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LIBANOVA, E.M., MAKAROVA, O.V., and SARIOGLO, V.G.

Ptoukha Institute for Demography and Social Studies, the NAS of Ukraine,
60, Taras Shevchenko Blvd, Kyiv, 01032, Ukraine,
+380 44 486 6238, demography@idss.org.ua

ACTIVATION POLICY AS AN INVESTMENT IN HUMAN CAPITAL: THEORY AND PRACTICE

Introduction. *Social and economic activation programs are a key area of the social policy in advanced economies. A defining feature of this policy is a shift in focus from passive assistance to employment promotion and economic activity.*

Problem Statement. *Implementation of activation programs requires the creation of a relevant methodological basis and tools for their development, realization and evaluation.*

Purpose. *To substantiate approaches to the implementation and evaluation of programs for activating idle recipients of social assistance.*

Materials and Methods. *The results of projects implemented as part of international support programs in 2011–2018, in particular, a pilot project directed to test mechanisms for attracting recipients of benefits to the labor market have been considered. The face-to-face sociological survey methods, statistical methods for processing anonymous data from the social assistance system registry, as well as the method of combining data from the registry and the survey have been used. A methodology for monitoring the effectiveness and efficiency of activity tools has been specially developed.*

Results. *The prerequisites for creation of the activation policy were identified, and the experience of its implementation has been generalized. Based on the assessment of the composition and psychological attitudes of social assistance recipients, results of previous reforms, the relevance of implementing activation programs in Ukraine has been proved. The essence of programs promoting employment and activating socially vulnerable groups of the population has been determined. The project has been evaluated on a set of criteria, including the impact on unemployment, poverty, budget revenues, and jobs. Recommendations on the practical implementation of activation programs have been developed.*

Conclusions. *Piloting the activation tools has shown their high efficiency. However, in spite of the obvious positive results, risks that shall be taken into account when introducing the tools into practice have been identified.*

Key words: social policy, investment state, activation programs, recipients of social assistance, employment promotion, program evaluation, and effectiveness of social support.

Programs for social and economic activation of the able-bodied unemployed population is one of the key areas of social policy of modern advanced economies. Their introduction and widespread use are associated with the process of reforming the European social policy of the overall wealth in the 1980s and 1990s, which is described by experts as moving

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towards an investment state (or a state that activates people). One of its defining features is shifting emphasis from passive social assistance to employment promotion policy [1]. Theoretical and methodological justification for such a shift is set out in [2], where the author has identified the types of activation policies implemented in European countries since the 1950s, studied the expenditure profiles of such policies across the countries, depending on trajectories of their development, and explained objective and historical preconditions for the evolution of the policy of activation.

The current period of development and implementation of the activation policy is certainly associated with a problematic demographic situation in European countries, in particular with the aging of population, and a significant pressure of social expenditure. In addition, global processes of increasing competition, recognizing that competitiveness today is determined by the quality of labor force and the adaptability to new conditions, have played an important role in implementing the ideas of social investment and in intensifying the social policy. Therefore, the wealth state through encouraging the activity and desire of people to get well paid job should drive the transition from social consumption to social investment [3].

In 2013, the European Commission adopted the Social Investment Package (SIP) [4, 5] that aimed at stimulating investment in social policy, despite the current negative financial situation, as it might help reduce future social expenditure. Social investments are designed to extend capacity of people and to support their involvement in developing the society and the labor market. They are implemented through the modernization of social security systems, the implementation of strategies for active involvement, lifelong investment, and so on.

The modernization of the social security system in Ukraine started with Ukraine's independence and the proclamation of the course towards liberalization of public relations. However, for a

long time, it remained a paternalistic system. The main controversy was that despite proclaiming freedom of labor and employment, most types of social assistance were paid by government regardless of the needs of beneficiaries, on a categorical basis, without the use of active mechanisms to get beneficiaries out of trouble. Eventually, a certain category of individuals and families who live on social subventions for a long time without trying to find a way out of poverty has been formed in Ukraine. At the same time, they either have no internal motivation to actively look for job, or work off the books (in informal or hidden economy) in order to continue receiving a financial aid from government.

