моделей і отриманого досвіду.

Крім того, стаття заглиблюється в глобальну перспективу, досліджуючи міжнародну підтримку та співпрацю в міському управлінні. Це підкреслює важливість спільних знань, передового досвіду та спільних зусиль у вирішенні спільних міських проблем. Досліджуються наслідки цих глобальних партнерств для публічного управління України, наголошується на потенціалі для транскордонного навчання та інновацій.

В очікуванні майбутнього стаття окреслює перспективи та виклики публічного управління на шляху урбанізації в Україні. Як результат, передбачається проактивна та адаптивна роль державних адміністраторів у формуванні сталого, інклюзивного та ефективного майбутнього міст. Синтез результатів досліджень і практичних ідей сприяє розумінню складної динаміки між
Formulation of the problem. The rapid urbanization in Ukraine is posing unique challenges for public administration in effectively managing resources, infrastructure, and services to meet the needs of a growing urban population. Urbanization is transforming the landscape of cities in Ukraine, and with it, the role and functioning of public administration. As the population in urban areas continues to grow rapidly, there is a pressing need for effective governance structures and policies that can address the unique challenges that arise in this urban environment. That is why we will delve into the various ways in which urbanization impacts public administration in Ukraine and explore potential strategies to adapt and optimize the system. Urbanization has grown rapidly over the past five decades. According to the PwC report, more than half of the population lives in urban areas and another 1.5 million people move to the city every week. Most of this increase (90%) occurs in cities in Africa and Asia, where fewer and fewer jobs are available in rural areas. By 2050, 70% of the world's population will live in cities. According to UN estimates, by 2030, 70% of people will live in global cities, centers of innovation and economy, which today provide about 80% of global GDP [1].

With the rise in urbanization, Ukrainian cities are experiencing unprecedented growth and development. This rapid expansion brings about a host of challenges for public administration. The Ukrainian government has recognized the need for sustainable urban development in the country. By establishing a national urban development policy, the government aims to tackle the complexity and scale of urban growth effectively.

Analysis of recent research and publications. The essence of urbanization as a global phenomenon and a megatrend in the development of the global system was considered by many domestic and foreign scientists, namely: O. Baluyeva, O. Bezlyubchenko, B. Berry, Yu. Birch, A. Buryachenko, L. Van den Berg, H. Golts, O. Honchar, I. Hukalova, and others. However, despite current scientific research in the mentioned directions, comprehensive studies of the mutual influences of the processes of development of public administration and urbanization have not been conducted. Currently, these issues are debatable and require special study.

The purpose of the article – is to explore the dynamic intersection of urbanization and public administration in the context of Ukraine's evolving cities.
Focusing on the transformative impact of technological advancements, socio-economic changes, and governance innovations, the article aims to analyze how Urbanization 2.0 is shaping the landscape of public administration in Ukrainian cities.

**Presenting main material.** Urbanization in Ukraine has brought about significant changes in the country's cities, necessitating the development of a comprehensive national urban development policy. This policy aims to address the challenges and capitalize on the opportunities presented by urbanization, ensuring sustainable and efficient urban development across the nation. It is clear that ensuring justice, sustainability and suitability for a safe urban life will be the challenge of this century. As the world continues to urbanize, sustainable development increasingly depends on the successful management of urban growth, especially in low-income countries, where the fastest urbanization is expected by 2050. A comprehensive policy is needed to improve the lives of urban and rural residents, to strengthen ties between urban and rural areas [2].

To effectively manage the urban environment and promote sustainable urban development, it is crucial for Ukraine to establish a clear set of goals, strategies, and guidelines through a national urban development policy. This policy serves as a roadmap for policymakers, local governments, and urban planners to guide their decision-making processes and ensure coordinated efforts towards achieving long-term urban development objectives. The development of a national urban development policy involves several key components that work together to shape the future of Ukrainian cities. These components include:

1. **Strategic Planning:** The policy entails the formulation of strategic plans at both national and local levels to guide urban development initiatives. These plans should align with the overall vision for the country and take into account the unique characteristics and needs of each city.

2. **Governance and Institutional Framework:** Establishing a robust governance and institutional framework is essential for effective implementation of urban development policies. This includes defining the roles and responsibilities of different stakeholders, improving collaboration between government bodies, and enhancing accountability mechanisms.

3. **Spatial Planning:** An integral aspect of urban development policy is spatial planning, which focuses on optimizing land use, allocating resources, and ensuring adequate infrastructure development. It involves careful consideration of factors such as population density, transportation networks, and environmental protection.

