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## IMPLEMENTATION OF THE PARTICIPATORY MODEL OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT AS A TOOL FOR THE REINTEGRATION OF VETERANS AND THEIR FAMILY MEMBERS AT THE COMMUNITY LEVEL

*The relevance of the problem of reintegration of veterans is related to different factors. The issue of reintegration of veterans at the community level remains understudied in general, and in particular, in the aspect of implementing a participatory model of social entrepreneurship development as a tool for the reintegration of veterans and their family members. The article provides recommendations on the implementation of a participatory model of social entrepreneurship development as a tool for the reintegration of veterans and their family members at the community level. The basic components of the process of veteran policy formation in the community have been determined. The priority areas of reintegration of veterans and their family members into the community are presented. The components of the reintegration ecosystem are defined. The measures for the assessment and analysis of activities within each priority direction of the reintegration process are presented in the conclusions.*

**Keywords:** social entrepreneurship, reintegration of veterans, reintegration ecosystem, veteran policy, veteran center.

**JEL classification:** O35, R58, L31

**Statement of the problem.** The relevance of the problem of reintegration of veterans is related to different factors: dissatisfaction with the new social and service-professional status; the urgent need for social and psychological protection and psychological rehabilitation; the insufficient level of psychological rehabilitation of veterans and the absence of the necessary set of social, economic, organizational and legal measures for the psychological rehabilitation of servicemen who have the status of veterans; unfavorable socio-psychological climate surrounding veterans, including relationships in the closest circle of communication [1, p. 264].

Reintegration of veterans at the community level ensures a wider coverage of target groups by involving all other residents of the community regardless of age or other characteristics.

National communities have different financial and organizational resources, while small, mostly rural communities are less able to ensure effective work with veterans. At the same time, decentralization has led to the fact that it is at the level of local authorities that a significant part of the tasks of the state must be fulfilled, including those related to the rehabilitation and reintegration of veterans. Therefore, it is an extremely urgent and important task to increase the capacity of local authorities in matters of reintegration of veterans and support of their families in the conditions of war.

**Analysis of recent research and publications.** The issue of reintegration of veterans came into the field of interest of Ukrainian scientists relatively recently, therefore, there is still a lack of research in this direction. The socio-pedagogical discourse of reintegration of veterans was carried out by T. Zakharina [1; 2]. Stolarik O., and Semigina conducted research on the integration of veteran experience into social work [3]. Research by O. Blinov [4] is devoted to aspects of social work with military personnel. Y. Bryndikov [5] made a comprehensive study of the

theory and practice of rehabilitation of military personnel, participants in combat operations in the system of social services. R. Zhilenko's work is devoted to the issue of social adaptation of military personnel [6]. Modern research by N. Nahorna, K. Maksyom, A. Verbytska, O. Petryk, and H. Dyvnych is aimed at researching the role of social entrepreneurship in the reintegration of veterans and their family members [7-9]. The issue of reintegration of veterans at the community level remains understudied in general, and in particular, in the aspect of implementing a participatory model of social entrepreneurship development as a tool for the reintegration of veterans and their family members.

**Objectives of the article.** The purpose of the article is to formulate recommendations for the implementation of a participatory model of social entrepreneurship development as a tool for the reintegration of veterans and their family members at the community level. To achieve the set goal, the research is aimed at solving the following tasks: 1) to determine the components of the process of veteran policy formation in the community; 2) to determine the list of priority areas of reintegration in the community; 3) to determine the reintegration ecosystem at the community level, based on a participatory approach.

**Summary of the main research material.** Veterans' reintegration into the community encompasses engagement in various aspects of community life. This includes securing employment, engaging in other meaningful activities, living independently, and fostering social connections [10].

Comprehensive reintegration strategies for military service members and veterans should focus on improving education and support services tailored to their unique needs and challenges. This includes initiatives within higher education, workplaces, and communities aimed at strengthening interpersonal connections and facilitating reintegration. Given that the environments where military service members and veterans study, work and live play

a crucial role in their healthy adjustment, transition and coping, it is essential to enhance the strengths and supports within these settings. Organizations that work with veterans can offer continuing education and professional development events to educate the staff and personnel of social services about military culture and reintegration needs. By increasing awareness of the needs of military service members and veterans, the organizations can also plan community events and social activities that foster connections among colleagues and peers [11].