The purpose of this research is to substantiate the feasibility of introducing programs to activate the unemployed able-bodied population that need social support and to assess the effectiveness of activation measures by the example of pilot projects in this area in Ukraine. To do this, it is necessary to summarize the international experience in implementing programs to activate the unemployed population and evaluating their results; to substantiate the feasibility of implementing such programs in Ukraine; to analyze the domestic practice of implementing activation programs; and to develop methodological approaches to evaluating the results of activation programs.

In general, the activation policy is defined as a combination of measures and instruments of social support policy aiming at facilitating job search and employment of unemployed able-bodied persons who are recipients of social aid, enhancing their involvement in the life of society, encouraging them to look for a way out of hardship, and to adapt themselves to life on their own expense.

The set of tools used by the activation policy includes as follows:

- ◆ measures to develop motivation for using one's own capacity and abilities to work (incentives for employment or job search, including setting appropriate requirements for recipients of social benefits, sanctions for employment refu-

- sal and benefits to recipients who are looking for job or employment);
- ◆ introduction of training and retraining programs designed to increase chances of job applicants in the labor market;
- ◆ introduction of employment programs aiming at supporting the demand for labor and expanding earning opportunities (subsidizing wages, creating jobs, providing financial support for starting and running business).

The OECD Member States have rich experience and traditions in implementing activation programs. Typically, these programs are aimed at specific target groups, such as low-skilled urban youth. Expectations from the implementation of such programs are to increase employment and to reduce the burden on national budgets through reducing social subventions.

The review of the results of OECD activation policy implementation [6] has enabled some conclusions about its positive impact on employment. However, the evaluation of efficiency of the implemented activation programs has shown that not all programs are cost-effective, and the same programs have different effects in different countries. The main conclusion to be drawn from the OECD experience is that while implementing such programs it is highly advisable to combine different instruments of influence, given the mentality of the population and the current economic situation in each country. When assessing the effectiveness of such programs it is necessary to take into consideration their limited scale (usually they cover small groups, they are short-lived and the amount of investment is quite limited). Also it should be borne in mind that the effect of the implementation of programs is not instant, but may occur over a period of time (a year or more).

The review of best practices of activation programs OECD Member States has shown that for countries with developed social security systems, activation programs can be successfully used to counteract the spread of negative incentives to seek job, due to the regulations for social assistance. In general, the paper notes that the current view

of global economists is that activation strategies play an important role both in mitigating the worst effects of economic shocks and in providing a policy tool to promote a fairer labor market and employment opportunities [7].

Ukraine is one of the countries that have experienced economic and socio-political upheavals, and at the same time, have a fairly developed system of social security. The major programs of government social assistance in Ukraine include: social assistance to families with children, social subventions to low-income families, housing subsidies. Every year, about 25% of the total consolidated budget is spent on social security. According to the household living conditions survey, in Ukraine, almost 60% of households has at least one beneficiary of social security program. However, the effect of these programs on the population is quite ambiguous. After all, the poverty level of families with children remains high, especially for families with children under 3 years old and large families. At the same time, wages of family members do not always guarantee protection against poverty: today the risk of poverty among families where all able-bodied people are employed is higher than 20% and this level does not differ much from the general one in Ukraine (24%).

- ◆ Significant budget funds are spent on social support programs in Ukraine, moreover, this expenditure is growing rapidly. There is a high level of coverage of the population with social security programs, but it is necessary to answer the questions “How effective are they?” and “Is there a clear desire to further increase social payments”.
- ◆ Among beneficiaries of subventions to low-income families, almost 37% is able-bodied people. Obviously, this segment of the population has a capacity to work, but is socially vulnerable in terms of the ability to get a suitable job. These people either are not employed at all or have extremely low earnings. On the one hand, a wide spread of this phenomenon is caused by the inability of such people to get out of the situation on their own, on the other hand, the app-

licable legislation regulating the payments to low-income families does not encourage them to make efforts for improving their situation.

A low activity in finding a way out of poverty is evidenced by a rather long period of being beneficiary of social assistance programs. The share of long-term beneficiaries is 67.8% among those who receive subventions to low-income families (the average period is 25 months); 84% among those who get social aid to single parents (average duration is 5 years); 90% among the recipients of housing subsidy.

