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ACTUAL FORMATS OF COOPERATION OF FOOD ENTERPRISES WITH THE COMMUNITY AND SOCIETY

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АКТУАЛЬНІ ФОРМАТИ СПІВПРАЦІ ХАРЧОВИХ ПІДПРИЄМСТВ ІЗ ГРОМАДОЮ ТА СУСПІЛЬСТВОМ

*In today's Ukrainian realities, the topic of volunteering is quite relevant, although a sufficient amount of research in this direction is known. This article is devoted to the study of theoretical and practical means of corporate, public and socially responsible activity at various levels of national society. **The aim of the study.** The main emphasis is focused on the plane of identifying the peculiarities of the implementation of charity by employees and enterprises of the food industry. The study of the participation of national oil and fat companies in the crisis events of 2014-2022 was carried out and the directions of attracting corporate and personal*

opportunities as a manifestation of a public position and implementation of cooperation were systematized. To carry out the research, the methods of analysis, synthesis, survey and comparison were used, as well as scientific and research materials were developed. **Research results.** A characteristic feature of corporate volunteering has become: aid to neutralize the impact of military operations - financial and organizational aid to branch employees, provision of jobs, transport, clothing, financing of rental housing, aid in reducing the stress-causing factor, as well as social support for vulnerable segments of the population, promotion and organization of health activities, solving environmental issues in and outside the office, educational and educational activities. Personal volunteering of employees of the oil-fat complex companies is more emotionally colored - it is, firstly, spending personal free time in the public interest; secondly, it is a manifestation of initiative, which becomes an incentive for its further development at the level of corporate volunteering; thirdly, it is the implementation of social logistics, which is not covered by opportunities at the state level; fourthly, it is the implementation of psychological support at the person-to-person level. **Conclusion.** Charity is an element of corporate social responsibility, corporate and personal volunteering is a tool for its public and social implementation. In the economic sense, volunteering performs the functions of social logistics.

У сьогоднішніх українських реаліях тема волонтерства є досить актуальною, хоча відома достатня кількість досліджень з цього напрямку. Дану статтю присвячено дослідженню теоретичних та практичних засобів корпоративної, громадської та соціально відповідальної активності на різних щаблях національного суспільства. **Мета дослідження.** Головний акцент зосереджено у площині виявлення особливостей реалізації доброчинності працівниками та підприємствами харчової промисловості. Здійснено дослідження участі національних оліє-жирових компаній у кризових подіях 2014-2022 рр. і систематизовано напрямки залучення корпоративних та особистих можливостей як прояв громадської позиції та реалізації співпраці.

Для виконання дослідження було використано методи аналізу, синтезу, опитування та порівняння, також було опрацьовано наукові та дослідницькі матеріали. **Результати дослідження.** Характерною рисою корпоративного волонтерства стали: допомога для нейтралізації впливу військових дій - допомога працівникам філій фінансова та організаційна, надання робочих місць, транспорту, одягу, фінансування оплати орендного житла, допомога у зменшенні стресоутворюючого фактору, також соціальна підтримка незахищених верств населення, сприяння та організація оздоровчих заходів, вирішення екологічних питань в офісі та поза його межами, освітні та виховальні заходи. Особисте волонтерство працівників компаній оліє-жирового комплексу носить більш емоційно забарвлений характер – це по-перше, витрачання особистого вільного часу у громадських інтересах; по-друге, - це прояв ініціативи, яка стає стимулом для подальшого розвитку її на рівні корпоративного волонтерства; по-третє, - це здійснення соціальної логістики, яка не покривається можливостями на державному рівні; по-четверте, - це здійснення психологічної підтримки на рівні людина до людини. **Висновок.** Добродійництво – це елемент корпоративної соціальної відповідальності, волонтерство корпоративне та особисте – це інструмент його громадської та соціальної реалізації. В економічному сенсі волонтерство виконує функції соціальної логістики.

Keyword:. Volunteer movement, corporate social responsibility, corporate charity, personal charity.

Ключові слова. Волонтерський рух, корпоративна соціальна відповідальність, корпоративна доброчинність, особиста доброчинність, волонтерська діяльність.

Formulation of the problem. In today's Ukrainian realities, the topic of volunteering is quite relevant, although a sufficient amount of research in this direction is known.

The definition of *volunteering* (Volunteering [1]), adopted in English-language sources, is the voluntary action of a certain person or a group who freely gives their time and labor to public work. Many volunteers undergo special training in their fields of expertise – medicine, education, or in emergency situations.

Modern practice distinguishes two main types of charity: personal and corporate. Both have common and distinctive features, which depend on the social position, public activity, economic capacity and level of awareness of the position of a socially responsible member of the national community.