Social entrepreneurship can serve as a key determinant of successful reintegration [1]. Research shows a high degree of understanding of the need for social entrepreneurship for our country and its post-war recovery, in particular as a tool for the reintegration of servicemen, veterans and their family members by representatives of the state, non-state and private sectors. Communities are seen as driving forces for the development of social enterprises on the ground through the tools of partnership, cooperation, consulting, lobbying interests, creating demand for goods/services of social enterprises, etc. [8, p. 92].

Strategic planning and support of the process of reintegration in the war and post-war periods, the creation of a complex mechanism in communities for returning from a military career to civilian life, increasing their competitiveness based on the effective use of internal potential are an important foundation for the formation of local veteran policy. A sustainable increase in the quality of life in the community by building a reintegration ecosystem is possible through strengthening the institutional capacity and optimizing the work of all stakeholders, building a culture of partnership and cooperation focused on the process of reintegration of the veteran community into the community.

Expanding the network of support services for veterans will contribute to the development of civil society and strengthen the rights and opportunities of members of the veteran community, providing them with equal opportunities in society [3, p. 517].

The basic components of the process of veteran policy formation in the community could be the following:

- Strategic reintegration plan and the program aimed at the implementation of veteran policy in the community;
- Creation of the working group on developing a strategy for the reintegration of the veteran community in the general community with the participation of experts from among the target audience, representatives of specialized structures of the territorial community and involved experts;
- Responsible person/structure (main coordinator of the process of formation of veteran policy in the community);
- Development of a network of social service providers;
- Creation of veteran centers or other units;
- Training of the specialists who provide services to veterans;
- Development of the information campaign in community.

The priority areas of reintegration of veterans and their family members into the community include:

- Development of a participatory reintegration ecosystem in the community;
- Formation of a cohesive and community in social, humanitarian, economic, security and spatial dimensions;

- Development of information policy in the community;
- Improving the quality and ensuring the availability of medical services;
- Creating a barrier-free environment in the community;
- Provision of social support and legal assistance for veterans;
- Increasing veterans' competitiveness on the labor market (employment and professional development);
- Initiation and development of veteran social entrepreneurship;
- Creation of conditions for meeting educational and professional needs, including through raising the qualification level, retraining, mastering new skills and specialties;
- Organization of recreational activities for veteran community;
- Development of the system of national-patriotic education and formation of Ukrainian identity.

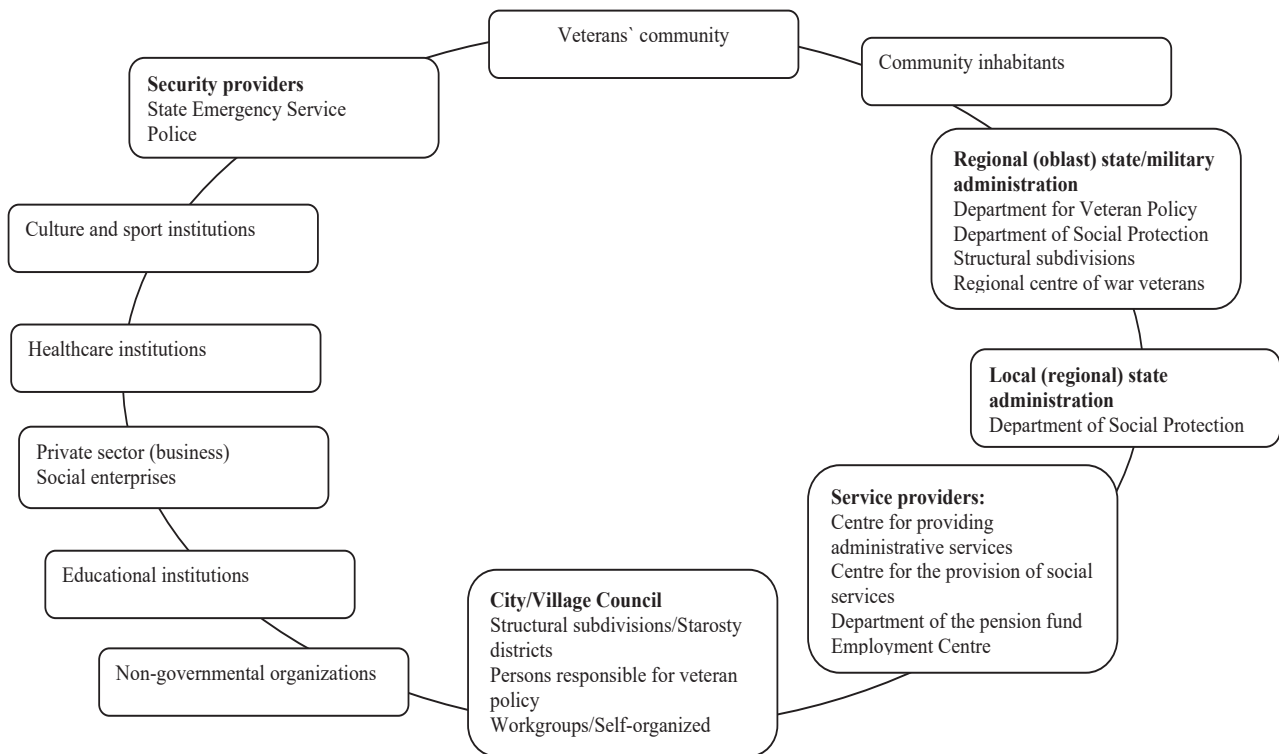
Based on the results of focus groups with the stakeholders, a list of priority directions for reintegration in the community was formed. This list can be supplemented by the following areas:

1. Carrying out educational activities: education on communication with the veteran community, their joint interaction, promotion of increased activity of the community and its involvement in the implementation of the veteran policy and the process of reintegration.
2. Settlement of housing and property rights, as one of the requested services among the veteran community. In addition, taking into account the number of destroyed housing stock and premises, it is necessary to investigate and determine the needs for the restoration of residential premises. In particular, it can be a separate measure of the local program aimed at adapting (repairing, re-planning) the housing of veterans with disabilities for unhindered movement.
3. Development of veteran sports as one of the components of adaptation of veterans in society and peaceful life.
4. Organization of activities related to the memorialization of war actions.
5. Taking preventive measures against gender-based violence and suicide among the veterans.

At the Figure 1 the reintegration ecosystem at the community level, based on a participatory approach is presented.

An important role in the process of reintegration of servicemen, veterans and their family members should be played by the key stakeholders of social entrepreneurship: the state, which through incentive mechanisms should determine the institutional foundations and strategy for the development of social entrepreneurship; a community in which social enterprises should be created, social capital and social participation should be formed in order to achieve social changes based on the "bottom-up" initiative; business as an investor, partner, mentor; education as a tool for raising awareness of social entrepreneurship, developing entrepreneurship and emotional intelligence, increasing motivation to establish social enterprises by military personnel, veterans and their family members [8, p. 88].

Given the limited state resources, active cooperation among the state, civil society institutions, businesses, and higher education institutions is essential for creating an



**Figure 1 – Reintegration ecosystem at the community level, based on a participatory approach**

effective system for reintegrating servicemen, veterans, and their families. In the long term, an integrated approach and enhanced coordination among stakeholders are crucial. This can be achieved through a participatory model. The integration of joint efforts can significantly enhance activities related to the reintegration of military personnel, veterans, and their families, establishing it as a strategic priority in Ukraine's state policy [9, p. 54].

Research results of O. Stoliaryk, T. Semihina [3, p. 516] emphasize the importance of creating centralized and accessible “entry points” for the demobilized into the social support system. These points should serve as a platform for the integration of a variety of support services, such as medical, social, legal, mental health, education and career services. This approach will help reduce the need to independently seek support, using internal resources of the veteran community and avoid “duplication” of services by different providers.

The creation of the Veterans center is one of the tools for the reintegration of the veteran community into the community (“single entry point in the community”). At the same time, it is important to ensure comprehensiveness: providing services, informing, consulting, redirecting, supporting and, at the same time, carrying out constant analysis, support and strengthening of effective communication between all interested parties, regardless of the form of ownership, involved in supporting veterans. And this process involves providing support on the basis of participation.

An important component of the reintegration ecosystem is participation in the implementation of programs and services of all levels, as additional tools for the reintegration of veterans. Therefore, the community should include in its reintegration ecosystem:

1. Ministry of social policy, in part, development of the network of social service providers, implementation of

social adaptation of war veterans and their family members, introduction of case management.