4. **Public Participation:** The policy emphasizes the active involvement of citizens in decision-making processes through participatory mechanisms. Engaging the public allows for diverse perspectives and ensures that urban development initiatives are tailored to the needs and aspirations of the local communities.
Developing a national urban development policy brings several benefits to Ukraine. It enables better coordination and integration of various urban development projects, fosters sustainable growth, and ensures equitable distribution of resources among cities. Additionally, it promotes efficient land use, enhances quality of life, and attracts investments for economic development.

However, challenges may arise during the implementation phase. These challenges include limited financial resources, fragmented decision-making processes, and the need for capacity-building among local officials. Overcoming these challenges requires strong political will, effective communication strategies, and continuous monitoring and evaluation.

Urban planning and development in Ukraine are complex processes that require effective coordination and management from the public administration. As cities evolve and undergo rapid urbanization, the role of public administration becomes even more crucial in shaping the future of urban environments. Public administration in the context of urban development refers to the government's role and activities related to planning, managing, and implementing policies and initiatives aimed at shaping and improving urban areas. It encompasses a wide range of activities, including formulating urban development policies, coordinating with different stakeholders, and ensuring effective implementation of plans. Public administration plays a pivotal role in promoting sustainable urban development. It involves taking into account environmental, social, and economic factors while making decisions and implementing policies related to urban planning. This includes integrating sustainable practices, such as efficient resource management, eco-friendly infrastructure, and inclusive social policies, into urban development initiatives.

One of the main challenges faced by public administration in urban planning is the lack of coordination and integration among different government departments and agencies involved in the process. This can lead to fragmented decision-making, conflicting policies, and inefficient use of resources. To address this challenge, there is a need for greater collaboration and interdisciplinary approaches in urban planning and development. Public administration often faces the challenge of limited capacity and expertise in urban planning and development. This can hinder the effective implementation of policies and initiatives, leading to suboptimal outcomes. To overcome this challenge, there is a need for capacity building programs, training initiatives, and strengthening the expertise of public officials involved in urban planning and development.

L. Sergienko [3] emphasizes the need to include the issue of urbanization in the agenda of domestic public authorities and notes that "the consolidation of the metropolitan agglomeration can lead to an inevitable collapse in all spheres. After all, according to the estimates of the developers of the General Plan-2025, the
housing stock in the 6 largest cities around Kyiv will increase by 2.6 times. If we do not focus on the intensive development of infrastructure, and the rate of growth of the housing stock is maintained, then in 7-8 years we will see a catastrophic gap between the independent engineering, communal, transport, educational and other systems and the needs of the population."

As Ukraine's cities continue to evolve through urbanization, international support and collaborations play a crucial role in strengthening the development of public administration. These partnerships offer valuable knowledge exchange, best practices, and financial resources to effectively address the challenges and opportunities brought about by rapid urban growth.

International organizations such as the German government and the Swiss State Secretariat for Economic Affairs have been actively involved in supporting Ukraine's urban development. They have provided expertise, funding, and technical assistance to promote sustainable urban development and enhance the capacity of local governments in effective public administration.

One notable initiative is the Project Integrated Urban Development, which aims to improve the quality of urban environments in Ukrainian cities. The project brings together stakeholders from various sectors, including government officials, urban planners, and the construction industry, to develop comprehensive recovery programs and implement sustainable urban development approaches.

Increasing the level of urbanization processes plays a significant role in the formation of the gross domestic product of regions and states, the volume of capital investments in the economy, including the construction industry, which, in turn, entails the development of the appropriate infrastructure, which will act as objects of domestic and foreign investment [4, p. 337].

Key components of Integrated Urban Development Projects include:
- Formation of public administration structures at the local level to ensure effective urban governance;
- Collaboration between local government authorities and citizens to encourage participatory decision-making processes;
- Utilization of digital tools and the establishment of an urban online library to facilitate knowledge sharing and access to relevant resources.

To support continuous learning and capacity building in urban governance, international collaborations have led to the establishment of various learning platforms. One such example is the Kyiv Urban Lab, which offers training programs and seminars to share international experiences and promote knowledge transfer in the field of urban planning and public administration.

In this manner the benefits of international learning platforms are:
- Facilitate exchange of best practices, case studies, and lessons learned from successful urban governance models abroad.
- Enhance professional development and technical skills of local government officials in the field of spatial planning and territorial management.
- Promote networking and collaboration among representatives of Ukrainian cities and international experts.

