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RESOURCE SAVINGS IN THE CONTEXT OF INNOVATIVE DEVELOPMENT OF THE CITY COMMUNAL ECONOMY

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Introduction. For Ukraine the problem of rational use of resources is particularly relevant. This is due to the extremely high material and energy intensity of the domestic economy, the inefficient use of resources, significant volumes of waste generation, obsolete technologies. Without the transition to a more effective model of social production and consumption, rationalization of the use of resources, further socio-economic development of the country, the resolution of environmental problems, and the integration of Ukraine into a globalized world economy is impossible. Therefore, resource conservation is becoming a decisive factor in the innovative development of the economy.

One of the most important tasks in this case is the formation of a mechanism of resource conservation in the communal economy (CE). Given the modern features of management of innovation activity, as socio-economic relations, the success of its practical application directly depends on the ability and desire to study the progressive trends of world development and to improve the practice of innovation processes on their basis.

The urgency of the topic is determined by the need for in-depth study of problem issues of resource conservation in the context of the innovative development of the municipal economy. Research has shown that scientific developments on resource-saving resource consumption in the city's CE require further refinement and further development.

An overview of the latest sources of researches and publications. Research of innovation activity, theoretical and practical search for the possibilities of its activation both at the enterprise level and at the state level are of interest to scholars in all countries of the world: H. Andrushchuk [23], Yu. Bazhal [1], V. Haits [20], P. Zavlin, A. Kazantsev, L. Mindeli, V. Koida, L. Lysenko [7], M. Kalezkyi, S. Kuznetsk, A. Kuznetsova [5], S. Kozmenko, O. Lapko [6], A. Peresada, J. Schumpeter [24], O. Yastremska [22]. The questions of rational use of resources in regional and urban development were studied in the writings by many scholars, including V. Babaiev, V. Vasylenko, M. Dolishnyi, S. Dorohuntsov, V. Mamutov, V. Malarianenko, L. Lisak [8], H. Onyshchuk.

Setting objectives. The purpose of the work is to study the problems of resource conservation in view of the paradigm of innovation development of the communal economy in order to formulate theoretical recommendations on conceptual approaches and practical measures to ensure resource conservation within the framework of innovative development of the municipal economy of the city.

Main material and results. The problem of resource conservation by itself is complex, and in the context of global competitiveness, its solution requires innovative approaches, systemic measures, flexible mechanisms and tools, and the targeting of all participants in the innovation process on the market.

At the initial stage of market reforms, Ukraine was part of the elite group of countries with the highest level of economic strength of the economy (spending on science in 1990 exceeded 3% of GIP of Ukraine). At that time, the same indicators were the most developed countries of the world – Japan, the USA, Germany, France, Great Britain. The hope that the market mechanism will automatically ensure the modernization of the domestic economy, the high quality of development through the inclusion of innovation factors, was not

justified. As a result, Ukraine's competitiveness and its innovation are low in the world today. Thus, in the known rating Global Innovation Index Ukraine in 2018 took 43 place (for comparison in 2012 – 63) [25]. Worthy of note are new index data in relation to our country. Yes, Ukraine is classified into countries that effectively carry out innovation activities by investing in education, research, investing in high-quality development. Innovations are needed to balance energy consumption, environmental safety. But in addition to technological innovation, there is a need for new social, economic innovation and business models, including those resulting from the advancement of the idea of "smart" cities, new ways to ensure mobility on the basis of sharing transport and increasing the awareness of people around the world about the consequences measures of energy policy, aimed at balanced solutions to the problems of resource consumption.

Given the general methodological provisions, innovation is seen as the introduction of the use of any new or significantly improved product (product, service) or process, a new marketing method or a new organizational method in the activities of the enterprise (organization), the organization of workplaces or external lashings. In the Law of Ukraine "On Innovation Activity", innovations are defined as newly created, applied and / or improved competitive technologies, products or services, as well as organizational, technical, industrial, administrative, commercial or other considerations that significantly improve the structure and quality of production and / or social sphere [16].

