

**Ministry of Education and Science of Ukraine  
Sumy State University  
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# **"ECONOMICS FOR ECOLOGY"**

*("EU practices of education for sustainable  
development")*

*Materials  
International scientific-practical conference  
(Ukraine, Sumy, May14–17, 2024)*

*Sumy  
Sumy State University  
2024*

УДК: 330.15:502/504  
Авторський знак: S70

The conference is held within the Jean Monnet Modules “Fostering EU Practices of Education for Sustainable Development through the Brand Language: Interdisciplinary Studies” (101085708-ESDbrandEU-ERASMUS-JMO-2022-HEI-TCH-RSCH), Jean Monnet Module “Youth and Business: EU Practices for Cooperation” (101126538 — YouthBEU — ERASMUS-JMO-2023-HEI-TCH-RSCH) (2023-2026) and “Disruptive technologies for sustainable development in conditions of Industries 4.0 and 5.0: the EU Experience (101083435 — DTSDI — ERASMUS-JMO-2022-HEI-TCH-RSCH)”



Co-funded by  
the European Union

Editor-in-Chief Prof., Dr. Oleksandra Karintseva, head of the economics, entrepreneurship and business administration, Sumy State University

Approved by the Academic Council of SSI BIEM of Sumy State University  
(protocol №2, 5 September 2024)

Economics for Ecology : Proceedings of the International Scientific and Practical Conference, Sumy, May 14–17, 2024 / edited by Karintseva Oleksandra and Kubatko Oleksandr . – Sumy : Sumy State University, 2024 – 103 p. (*electronic edition*)

For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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## **DEVELOPMENT OF REMOTE EMPLOYMENT AS A RESPONSE TO MODERN SOCIAL CHALLENGES IN UKRAINE**

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Remote work is becoming increasingly relevant for Ukraine amidst the challenges of recent years, such as the COVID-19 pandemic, full-scale war on the country's territory, and the resulting relocation of many businesses and workers. These factors have influenced the nature of labor processes and the interaction of their participants, prompting many domestic companies to reconsider their strategies and approaches to work.

The first impetus for remote work development in Ukraine was the COVID-19 pandemic, which started in 2020. Associated quarantine restrictions forced businesses to transition their employees to remote work, creating conditions for its rapid development. Workgroups that previously worked together in offices were now forced to communicate and coordinate their activities through video conferences and online platforms.

The second precondition for the activation of remote work was the beginning of Russia's full-scale invasion of Ukraine in February 2022. A large number of people who worked in conflict zones were forced to migrate and seek employment in other regions of the country or abroad; many businesses had to change their locations. Remote work allowed both employers and employees to preserve some jobs with or without the need to relocate companies.

In the conditions of martial law, remote work has numerous advantages. Firstly, it potentially increases the safety of workers, who have the opportunity to work in a secure location and organize their work environment based on individual needs. Additionally, remote work enhances schedule flexibility and allows people to work from anywhere in the world, making it particularly convenient for individuals who need to relocate due to war or other life circumstances.

Remote work also increases the level of inclusivity in society by allowing veterans and people with disabilities to find employment and provide themselves with a decent standard of living. It contributes to the development of social and solidarity economy by creating opportunities for building local businesses in cities and villages, overcoming any territorial restrictions.

The growth of inclusivity in Ukrainian society, considering the increase in the scale of disabilities among the civilian population and military personnel, as well as the rising number of veterans due to the war, is a pressing demand of today. Therefore, the development of remote employment for these vulnerable social categories will increase their involvement in public life, provide them with job opportunities for learning and retraining, and sources of stable income. The development of a social and solidarity economy based on digital technologies is

essential in this regard, as its entities, addressing local development issues, best meet the needs of an inclusive society.

In this context, firstly, an important step is the state and local support for the creation of specialized social enterprises and cooperatives that involve people with disabilities and veterans in employment. Thanks to this, these population groups can play an active role in production processes and receive stable income through remote employment mechanisms. Such enterprises can specialize in the production of goods or the provision of services that meet the needs of the target audience and allow them to realize their potential.

Secondly, an important element of local development of social and solidarity economy is the creation of special programs and initiatives for the professional training and support of people with disabilities and veterans, primarily involving information technologies and distance education. This may include training in skills necessary for work in specific economic sectors, as well as providing consultations and financial support for the creation of own businesses or social projects.

Thirdly, it is important to develop mechanisms of social entrepreneurship that contribute to solving social problems and supporting vulnerable population groups, including people with disabilities and veterans. This can be achieved through the establishment of funds or crowdfunding platforms that provide financial and informational support to social enterprises and projects aimed at supporting the target audience, including the use of distance technologies.

Overall, the development of the social and solidarity economy in regions, cities, and towns of Ukraine depends on the effective implementation of various measures aimed at supporting and integrating people with disabilities and veterans. This will contribute to the creation of a more inclusive and fair society, where every person has the opportunity to realize her/his potential and participate in the economic and social life of the community. In this case, physical or mental disabilities will not be a sentence but rather a different opportunity to realize personal potential in activities that will be beneficial both to the individual and to society as a whole.

*The publication was prepared within the project Jean Monnet Module "Social Solidarity Economy: implementing EU experience for Sustainable Development" (SSExpEU-101047518-GAP-101047518) (2022–2025), funded by the European Union.*