To effectively manage urbanization, it is essential for Ukraine to establish a comprehensive national urban development policy. This policy will serve as a guiding framework for local governments and other stakeholders involved in urban planning and development. It will provide a strategic direction, outline goals and objectives, and define the roles and responsibilities of various administrative bodies involved in the process. One key aspect of resilient urban recovery is empowering local governments with the necessary capacities to effectively respond to the challenges posed by urbanization. This includes providing adequate resources, training, and support to enhance their administrative capabilities. By investing in the skills and knowledge of local government officials, Ukraine can ensure better decision-making processes and efficient implementation of urban development initiatives. Public participation plays a crucial role in ensuring the success of urban development projects. By actively involving representatives from Ukrainian cities in the decision-making processes, local communities' needs and aspirations can be better understood and addressed. This will foster a sense of ownership, trust, and accountability, leading to more effective and sustainable urban development outcomes. In the digital age, leveraging technology is essential for effective public administration. By introducing digital tools and platforms, administrative processes can be streamlined, data can be efficiently managed, and communication between different stakeholders can be facilitated. This will enable more transparent, efficient, and evidence-based decision-making processes, ultimately contributing to resilient urban recovery. Building strong collaborations with national and international stakeholders is crucial for resilient urban recovery. This includes partnerships with academic institutions, non-governmental organizations, private sector entities, and international organizations. By working together, valuable expertise, resources, and experiences can be shared, fostering innovation and fostering a more holistic approach to urban development within Ukraine.

In the perspective of managing economic processes, the state should be aimed at reducing the existing imbalance in the urban development of territories, for which, among other directions, it should focus on the revival of small settlements (villages, towns, cities), the development of small and medium-sized businesses in their territories, diversification of the economy of industrial agglomerations in the direction with less pronounced urban characteristics [5; 6].

As urbanization continues to shape the landscape of Ukraine, the development of public administration faces both promising prospects and significant challenges. This section will explore the future trajectory of public administration in the context
of urban Ukraine, highlighting key areas and issues that require attention. The Ukrainian government recognizes the importance of sustainable urban development in enhancing the quality of life for its citizens and driving economic growth. The urban development concept prioritizes the establishment of a national urban development policy that aligns with international standards. The main challenge lies in effectively implementing this concept into practice. Public administration must lead the way in fostering collaboration between various stakeholders, including local government, regional planning authorities, and the construction industry, to ensure the holistic development of Ukrainian cities. The concept of public administration in urban Ukraine must evolve to meet the demands of rapidly changing urban environments. Active citizen engagement and participatory decision-making processes are essential for fostering transparency, accountability, and inclusivity. As cities face the repercussions of various shocks and stresses, including natural disasters and socio-economic challenges, the need for resilient urban recovery mechanisms becomes paramount. In an increasingly connected and digitalized world, the collection and analysis of data play a crucial role in informed decision-making processes (use of datum). Public administration needs to invest in robust data collection methods and analytical tools to gain insights into urban trends, facilitate evidence

Conclusions. In conclusion, the rapid urbanization in Ukraine presents both challenges and opportunities for the future of public administration. As cities continue to evolve and grow, it is crucial for government agencies to adapt and respond effectively to the changing needs of urban residents. One of the key steps towards achieving this is by addressing the problematic issues currently faced, such as inefficiencies, lack of transparency, and inadequate infrastructure. To overcome these challenges, policymakers must prioritize the implementation of comprehensive urban development plans that promote sustainable and inclusive growth. This includes investing in better public transportation systems, improving access to basic services, and fostering citizen engagement through participatory decision-making processes. Furthermore, the prospects for the development of public administration in Ukraine are promising.

Public administration can play a crucial role in urban planning and development by ensuring efficient and effective use of resources, promoting sustainable development, and addressing the needs and concerns of the local community. This can be achieved through policies and regulations that guide development, collaboration with stakeholders, and strategic planning that takes into account the unique characteristics and needs of each city. Additionally, public administration can also facilitate public participation and engagement in the decision-making process, promoting transparency and accountability in urban development.
As urbanization continues to shape the landscape of Ukraine, the future of public administration faces both prospects and challenges. On one hand, the growth and development of cities create opportunities for more efficient and effective governance. On the other hand, rapid urbanization also brings about issues such as infrastructure strain and social inequality. In order to successfully navigate this evolving landscape, there must be a focus on finding solutions and promoting sustainable development in urban areas.

References: