

**SOCIAL PROGRAMS AS A TOOL FOR ATTRACTING YOUTH TO THE  
COUNTRY'S ECONOMY  
(СОЦІАЛЬНІ ПРОГРАМИ ЯК ІНСТРУМЕНТ ЗАЛУЧЕННЯ МОЛОДІ ДО  
ЕКОНОМІКИ КРАЇНИ)**

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*Дана стаття розглядає роль соціальних програм у залученні молоді до економіки країни. Обговорено важливість міжсекторального партнерства, гендерної рівності та розвитку м'яких навичок. Зазначено, що підтримка стартапів та інновацій, а також надання доступу до ресурсів та менторства, є ключовими елементами стимулювання підприємництва серед молоді.*

**Ключові слова:** залучення молоді, соціальні програми, економічна інклюзія, міжсекторальні партнерства, підприємництво, розвиток навичок  
*Annotation: This information explores the role of social programs in engaging youth in the country's economy.*

*It discusses the importance of cross-sectoral partnerships, gender equality, and the development of soft skills. It highlights that supporting startups and innovation, as well as providing access to resources and mentorship, are crucial elements in stimulating entrepreneurship among young people.*

**Key worlds:** youth engagement, social programs, economic inclusion, cross-sectoral partnerships, entrepreneurship, soft skills development

Social programs play a crucial role in engaging youth in the country's economy, ensuring not only social protection but also creating favorable conditions for their active participation in economic life. Based on various principles and goals, these programs aim to develop competencies, support education, create opportunities for self-realization, and promote youth entrepreneurial activities.

Primarily, education-focused social programs are critical in shaping a competitive generation. By facilitating access to quality education, these programs help youth acquire the necessary skills and knowledge for effective integration into the economic sector. Specifically, support for scientific research and innovation can identify youth as key drivers of economic development. Currently, in Ukraine, there is a state-targeted social program called "Youth of Ukraine," but several factors render the program ineffective, partially undermining the potential of the country's youth [1].

A significant aspect of social programs involves initiatives to ensure youth employment. Support for startups, entrepreneurial education, and creating conditions for independent business activities contribute to the activation of youth in the economy. Such programs may include financial support, consultations, and access to markets and resources, creating a favorable ecosystem for their successful business implementation.

Furthermore, social programs aimed at improving living conditions and social protection act as additional motivation for active youth participation in economic development. Access to affordable housing, healthcare, and other social services creates a stable foundation for youth to focus on personal and professional growth. In economically developed European countries, the goal of youth policy is to promote the conflict-free integration of youth as fully conscious individuals in society, namely by acquiring education, mastering professional skills, understanding their rights and duties, and receiving social and ethical education [2].

Therefore, social programs effectively serve as a mechanism to include youth in the country's economy by providing necessary resources, support, and opportunities for active involvement in social and economic development.

Social programs aimed at engaging youth in the country's economy can also focus on the development of cross-sectoral partnerships. Collaboration between the government, civil sector, and business sector can create more opportunities for youth in various economic sectors. Encouraging such partnerships can lead to the creation of programs and initiatives focused on education, internships, and job opportunities in key sectors.

Moreover, it is essential to consider the gender aspect in social programs. Equal access to education and employment for youth regardless of gender is a crucial step in creating a fair and equal society. Specialized initiatives aimed at promoting entrepreneurship among young women can also contribute to more effective gender inclusion in the economy.

The importance of soft skills, such as communication, creativity, and teamwork, should also be emphasized in social programs. These skills are increasingly valuable in the modern economic environment and can significantly facilitate youth entry into the job market. A effective form of supporting youth employment is the development of entrepreneurial activities. From the perspective of international experience, where a young entrepreneur receives support from the state and has the opportunity to start their own business, Ukraine lacks this support. Overall, entrepreneurial activities play a significant socio-economic role in society, creating new jobs without excessive burden on social resources, transferring economic risk to subjects of entrepreneurial activity [3].

Coordinated support for startups and innovative projects through social programs can stimulate entrepreneurship among youth. This may include providing financial grants, access to mentorship, and resources, fostering the development of innovative ideas and technologies.

In conclusion, expanding social programs to engage youth in the country's economy involves not only material support but also fostering the development of various aspects of their personal and professional growth, contributing to the creation of a more resilient and dynamic economic environment.

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