UBERIZATION OF PUBLIC AUTHORITIES: CONSOLIDATION OF INNOVATIVE APPROACHES TO INTERACTION WITH CITIZENS IN THE CONDITIONS OF TRANSPARENT ACTIVITY

Summary. Models and mechanisms of involvement of citizens as subjects in interaction with public authorities in the organizational and technical system, processes of digital transformation of involving citizens in government are analyzed. The actual means of information and communication technologies for the development of interaction models and organizational and legal aspects of the implementation of interaction models taking into account the trends of digital globalization are considered. The main goals, models of interaction in modern conditions are defined. The world experience and specifics of application of the model of involvement of citizens in cooperation with public authorities on the basis of processes of digital transformation with use of information and communication technologies, Internet representations (websites) and portal technologies are generalized.

Keywords: e-parliament, e-democracy, e-consultation, openness, transparency, governance mechanisms, elements of e-interaction, digital transformation.

UBЕRIZATION ОРГАНИВ ДЕРЖАВНОЇ ВЛАДИ: КОНСОЛІДАЦІЯ ІННОВАЦІЙНИХ ПІДХОДІВ ВЗАЄМОДІЇ З ГРОМАДЯНАМИ В УМОВАХ ТРАНСПЕРЕНТНОЇ ДІЯЛЬНОСТІ ОРГАНІВ ДЕРЖАВНОЇ ВЛАДИ

Анотація. Досліджено моделі та механізми залучення громадян як суб'єктів до взаємодії з органами державної влади у організаційно-технічній системі, процеси цифрової трансформації як фактори активізації інтеграційних напрямів розвитку в управлінні. Розглянуто актуальні засоби інформаційно-комунікаційних технологій розробки моделей взаємодії та організаційно-правові аспекти впровадження моделей взаємодії з урахуванням тенденцій цифрової глобалізації. Проаналізовано основні принципи функціонування складових елементів моделі залучення громадян до управління державою. Узагальнено світовий досвід та специфіку застосування моделі залучення громадян до співпраці з органами державної влади на основі процесів цифрової трансформації з використанням інформаційно-комунікаційних технологій, Інтернет-представництв (веб-сайтів) і портальних технологій. В даний час організація взаємодії між державою і громадянами реалізується шляхом використанням інформаційно-комунікаційних технологій (ІКТ), надання переліку автоматизованих державних послуг, для громадян пропонується вільний доступ до різновидної інформації органів державної влади, що є ключовими компонентами комплексної трансформації управління в формат електронного. Створення системи електронної взаємодії на основі автоматизованих процесів визначає її потenciал до істотного підвищення ефективності державного управління та створення економічно ефективної соціальної комунікації для кожного члена суспільства. Запропоновано широкий спектр моделей управління через використання електронних представництв, сформування механізмів раціоналізації і формалізації соціальних потреб, механізмів діалогу іораґам, що призводить до створення сучасних електронних представництв, відкритого суспільства, прискорення демократичних процесів інформаційно-комунікаційних технологій надають широкі можливості для процесу інформаційних потоків.

Ключові слова: е-парламент, е-демократія, е-консультація, відкритість, прозорість, механізми управління, елементи е-взаємодії, цифрова трансформація.
forms on ways and mechanisms to involve citizens in submitting proposals for governance.

**Analysis of recent research and publications.** Researchers who studied the theoretical foundations of the information society, the introduction of e-government and e-democracy, were foreign scientists: D. Seifert, S. Clift, B. Crystal, J. Masuda, and others. Scientific works in the field of automation and information support of control systems, including at the state and regional levels, are presented by the following scientists: E. Balashov, N. Buslenko, V. Glushkov, V. Goncharov, and others. Information-analytical activity of authorities, the role of information in the process of making public administration decisions are analyzed in the works of A. Akhlamov, V. Bakumenko, A. Degtjar, V. Moroz.

**Highlighting previously unresolved parts of the overall problem.** Identifying ways and means of involving citizens of Ukraine as subjects in effective interaction with public authorities in the context of digital transformation.

**The purpose of the article.** Analyze the world experience of public authorities in compliance with the principles and ways of involving the public in interaction with public authorities through information and communication technologies (ICT) and assess the feasibility of such experience in Ukraine.

