

CROSS-BORDER COOPERATION, DECENTRALIZATION AND REGIONAL ECONOMY

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ENERGY EFFICIENCY STRATEGY OF THE REGION AS A TERRITORIAL DIRECTION OF ENERGY EFFICIENCY STRATEGY

Energy efficiency of the national economy is a priority in the energy policy of many countries. Energy efficiency is one of the key indicators of competitiveness and innovation of the country's development, the key to its energy security.

The level of readiness for the transition to new energy sources in Ukraine in 2020 was only 43.3%. The Ukrainian economy remains one of the least energy efficient in the world, due to a significant share of fuel imports, including natural gas and oil; high intensity of CO₂ emissions due to outdated cleaning technologies at industrial enterprises, in particular heavy industry; wear and tear of energy infrastructure, which requires significant investment for its modernization.

The formation of the energy efficiency strategy is due to the need to develop a national strategy for sustainable development, which should ensure socially sound economic development, which takes measures to protect resources and the environment in the interests of existing and future generations.

However, the multifaceted problems of ecological, socio-economic development of Ukraine necessitates the transfer of strategic objectives of sustainable development to the regional level, where specific economic entities operate, taking into account the peculiarities of using different types of regional resources, economy to the natural resource, production, demographic and labor potential of the territories.

Activation of energy efficiency in society, in turn, depends on a number of economic factors. To achieve high energy efficiency in the system, there must be an environmentally friendly worldview, a stable economic environment and a favorable investment environment.

Recognition of the need for innovative changes for the implementation of the model of sustainable development in the regions of Ukraine requires adequate criteria for determining the innovativeness of the changes themselves.

The approach to the formation of energy efficiency strategy involves the allocation of three levels of energy saving management strategy: territorial, functional, consumer. Territorial energy saving strategies are aimed at creating conditions for sustainable development of the region and increasing its competitiveness.

The choice of territorial energy saving strategy is proposed to be based on three types of strategies: sustainable development strategies, competitive strategies, social strategies. Based on the Concept of Sustainable Development, it is possible to assume that these types of strategies differ in their goals.

Sustainable development strategies involve a balance between economic, environmental and social goals; competitive strategies prioritize economic goals; according to social strategies, social indicators of the quality of life of the region's population are considered to be a priority.

Functional energy saving strategies are aimed at increasing the competitiveness of various areas of activity. Consumer energy saving strategies are aimed at creating conditions for increasing the competitiveness of products and services by enterprises in the region that are consumers of fuel and energy resources.

The development of energy efficiency strategy is divided into separate functional areas. The basis of regional policy at the first stage should be the formation of a clear, effective vertical management of energy saving policy in the state, which provides for the creation of separate structural units of the state administration. It is necessary to develop mechanisms for regional energy management for energy supply companies [1].

It is proposed to consider the energy efficiency strategy of the region as a functional slice of the strategy of its sustainable development, aimed at qualitative satisfaction of its energy needs, and on the other hand, as a territorial direction of the national energy efficiency strategy.

It is proposed to develop an energy efficiency strategy by sectors of the economy (groups of energy consumers). The energy efficiency strategy in the region's industry should be developed according to the types of industrial activity available in the region. The energy efficiency strategy in the transport sector of the region sets targets for improving energy efficiency by modes of transport, including public, municipal and private modes of transport. The strategy of energy efficiency in the utility sector of the region is divided into the strategy of energy efficiency in utilities and the strategy of energy efficiency in housing economy. The energy efficiency strategy in the budget sphere covers organizations owned by the municipality.

Defining regional conditions of development, regional strategy and its types allows to approach the establishment of strategic goals of energy efficiency, to determine its guidelines and objectives. A special subject of energy consumption is the industry of the region (its industrial complex), which is a set of industrial enterprises and infrastructure companies operating within the region and have a fairly weak technological cooperation between them [3].

This complex group of energy consumers acquires special significance in connection with the reproductive function assigned to it in regional development. In the real sector of the region, a significant share of value added is created, and most innovations are

implemented. Strategic management of the region's industry should be based on a combination of the following components [2]:

- 1) the concept of innovative direction of industrial development of the region;
- 2) principles of ensuring economic security of development of the industrial complex of the region;
- 3) cluster forms of integration of efforts of local economic entities as an organizational form of their development;
- 4) support for the development of entrepreneurship as a driving force of industry development.

Energy efficiency is an important component of innovative development of the region's industry, as the transition to a new set of technological modes of the region occurs simultaneously with improving energy efficiency of economic entities, as well as an important component of economic security of the region, namely energy security economic entities and with the support of government agencies.

The formation of a strategy to improve energy efficiency in the industry of the region consists of a set of processes and methods that should be combined into a single technology of management decision-making.

Management technology is seen as a set of interrelated management processes and procedures aimed at justifying, developing and implementing management decisions.

The formation of energy efficiency strategy in the industry of the region is a sequence of processes and methods of their implementation, distributed among the subjects and aimed at developing strategic decisions on the values of energy efficiency indicators in the industry of the region.

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