

transformation. On the other hand, there are classical macroeconomic equilibrium models (IS-LM, AD-AS, DSGE, RBC), which form the foundation of macroeconomic policy [2].

However, these theories and models are not integrated into a unified management system. Moreover, existing macro-models typically ignore externalities, socio-economic polarization, and ecological constraints, while development theories generally lack institutional stabilization mechanisms and do not rely on quantitatively validated management systems. As a result, strategic development priorities become disconnected from practical governance, causing low effectiveness of public policy. Theoretical approaches to building a mechanism for sustainable development of socio-economic systems are clearly divided into two separate components: growth theories and macroeconomic equilibrium models.

Thus, there is an urgent need to develop a universal theory of sustainable growth based on an equally universal model of macroeconomic equilibrium. Such an analytical and mathematical model must incorporate sustainability factors and enable the calculation of a macroeconomic equilibrium point within socially acceptable parameters. It must also serve as an objective, scientifically grounded evidence base supporting the validity of the proposed universal theory of sustainable growth. The universal theory of sustainable growth and the analytical mathematical model should function as components of a holistic system whose integral unity forms a scientifically substantiated organizational and economic mechanism capable of ensuring stable and sustainable development of the socio-economic system in the long run.

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INFORMATION TRANSPARENCY AS AN OPEN DATA MODEL IN PUBLIC PARTICIPATION IN SUSTAINABLE DEVELOPMENT PLANNING

The Sustainable Development Goals require the integration of citizen participation into planning processes. Transparency of information enables public participation in governance and strengthens accountability.

In September 2015, the UN Sustainable Development Summit was held in New York as part of the 70th session of the UN General Assembly. The Summit's outcome document, "Transforming our world: the 2030 Agenda for Sustainable Development," included 17 Sustainable Development Goals and 169 targets. National development goals, indicators for monitoring their implementation, and targets for achievement by 2030 were reflected in the National Report "Sustainable Development Goals: Ukraine."

Sustainable Development Goal 16 on "Peace, justice and strong institutions" aims to build peaceful and inclusive societies, ensure access to justice for all and establish effective, accountable and inclusive institutions at all levels, including combating corruption, violence and strengthening the rule of law. This is the basis for social stability and the protection of human rights. It requires ensuring public access to information as a basis for effective, inclusive institutions. Transparent data systems facilitate meaningful citizen participation in sustainable development planning.

Transparency enables informed citizen participation by providing the data needed to understand the context of policy and make meaningful proposals [1]. The Open Government Partnership recognizes transparency, citizen participation, and accountability as mutually reinforcing principles. Open data-government information made available in machine-readable, reusable formats—enables evidence-based planning that responds to community priorities [2].

Three mechanisms link transparency to development outcomes. First, transparent information empowers citizens to assess policy options and influence decision-making. Second, open data systems integrate diverse sources of information, enabling local development priorities to be identified. Third, transparency enhances accountability by creating a record of decisions and resource allocations that is monitorable by citizens and civil society.

There is a significant gap between the legal recognition of information rights and their practical implementation. Institutional barriers include bureaucratic complexity, inadequate data management infrastructure, and political resistance [3]. Over 130 countries have adopted access to information laws, but their implementation remains uneven. South Korea's Open Government Data Master Plan systematically publishes datasets on priority challenges [2]. Brazil's Transparency Portal allows citizens to scrutinize government spending, exposing instances of poor governance [4]. Participatory budgeting, which operates in over 1,500 cities, demonstrates how transparency ensures that spending is aligned with community priorities [5].

Citizen-generated data complements official statistics. Research shows that integrating citizen data with official information reduces costs and increases responsiveness to community needs. Equal access. Equitable transparency requires addressing the issue of data accessibility for different populations. Solutions include expanding digital infrastructure, educating citizens through civic organizations, and combining digital and analog engagement methods.

Transparency of information, realized through open data, is the basis for participatory, accountable planning for sustainable development. To realize this potential, it is necessary to: strengthen legal frameworks; invest in digital infrastructure; expand literacy programs; institutionalize participatory data governance; and integrate citizen-generated data with official statistics. Investing in equal access to information is a commitment to inclusive governance that responds to the needs of all communities.

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GREEN MARKETING AS A FACTOR IN FORMING COMPETITIVE ADVANTAGES AND ENSURING SUSTAINABLE DEVELOPMENT

Modern trends in the development of the world economy demonstrate the growing importance of environmental responsibility as a key element of strategic management of enterprises. Against the background of increasing consumer demands for environmental friendliness of products and transparency of business activities, green marketing is becoming an important tool for ensuring sustainable development. It creates new opportunities for increasing competitiveness and long-term financial stability.