**Presenting main material.** With the development of electronic means of communication informatization of public authorities is manifested in a new form – electronic, which, in turn, allows us to talk about new forms of interaction between the state and citizens: e-state, e-democracy, e-legislation. The Secretary General's report to the Council of Europe (2015) states that "effective and sustainable mechanisms for dialogue, consultation and cooperation between civil society and government agencies at all levels" are important tools, "enabling the participation of all individuals and social groups in democratic decision-making" [14].

The use of the latest information technologies makes it possible to track the progress of the stages of the bill, starting from the development of its principles as the earliest stage. This is achieved by posting preparatory materials and draft texts at official representations on the Internet on the websites of relevant bodies, which allows stakeholders and organizations to actively influence the drafting process. According to the Terms of Reference of the European Committee for Democracy and Governance, the main task was to "develop new guidelines to ensure significant public participation in political decision-making based on best practices and standards" [13]. The development of democratization of the legislative process occurs by expanding public participation at various stages of the legislative process, increasing the participation of citizens in the role of subjects. In addition, the role of public consultations is increasing and the mechanisms for their implementation are being improved during the legislative process. Public involvement can take place during the various stages of policy implementation and law development. Public participation in processes where the task of public authorities is to develop and adopt a program document, strategy, law, norms or participation in any process in which decisions are made that affect the public or individual representatives. Civic participation is a form of representative democracy.

According to the International Association for Public Participation, where the key values are defined by the [6]:
- involvement in the decision-making process of those who are affected by these decisions or who are interested in them;
- involvement of participants in the development of the mechanism of their own participation;
- providing participants with the information they need for a significant contribution;
- recognition and expression of the needs and interests of all participants, including officials whose powers include decision-making;
- providing opportunities for the public to influence decisions;
- notification of participants about their ways of influencing the decision.

In order to optimize the effective use of these tools, it is necessary to integrate them into the decision-making process at all stages and by all participants in the process: the authorities, final beneficiaries, public authorities and stakeholders. The most popular tool in many countries is the electronic portal, which offers many different elements, including the provision of information, providing a platform for consultation and the provision of electronic services. The experience of Estonia shows the possibility of using several systems to optimize electronic consultations with citizens [10]:
- Bills, amendments to laws and development plans are published on the Portal. Draft documents are published in advance in the early stages of development;
- The portal allows all registered users (registration is unlimited) to express their views and make suggestions to the published draft document within the announced deadlines;
- Information on comments, suggestions and ideas that have been included in the document, as well as those that are expected to be included at a later stage (implementation phase, in the process of the second amendment, etc.) or ignored (with a clear justification for the reason refusals). The results of the review are noted in the report and published on the website. After the consultation phase is completed the draft document is interdepartmentally discussed, which can be traced on the website of electronic legislation;
- The portal allows to involve interested members of the public to support or comment on a specific draft document, policy, etc. as a one-off action, by collecting signatures, presenting an idea and submitting a petition.

Public online consultations are part of Malta's e-government initiative, including the provision of e-services (e-forms – creation of online forms); MyBills "My Accounts" (online payment solution) and eProcurement "e-procurement" (allows you to track public tenders). Public online consultations are divided into four stages [12]:
1) Open consultation: the public is asked to comment on the subject of the discussion;
2) Closed consultation: all received comments are filtered by the moderator;
3) Publication of feedback: feedback is published on the comments selected by the moderator;
4) Outcome of the consultation: a detailed report on the outcome of the consultation is made available to the public.

In each of the 4 stages, comments are submitted via a simple online form, e-mail or by phone. For the effective implementation of this tool, it is important to consolidate the involvement of citizens and teach them to use the tools of electronic interaction with public authorities. Therefore, the government has developed a number of free information technology courses to familiarize citizens with the relevant opportunities. The government and the responsible authorities ensure that all ministries use online tools and constantly update the platform with new consultation documents.