In Ukraine, within the projects of the Ministry of Social Policy of Ukraine to improve the social assistance system, several surveys have been conducted to study the specifics of social assistance recipients. Thus, according to the results of the first wave of survey (2011–2012), in particular the typological study of social security beneficiaries¹, it has been established that a significant part of able-bodied persons, among the beneficiaries, have problems with employment. In particular:

- ◆ among the families receiving a nursing aid for children under 3 years old, 36.8% have able-bodied people who are not employed but want to find a job; the main reasons for their unemployment are: the lack of steady jobs (62.1%), low wages (40.1%), the lack of occupational jobs (28.6%); in almost every fifth family (19.8%) unemployed able-bodied people cannot find a job because of family circumstances; 23.0% of the families would agree to participate in relief works;
- ◆ among the beneficiaries of subventions to low-income families, 42.0% is able-bodied people who are not employed but want to find a job; the reasons for their unemployment are: the lack of steady jobs (64.8%), low wages (35.2%), the lack of occupational jobs (27.3%); 18.2% of unemployed able-bodied people cannot find a job because of family circumstances; 29.1%

of the families would agree to take part in relief works;

- ◆ among the single parents who are social security beneficiaries (mothers, widows, widowers, adoptive parents), one third (33.3%) has able-bodied people who are not employed but want to find a job; the main reasons for their unemployment are: the lack of steady jobs (57.2%), low wages (33.9%), the lack of occupational jobs (22.2%); in almost every fourth family (24.92%) the unemployed people cannot find a job because of family circumstances; 23.1% of the families would agree to take part in relief works.

One of the reasons for long-term poverty of applicants for social security payments is their mindset. As a rule, such people are absolutely not confident in their abilities; do not believe that their experience and knowledge may be in demand; are afraid of changes; rely on assistance from government rather than on their own abilities; have a laissez-faire approach; have a low self-esteem. This situation is especially dangerous for families with children, because for children raised in poor families, the risk of poverty in the future adult life is much higher.

Even such a traditional type of social security as nursing aid for children under 3 years old affects the psychological state of its beneficiaries, the vast majority of whom are young women with higher education. Thus, according to a special survey of mindset for poverty conducted in 2012 within the *Social Security Improvement* project of the Ministry of Social Policy of Ukraine, it has been established that after childbirth, a woman with higher education experiences feeling of social uselessness, financial insolvency, and hopelessness. In addition, reflectivity, as a personal trait, directly depends on the level of education. Therefore, the feeling of being socially unwanted hurts people with higher education especially strongly. Typically, the beneficiaries of this type of aid have mindset “We must be content with matters as they stand” or “We must keep what we have.” A person with such a state of mind focuses

¹ The study was carried out within the framework of implementation of the *Social Security Improvement* project of the Ministry of Social Policy of Ukraine, 2012.

on passively securing what he/she has achieved rather than on actively augmenting his/her wealth. It can be assumed that during a maternity leave, while caring for her child, a woman is not psychologically set on climbing career or money making, and therefore chooses to be satisfied with her status quo and to keep what she has.

The surveys have confirmed the fact that the social security beneficiary families experience not only economic problems. Often such families lose some family functions, which is associated with antisocial behavior of family members. Without external assistance, such families are unable to overcome difficulties, and the loss of time in this case can lead to social rejection, impairment of children's health (including mental problems), the formation of children's predisposition to antisocial behavior, and so on. It is clear that job is needed to provide assistance to the family by means of a professional service. It is very important for such groups to implement rehabilitation measures aiming at restoring social connections broken or lost as a result of health problems, disability, deviant behavior (people suffering from drug addiction, alcoholism, etc.).

The reasons for ineffectiveness of social security programs are the imperfection of the legislation, the inadequate assessment of the need for assistance, as well as the mental factors, in particular, too loyal attitude towards to dependency on social security payments and the abuse of them. It is obvious that financial assistance is not the best type of support, as poverty is caused by other reasons, such as the lack of job places or proper qualifications, the loss of labor capacity, serious illness (including alcohol or drug addiction), the loss of property or housing, the inability of family to fully perform its functions because of behavioral features (antisocial manifestations), and unless special measures to overcome these problems are taken, the vast majority of social assistance beneficiaries does not feel the need to independently get out of problems.

