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ASSESSMENT OF THE DEVELOPMENT OF GREEN ECONOMY OF REGIONS IN THE CONTEXT OF THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS: CONTRACT ACTIVITIES
ОЦІНЮВАННЯ РОЗБУДОВИ ЗЕЛЕНОЇ ЕКОНОМІКИ РЕГІОНІВ В КОНТЕКСТІ ІМПЛЕМЕНТАЦІЇ ЦІЛЕЙ СТАЛОГО РОЗВИТКУ: КОНТРАКТНА ДІЯЛЬНІСТЬ

Summary. *Introduction. In the context of deepening global environmental, socio-economic and institutional challenges, the concept of green economy as a key tool for ensuring long-term and balanced development of territories acquires special importance. The implementation of the UN Sustainable Development Goals actualizes the need to form effective mechanisms for integrating environmental priorities into regional economic policy, which necessitates a scientifically grounded assessment of the processes of green development economy at the regional level.*

Of particular importance in this context is contract activity as a tool for the implementation of public policy of sustainable development, which ensures the coordination of the interests of the state, business and territorial communities. Contracts in the field of green investments, public-private partnerships, environmental procurement, and infrastructure projects are an important mechanism for stimulating environmentally oriented economic growth in regions.

At the same time, the lack of unified approaches to assessing the effectiveness of contract activities in the context of developing a green economy

in the regions limits the ability to make sound management decisions and reduces the effectiveness of the implementation of the Sustainable Development Goals. This necessitates the development of methodological approaches to the comprehensive assessment of contract mechanisms as a component of institutional support for the green transformation of regional economic systems.

Thus, the study of assessing the development of green economies in the regions in the context of the implementation of the Sustainable Development Goals, taking into account contractual activities, is relevant both from a scientific and practical point of view and corresponds to modern priorities of regional development and environmental policy, regardless of the military impact.

The article is aimed at substantiating a methodological approach to a comprehensive assessment of the processes of green economy development in the regions of Ukraine in the context of the implementation of the Sustainable Development Goals, taking into account the role and effectiveness of contract activities as a tool for the implementation of environmentally oriented regional policy.

Materials and methods. The materials of the study are: 1) the results of scientific and analytical research on the development of a green economy in the regions of Ukraine, taking into account the impact of sustainable development goals and forms of contractual activities; 2) scientific works of domestic authors devoted to the problems of green transformation, regional development, eco-innovations, sustainable production and evaluation of the effectiveness of contract mechanisms.

In the process of the study, the following scientific methods were used: theoretical generalization and grouping (to systematize approaches to the interpretation of the green economy, determine its structural elements, as well as to identify types of contractual activities that are essential for the implementation of the Sustainable Development Goals at the regional level); analysis and synthesis (to identify the relationships between indicators of sustainable

development, parameters of green transformation and the effectiveness of contractual mechanisms); index and indicator approaches (for the formation of a system of indicators for assessing the development of the green economy of the regions and the construction of an integral assessment).

Results. The scientific article investigates the theoretical and methodological foundations of assessing the development of green economy in the regions of Ukraine in the context of the implementation of the Sustainable Development Goals. The essence of the green economy as a modern model of development that combines economic growth, rational use of natural resources, energy efficiency, introduction of eco-innovations and minimization of negative impact on the environment is revealed. European integration processes and the need to improve energy security.

An integrated approach to assessing the level of development of the green economy of the regions, which combines indicator, index, econometric, strategic, spatial and expert methods, is proposed. Particular attention is paid to contract activities as a key tool for the implementation of environmentally oriented projects, which ensures coordination of the interests of the state, business and territorial communities. It has been proved that contractual mechanisms are an important indicator of the institutional capacity of regions, the level of their innovation and ability to implement the Sustainable Development Goals in practice.

An integral indicator for assessing the development of a green economy has been developed, which takes into account environmental, economic, social and contractual components. It is shown that the inclusion of parameters of contract activities increases the accuracy of assessment and allows to determine the real contribution of partnership, investment and procurement mechanisms to the green transformation of regions.