Analysis of previous studies. Volunteering as a social phenomenon was studied by such domestic scientists as R.Vainola, A.Kapska, N.Komarova, O.Bezpalko, O.Karpenko, I.Zvereva, I.Yurchenko, G.Laktionova, I.V.Abuyeva. At the current stage, the problems of voluntary activity are studied within three approaches: social (R.Cornuel, F.Hayek), economic (L.Salamon) and labor (K.Biederman, L.Kudrynska).

The purpose of the article. This article is devoted to the study of theoretical and practical means of corporate, public and socially responsible activity at various levels of national society. The main emphasis is focused on the plane of identifying the peculiarities of the implementation of charity by employees and enterprises of the food industry.

Research results. Corporate volunteering involves the involvement and support of employees of the organization who are able and willing to share their professional skills, experience, time and other resources on a voluntary basis. Corporate volunteering does not exclude, but, on the contrary, involves the participation of a company that will allocate corporate resources, in the form of providing its own products, providing transport services, premises for events, information support, etc.

In the US, about 90% of large companies implement corporate volunteering programs, in Great Britain this percentage is lower and amounts to 30%. According to official UN data, as early as 2001, there were approximately 109 million volunteers in the world, more than half of whom were engaged in charitable work on a corporate

basis [2]. According to data of UN Volunteers (the UN unit dedicated to volunteering), in terms of economic impact, the value of volunteer work is 1.348 trillion US dollars, or 2.4% of the entire world economy [3]. In most countries, the state supports and encourages volunteering.

Accordingly, the components of the volunteer movement can be presented schematically (Fig. 1).

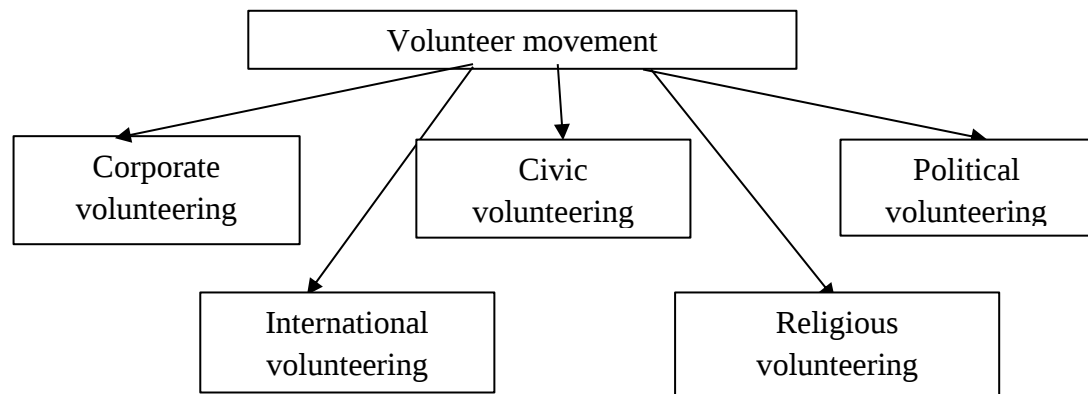


Fig. 1. Components of the volunteer movement

Source: developed by the author

The events of the last year revealed non-traditional areas of participation of oil and fat sector companies in cooperation with the community. But the participation had an emphatically non-military character. During the active phase of the military events of 2014 and 2022, the responsibility of business in the oil-fat complex should be considered as a manifestation of active civic position, activated by the stressful situation [4].

It should be noted that a characteristic feature of the behavior of companies of the oligopolistic core and large companies of the industry has become aid to branch employees who were forced to leave their homes - according to the interview data, more than 70% of branch employees were resettled at the company's expense and given jobs in other branches, even despite the lack of vacancies (material aid in the case of forced relocation was provided in the amount of 6,000-10,000 hrn.). Powerful companies provided transportation, clothing, and financed the payment of rental housing [4].

Table 1. Corporate volunteering of oil and fat complex companies

Indicator	Aid to affected and occupied cities	Development of social regional. projects	Communication work (media support, information)	Support of employee initiatives	Exclusion from politics
2014					
Oligopolistic core	Allocation of physical and material resources (transportation, building materials) - 62%	Participation in restoration projects - 45%	Financing of advertisements, information – 18%	Amount collected by the employees is doubled 37.5%	Rejection of financial support for military operations, purchase of weapons 43%
Large enterprises	Allocation of products – 56%		Payment for printed products - 22%	Partially - 43.8%	Aid exclusively to the wounded
Medium enterprises	Personal participation - 75%				-
Small enterprises					-
2022					
Oligopolistic core	70%				
Large enterprises	63%	Social logistics		-	Provision of premises for the AFU and displaced persons
Medium enterprises	28%	75%			Aid to the wounded, material support of the AFU, territorial defense forces
Small enterprises					