It is becoming increasingly clear that the main task of social security should be to shift the focus

from financial aid to social inclusion measures for enabling the beneficiaries to return to the labor market and full independent life. Preventing poverty, counteracting its spread and the emergence of centers of stagnant poverty is one of the most important priorities of government social policy. Stagnant poverty is especially socially dangerous among the able-bodied population and families with children. These groups should be a prime focus of social services in terms of social adaptation, rehabilitation, and employment assistance.

The second wave of research (2014–2018) covered the projects to improve the targeting of social assistance programs (2014) and the *Helping Hand* pilot project implemented in 2017–2018. The pilot project aimed at testing modern mechanisms for attracting unemployed able-bodied persons from among low-income families and internally displaced persons who are social security beneficiaries to the labor market and to give them the opportunity to get rid of dependence on social subventions. The essence of the mechanisms proposed in the project was to promote employment and involvement in relief works and to provide microloans for starting business. The *Helping Hand* project was implemented in Lviv, Poltava, and Kharkiv Oblasts, and since 2018, in some united territorial communities of Zhytomyr, Donetsk, and Chernihiv Oblasts.

In total, during the implementation of the *Helping Hand* pilot project, 5.9 thousand people were involved in it, out of whom 73% were unemployed able-bodied beneficiaries of social subventions to low-income families and 27% were internally displaced persons. About a third of the project participants had higher education, including complete, basic (bachelor), and incomplete (junior specialist), also about a third had vocational education, less than 20% was persons with complete general secondary education. The rest of the participants had a lower level of education.

The majority of project participants (over 90%) was unemployed, out of whom about 90% was officially registered at the Employment Center. Almost half of the people had a work experience from

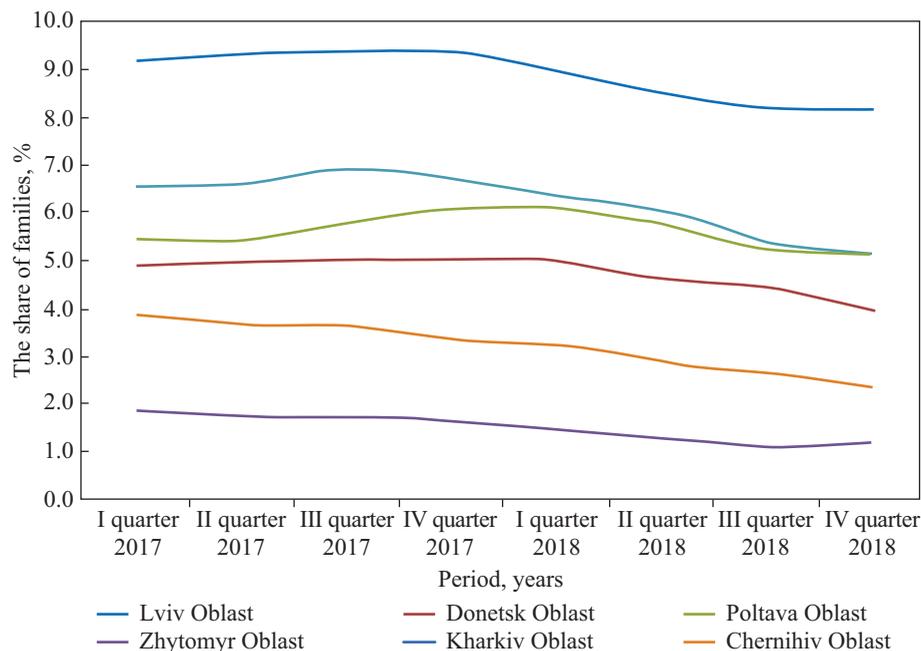


Fig. 1. Dynamics of the number of families of SSPLIF beneficiaries with one able-bodied person who is not involved in care and has no earned income, by regions

1 to 5 years, 20% had worked from 5 to 10 years, and the rest of them had a longer experience. At the same time, about 50% of participants had a short period off the job (less than 1 year), 20% of participants had a period off the job longer than 5 years. More than half of the participants were unemployed because of the lack of suitable job in terms of wage, 35% did not work because of the lack of job within the transport accessibility or with a convenient work schedule. Difficult family circumstances were mentioned as reason for unemployment by 19% of project stakeholders. During the project implementation, many families (up to 30%) had been receiving social subventions to low-income families for more than 5 years, which indicated the prevalence of “stagnant” poverty among them.