Quite often, the definition of innovation is given from the point of view of two aspects: as a process (as the process of introducing new products, methods, technologies, etc., the qualitative level which significantly exceeds the previous ones) and as a result (the result of creative activity embodied in new products, methods, technologies, etc.). According to international standards, innovation is the end result of innovation, which has been realized in the form of a new or improved product introduced on the market, a new or improved technological process, which is used in practice, or in a new approach to social services [5, p. 23], that is, here it is considered in a static context. At the same time, almost all researchers in the modern economy are unanimous in the fact that innovation should be considered in the dynamics, because innovation is, first of all, qualitative changes. In addition, scientists do not deny that innovation is the only one in its kind integrated process that combines science, technology, economics, entrepreneurship and management. Moreover, this fact applies equally to both theory and practice.

According to many experts, the main causes of the difficult situation of the innovation sector in Ukraine are the problems associated with the financing of innovation activities. At the national level, there is a tendency towards a reduction in the share of GIP allocated to research funding (RF). In the leading industries that produce three quarters of marketable products, the ratio of RF expenditures to the cost of commodity products is less than 0.4 %, and in some industries it is less than 0.05 % [7, p. 65–66]. According to preliminary calculations in 2017, the share of total expenditures on research and development in GIP was 0.45%, including at the expense of the state budget – 0.16 %. According to the data of 2016, the share of expenditures on RF in GIP of the EU – 28 countries averaged 2.03% [12].

In the context of the budget deficit and the refusal of the state to prioritize in the process of financing innovative activity, the complexity of attracting foreign investment and the indifference of domestic investors to risk investments, the leading role in providing innovative activity with financial resources is played by own funds of enterprises: their share in the volume of financing of innovation activity fluctuated during the last years (2000 – 2017 yrs) from 52.9 % to 97.2 %. In the analogous period, the share of the state budget in the structure of financing of innovation activity ranged from 0.4 % to 4.4 %. In such a situation, for the majority of Ukrainian enterprises and organizations for which their own funds are extremely limited, there is no opportunity to carry out large-scale innovation activities. Therefore, their innovation policy is mainly focused on introducing less risky and low-cost innovations that provide revenue generation in the short term. In Ukraine, every sixth industrial enterprise engaged in innovation activity in 2017, with an average number of employees of 50 people or more. The cost of innovation amounted to UAN 9.1 billion. [12]. The current situation in the sphere of financing innovations leads to a jump-like and unsystematic implementation of innovation activity, which can not guarantee the increase of efficiency and increase of competitiveness of enterprises in the long-term prospect.

Consideration of state innovation policy requires the study of world experience in this field. Summarizing the information available, two fundamentally opposing models of innovation policy can be distinguished: the French-Japanese (characterized by the direct influence of the state on innovation activities in the country) and the Anglo-American (the minimal state intervention in the innovation activity of the country is characteristic, which may be manifested in relatively small, exclusively indirect influence of the state on innovation processes in the country).

However, in practice, none of the above innovation policy models is used in its pure form. Countries in the implementation of state innovation policy, as a rule, combine the use of means of direct and indirect state influence on innovation processes. Prospects are both state support for innovation activities and attraction and interest of business entities in investing funds in innovative projects in order to ensure the conservation of scarce resources.

It is crucial for Ukraine to find an adequate relationship between state and market regulation of innovation activity. The need for the model of innovative development of the communal economy of Ukraine is part of a systemic problem that the effectiveness, quality of functioning and structure of the creative part of the national innovation system – the research and development sector, education, and inventions – do not fully meet the potential needs of intensive economic development. On the other hand, the structurally backward, technologically low-level domestic economy (as well as the system of entrepreneurship, under the influence of external neoliberal reforms imposed on Ukraine) remains highly unacceptable to the current achievements of science and technological innovations. Taking into account the necessity of building an effective system of stimulating innovation activity in Ukraine in conditions of its integration into the world economy and taking into account international requirements for innovations, the Strategy of Ukraine's Innovation Development for 2010 – 2020 in the context of globalization challenges [23] is an integral part of the Strategy of Development of Ukraine in the period up to 2020. The strategy of innovation development of the communal economy of Ukraine, as well as every structural element of the national economy, should be developed taking into account the main provisions of the program documents. It is necessary to solve a multidimensional administrative task – to clearly define the indicators to ensure innovative development, qualitative and quantitative, to form a system of perspective target landmarks, to identify the tasks responsible; to form a system of incentives, fines, etc., that the language of control is called a strategy.

