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DOI <https://doi.org/10.30525/978-9934-26-249-4-13>

## **INTRODUCTION OF THE SYSTEM OF INDICATORS FOR MONITORING THE QUALITY OF LIFE IN RURAL TERRITORIAL COMMUNITIES**

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Ensuring the effective comprehensive sustainable development of rural territorial communities of Ukraine, largely depends on an objective assessment of the situation in the economy, social and environmental spheres, identification of strengths and weaknesses, and the adoption of appropriate management decisions. Implementation of these tasks is impossible without reliable information. In order to evaluate the situation of rural community, which tasks should be prioritized for solving acute problems, and how their implementation may affect the economy, social and ecological state of the

local community as a whole, for these purposes it is necessary to develop a system of indicators, which act as a criterion for the socio-economic development of the territory, evaluation of the level and quality of life of the population, and their compliance with the parameters of a "sustainable rural community".

A modern state can develop only, if its policy is guided by the growth of the level and quality of life of citizens, aimed at creating conditions that ensure a dignified life and free human development.

The standard of living is understood as the provision of its necessary material goods and services, the achieved level of their consumption and the level of satisfaction of rational needs. In a broad sense, this concept complements the conditions of life, work and employment, life and leisure of the population, its health, education, the state of the natural environment, namely the quality of life.

The quality of life in this case is defined as the level of satisfaction of material, cultural and spiritual needs of a person. Quality of life as a generalized socio-economic category, which represents a generalization of the concept of "standard of living", and includes not only the level of consumption of material goods and services, but also the satisfaction of spiritual needs, health, longevity, environmental conditions, moral and psychological climate, mental comfort. In the world encyclopedic dictionary "Britannica", the quality of life is defined as a measure of how much a person feels healthy, feels comfortable, is able to participate in the main life events and enjoy them [2].

The specificity of the concept of quality of life is that it includes both objective and subjective criteria characterizing physical, mental and social well-being. The most important feature of modern approaches to the study of quality of life is the proposition that it has two sides: the objective side, which is determined by normative and statistical characteristics, and the subjective side, which is connected with the fact that the needs and interests of a specific person are individual and are manifested in his feelings and assessments.

Quality of life is a concept that includes a certain set of necessary parameters and living conditions of an individual and an assessment of their level of satisfaction. The number of parameters, when characterizing the objective component of the quality of life, varies extremely widely: from 3 to almost 1000, which depends on the purpose of the study and the possibility of obtaining the necessary statistical data.

In large-scale projects of studying and evaluating the quality of life, a large number of objective indicators, both natural and social, are taken into account, ranging from the climatic conditions of residence to the state and

accessibility of the health care system, social security, education, culture, to the amount of consumption of basic products nutrition per capita, level of unemployment and crime, environmental pollution. For example, in UN statistics, the quality of life is determined by 150 generalized indicators, which are calculated for each country. With all possible options, among the objective indicators nowadays, the following are necessarily available: the average life expectancy in the country, GDP per capita, the level of environmental pollution, etc. [7].

Quality of life is a concept used in sociology, economics, politics and some other fields, which determines the assessment of a certain set of conditions and characteristics of a person's life, usually based on his own level of satisfaction with these conditions and characteristics. It is broader than material well-being (standard of living), and also includes objective and subjective factors, such as health status, life expectancy, environmental conditions, nutrition, household comfort, social environment, satisfaction of cultural and spiritual needs, psychological comfort, etc.

In 2017, a group of experts from 10 different countries, coordinated by Eurostat, determined the following quality of life indicators: 1) material living conditions: income, consumption and housing conditions; 2) productive or main activity: the level and quality of employment and other activities (inactive population and unpaid work); 3) health: health indicators (life expectancy at birth, number of years of healthy life, subjective assessments of one's own health, chronic diseases and activity limitations); 4) determinants of health (healthy and unhealthy behavior); 5) availability of medical care; 6) education: level of education, knowledge, participation in lifelong learning and opportunities for education; 7) leisure and social contacts: participation and availability of leisure; 8) social contacts, social support potential, social cohesion; 9) economic and physical security; 10) governance and basic rights: trust in public services and institutions, discrimination and equal opportunities, civic activism; 11) natural and living environment: water and air pollution, noise; 12) general life experience: satisfaction with life, emotional state, sense of meaning and purpose in one's life [1].

The quality of life may depend on the state of health, communications in society, psychological and social status, freedom of activity and choice, stress, organization of leisure time, level of education, access to cultural heritage, social, psychological and professional self-affirmation, psychotype and adequacy of communications and relationship.

Thus, the concept of "quality of life" is an important integral indicator of the social well-being of society and the individual, measuring the quality of life is a necessary (in analytical and prognostic aspects) component of social

monitoring, assessment of the state and nature of the development of social processes in any country.

The methodology for evaluating the level and quality of life of the population is an important analytical tool that allows:

- to establish guidelines for socio-economic and environmental policy for the future;
- to carry out an analysis of the current level of socio-economic and ecological development;
- to carry out interregional comparisons of the level and quality of life of the population.

In the modern practice of evaluating social development, two approaches are adopted. The first is related to the use of indicators of sustainable development, which can be used to judge certain aspects of development: environmental, social, economic, and institutional. An indicator is a quantitative and qualitative characteristic of socio-economic phenomena and processes in society. The qualitative side of the indicator reflects the essence of the phenomenon and process in specific conditions of place and time, and the quantitative side – its size, absolute or relative value.

The second consists in the calculation of a composite index or on the basis of integral indicators with the help of which it is possible to comprehensively evaluate the development of a country, region, city and carry out international comparisons of the level and quality of life of the population, such as the Human Development Index [7], the Happy Planet Index [3], Better life index [5].

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DOI <https://doi.org/10.30525/978-9934-26-249-4-14>

## OIL EMBARGO AS PUBLIC POLICY TOOL

### НАФТОВЕ ЕМБАРГО ЯК ІНСТРУМЕНТ СУСПІЛЬНОЇ ПОЛІТИКИ

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У відповідь на вторгнення РФ в Україну США, Канада та ЄС оголосили про запровадження ембарго на імпорт російських вуглеводнів. Хоча російське керівництво РФ називає ці обмеження елементами «економічної війни» [1], «санкції є односторонніми чи колективними діями проти держави-порушниці міжнародного права, спрямованими на те, щоб змусити її дотримуватися закону» [2]. Відповідні обмеження є певним компромісом між дипломатичними заходами та спеціальними операціями, і, на відміну від торговельних війн, спрямовані на досягнення передусім політичних цілей (хоч можуть бути й інструментами економічного тиску) [3]. Держави готові йти на їхнє застосування «проти рівних їм за класом», лише коли виникають серйозні загрози їхній національній безпеці [4].

Проте економічні обмеження не завжди гарантують результат, очікуваний їхніми ініціаторами. Наприклад, міжнародне ембарго на іранську нафту, що діяло з липня 2012 року до січня 2016 року, дійсно зменшило її експорт з 2,5 млн бар. на добу в 2011 році до 1,1 млн бар. на добу в 2014 і 2015 роках. Оскільки нафтогазовий сектор забезпечував