Prospects. In further scientific research, it is proposed to focus on improving regional policy, forming sustainable development strategies and increasing the efficiency of management decisions in the field of green economy.

Key words: *assessment, green economy, regions, sustainable development goals, contract activities.*

Анотація. *Вступ. В умовах поглиблення глобальних екологічних, соціально-економічних та інституційних викликів особливої ваги набуває концепція зеленої економіки як ключового інструменту забезпечення довгострокового та збалансованого розвитку територій. Імплементація Цілей сталого розвитку ООН актуалізує необхідність формування ефективних механізмів інтеграції екологічних пріоритетів у регіональну економічну політику, що зумовлює потребу в науково обґрунтованому оцінюванні процесів розбудови зеленої економіки на регіональному рівні.*

Особливе значення в цьому контексті має контрактна діяльність як інструмент реалізації публічної політики сталого розвитку, що забезпечує координацію інтересів держави, бізнесу та територіальних громад. Контракти у сфері зелених інвестицій, публічно-приватного партнерства, екологічних закупівель та реалізації інфраструктурних проєктів виступають важливим механізмом стимулювання екологічно орієнтованого економічного зростання регіонів.

Водночас відсутність уніфікованих підходів до оцінювання ефективності контрактної діяльності в контексті розбудови зеленої економіки регіонів обмежує можливості прийняття обґрунтованих управлінських рішень та знижує результативність імплементації Цілей сталого розвитку. Що зумовлює необхідність розроблення методичних підходів до комплексного оцінювання контрактних механізмів як складової інституційного забезпечення зеленої трансформації регіональних економічних систем.

Таким чином, дослідження оцінювання розбудови зеленої економіки регіонів у контексті імплементації Цілей сталого розвитку з урахуванням контрактної діяльності є актуальним як з наукової, так і з практичної точки зору та відповідає сучасним пріоритетам регіонального розвитку й екологічної політики не зважаючи на мілітарний вплив.

Метою статті є обґрунтування методичного підходу до комплексного оцінювання процесів розбудови зеленої економіки регіонів України в контексті імплементації Цілей сталого розвитку, з урахуванням ролі та ефективності контрактної діяльності як інструмента реалізації екологічно орієнтованої регіональної політики.

Матеріали і методи. Матеріалами дослідження є: 1) результати наукових та аналітичних досліджень щодо розбудови зеленої економіки в регіонах України з урахуванням впливу цілей сталого розвитку та форм контрактної діяльності; 2) наукові праці вітчизняних авторів, присвячені проблематиці зеленої трансформації, регіонального розвитку, екоінновацій, сталого виробництва та оцінювання ефективності контрактних механізмів;

У процесі здійснення дослідження було використано такі наукові методи: теоретичного узагальнення та групування (для систематизації підходів до трактування зеленої економіки, визначення її структурних елементів, а також для виокремлення видів контрактної діяльності, елевантних для реалізації Цілей сталого розвитку на регіональному рівні); аналізу та синтезу (для виявлення взаємозв'язків між індикаторами сталого розвитку, параметрами зеленої трансформації та результативністю контрактних механізмів); індексного та індикаторного підходів (для формування системи показників оцінювання розбудови зеленої економіки регіонів та побудови інтегральної оцінки).

Результати. У науковій статті досліджено теоретико-методичні засади оцінювання розбудови зеленої економіки регіонів України в

контексті імплементації Цілей сталого розвитку. Розкрито сутність зеленої економіки як сучасної моделі розвитку, що поєднує економічне зростання, раціональне використання природних ресурсів, енергоефективність, впровадження екоінновацій та мінімізацію негативного впливу на довкілля. Обґрунтовано значення зеленої трансформації для України в умовах повоєнного відновлення, євроінтеграційних процесів та необхідності підвищення енергетичної безпеки.

Запропоновано комплексний підхід до оцінювання рівня розбудови зеленої економіки регіонів, який поєднує індикаторний, індексний, економетричний, стратегічний, просторовий та експертний методи. Особливу увагу приділено контрактній діяльності як ключовому інструменту реалізації екологічно орієнтованих проєктів, що забезпечує координацію інтересів держави, бізнесу та територіальних громад. Доведено, що контрактні механізми виступають важливим індикатором інституційної спроможності регіонів, рівня їх інноваційності та здатності до практичної імплементації Цілей сталого розвитку.