Finland has a number of tools for public participation, consisting of many initiatives at national and local levels:

1. Kansalaisaloite.fi is the online platform for submitting civil initiatives. It is an online system that enables citizens to take initiatives and collect written statements in support of these initiatives [7]. All Finnish citizens who have the right to vote have the right to launch initiatives. There are three types of community initiatives:
   – propose a new bill;
   – propose changes to existing legislation;
   – propose to repeal the current legislation.
2. Kuntalaisaloite.fi is the online platform for submitting civil initiatives to the municipal government: similar to the previous platform, Kuntalaisaloite.fi is used as an online system for collecting and supporting public initiatives, but only at the local level [8]. The platform allows for three types of initiatives:
   – the usual initiative submitted by the residents of the municipality;
   – an initiative on a topic within the competence of the municipal council, submitted and supported by at least 2% of eligible voters;
   – initiative for a municipal referendum, submitted by at least 5% of eligible voters.
   The platform provides detailed instructions for users.
3. Otakantaa.fi is the online platform for dialogue between the subjects of interaction. In the introduction and further effective functioning of the means of involving citizens in government in Ukraine, it is necessary to ensure the development of official representations – professional platforms. On the one hand, there is a need to increase the efficiency of activities that are reduced due to the manual performance of administrative functions by civil servants, simplify the process of submitting documents in paper form for citizens, as well as reform on the principle of a single window. On the other hand, investments should be aimed at raising the profile of informatization and education of citizens. Thus, administrative information systems should be transferred to the relevant departments to optimize the operational efficiency of public authorities, develop programs to participate through information and communication technologies and meet the requirements of citizens. The cardinal level of education of the population is a crucial fact that determines the economic and social progress of society in the field of effective communication between the subjects of interaction. In the digital age, education is gaining new importance: it is necessary to organize the process of training a new generation of government officials, as well as to provide every citizen with the opportunity to actively influence the development of the information

– Open Data
This initiative is part of the Open Government Partnership and is designed to provide access to and use of open data. Access to open data can be used as a basis for creating new services, analytical documents and developing new applications.

– Social media involvement
Many government agencies are increasingly using social media to inform and engage the public in online debates. In response, the Prime Minister's Office has developed guidelines on the legal aspects of the use of social media by ministers and heads of government agencies. In addition, an exhaustive list of ministers was created with links to their Facebook and Twitter accounts [5]. At the local level, special attention should be paid to the Council of Elderly Citizens, a socially innovative initiative that supports the participation of older citizens in decision-making at the local level [3]. The purpose of the Council is to act as a mediating platform for negotiations between city councils and local senior citizens. Elderly citizens are elected for four years by direct vote from among citizens aged almost 60 and over 60 in equal proportions of men and women. City councils are required by law to consult with local elderly citizens in decision-making on issues important to the elderly, including usually health issues, the quality of public services for the elderly and disabled, cultural policy [5]. Having effective involvement Danish citizens to participate in political activities, the government at the local level has introduced "Electronic Platforms for Citizens" which are alternative channels of consultation, complementing other e-democracy initiatives of municipalities. Citizens are registered on the municipality's website and provide feedback on relevant issues. These platforms are partly used for public opinion polls, as well as to generate an appropriate level of public interest in planning and strategy development in municipalities [4].

Conclusions and suggestions. For the introduction and further effective functioning of the means of involving citizens in government in Ukraine, it is necessary to ensure the development of official representations – professional platforms. On the one hand, there is a need to increase the efficiency of activities that are reduced due to the manual performance of administrative functions by civil servants, simplify the process of submitting documents in paper form for citizens, as well as reform on the principle of a single window. On the other hand, investments should be aimed at raising the profile of informatization and education of citizens. Thus, administrative information systems should be transferred to the relevant departments to optimize the operational efficiency of public authorities, develop programs to participate through information and communication technologies and meet the requirements of citizens. The cardinal level of education of the population is a crucial fact that determines the economic and social progress of society in the field of effective communication between the subjects of interaction. In the digital age, education is gaining new importance: it is necessary to organize the process of training a new generation of government officials, as well as to provide every citizen with the opportunity to actively influence the development of the information
society. In the countries of the European Union, the issue of orientation of education and training in the information age – the process of transforming digital literature into the main information base for education – attracts much attention; improving access to the Internet and multimedia resources; use of these resources to develop new qualifications; development of basic skills of teamwork, adaptation, creativity, desire to expand knowledge and promote intercultural communication; educational systems are designed to create a comfortable environment where special attention is paid to technological criteria (equipment, means of access, content and services), as well as methods of their use.

As a result of the necessary changes, bureaucratic processes have been simplified; decision-making on certain issues is accelerated; single database on citizens; all government agencies and services are available from one site; professional requirements for their work are increasing. Computerized controls allow real-time information exchange over vertical and horizontal links between central and local authorities, which will help reduce duplication of functions as well as the digital divide between different regions of Ukraine. By implementing an electronic infrastructure for administration and application tasks in order to increase efficiency and improve public services.

References: