

4. Стратегія розвитку вищої освіти України на 2022-2032 рр. [Ел. ресурс]. — Режим доступу: <https://mon.gov.ua/ua/news/opublikovano-strategiyu-rozvitku-vishoyi-osviti-v-ukrayini-na-2022-2032-roki>
5. Ніколаєнко С. Вища освіта в Україні – через війну до європейського визнання. <https://dglib.nubip.edu.ua/server/api/core/bitstreams/71b546d3-3f7f-4b8a-94ef-5bb9b82b266c/content>
6. Commission communication on a European strategy for universities [El. resource]. – URL: <https://dglib.nubip.edu.ua/server/api/core/bitstreams/71b546d3-3f7f-4b8a-94ef-5bb9b82b266c/content>

УДК 378.162

M. Shkoda ¹, DEc, associate professor,

A. Kahramanoğlu ², Assoc. Prof., *Head of Dep./ Entrepreneurship and Innovation(Interdisciplinary)*

¹*Kyiv National University of Technologies and Design*

²*Ondokuz Mayıs University*

MARKETING DEVELOPMENT OF THE UNIVERSITY ECO-TERRITORY

To solve environmental problems that are acute in Ukraine and in the world, active participation of society and a developed environmental culture are required.

One of the powerful “triggers” that led to an understanding of the scale of environmental problems appeared a little later, in the 70s of the last century - it was the report of Dennis Meadows’ group “The Limits to Growth”. This report to the Club of Rome was published in 1972: it essentially said that there are too many people on the planet and they are only increasing, but our natural resources, on the contrary, are rapidly declining.

Even later, the understanding of the potential environmental crisis that awaits humanity forced changes in the activities of the ruling circles, then business, and then universities.

For the formation of a developed environmental culture, mass environmental education is important, and a large role in this belongs to the education system, as well as the exchange of experience between universities and partnerships between them.

A major role today should be given to the corporate health of employees and the creation of an appropriate institutional environment for the functioning of the university ecosystem, a platform that will promote environmental awareness and awareness of socially vulnerable persons in accordance with national priorities and global trends in scientific and technical development, reintegration of socially and psychophysically vulnerable persons into active socio-economic and labor activity.

Therefore, it is important to implement the experience of other countries in the reintegration and recreation of socially vulnerable persons to a socially active life, which involves the use of fundamentally new interactive tools. In most countries, there are various support programs for socially vulnerable persons, both at the national and regional levels

In 2010, the University of Indonesia (UI) initiated a world university ranking, which later became known as the UI Green Metric World University Rankings. Its purpose is to quantify efforts to support the sustainability (environmental) of campuses. The rating as a whole is based on the conceptual framework of the environment, economy and justice. Over ten years, the number of participants increased from 95 to 912 universities from 84 countries

According to this ranking of universities in the world, where "green" solutions and innovations are implemented, for 2022, 17 Ukrainian institutions of higher education were included in the ranking, among which the Kyiv National University of Technologies and Design is in the TOP-10 best (Fig. 1) and 83 Turkish institutions of higher education, among which Ondokuz Mayıs University occupies the 40th position and 469 in the overall ranking (Fig. 2).

Therefore, this rating only confirms the stipulated cooperation within the framework of the international project between the Kyiv National University of Technologies and Design (KNUTD) and Ondokuz Mayıs University in terms of marketing development of the university's eco-territory.

It should be noted that the GreenMetric Rating takes into account the main criteria, including: the introduction of environmental education components in the educational process, energy efficiency improvement projects, university policy on rational consumption and energy saving, rational use of water resources, waste storage and processing, assessment of the area of green plantations on campus area and other indicators. The ranking aims to promote academic discourse on sustainability in education and campus greening, social change associated with the university, taking into account the goals of sustainable development, self-assessment of campus sustainability for higher education institutions around the world, informing government, international and local environmental agencies and society about sustainability programs on campus.