Розроблено інтегральний показник оцінювання розбудови зеленої економіки, який враховує екологічні, економічні, соціальні та контрактні компоненти. Показано, що включення параметрів контрактної діяльності підвищує точність оцінювання та дозволяє визначити реальний внесок партнерських, інвестиційних і закупівельних механізмів у зелену трансформацію регіонів.

Перспективи. В подальших наукових дослідженнях пропонується зосередити увагу на удосконаленні регіональної політики, формуванні стратегій сталого розвитку та підвищення ефективності управлінських рішень у сфері зеленої економіки.

Ключові слова: *оцінювання, зелена економіка, регіони, цілі сталого розвитку, контрактна діяльність.*

Problem statement. The implementation of the Sustainable Development Goals provides for the systematic transformation of regional economies in the direction of environmental balance, social inclusion and economic efficiency. In this context, the development of the green economy of the regions is one of the key areas of regional policy, which requires proper institutional, financial and managerial support.

At the same time, in practice, the processes of implementing the principles of green economy at the regional level are characterized by fragmentation, unevenness and limited effectiveness. One of the key reasons is the lack of comprehensive and standardized approaches to assessing the level of development of the green economy in the regions, taking into account the tools for its implementation, in particular contract activities. Available methodologies mostly focus on individual environmental or economic indicators and do not reflect the real impact of contractual mechanisms on the achievement of the Sustainable Development Goals.

Contractual activities in the form of public-private partnerships, green public procurement, investment and infrastructure contracts play an important role in the practical implementation of environmentally oriented projects at the regional level. However, the lack of a proper system for evaluating the effectiveness of such activities makes it impossible to objectively analyze its effectiveness, does not allow to identify the relationship between contractual decisions and the achievement of specific indicators of the Sustainable Development Goals, and also complicates the process of managerial decision-making.

Thus, a scientific problem arises, which is the need to form methodological foundations for a comprehensive assessment of the development of green economy in the regions in the context of the implementation of the Sustainable Development Goals, taking into account the role and effectiveness of contract activities. Solving this problem will contribute to increasing the effectiveness of

regional economic policy, the validity of managerial decisions and the effectiveness of the implementation of the principles of sustainable development at the regional level.

Analysis of recent research and publications. The development of a green economy in the regions of Ukraine in the conditions of war, post-war recovery and implementation of the Sustainable Development Goals (SDGs) is the subject of active scientific discussions. The analysis of modern research allows us to identify several key areas: transformation of the real sector, adaptation of international approaches to Ukrainian realities, regional aspects of green modernization, development of eco-innovations and assessment of the sustainability of economic processes.

In particular, Sobkevych O. V., Shevchenko A. V., Rusan V. M. and others in the analytical report of the NISS form a systematic vision of the transformation of the real sector of the economy in the conditions of war and post-war recovery [1]. The authors emphasize that green modernization should become the basic principle of reconstruction, since traditional development models have exhausted their potential. The main developments of scientists are as follows: critical structural imbalances of the real sector, which have intensified as a result of the war, have been identified; the need for transition to resource-saving, low-carbon technologies is substantiated; the role of government contracts, industrial parks, clusters as tools for stimulating green transformation is emphasized; the importance of the institutional capacity of the regions in the implementation of sustainable development projects was emphasized; determined that post-war reconstruction should be based on the principles of the European Green Deal. It is important that the authors consider the contractual activities of the state and business as a key mechanism for the implementation of green policy at the regional level.

The article by Yukhimenko P. I., Batazhok S. G., Yanovych N. V. analyzes the world experience of the transition to a green economy and the possibilities of

its adaptation in Ukraine [2]. Key provisions: the models of green economy used in the EU, OECD and Asia are systematized; it is determined that a successful transition is based on institutional coherence, financial incentives, green investments and contractual mechanisms; emphasized that Ukraine has significant potential in the areas of RES, circular economy, energy efficiency, but is constrained by the weakness of the regulatory environment; the adaptation of international instruments, in particular green agreements, environmental contracts, and ESG approaches, is proposed. This study forms a theoretical basis for evaluating regional processes of green transformation.