The vast majority of project stakeholders (over 80%) mentioned employment as desired form of involvement in the pilot project, from 12 to 15% wanted to start their own business, the rest of the stakeholders tended to being involved in relief works. This distribution was typical for all pilot

regions. Only 4–5% of stakeholders had experience in doing business, so almost everyone who wished to start his/her own business needed comprehensive assistance in relevant issues. In particular, almost all of them needed help in developing a business plan, about half counted on financial and legal support, and about 40% considered it necessary to pass appropriate training.

The analysis of data on the implementation of the pilot project has provided grounds for a general conclusion on its successful implementation. Despite some seasonal fluctuations, the number of stakeholders increased significantly throughout the period. On average, 270 people joined the project monthly, 102 people were employed, 43 people joined relief works, and 11 people received financial aid to start their own business.

To assess the effectiveness of the pilot project, during its implementation, a comparative analysis of changes in the families of beneficiaries of the social security program for low-income families (SSPLIF), who were involved in the pilot project and in the families of SSPLIF beneficiaries

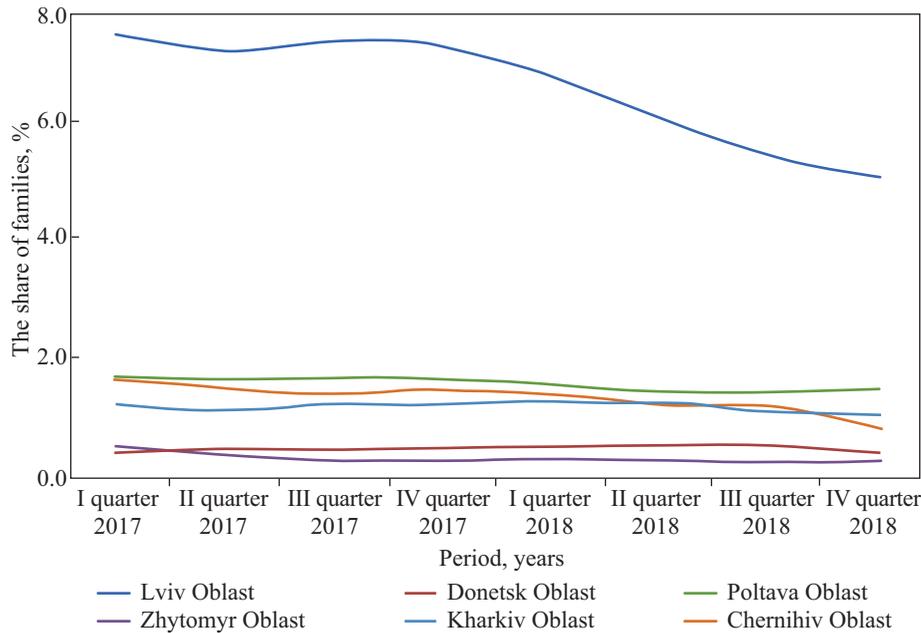


Fig. 2. Dynamics of the number of families of SSPLIF beneficiaries with two able-bodied persons who are not involved in care and one of whom has no earned income, by regions

from the so-called “quasi-experimental” group. The latter consisted of families who had not been planned to be studied at the beginning of the project and, therefore, not included into the reference group. For this purpose, in the register of families of SSPLIF beneficiaries, specialists of the Information and Computing Center of the Ministry of Social Policy of Ukraine identified groups based on the region of residence, the number of family members, the number of children, the number of able-bodied persons who were not involved in child care and those who did not have earned income. The dynamics of these groups among all families involved in the SSPLIF program, by regions and quarters of 2017 and 2018, have been analyzed. It should be noted that it is impossible to identify registered families involved in the pilot project because of personal data protection. Thus, the “quasi-experimental” groups were virtually all families of SSPLIF beneficiaries from Zhytomyr, Donetsk, and Chernihiv Oblasts, who joined the pilot project at the last stage of its implementation, by a few territorial communities.