224	Ukrainian National Forestry University	Ukraine	7485	1100	1200	1390	560	1550	1725
284	The National University of Ostroh Academy	Ukraine	7045	1100	1185	1575	360	1650	1175
338	Sumy State University	Ukraine	6810	1000	1310	1050	700	1375	1375
399	Lviv Polytechnic National University	Ukraine	6525	775	1300	1090	350	1450	1600
594	Uman National University of Horticulture	Ukraine	5445	700	1250	975	510	975	1035
718	West Ukrainian National University	Ukraine	4845	550	935	675	360	1075	1250
763	Sumy National Agrarian University	Ukraine	4545	1025	835	525	210	850	1100
776	Kyiv National University of Technologies and Design	Ukraine	4485	840	710	600	250	785	1300
821	Uzhhorod National University	Ukraine	4180	770	975	525	210	610	1090
833	National University "Yuri Kondratyuk Poltava polytechnic"	Ukraine	4095	640	840	450	400	885	875
876	National Aviation University	Ukraine	3820	1060	640	600	160	960	400
886	National University of Pharmacy	Ukraine	3715	735	735	600	210	635	800
899	Kharkiv National University of Radio Electronics	Ukraine	3565	385	885	600	160	685	850
901	Ivan Franko National University of Lviv	Ukraine	3530	910	600	300	260	710	750
939	Kherson State Maritime Academy	Ukraine	3195	450	400	975	100	585	675
949	University of The State Fiscal Service of Ukraine	Ukraine	3115	980	160	375	10	600	1000
959	Kharkiv National Automobile And Highway University	Ukraine	2985	630	635	300	210	750	560

Fig. 1. Fragment of the ranking of Ukrainian higher education institutions in the world ranking of universities by UI Green Metric

Source: according to [1]

469	OnDoluZ Mayıs University	Turkey	6210	1250	785	900	750	1285	1240
481	Hacettepe University	Turkey	6110	1175	875	900	210	1425	1025
524	Igdir Universitesi	Turkey	5875	775	955	975	750	1185	1225
530	Akdeniz University	Turkey	5835	1100	575	1275	310	1275	1300
533	Bilkent University	Turkey	5815	1080	485	1425	450	1275	1100
539	Mardin Artuklu Universitesi	Turkey	5795	1010	885	1125	400	1160	1215
542	Bursa Technical University	Turkey	5755	705	1200	975	550	1100	1225
547	Atilim University	Turkey	5730	955	1100	1275	500	960	940
564	Piri Reis University	Turkey	5605	625	1220	1350	700	1075	635
592	Izmir Bakircay University	Turkey	5470	925	1425	900	210	710	1300
600	TOBB University of Economy and Technology	Turkey	5405	935	585	1050	510	1100	1225
613	Antalya Bilim Üniversitesi	Turkey	5335	950	810	900	550	1175	950
627	Kadir Has University	Turkey	5275	690	700	900	160	1475	1350
628	Eskisehir Technical University	Turkey	5265	820	535	1500	550	775	1085
634	Bayburt University	Turkey	5230	880	1065	750	350	1110	1075
636	Gazi University	Turkey	5220	900	1090	675	310	1155	1100
647	Manisa Celal Bayar University	Turkey	5195	750	1035	975	450	1055	900
648	Van Yuzuncu Yil University	Turkey	5180	895	1025	900	310	1175	875

Fig. 2. A fragment of the ranking of Turkish higher education institutions in the world ranking of universities UI Green Metric

Source: according to [1]

However, as the analysis of the scientific literature shows, research related to the study of issues related to the formation of university Eco territories also involves issues of social health and is becoming more and more relevant. At the same time, a significant part of them is dedicated to the social health of young people, since the progressive

development of a separate country and the world in general depends on the social and value orientations of young people, their position, activity and degree of participation in cultural, scientific, political and social life. The problem of health and reducing the level of morbidity in higher education institutions also involves increasing the attractiveness of promoting a healthy lifestyle, effective fight against bad habits, effective health and mass sports work, as well as effective organizational measures, including by the leadership of higher education institutions. In modern higher education institutions of Ukraine, the problem of improving health is solved mainly by conducting physical education classes with students, sports competitions, health days, etc., where a significant part of students of various courses are involved in the organization of a healthy lifestyle. At the same time, students acquire theoretical knowledge of the basics of health in such disciplines as "Safety of Life", Basics of Occupational Safety", "Physical Culture", where the main focus is on the physical aspect of health.