From the epistemological point of view, the content of this concept, based on its etymology can be defined as a form of presentation of a perspective, where long-term solutions are tied to medium- and short-term or current ones. Formation of the strategy of innovation development requires taking into account the peculiarities of modern trends in innovative processes, which, in turn, determine the necessity and content of paradigmatic changes in management [22].

The specified main provisions of the modern paradigm of innovation development formulated in previous studies by the author [3] should be considered and used as a basis for developing the concept of strategic management of innovative development of communal services. The main provisions of this concept are as follows:

- a modern economic entity is a complex open socio-economic system. The basic for its development are innovative processes that can ensure its competitiveness.

- the main components of the formation of strategies for innovative development of the communal economy is its attractiveness for investing in innovations (available economic, resource opportunities, level of activity of innovation activity and novelty), readiness for implementation of project proposals (potential organizational and managerial ability to implement managerial decisions for the implementation of innovations), riskiness (economic risk both from the point of view of losses and increase of expenses for realization of an innovative project), the economic efficiency of the innovation project (identifies its current significance and potential utility for the enterprise and all economic entities, society from the standpoint of latent and clearly expressed effectiveness in the economic, organizational, techno-technological, social and environmental aspects).

The municipal economy of the city is traditionally considered as a subdivision of the housing and communal services complex, designed to provide conditions for a comfortable life of the population and the functioning of city structures. It uses almost a quarter of the state's fixed assets, employing 5 % of the able-bodied population of the country. Centralized water supply is provided by the population of all cities of the country and 86 % of urban-type settlements (that is, more than 70 % of the population of Ukraine), centralized sewage systems – 95 % of cities and more than half of urban-type settlements. About 80 % of the thermal energy produced by utilities (which is 72 million Gcal) is released to the population and objects of the budget sphere. [11]. At the same time, having a significance for the national economy and human life, the CE is today the most backward sector of the economy.

At present, in most of the enterprises, the industry actually works at the expense of accumulated resource capabilities, the growth rate of investment, wages and labor productivity is twice lower than in the economy as a whole. Occupying 1,3 % of the output of goods and services in the economy, the industry accounts for 43 % of the total debt for energy, 5.5 % of the losses of the entire economy. The indebtedness of the population for consumed housing and communal services (without gas and electricity) as of June 1, 2018 amounts to UAH

18.9 billion (of which 65 % are for heat supply, 13 % is for water supply and sanitation), for comparison as of 01.01.2018 – UAH 16.4 billion, as of 01.01.2017 – UAH 13.7 billion, as of 01.01.2016 – UAH 10.98 billion, as of 01.01.2015 – UAH 12.2 billion, then in the three years it has doubled. Most payers have a current or long-term debt, so the level of accountancy accounts of consumers of services for which the arrears of heat supply is 78%, water supply and drainage – 56.4%. As of June 1, 2017, the level of payments made by enterprises of the water supply and sewage enterprises for consumed electricity amounted to 81.4 %, as of 01.06.2018 is 77.1 % [21]. All this leads to the urgent need for radical innovative technological and managerial changes in the CE cities.

