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Radionova L.

PhD, Associate Professor,

*O. M. Beketov National University of Urban Economy
in Kharkiv, Kharkiv, Ukraine*

INTERNATIONAL EXPERIENCE AND ITS IMPLEMENTATION IN THE PRACTICES OF SMALL CITIES DEVELOPMENT: UKRAINIAN CONTEXT

Small cities constitute the largest category of urban settlements in the world, including in Ukraine. Small cities of Ukraine are in a situation of survival, which is caused not only by their internal problems, but also by the processes occurring at the global level. This situation inevitably causes the need to look for new ways to adapt small cities to modern realities. The relevance of the topic of this research is due to the necessity for withdrawal the small cities of Ukraine from the systemic crisis, which violated the conditions of their existence and development, as well as the search for effective ways to ensure their livelihoods.

The purpose of the research is to determine the specifics of the development of small cities in Ukraine in the context of global challenges, using the European experience of how to get small cities out of crisis.

In the scientific literature, the most common is the functional typology of small cities. But crisis trends in most Ukrainian small cities have transformed their typology. Currently, the typology that is based on the socio-economic situation in the city is quite common in the scientific literature. In our opinion, for the research of the current state of small cities of Ukraine, this typology is quite conceptual, as it allows to understand their main socio-economic problems deeper.

The analysis of theoretical and methodological approaches that has developed in foreign and domestic social knowledge about small cities as special territorial-settlement communities allowed us to highlight the most conceptual approaches as a methodological basis for studying the specifics of managing the development of small cities – neoinstitutional, transformational, factorial, urbanizational. The application of these approaches opens methodological possibilities for studying the characteristics of managing the development of small cities in the context of modern Ukrainian institutional transformations and

global processes.

We have developed a methodological model of social research, which allows us to study the characteristics of the development of small cities in the context of "challenges" coming from different levels: micro, meso and macro level. The specificity of a small city management model is determined by the level from which the "challenge" came.

Analyzing the world and European strategists of cities' exit from the crisis, we noticed the most effective, where the factors of creativity play a decisive role. Two factors influenced on the understanding of creativity: firstly, the power of thinking and ideas that form our worldview and secondly, the importance of culture.

Culture should determine the technology of urban planning, and not act as an unprofitable addition to such issues as housing, transport and land use. Exactly the perception of city's perspectives through the prism of culture should set the coordinate system for planning an urban life and social development.

For example, the Kunsthaus Museum of Contemporary Art was built in Graz, Austria's second largest city, in 2003, when it was chosen as the cultural capital of Europe. The unusual building, which has become one of the new symbols of the city, is in the center of the old blocks, which are included in the UNESCO World Heritage List.

The museum does not have a permanent exhibition, its main activity is the organization of multi-profile exhibitions. The museum also conducts educational programs for children and youth, seminars and workshops. The interior of the building is adapted for moving in wheelchairs, blind visitors can rent special gloves in which they can touch the exhibits, guide dogs are also allowed in the museum.

Creativity factors firstly, the power of thinking and ideas that form our worldview and secondly, the importance of culture. The real start of the "creative city" concept were the results of the research work of a group of scientists who were studied examples of initiatives of selected cities in Germany and the United Kingdom, where with using of innovative strategies in a one or another area were discovered signs of a decrease in the crisis.

One of the examples of such successfully implemented ideas is the Celtic Connections, the annual largest winter music festival of folk music, held in Glasgow. The music festival helped to transform the city, which was experiencing an economic and demographic decline, into the world capital of the folk music.

In any city there are hidden resources, the correct use of which can bring unprecedented success to the city. Moreover, these resources may even be its disadvantages. One of the most significant examples of this situation is the Kemi city, which is located in the Finnish Arctic Circle.

The city was badly damaged due to rising of level of unemployment after the bankruptcy of the large paper manufacturer which provided the entire region. There were no special values other than cold and snow in this northern city, but the success of construction of the largest snow fortress in the world exceeded all

expectations, thanks to which tourists willingly come to Kemi. A snow castle has been built here every winter since 1996, a snow hotel, a snow restaurant, a snow chapel and an art gallery with beautiful ice statues are waiting for guests.

It has to be mentioned that creativity is a prerequisite for innovation. For example, Ivano–Frankivsk Urban Space 100 was opened in December 2014. For two years of work, he has financed 38 city projects worth almost 600 000 hrn. The initiator of the creation of Urban Space 100 was the organization “Warm city”, which is engaged in the development of Ivano-Frankivsk. Also the similar project in Odessa has been started– they plan to open a public restaurant 4City .70% of the its profits will go to the implementation of social development projects in Odessa. In Kiev, the public restaurant Urban Space 500 was opened in accordance to the model of the Ivano-Frankivsk institution. Kyiv Urban Space will also donate 80% of the profits to urban projects – festivals, lectures, art residences, the arrangement of public spaces.

One of the modern concept is hipster urbanism, which main sense is to make the city a pleasant place for living. As Ian Gale said: “Remember that cities are not only houses, streets and roads. Cities are people who live in a certain space”.

