DEVELOPMENT AND IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE PROCESS OF REALIZATION OF SUSTAINABLE DEVELOPMENT GOALS

Drozdyk Y.A.
National Aviation University, Kyiv
Scientific supervisor – Pichkurova Z.V., PhD in Economics, Associate Professor

The concept of sustainable development has recently taken on a new quality by focusing on effective policies to achieve the Sustainable Development Goals. This concept is due to the transition in the globalization of economic, socio-political, socio-cultural processes to a new technological system and the advent of the fourth industrial revolution, which causes digital transformation as an evolutionary stage of digital economy and society through large-scale digital technologies, creating the technological core of the future. The spread of digitalization opens up many economic opportunities. In particular, digital data can help improve economic and social performance, innovate and increase productivity. From the standpoint of industrial production, the transformation of all areas and markets under the influence of digital technologies can improve the quality of goods and services while significantly reducing costs. In addition, digitalization is transforming value chains in different ways, opening up new opportunities for added value and profound structural change [1].

The rapid development of digitalization processes makes it possible to identify characteristic trends in order to further substantiate the new model of sustainable development strategy and policy for its implementation:

1.Integrated impact of Industry 4.0 technologies on achieving the Sustainable Development Goals (SDGs). Today the fourth industrial revolution of Industry 4.0 is intensified - the modern era of innovation, when advanced technologies radically change different sectors of the economy and society as a whole. There is already a completely new type of industrial production, which is based on large data sets and their analysis, full automation of production, augmented reality technologies, the Internet of Things, which together contributes to the achievement of SDGs.

2.Digital technologies have become a driver of a new stage of sustainable development and opening of new markets related to the activities of large corporations. It is also important to pay attention to the growing role of startups, as big business leaders are increasingly involved in their innovative projects, especially by integrating the developed environmental solutions into their activities and creating products for the formation of green markets.

3.Activation of international organizations in the transfer of

digitalization policy. Today, the introduction and deepening of the concept of sustainable development is constantly in the spotlight of international organizations, which indicates the urgency and general concern of mankind about exacerbation of socio-economic and environmental problems on the planet [1].

To solve most of the socio-economic and environmental problems of the modern world, new digital technologies are needed to form so-called management models, improve the quality of environmental analysis, reduce waste and emissions and achieve maximum reuse of resources. In addition, their development has a positive impact on the system of public administration, providing greater transparency of government and more effective digital governance, and economic growth.

The priorities of digitization identified at the G20 summit in Osaka (Japan) in 2019 are: development of innovation for the digital economy; maximum realization of the potential of artificial intelligence technologies and increase of public trust in them; development of human-oriented society 5.0; ensuring the free flow of data while solving problems related to information security and protection of intellectual property rights; bridging the digital divide and promoting the digitalization of micro, small and medium-sized enterprises; development of smart cities etc [2].

The EU is working to create a so-called gigabit society by 2025, which implies gigabit communication for all major socio-economic facilities, the deployment of uninterrupted 5G coverage for all cities and major land transport routes, expanding opportunities for free access to Wi-Fi, further development of competition and protection of the rights of digital market participants on the basis of the new Electronic Communications Code [3].

At the same time, digitalization poses serious challenges to states, regardless of their level of development. In this context, Ukraine has also started moving towards digitalization. In particular, one of the priority tasks of the Ministry of Digital Transformation of Ukraine is to provide all necessary conditions for the development of technology companies in Ukraine, to attract new global giants to their market and their investments, in particular in the field of artificial intelligence (AI). This direction is quite new for Ukraine, so the Ministry has developed a Concept for the development of artificial intelligence in Ukraine, which will promote the integration of innovative technologies in economically important sectors of the state.

Thus, the large-scale impact of the technological imperative on the development of all life processes gives grounds to state that in recent years a key global universal trend – digitalization is gaining more and more influence on the sustainable development of the state, and is projected to significantly change all spheres of public life in the future. After all, today

the digital transformation is seen as an important driver of socio-economic development.

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