Marchenko O. Y. analyzes the key directions of green transformation of the regional economy in the period of post-war reconstruction [3].Main conclusions: regions have different levels of readiness for green modernization, which requires differentiated approaches; priorities have been identified: restoration of infrastructure according to green standards, development of RES, greening of industry, digitalization of resource management; emphasized the importance of contractual relations between the state, communities and business for the implementation of sustainable development projects; A system of indicators for assessing regional green transformation has been proposed. The article directly correlates with the topic of the article, as it offers assessment tools.

Fisunenko P. A. investigates trends in the sustainable development of the green economy of Ukraine in the context of European integration [4]. Main developments: the dynamics of environmental, energy and innovation indicators are analyzed; it is determined that Ukraine is moving in the direction of the European Green Deal, but at an uneven speed; the role of European financial instruments, in particular grants, green bonds, recovery funds, was emphasized; emphasized the need to harmonize regional policy with EU requirements. The scientist reinforces the argument for the importance of integrating the SDGs into regional strategies.

Horbach L., Ruban O., Humeniuk Y. consider the green economy in the context of globalization and focus on sustainable production [5].Key provisions: global trends require the transition to environmentally responsible production models; Barriers for Ukrainian enterprises have been identified: technological backwardness, low innovation, limited access to financing; Incentive mechanisms are proposed: environmental standards, green contracts, tax incentives, support for innovation. The study highlights the importance of modernizing production processes in the regions.

Yaremenko V. I. conducts an econometric analysis of the implementation of eco-innovations in Ukraine and the EU [6]. Main results: the positive impact of eco-innovations on the productivity and competitiveness of regions was established; it is shown that Ukraine is significantly lagging behind the EU in terms of the level of innovation; identified key drivers: investments in R&D, digitalization, partnerships between universities and business; The need for state contracts for innovative environmental solutions is substantiated. Which adds a quantitative basis for evaluating green transformation.

Sych K., Bugaychuk V., Grabchuk I. analyze trends and prospects for the development of green economy in Ukraine [7]. Main developments: key areas have been identified: energy efficiency, RES, waste management, ecological transport; the importance of public policy and regional strategies is emphasized; The need for the development of green entrepreneurship and contractual cooperation mechanisms was emphasized. The conducted research is one of the basic ones for the formation of the conceptual basis of the green economy.

The analysis of publications demonstrates that current research focuses on the following key aspects: regional differentiation in readiness for green transformation; contract activities as a tool for the implementation of environmental projects; eco-innovations and digitalization as drivers of sustainable development; European integration vector, which determines standards and requirements; post-war reconstruction, which should be based on

green principles; the need for a system of indicators to assess the progress of regions. The analyzed developments form a scientific basis for the development of a methodological approach to assessing the development of green economies in regions in the context of the implementation of the SDGs and the development of contractual mechanisms.

The article is aimed at substantiating a methodological approach to a comprehensive assessment of the processes of green economy development in the regions of Ukraine in the context of the implementation of the Sustainable Development Goals, taking into account the role and effectiveness of contract activities as a tool for the implementation of environmentally oriented regional policy.

Materials and methods. The materials of the study are: 1) the results of scientific and analytical research on the development of a green economy in the regions of Ukraine, taking into account the impact of sustainable development goals and forms of contractual activities; 2) scientific works of domestic authors devoted to the problems of green transformation, regional development, eco-innovations, sustainable production and evaluation of the effectiveness of contract mechanisms.

In the process of the study, the following scientific methods were used: theoretical generalization and grouping (to systematize approaches to the interpretation of the green economy, determine its structural elements, as well as to identify types of contractual activities that are essential for the implementation of the Sustainable Development Goals at the regional level); analysis and synthesis (to identify the relationships between indicators of sustainable development, parameters of green transformation and the effectiveness of contractual mechanisms); index and indicator approaches (for the formation of a system of indicators for assessing the development of the green economy of the regions and the construction of an integral assessment).