The effect of the *Helping Hand* project on different characteristics of the families of SSPLIF beneficiaries and on the dynamics of changes, both during the project implementation and during a certain period after its completion has been assessed in various ways. Here, as an illustration, it is advisable to present the results of such assessments for groups of families that include unemployed able-bodied persons who are not involved in child care and have no earned income. There are three groups of such families: the families with one able-bodied person who is not involved in child care and has no earned income; the families with two able-bodied persons who are not involved in child care and one of whom has no earned income; the families with two able-bodied people who are not involved in care and have no earned income. The results of estimating the change in the relative number of such families are presented in Figs. 1–3.

As can be seen from the data shown in Fig. 1, in 2018, there is a steady decrease in the share of families of SSPLIF beneficiaries with one able-bodied person who is not involved in care and has

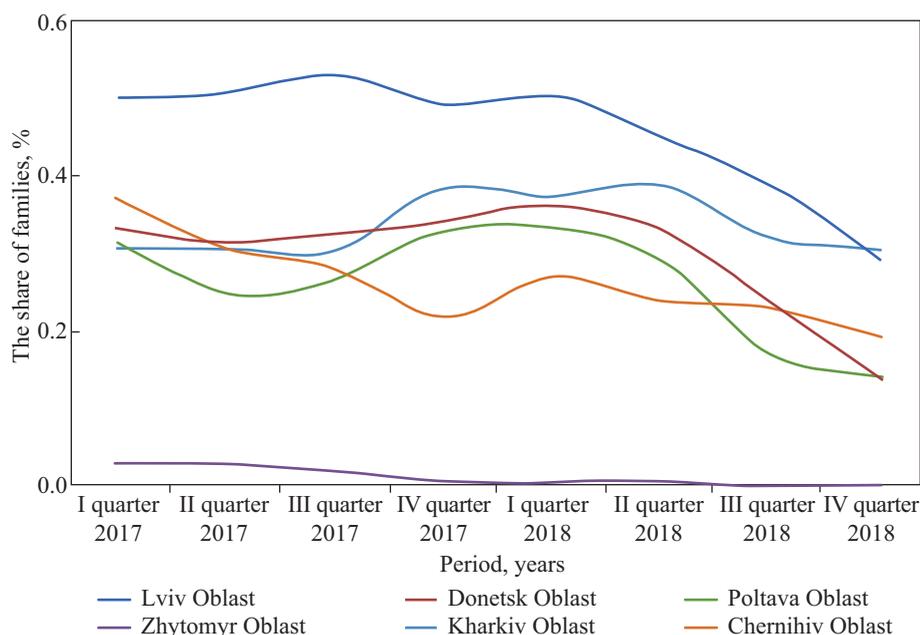


Fig. 3. Dynamics of the number of families of SSPLIF beneficiaries with two able-bodied persons who are not involved in care and have no earned income, by regions

no earned income. The data show that in the pilot oblasts (Lviv, Poltava, and Kharkiv), the share of such families is relatively higher than in the other three oblasts (the “quasi-experimental”, Zhytomyr, Donetsk, and Chernihiv). The rates of decrease in these shares, in general, are similar in all six areas and, there are no reasons to believe that the main factor in the decrease is the measures implemented under the pilot project. Most likely, the general trends in the composition of SSPLIF beneficiaries are caused by other factors, regardless of the project.

At the same time, the results of assessing the dynamics of the relative number of families with two able-bodied people who are not involved in care and one of whom has no earned income (Fig. 2) allow us to conclude that the pilot project has an effect on such families. Having compared the first and the fourth quarters of 2018, it is found that the share of families in this group in the pilot regions decreased 1.20 times, while the share of such families in the other three regions a little bit increased (the ratio is 0.95). That is, the effect of the pilot project for such families is about 1.27 times ($1.27 = 1.20 / 0.95$). Given the larger share of such

families in Lviv and Poltava Oblasts, the decrease in their number is considered significant.