Compiled by the author taking into account the data of the CSR

Development Center and his own survey

Table 2. Participation of companies of the oil-fat complex in aid to the army

Indicator	Oligopolistic core	Large enterprises	Medium enterprises	Small enterprises
Support of employee volunteering, provision of consultations	Yes	Yes	On a personal level	
Provision of equipment, transport, products	-	Yes	partially	-
Visiting the wounded in hospitals	Yes	-	Personal initiative	
Purchase of equipment	-	partially	Yes	Yes
Training in first aid and civil defense	Yes	Yes	partially	-
Aid to the military units of the local formation	-	Yes	Yes	Yes
Transfer of daily earnings, charity fair	partially	50%	Yes	Yes
Support of the conscripts and their families	Saving the average salary, charity	partially	partially	-
	Support program for the conscripts			

Source [4]

The companies that are market leaders and are large representatives of business have developed action plans in the event of the extension of the zone of active operations to the territory of their deployment, training in first aid to the wounded was conducted, classes were held with psychologists in order to overcome stressful conditions caused by military actions on the territory of the country, entertainment events and New Year's corporate events have been cancelled. In order to reduce the impact of the stress-forming factor for immigrant children, entertainment activities of a psychological nature were conducted: free demonstration of cartoons, provision of places in kindergartens (departmental supervision), excursions were conducted.

Having systematized several scientific and socio-political sources, we compiled a list of the most important functions of the modern volunteer movement.

Table 3. The main directions of the volunteer movement in Ukraine in a special period (at the level of individuals and small enterprises)

Direction	Activity content
military	aid to specific military units in the area of operations, purchase and transfer of vehicles to the area of military operations, including also purchasing abroad, manufacturing clothes; aid in processing documents, conversion of donated vehicles to meet the needs of the army, production of household equipment
mapping	creation by volunteers of modern maps for the military, purchase and delivery of high-value electronic equipment to ensure the speed and accuracy of opening artillery fire
high-tech	development of special software by volunteer programmers for the AFU - the so-called GIS system for gunners "ARTA" - a project created by a group of entrepreneurs for the guidance of artillery systems and reconnaissance (including unmanned aerial vehicles) and equipment for soldiers.
medical and rehabilitation	(providing soldiers with personal first-aid kits with high-quality drugs, in particular, hemostatic drugs, helping the wounded, collecting funds for the rehabilitation of wounded and seriously wounded soldiers participating in the actions), designing and manufacturing "people's field hospitals", repairing military hospitals (for example, in Dnipro and Kyiv), conducting free English language courses for disabled soldiers
repair volunteering	repair works for the restoration of military equipment
"Black Tulip"	Assistance in transporting cargo 200, installation of memorial plaques

Direction	Activity content
providing servicemen with quality food	development of recipes and production of portioned sets of a mixture of dried vegetables at home for quick preparation of first dishes, collection and transfer of food waste, home and industrial production
resettlement direction	creation of aid centers, adaptation centers, aid with the purchase and search for housing and work, collection of humanitarian aid for displaced persons, social adaptation of internally displaced persons, organization of free courses for displaced children who had to take external independent assessment exams, conducting and organizing Ukrainian language courses for immigrant children; creation of an electronic database of displaced persons by volunteers is particularly important in this regard
Aid to the civilian population	collection and delivery of humanitarian aid to the civilian population living in the host territory, evacuation of the civilian population from the front and near-front zones (for example, hot spots)
involvement of volunteers in the performance of state functions	control and support of all processes of customs clearance of foreign humanitarian aid in the port; "volunteer troops" in the Ministry of Defense of Ukraine, fight against corruption
Fundraising for charity	* charitable food fairs, * charitable volunteer fairs * sports events, art events * various auctions and marathons

Compiled by source [5-7]

According to the sign of content, volunteering can be divided into several directions.