Ian Gale is a world-renowned architect who has developed dozens of useful urban projects for Copenhagen, London, Stockholm, Sydney, San Francisco, New York and other cities. In the book CITIES FOR PEOPLE, he explains why some cities are comfortable and others are not. He deeply understands urban problems and offers approaches to improving cities and as a consequently, to improving our quality of life

Environmental Technology Development Strateg. Fetish of hipster urbanism – public spaces. Former Mayor of Bogota Enrique Peñalosa said: “During working hours, people with low and high incomes are in equal conditions. The differences between them are felt in the free time. A quality pedestrian zone is the smallest that a democratic society can do for its citizens. High-quality sidewalks, parks, sports fields and squares. The difference between progressive and backward cities is in the quality of the pedestrian zone. Finally, hipster urbanism brings fashion to urban farming.

Tactical Urbanism (Tactical Urbanism) –is a new movement in the field of urban design and engineering. It is based on the rapid local change of the urban environment with the involvement of residents, thus making the city more convenient for life. The main goal of tactical urbanism is to show people that much depends on them and it’s not necessary to wait for someone from above until “they improve something”. The “small business theory” begins to gain popularity – small local actions that can lead to large and global changes both in the city and in society. There are many projects around the world that are aimed at involving people in the process of changing life in the city.

Chairs production from unnecessary pallets and further unauthorized scattering them around the city. The Do Tank team from Brooklyn used this tactic to make furniture for various outdoor activities that was temporary. Subsequently, the chairs remained on the street forever near the cafe Blue

Bottle Coffee in one of the districts of Brooklyn. Tactics pursues several goals at once: the environmental processing of discarded material, the creation of urban infrastructure and the environment for communication between residents of the city.

Also, the reassessment of the dark time of day happened quite recently – in the 1990s. In 1997, the first “Museum Night” was organized in Berlin. Now it is an international event in which several thousand cities around the world are involved. Soon followed by other "nights", for example, "Night of Libraries" and "Bike night."

One more interesting fact – night mayor of Amsterdam Behind the bright name lies nothing more than a non-profit non-governmental organization. Founded in 2003, for 13 years it has been engaged in resolving conflicts that inevitably arise during the night rest and lobbying the interests of organizations involved in the nightlife of Amsterdam.

Amsterdam is the first city in the world where the children’s bicycle mayor appeared. Nine-year-old Lotta Kroc deals with the problems of children cyclists and helps her older colleague. In order to choose a children’s velomer, it was a competition in Amsterdam among schoolchildren. Participants were asked to share ideas on how to make rides on cycling safer and more fun.

And these are not all examples that show how the participation of residents in the management of the city has a positive effect on cities wellbeing.

One of the most important features of the participatory designing of the city is the possibility of a differentiated approach. In this context, the theory of generations effectively works. The theory of generations is a new, intensively teaching, which is actively developed and applied in practice. The basis of this theory is the values of people, exactly the values and their similarity, and not the age which forms and determines the generation. Distinguish: "Silent" generation (1923–1943 years of birth), the generation of "baby boomers" (1943–1963 year of birth), generation X (1963–1983), generation Y (1983–2000) and generation Z (2000–2020).

Tion constitutes a large part of the population of Kharkiv region, we see that it is impossible to ignore this potential in the city management. Almost every sixth resident of the Kharkiv region is an elderly: 23.3% of the population fell into the age group from 60 years. Mostly elderly people live in countryside (25.8% of residents aged 60 years and older) than in cities (22.7%). According to the UN recommendation, we used one more aging factor. It considers the proportion of people aged 65 and over. If the figure exceeds 7%, then the population is considered old. In the Kharkiv region it was 16.7%.

Work conclusions. Small town development is a manageable process. since the city included in a complex system of state and world processes, is the object of their impact, we can distinguish three levels of “challenges” that directly or indirectly effect on the development strategies of small cities: micro-, meso- and macro- level. The specificity of a small city management model is determined by

the level with which came "challenge ".

The most effective development of a small city, where creative factors play a decisive role: the strategy of creative city economy; strategy of turning disadvantages into advantages; environmental technology industry development strategy; strategy "theories of small business".

The participatory model of city management makes it possible to most effectively take into account the values and interests of different generations. Theory generations is a new, intensively developing and practically applicable teaching.

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¹Серіков Я., канд. техн. наук, доц.,

²Коженєвські Л., докт. екон. наук., професор,
закордонний академік НАПН України,

¹Серікова К., студентка,

¹Харківський національний університет міського господарства
імені О. М. Бекетова, Україна

²Європейська асоціація безпеки, Польща, віце-президент асоціації

ЗАХИСТ СЕРЕДОВИЩА ІСНУВАННЯ ЛЮДИНИ В СИСТЕМІ «ЛЮДИНА – МІСТО» ВІД АНТРОПОГЕННОГО ЗАБРУДНЕННЯ. ЗАРУБІЖНИЙ ДОСВІД

Середовище існування людини – середовище проживання і діяльності людства, тобто те, що оточує людину – природний і створений нею матеріальний світ. Навколишнє середовище включає природне середовище