The effect of the pilot project on the share of families with two able-bodied persons who are not involved in care and have no earned income should be considered noticeable as well (Fig. 3). The share of families in this group in the fourth quarter of 2018 as compared with the first quarter of 2018, in the pilot regions, decreased 1.77 times, while the share of such families in the other three regions decreased, on average, 1.34 times. Thus, the effect of the project is about 1.32 times.

Other significant results of the pilot project are as follows:

1) Job creation, reduction in unemployment and poverty in the pilot regions

The activation in the pilot project of about 3.3 thousand able-bodied people has led to a corresponding decrease in unemployment in the pilot regions. The employment of almost 2.4 thousand people has entailed a significant reduction in the registered unemployment rate. The persons who were employed in the course of project were paid, on average, about 2050 UAH monthly per person,

during 12 months of 2018, which led to a corresponding increase in the living standards of their families. In particular, for the families in which one able-bodied person was employed, this amount of income (given the average family size that for the families with able-bodied persons was about 4.4 persons) filled the average gap to the monthly subsistence rate per person, which during this period averaged about UAH 420. Accordingly, the depth and level of poverty in the pilot regions decreased.

2) Increasing revenues to the national and local budgets

In 2018, the stakeholders of the pilot project employed at enterprises received about UAH 15.6 million cash income, in particular, about UAH 4.0 million, in Lviv Oblast, about UAH 4.5 million, in Poltava Oblast, and about UAH 7.1 million, in Kharkiv Oblast. Consequently, almost UAH 4.2 million single social security tax was transferred to social security funds: about UAH 1.1 million, in Lviv Oblast, UAH 1.2 million, in Poltava Oblast, and about UAH 1.9 million in Kharkiv Oblast. About UAH 3.5 million individual income tax was transferred to local budgets: about UAH 0.9 million, in Lviv Oblast, UAH 1.0 million, in Poltava Oblast, and UAH 1.6 million, in Kharkiv Oblast. The total amount of the military levy amounted to about UAH 290,000. The persons employed by individual entrepreneurs who received financial aid were paid about UAH 3.1 million in cash, in the three pilot oblasts. About UAH 850,000 single social security tax was transferred to social security funds. Almost UAH 700,000 was transferred to local budgets. The amount of military levy amounted to about UAH 58 thousand.

According to the results of the project monitoring, the total salary for 12 months of 2019 received by the persons involved in relief works amounted to about UAH 2.0 million: approximately UAH 100 thousand, in Lviv Oblast, UAH 930 thousand, in Poltava Oblast, and UAH 970 thousand, in the Kharkiv Oblast (this estimate is based on the number of persons involved in relief works in Lviv Oblast, in 2018, and the average salary of

such persons in Poltava and Kharkiv Oblasts). Consequently, about UAH 540 thousand were transferred to social security funds: about UAH 30 thousand, in Lviv Oblast, UAH 250 thousand, in Poltava Oblast, and UAH 260 thousand, in Kharkiv Oblast. About UAH 445,000 individual income tax (IIT) was transferred to local budgets: about UAH 23,000, in Lviv Oblast, UAH 207,000, in Poltava Oblast, and UAH 215,000, in Kharkiv Oblast. The total military levy amounted to about UAH 37 thousand.

It should be noted that, according to the results of household living conditions survey, the income received by households with relatively low living standards (which include the families of the pilot project stakeholders) are largely used for consumption, with the corresponding amount of VAT and excise duties paid.

3) Return of the long-term unemployed to the labor market and reintegration of internally displaced persons

The pilot project measures have proved to be quite effective in terms of returning the unemployed people to the labor market, even those who had not worked for a rather long period. During the project implementation period, in the three pilot oblasts, the share of persons who had no job and were not engaged in care among the families of SSPLIF beneficiaries significantly decreased (Figs. 1–3). The direct effect of the project for the families with two able-bodied persons who were not involved in care and, at least, one of whom had no earned income has been estimated to make up, on average, about 30% of this reduction.