The conceptual foundations of the reform and development of the communal economy in the socio-economic system of modern Ukraine are influenced by contradictions in the state of development of the industry as a complex functional phenomenon, which has the following indicative features: belonging to the system of relations of social economy; service character of the results of activity; orientation towards a group of basic social needs of life support. The experience of reforming the industry confirms that the use of purely market positions abstracted from the parameters of social security is illogical. The search for scholars [10], which proposed a social-integration paradigm for reforming housing and communal services, is determined by its imperatives (the need for a substantial correction of the state social policy program, the orientation of the development of the socio-economic system for innovation, investment, infrastructure and institutions), and determinants (an innovative type of reproduction of the social capital of housing and utilities, integration of infrastructure elements, main and auxiliary organizations, separate sectors of the housing and communal services market into the socio-economic system of Ukraine). The value of the proposed paradigm consists in obtaining a synergistic effect from the integration of the components of housing and communal services with other components of the national economic system of Ukraine, as well as in providing the necessary conditions for expanded reproduction and modernization of the socialized capital operating in the industry. It has been established that in order to overcome the disadvantages of the country for the deterioration of the technical condition and reliability of the functioning of life support systems, it is necessary to radically change the policy of the state in this area, guided by the ideology of the social state; the reasoned conclusion is made that the process of reforming housing and communal services requires a reorientation of the existing paradigm, which results in the formation of significant gaps, "institutional traps", and also leads to a conflict of interests of the subjects of this market; emphasized the need to change the basic principles of housing sector reform in terms of specification and deployment of the creative potential of the paradigm of this process, using the classical principles of the theory of transformation of socio-economic relations; Approaches and mechanisms of stimulation of resource conservation on the basis of a combination of the system of economic and administrative methods of regulation are proposed.

Municipal economy should become the priority direction of realization of the state innovation policy and resource saving policy in view of the following. The situation in the financial, economic and technical areas of the CE is characterized by an increase in receivables, the level of depreciation of fixed assets, volumes of heat and water consumption, etc. The most acute problems in the industry are related to: the discrepancy of the relations in the field of CE changes in the state's economy and the lack of sufficient integration of the industry into the market economy system; imperfection of the system of state regulation of the market of communal services; undeveloped modern forms of effective management of enterprises of CE, lack of a unified technical policy for the development of communal infrastructure [20, p. 93]. All of the above stipulates the need for research and the search for new possible reserves for saving resources, reducing costs and improving the quality of services provided in the field of CE, which is impossible without the active involvement of innovation factors, require the development and implementation of resource saving mechanisms.

Resource-saving should be considered as a complex of economic, legal and administrative measures by various economic entities and state, aimed at comprehensive savings and rational use of raw material resources [4, 8]. The main areas of resource conservation are: reducing the cost of material and raw materials resources per unit of services provided, significant improvements in the quality of material resources, the complex use of such resources in production at all stages of the life cycle of the resource, the use of waste and secondary resources, etc. The main ways of resource conservation is the introduction of innovative resource-saving technology and technology; improvement of organizational processes, etc.

The increase in the cost of energy resources on world markets has aggravated the issue of the availability of a developed utility market and energy efficiency. The Government's immediate response to protect vulnerable consumers and to maintain the functioning of the system in 2015 – 2017 was the system of targeted subsidies, but this system could only partially solve the issue. A complete solution to the problems requires an integrated approach: eliminating problems both on the side of the consumer and on the supplier side.

The Ministry of Regional Development, Construction and Housing and Communal Services of Ukraine focused on solving the most urgent issues: stable production and supply of services (heat and water supply, etc.), high-quality housing stock management and energy efficiency (economical consumption). Implementation of the strategy required both changes to existing legal acts and changes in primary legislation [14, 17]. The basis for the formation of an efficient heat supply market was the Government's adoption of the Concept of implementation of the state policy in the field of heat supply, which provides for the solution of issues of tariff formation, payment discipline and the transfer of part of the powers of regulation to local authorities (setting tariffs for heating and hot water, the decision on the beginning and end of the heating season; the establishment of district heating schemes in the city that are more appropriate (centralized or decentralized)) [18]. One of the key issues in the industry is the accumulated debts of heat supply companies for consumed gas. The low level of payment discipline of the population (non-payment or untimely payments for the consumed heat energy) resulted both in the growth of the sum of debt to Naftogaz and in the calculation of fines and penalties. The Law «On Measures for Settlement of Debts of District Heating and Heat-generating Organizations and Centralized Water Supply and Sewerage Utilities for Energy Consumption» [15] is intended to restore financial stability to enterprises. In 2015, the plan of reform was presented for the first time, which was subsequently revised and supplemented.