If we analyze the ecopolitics of KNUTD, it should be noted that in addition to eco-infrastructure, the Kyiv National University of Technologies and Design actively supports eco-projects and popularizes environmentally friendly ideas. Currently, together with students, teachers, researchers, business partners and interested parties, KNUTD is conducting a new Strategy for the University's sustainable development with the aim of overcoming all the challenges that in these difficult times for Ukraine of Russian armed aggression have faced us and the whole society, and in particular, support corporate health

However, today there is a need for an effective post-covid rehabilitation and recreation system due to the severity of the COVID-19 disease and the long recovery period. This problem can be solved by involving universities in the development and implementation of telemedicine and distance programs, recreation programs on university eco-territories, which contribute to the preservation of a favorable epidemiological situation during the pandemic, adopting the positive experience of other countries.

Reference:

1. GreenMetric rating. Electronic resource. Access mode:

<file:///C:/Users/maria/OneDrive/%D0%A0%D0%BE%D0%B1%D0%BE%D1%87%D0%B8%D0%B9%20%D1%81%D1%82%D1%96%D0%BB/%D0%90%D1%82%D0%B5%D1%81%D1%82%D0%B0%D1%86%D1%96%D1%8F%20%D0%B0%D1%81%D0%BF%D1%96%D1%80%D0%B0%D0%BD%D1%82%D1%96%D0%B2/%D1%82%D0%B5%D0%B7%D0%B8%20%D0%B0%D1%81%D0%BF%D1%96%D1%80%D0%B0%D0%BD%D1%82%D1%96%D0%B2/Overall%20Rankings%202022%20-%20UI%20GreenMetric.html>

УДК 338

М. Черниш, І. Гончаренко

goncharenko.im@knutd.edu.ua

Київський національний університет технологій та дизайну, Київ

РОЗВИТОК КОНЦЕПЦІЇ СМАРТ-СПЕЦІАЛІЗАЦІЇ КЛАСТЕРНИХ СТРУКТУР В УКРАЇНІ В УМОВАХ ЗРОСТАЮЧОЇ КОНКУРЕНЦІЇ

Одним із перспективних напрямків наукових досліджень в Україні є проблематика розвитку смарт-спеціалізації кластерів в умовах зростаючої конкуренції в сучасній глобальній економіці.

Смарт-спеціалізація лежить в основі Політики згуртованості ЄС у сфері інновацій, і є попередньою умовою для держав-членів ЄС для отримання підтримки структурних фондів. Україна також комплексно впроваджує підходи до смарт-спеціалізації при розробці та реалізації концепцій розвитку кластерних структур, але науково-організаційне забезпечення цього процесу має потенціал для удосконалення.

Смарт-спеціалізація є інноваційним інструментом ЄС для розбудови конкурентоспроможності регіонів, заснований на усебічному урахуванні місцевих умов та можливостей, а також економіці знань. Як інноваційний підхід, смарт-спеціалізація має на меті стимулювати економічне зростання та робочі місця, дозволяючи кожному регіону визначати та розвивати власні конкурентні переваги [1].

Термін «smart» означає [2]: 1) на основі фактів, що враховують усі активи, можливості, вузькі місця в регіоні, в т.ч. зовнішню перспективу, потенціал співпраці, глобальні ланцюги цінностей; 2) відсутність рішень «вертикально вниз», натомість заохочується динамічний процес відкриття підприємництва, який об'єднує ключових зацікавлених сторін навколо спільного бачення; 3) підтримуються усі форми інновацій, не тільки технологічні, а також використання існуючих чи нових знань; 4) екосистемний підхід: створення середовища для змін, ефективність роботи інституцій.

Імплементация концепції смарт-спеціалізації кластерних структур ґрунтується на організації синергії через продуктивні комунікації між освітньо-науковими структурами, бізнесом, органами влади, експертною спільнотою та іншими стейкхолдерами [3]. Важливим складником цієї концепції є процес підприємницького відкриття, а активна участь підприємців у розробці і реалізації смарт-спеціалізації вважається необхідною передумовою її реалістичності та результативності. Тож, на відміну від традиційного ракурсу, коли проблематика смарт-спеціалізації розглядається, насамперед, у регіональному контексті, дане дослідження ставить у центр уваги підприємницький сектор та проблеми його залучення до процесу розробки