The use of these methods ensured the comprehensiveness of the study, made it possible to integrate quantitative and qualitative assessment parameters and form a scientifically based methodological approach to determining the level of development of the green economy of the regions in the context of the implementation of the Sustainable Development Goals.

Presentation of the main material. Green economy is a modern model of development, which combines economic growth, rational use of natural resources and minimization of negative impact on the environment. Its essence is to ensure the well-being of society today, without reducing the opportunities of future generations. This approach involves the transition from traditional energy-intensive and resource-intensive practices to technologies based on energy efficiency, renewable energy sources, environmentally responsible production and rational consumption. An important element of the green economy is circularity, that is, maximizing the reuse of materials, recycling and reducing waste.

The green economy covers the development of clean technologies, the introduction of eco-innovations, industrial modernization, decarbonization of transport, and improving the energy efficiency of buildings and industries. It also provides for the formation of new financial mechanisms for green investments, green bonds, ESG approaches that stimulate business to environmentally responsible activities.

For Ukraine, the transition to a green economy is of particular importance. Post-war reconstruction opens up an opportunity not only to rebuild destroyed infrastructure, but to create a modern, sustainable and competitive economy that meets the requirements of the European Green Deal. It is also a way to strengthen energy security, reduce dependence on fossil fuels, develop regions and attract international investment. The green economy becomes the basis for the implementation of the Sustainable Development Goals, the creation of new jobs,

the improvement of the quality of life and the integration of Ukraine into the European Economic Area.

Assessment of the development of green economy in the regions of Ukraine is based on a combination of several groups of methods that allow comprehensively measuring environmental, economic, innovative and social changes. In the scientific literature and practice of regional development, an approach is gradually being formed that combines quantitative indicators, qualitative assessments, econometric models and strategic analysis tools.

In general, the methods can be described as follows. Sustainability assessment is one of the most common approaches. It involves the use of a system of indicators reflecting the state of energy consumption, the share of renewable energy, the level of emissions, the volume of waste processing, innovative activity, investments in green technologies, environmental quality and social effects. Such indicators allow you to compare regions with each other and track the dynamics of changes over time.

Index methods involve the construction of integral indices that generalize different groups of indicators into a single numerical dimension. These can be green economy indices, eco-innovation indices, energy efficiency indices, or environmental safety indices. They make it possible to assess the level of development balance and determine the strengths and weaknesses of regions.

Econometric methods are used to analyze the impact of eco-innovations, investments, government support or regulatory changes on economic and environmental outcomes. Such models allow you to identify cause-and-effect relationships, assess the effectiveness of policies, and determine the factors that have the greatest impact on green transformation.

Strategic analysis methods, in particular SWOT, PESTEL, GAP analysis, are used to assess the institutional capacity of regions, barriers and opportunities related to the implementation of the green economy. They help determine how

ready the region is to implement green projects, what resources it has, and what risks exist.

Contract-based evaluation involves analyzing the effectiveness of state and municipal contracts, partnerships, grant programs, green procurement, and investment agreements. This approach allows us to determine to what extent the tools of cooperation between the state, business and communities contribute to green modernization.

Spatial analysis methods are used to identify territorial imbalances, green development clusters, environmental risk zones and potential. The use of geographic information systems makes it possible to assess the spatial structure of green investments, infrastructure and natural resources.

Expert methods, including Delphi, questionnaires and interviews, allow you to assess qualitative aspects: the level of institutional readiness, the effectiveness of management, the perception of reforms, barriers to business and the community.

Together, these methods form a comprehensive toolkit that makes it possible to assess not only the current state of the green economy of the regions, but also the dynamics of its development, the effectiveness of policies, the level of integration of the Sustainable Development Goals and the effectiveness of contract activities. This approach provides an opportunity to form informed management decisions and determine priorities for further green transformation.

Contract activities in the system of assessment of the development of green economy in the regions of Ukraine play the role of not just an auxiliary tool, but a mechanism that directly forms the pace, quality and effectiveness of green transformation. It becomes the "bridge" that combines state policy, business initiatives, community interests, and the requirements of international partners.