For the development of the reform of the municipal sphere, European practices and EU directives were adopted as a basis, which were adapted to the Ukrainian realities [19]. Thus, the reform was developed with a view to comprehensively addressing such issues as: lack of a clear model of housing stock management; opaque relationships between key market participants; lack of 100 % commercial accounting of utilities; the lack of authority of municipalities to manage the activities of heat supply companies; outdated material and technical base of enterprises-suppliers of resources; about 25 billion UAH of «gas» debts of suppliers of heat to Naftohaz have been accumulated; the lack of a market for energy efficiency and state support in this area. During 2015 – 2017, the Government, with the support of donors and IFOs, made a significant step towards the implementation of the reform. The first and most important steps of the reform were the adoption of about 20 key laws and subordinate regulatory acts in the area of housing and communal services and energy efficiency.

Approximately 75 % of laws and regulations on the construction of housing and communal services market and energy efficiency are currently being adopted. The full implementation of the adopted laws should not begin in 2018 after the adoption of a number of by-laws, which should introduce the necessary mechanisms, procedures and methodologies that are oriented towards innovative approach.

At the regional level, the social aspect of resource conservation in the CE is a priority in relation to economic. Resource saving is often achieved through a substantial reduction in the quality of services provided, which in turn reduces the quality of life in the region. Thus, there is a situation when the enterprises of the industry, using a monopoly position, provide saving of resources due to violations of the social standards of life of the population of the region established by the state, including resource conservation.

Resource-saving in the context of innovation development should be considered as a process aimed at rationalizing the use of resources at the enterprises of CE, households and providing them with growing needs at the expense of economy, which does not reduce social standards and quality of life. Increasing the efficiency of energy resources usage is a priority for the resource conservation process, since Ukraine supplies its own energy needs by 47 %; while the energy intensity of Ukraine's GIP exceeds the similar indicator of the leading countries of the European Union more than 2 times, Japan – by 6.5 times.

The proposals of scientists [2] to improve the resource management system management in the region's CE are worthy of attention by supplementing the general management functions (planning, organization, regulation, motivation, control) with special functions, each of which contains a relatively uniform composition of tasks: accounting, standardization, legal support and information support. The mechanism of management of resource conservation is proposed to be formed from the following elements: ensuring accurate accounting of resources, which includes: reduction and gradual elimination of collective accounting of individualized utilities; step-by-step installation of accounting devices throughout the chain of production, transportation, utilization of utilities; optimal choice of type of devices, their service. It is important to develop an effective system of tools for stimulating resource conservation: economic stimulation of resource conservation at enterprises of CE, introduction of proportional and progressive tariffs, complex energy audit, installation of accounting devices for consumption of resources, formation of a social culture of resource conservation.

The suggestions regarding the use of the revolving mechanism for investing in energy saving projects with the help of energy service companies, which provides a continuous stream of resource saving projects at

utility enterprises, and the corresponding simulation model [9] deserve attention. The application of the proposed mechanism contributes to the introduction of energy saving innovative technologies in the CE through energy service companies, the involvement of private business in the municipal sector. In order to overcome the immanent monopoly of heat and water supply systems and the creation of a competitive market for utilities, it is advisable to resort to administrative methods of regulation.

It is established that in Ukraine the loss of resources is reimbursed in tariffs: in water supply – by 74.5%; in water drain – by 78.3%; in heat supply – by 78.5%; in electric power industry – by almost 85%. Almost equal losses of resources are caused by two components – technological, which exceed the normative value due to excessive wear and tear of communications, and commercial ones. In any case, their cost is included in the supplier's fees. Excess of normative value of technological and commercial losses of resources form an excessive, ungrounded component in tariffs.

Such a phenomenon leads to the transfer of the problem of resource conservation to consumers and the deterioration of the financial state of enterprises, which significantly reduces the social and economic efficiency of the municipal economy field. A specific feature of the housing and utilities sector is the ability of the industry to use part of the tariffs as an internal investment to implement resource conservation programs. The research of existing scientific and practical developments and legislative documents made it possible to establish that existing methods and mechanisms of regulation are not effective in reducing the excess of the component in tariffs. At the same time, the sector needs resource-saving projects and programs.