To summarize, in the period of independence, in Ukraine, there has been formed a category of people and families who, despite being able to work, live on social subventions for a long time, without trying to find a way out of poverty and hardship. The majority of them is mainly characterized by a lack of or weak intrinsic motivation for active job search, while others work “under table”, in order to receive additional income in the form of social subvention.

Due to economic and political factors, the social security system in Ukraine has long remained paternalistic: in the conditions of people's freedom to job and employment, most types of social aid were paid and continue to be paid by the government regardless of the needs of beneficiaries without using active mechanisms for assisting beneficiaries in getting out of problem situations.

The experience of countries with developed social security systems has shown that activation programs in the implementation of social security policies can be effectively used to counteract the spread of negative incentives for return of able-bodied beneficiaries of social subventions to the labor market, to enhance their participation in social life, to encourage them for searching ways out of troubles and to facilitate their adaptation to life without subventions.

Piloting the activation tools while implementing the social security program for low-income families in Ukraine has shown that the most effective form of activation of able-bodied beneficiaries is employment. It has been estimated that the revenues from employment are more than 5 times higher than the costs of activation services provided. This mechanism has proved to be the most desirable form for the beneficiaries.

Despite the obvious positive results of the use of activation tools in the pilot regions, it is necessary to mention certain risks. Firstly, the specific mindset and weak activity of the target category require the application of additional measures of social work with the target category; secondly, the spread of hidden employment among beneficiaries necessitates the introduction of special mechanisms for its detection and legalization.

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Е.М. Лібанова, О.В. Макарова, В.Г. Саріогло

Інститут демографії та соціальних досліджень імені М.В. Птухи НАН України,
бульв. Т. Шевченка, 60, Київ, 01032, Україна,
+380 44 486 6238, demography@idss.org.ua

ПОЛІТИКА АКТИВІЗАЦІЇ ЯК ІНВЕСТИЦІЯ У ЛЮДСЬКИЙ КАПІТАЛ: ТЕОРІЯ І ПРАКТИКА

Вступ. Програми соціальної та економічної активізації є ключовим напрямом соціальної політики розвинених країн світу, визначальною рисою якої є перенесення акцентів з пасивного надання соціальної допомоги до політики сприяння зайнятості та економічної активності.

Проблематика. Запровадження програм активізації потребує створення релевантного методологічного підґрунтя та інструментарію їх розробки, реалізації й оцінювання.

Мета. Обґрунтувати підходи до реалізації та оцінювання програм активізації непрацюючих отримувачів соціальної допомоги.

Матеріали й методи. Використано результати проєктів, реалізованих за програмами міжнародної підтримки у 2011–2018 рр., зокрема, спрямованих на апробацію механізмів залучення на ринок праці отримувачів соціальної допомоги. Застосовано соціологічні методи опитувань «віч-на-віч», статистичні методи обробки деперсоніфікованих даних реєстрів отримувачів соціальної допомоги, методи об'єднання даних опитувань та реєстрів. Спеціально розроблено методологію моніторингу результативності та ефективності інструментів активізації. При аналізі даних використано стандартні статистичні методи аналізу та синтезу, графічні й табличні методи.

Результати. Визначено передумови формування політики активізації, узагальнено досвід її реалізації. На основі оцінки складу та психологічних настанов отримувачів соціальної допомоги, результатів попередніх реформ доведено актуальність запровадження програм активізації в Україні. Визначено сутність програм сприяння зайнятості та активізації соціально вразливих верств населення. Здійснено оцінку проєкту за комплексом критеріїв, включаючи вплив на безробіття, бідність, бюджетні надходження, робочі місця. Сформовано рекомендації щодо запровадження програм активізації у практику.

Висновки. Пілотування інструментів активізації засвідчило високу ефективність останніх. Попри очевидні позитивні результати, виявлено ризики, які необхідно врахувати при запровадженні інструментів у практичну діяльність.

Ключові слова: соціальна політика, інвестиційна держава, програми активізації, отримувачі соціальної допомоги, сприяння зайнятості, оцінювання програм, ефективність соціальної підтримки.