In the context of assessing the green economy, contract activities are considered as an indicator of the institutional capacity of the region, the level of its openness to innovation, the ability to attract investments and implement

sustainable development projects. Through the system of contracts, it is possible to assess how effectively the region uses available tools — from green procurement to public-private partnerships, grant programs, investment agreements, municipal contracts for energy efficiency or waste management.

Contractual mechanisms allow you to measure real progress, since they fix specific obligations, deadlines, financial volumes, expected environmental and economic results. That is why in the system of evaluating the green economy, they act as quantitative and qualitative indicators. The quantitative ones include the volume of green contracts concluded, the share of green purchases in budgets, the number of public-private partnership projects in the field of ecology, the volume of investments in RES or eco-innovations. Qualitative indicators cover the effectiveness of contract execution, the level of transparency, compliance with environmental standards, the degree of involvement of communities and businesses.

In a broader sense, contractual activity reflects the ability of a region to move from declarations to practical actions. If a region actively concludes contracts for infrastructure modernization, energy efficiency, renewable energy development, waste management or the introduction of eco-innovations, this indicates the real integration of green economy principles into its development policy.

Thus, in the system of assessment of the development of the green economy, contract activities act as a measure of institutional maturity, investment attractiveness, managerial efficiency and the ability of the region to implement the Sustainable Development Goals in practice. It allows not only to record achievements, but also to identify barriers, prioritize and form informed management decisions for further green transformation.

The integral indicator for assessing the development of the green economy of the region is proposed to be determined by the formula (1):

$$IGEr = \sum nwi \cdot SDGir+j = \sum mvj \cdot Cjr \quad (1)$$

де:

IGE_r – Integral Index of Green Economy Development of the R-th Region;

SDG_{ir} – normalized value of the i-th indicator of the implementation of the Sustainable Development Goals in the r-th region (environmental, economic, social indicators);

C_{jr} – normalized indicator of the j-th parameter of contract activity in the field of green economy of the region;

w_i – the weighting factor of *the significance of the i-th indicator of the SDGs;*

v_j – weight coefficient of significance *of the j-th indicator of contractual activity;*

n – кількість показників імплементації ЦСР;

m – the number of indicators of contract activity.

To increase analytical accuracy, it is advisable to represent the integral indicator in the form of a weighted sum of functional blocks (2):

$$IGEr=\alpha Er+\beta Sr+\gamma Ecr+\delta Kr \quad (2)$$

де:

E_r – environmental component of the green economy of the region;

S_r – Social component;

Ec_r – economic component;

K_r – component of contract activities in the field of green economy;

$\alpha, \beta, \gamma, \delta$ – coefficients of weight of components,

$$\alpha + \beta + \gamma + \delta = 1$$

Component of contract activities (3):

$$K_r = \Sigma(v_j \cdot (C_green_jr / C_total_jr)) \quad (3)$$

де:

C_{jr}^{green} –the volume or number of green contracts in the region;

C_{jr}^{total} –Total volume of contract activities of the region.

Conclusions. The article substantiates that the development of the green economy of the regions of Ukraine is a key direction in the implementation of the Sustainable Development Goals, especially in the context of post-war recovery and global environmental challenges. It is determined that the effective implementation of the principles of the green economy requires not only an environmentally oriented policy, but also appropriate institutional and financial support, in particular through the mechanisms of contractual activities.

Contract activities are considered as an important tool for coordinating the interests of the state, business and communities, which allows the implementation of sustainable development projects at the regional level. At the same time, the lack of unified approaches to assessing the effectiveness of such mechanisms limits the possibilities of making informed management decisions.

Within the framework of the study, a methodological approach to a comprehensive assessment of the development of a green economy in the regions is proposed, which combines indicator, econometric, strategic, spatial and expert analysis. Particular attention is paid to the assessment of contract activities as a component of the institutional capacity of regions.

The results of the study can be used to form regional strategies for sustainable development, improve public-private partnership mechanisms, increase the efficiency of green procurement and investment contracts. The proposed approach contributes to the integration of environmental priorities into regional economic policy and provides a basis for decision-making focused on the long-term sustainability and competitiveness of territories. Which should be the object of further research.

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