A number of resource conservation projects and programs are being implemented in Ukraine, financed by state and local budgets. In the context of the investment shortage, the funds needed to implement projects and programs of resource conservation can be obtained through targeted financing through the use of the corresponding component in tariffs. The tariff should be considered as an instrument for solving the problem of investment deficit and achieving a balance between the social and economic efficiency of the municipal economy. For the purpose of social protection of consumers (households) from the financial burden caused by a significant increase in the cost of utilities, a system of state subsidies was introduced. The model of settlement of subsidies that operated until recently based on clearing settlements based on the signing of the Joint Protocols of the Solutions, service providers were in fact "tied" to Naftohaz, since the calculation of clearing subsidies was possible only with it, and the subsidies were not accounted for by actual consumption of subsidies, but according to social norms.

Current changes [13] are aimed specifically at solving problem issues: ensure transparency, accountability of settlements, transition to bilateral transactions; establish clear terms of payments from the state budget (the subsidy from the state budget for subsidies will be provided by the 24th day of the month following the provision of communal services); make it impossible for situations where the cost of calculations exceeds the cost of services rendered (payments for subsidies are determined by the value of services provided by utility companies to the subsidy). Monetization at the level of housing and utilities enterprises is only the first stage in the monetization of subsidies. The ultimate goal is to monetize subsidies at the household level. However, to do this, you need to take some preparatory steps, check the system for viability and build the necessary infrastructure. We believe that monetization of subsidies at the consumer level is possible in 2–3 years.

Realization of the mechanism of resource saving management on an innovative basis in municipal utilities of cities objectively requires significant investment. The financing of the CE cities in Ukraine is mainly due to such sources – payments by the population as the main consumers of services and budget resources. Given the high level of debt for services rendered, its restructuring and liquidation are additional financial resources for resource saving. Reducing budgetary burden is possible, first of all, due to the development of various forms of private investment.

However, investment schemes for the financing of targeted resource-saving projects in the municipal sector are practically not used. At the same time, economic circumstances contribute to the attraction of non-budget sources of funding, and progressive forms of engagement, for example, by concession. According to the Ministry [19], at the beginning of 2018, the level of home-made equipment used for the calculation of thermal energy was 79.9 %, cold water consumption – 26.7 %, hot water consumption – 14.8 %. In order to provide measures for the establishment of commercial accounting nodes there is a need for financing in the total amount of UAH 4.6 billion (estimated volume), including UAH 1,0 bln for the installation of heat energy accounting facilities, UAH 2.6 bln for the installation of cold water meters, UAH 1.0 bln for the installation of hot water meters.

The financing of household equipment should take place at the expense of operators of external networks (at the expense of contributions), at the expense of the direct users of services, at the expense of local budget

funds – the local government has the right to allocate funds from the local budget to equip the meters of the houses of its inhabitants (on 2018 is provided for 8 % of the need).

The key objectives of the Government to implement the reform are: the development of subordinate legal acts, the continuation of debt restructuring in the industry, the creation of mechanisms for financing energy efficiency and the implementation of a large-scale communication campaign to stimulate energy efficiency and implementation of consumer opportunities provided in the field of housing and communal services.

First and foremost, the implementation of the reform should be in the following areas: stimulation of resource conservation and energy efficiency (introduction of incentive tariff setting, transition to dual tariff tariffs, optimization of resource consumption standards); financial sanation (improvement of legislation on attraction of loans to IFOs and other financial institutions, increase of investment attractiveness of the industry, provision of financial security of enterprises. Continuation of debt restructuring); Improvement of the settlement system (ensuring transparency of settlements between key market players, providing debt collection tools for consumers, optimizing legislation to prevent liquidity breaks in the industry). There is a need for the formation of normative legal acts that will introduce procedures, mechanisms and procedures for the operation of key market players, namely: the establishment of clear rights and obligations of consumers and service providers in the field of maintenance of internal building systems and accounting facilities; the introduction of a methodology for distributing the volume of utilized utilities between homeowners; Establishment of procedures for equipping accounting facilities to ensure 100 % utilization of utilities; creating conditions for improving the quality of services and realizing opportunities for saving resources; implementation of legislation in the field of drainage to the requirements of the European Union, etc. The formation of a modern market economy requires the search for new ways of forming an innovative strategy of resource conservation of regional economic systems – the basis for the stable development of our state.