2. The Ministry of veterans affairs, in part, the introduction of a specialist in accompanying veterans, the development of a network of psychological rehabilitation service providers, the implementation of professional adaptation.

3. The Ministry of economy, in part, implementation of grant programs for the integration of veterans into entrepreneurship, vocational training of combatants and persons with disabilities as a result of the war in vocational (vocational and technical) education institutions, receipt of training vouchers from the State Employment Service of Ukraine, reimbursement of expenses for arranging work places of an employed person with a disability of the I or II group, compensation of the employer's expenses for wages for the employment of a veteran from among the registered unemployed.

4. Regional (military) administration, in part, implementation of measures of the Program of social support of the defenders of Ukraine, their family members, and persons who suffered from the military aggression of the Russian Federation. As well as implementation of services provided by the Regional center for war veterans.

5. Structures and institutions of mass media as a partner in the development of information policy in the community.

In addition, it is important to form a database of potential partners (external and internal) who are involved in the work aimed at the reintegration of veterans. One of the mechanisms of communication between them is the conclusion of agreements/memorandums on cooperation to meet the needs and implement joint initiatives.

**Conclusions.** Evaluation and analysis of the work carried out within each priority direction of the reintegration process allows planning further steps to improve the reintegration process and increase the efficiency of the work

of all interested parties of this process. Therefore, periodic assessment of the relevance of services should include such measures: analysis of quantitative and qualitative indicators of the conducted measures; monitoring the quality of provided services; analysis of targeted and rational use of funds; determining the reasons that led to the non-fulfillment of the planned measures; outlining ways to solve problematic issues; planning activities for the next period taking into account the conducted analysis; the collection

and management of data regarding the target audience during the period of martial law must be carried out in compliance with security guarantees and protection of personal data of a vulnerable category during wartime.

The formation of a database of the target audience will involve further assessment of the effectiveness of reintegration, monitoring of the quality of service provision and determination of priority areas of work and needs of the veterans.

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## ВПРОВАДЖЕННЯ ПАРТИСИПАТИВНОЇ МОДЕЛІ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА ЯК ІНСТРУМЕНТУ РЕІНТЕГРАЦІЇ ВETERANІВ ТА ЧЛЕНІВ ЇХ СІМЕЙ НА РІВНІ ГРОМАДИ

Реінтеграція ветеранів у громаду включає участь у різних аспектах життя громади: працевлаштування, участь у громадських справах, розвиток соціальних зв'язків тощо. Стратегічне планування і підтримка процесу реінтеграції у воєнний та повоєнний періоди, а також створення в громадах комплексного механізму конверсії від військової кар'єри до цивільного життя, є важливими аспектами для формування місцевої ветеранської політики. Підвищення конкурентоспроможності ветеранів на основі ефективного використання внутрішнього потенціалу є фундаментальним для успішної адаптації та інтеграції у цивільне життя. Мета статті полягає у формулюванні рекомендацій щодо впровадження партисипативної моделі розвитку соціального підприємництва як інструменту реінтеграції ветеранів та членів їх сімей на рівні громади. У статті визначено базові складові процесу формування ветеранської політики в громаді. Представлено реінтеграційну екосистему на рівні громади, основу на партисипативному підході. Наведено перелік пріоритетних напрямків реінтеграції в громаді: ефективна реінтеграція ветеранської спільноти, орієнтованої на громаду; розбудова багаторівневої інтеграційної екосистеми в громаді; формування згуртованої громади в; створення безбар'єрного середовища в громаді; працевлаштування та професійний розвиток; започаткування та розвиток ветеранського соціального підприємництва; створення умов для задоволення освітніх та професійних потреб; розвиток партисипативного підходу та ін. За результатами аналізу результатів фокус груп із зацікавленими сторонами доповнено перелік пріоритетних напрямків реінтеграції в громаді: проведення просвітницької діяльності; вирішення житлових та майнових проблем ветеранів; заходи з протидії гендерно зумовленому насильству; організація заходів, пов'язаних з меморалізацією подій війни та ін.

**Ключові слова:** соціальне підприємництво, реінтеграція ветеранів, реінтеграційна екосистема, ветеранська політика, ветеранський центр.