Conclusion. The stated provisions of the concept of strategic management of the innovative development of the municipal utilities of the city differ from the existing additions to the content of structural characteristics, the emphasis on resource conservation, the expansion of the subject area, tools for financial incentives for resource conservation, which should be considered in the process of developing and implementing sector reform.

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Бережна Алла Юрївна, кандидат економічних наук. Регіональне відділення фонду державного майна України по Полтавській області. **Ресурсозбереження в контексті інноваційного розвитку комунального господарства міста.** Розглянуто питання ресурсозбереження в комунальному господарстві міст. Досліджуються джерела фінансування та система стимулювання інноваційної діяльності. Сформульовано підходи стратегічного управління інноваційним розвитком комунального господарства. Досліджено процеси ресурсозбереження в контексті інноваційного розвитку. Визначено ресурсозбереження як комплекс специфічних заходів, зазначено основні напрями, способи ресурсозбереження. Досліджено проблемні аспекти функціонування галузі на сучасному етапі розвитку країни. Проаналізовано урядові нововведення для удосконалення системи функціонування галузі, у тому числі в частині законодавчо-нормативного регулювання та соціального захисту населення. Досліджено концептуальні засади розвитку комунального господарства міст, з огляду на необхідність ресурсозбереження. Встановлено основні напрями імплементації реформування галузі: інструменти стимулювання до ресурсозбереження та енергоефективності; способи фінансової санації галузі; вдосконалення системи розрахунків за спожиті послуги. Пропоновано інструменти фінансового стимулювання ресурсозбереження у комунальному господарстві міст.

Ключові слова: ресурсозбереження, інноваційний розвиток, комунальне господарство міста, інструменти фінансового стимулювання ресурсозбереження.

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Berezhna Alla, PhD (Economics). The Regional Office of the State Property of Ukraine in Poltava region. **Resource savings in the context of innovative development of the city communal economy.** The article deals with resource savings in utilities sector cities, sources of financing of innovation activity. There are formulated approaches to strategic management innovative development utilities, processes resource savings in the context of innovation development. The author proposed financial incentive tools resource savings in public services communal economy of cities.

Keywords: resource savings, innovative development, communal economy of the city, financial incentive tools resource savings.

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Бережная Алла Юрьевна, кандидат экономических наук. Региональное отделение фонда государственного имущества Украины по Полтавской области. **Ресурсосбережение в контексте инновационного развития коммунального хозяйства города.** Рассмотрены вопросы ресурсосбережения в коммунальном хозяйстве городов. Исследованы источники финансирования и системы стимулирования инновационной деятельности. Сформулированы подходы стратегического управления инновационным развитием коммунального хозяйства. Исследованы процессы ресурсосбережения в контексте инновационного развития. Определено ресурсосбережение как комплекс специфических мероприятий с указанием основных направлений, способов ресурсосбережения. Исследованы проблемные аспекты функционирования отрасли на современном этапе развития страны. Проанализировано правительственные нововведения для совершенствования системы функционирования отрасли, в том числе в части законодательно-нормативного регулирования и социальной защиты населения. Исследованы концептуальные основы развития коммунального хозяйства городов с точки зрения необходимости ресурсосбережения. Определены основные направления имплементации реформирования отрасли: инструменты стимулирования к ресурсосбережению, энергоэффективности; способы финансовой санации в отрасли; совершенствования системы расчетов за потребленные услуги. Предложены инструменты финансового стимулирования ресурсосбережения в коммунальном хозяйстве городов.

Ключевые слова: ресурсосбережение, инновационное развитие, коммунальное хозяйство города, инструменты финансового стимулирования ресурсосбережения.