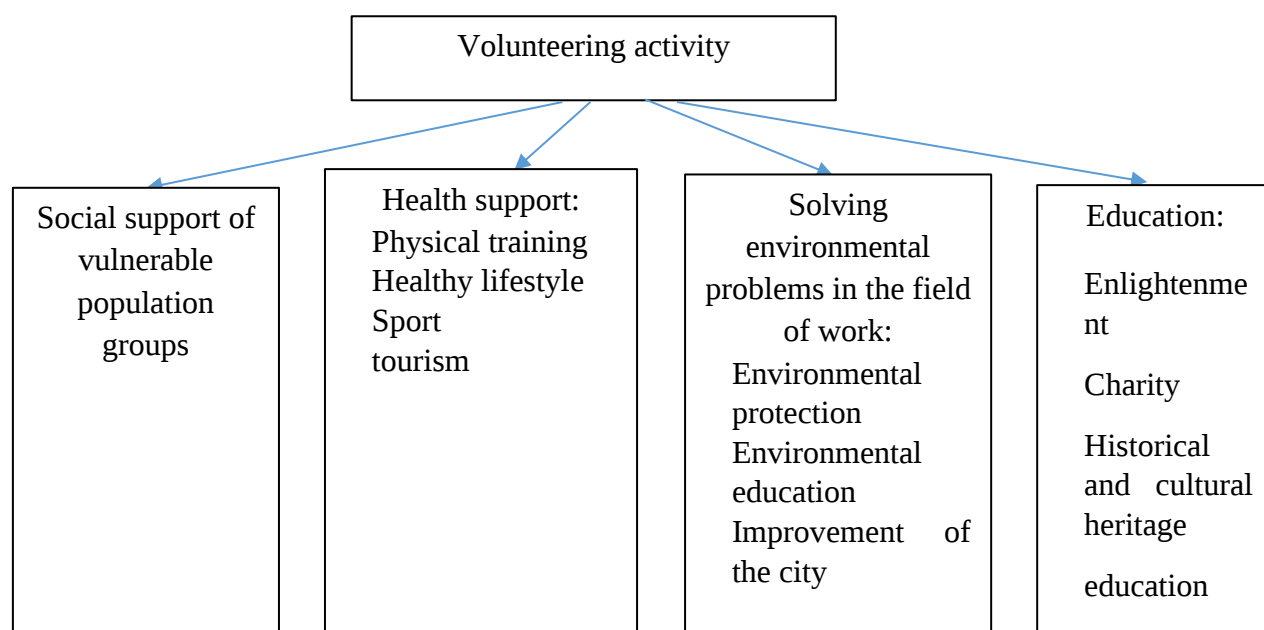


Fig. 2. Directions of the volunteer movement

Source: developed by the author

Currently, the companies provide humanitarian aid: food, clothing, fuel, water, medicines for the population and provide periodic cultural and informational support - renewing the book fund of public and university libraries.

According to the companies' data, in 2014, the aid was provided to almost 2,000 displaced employees. For those who were forced to leave, the place of work is preserved. The companies Cargill, Kernel Group, Noble Group, and Satellite were affected by the anti-terrorist operation - property processing complexes in Mariupol and Donetsk were completely destroyed. However, the business development plans of these companies indicate the intention to restore or rebuild the enterprises immediately after the cessation of hostilities. The account for the current time has not yet been formed, but it may turn out to be ten times larger.

A responsible civic attitude was also shown to the enlisted employees and their families: in the case of being called up to the zone of active actions in companies of the oligopolistic core and large companies, wages were saved for employees, support was provided to families (on average in the amount of 7,200 hrn. per month).

Table 4. Assessment by the corporate sector of the consequences of the unfolding of the economic and humanitarian crisis in Ukraine

Indicator	Evaluation of research experts ¹	Assessment of managers and specialists of the oil and fat industry	Level of assessment support, %
	Volume change, %		
Industrial production	-4.7	-23	50
Agriculture	-3.9	-29	60
Construction	-8.9	-58	30
Retail	0.8	-60	50
Export of goods	-5.1	-34	50
Imports	-18.0	-17	70
Unemployment rate	8.8	25	60
Tax revenues	3.6	-25	40
Determination of 3 causes forming consequences:			
Military actions	34	18	54
Internal management	41-42	56	65
Political instability and inadequate public administration	42-50	60-80	72

Compiled based on survey and interview data

¹The economic effects of the conflicts in the East of Ukraine (according to the IWF data) //Ukraine analysis. no.136 (17.09.2014) – E-journal – Access mode: www.laender-analysen.de/ukraine

Table 5. Choice of a form of participation by business in crisis situations (oil and fat sector)

Indicator	Enterprises of the oligopolistic core	Large enterprises	Medium	Small enterprises
Participation in political events)	-	Employees are not prohibited	Yes	Yes
Aid to volunteer organizations cooperating with the AFU	Yes	In terms of helping the wounded	Yes	Yes
Aid to displaced persons	Yes	Yes	partially	No
Aid to employees and their families affected by military operations	Yes	Yes	partially	The initiative of employees is not prohibited
Waiting for experts	Political neutrality and aid to victims			
	Exit from offshore		Payment of taxes	

Compiled based on survey and interview data

It should be noted a new angle of communication between management and personnel: communication is expanded, information work is carried out - the company's position is explained, the current situation is discussed, the results of decisions made, employees are involved in the process of making social decisions. Some experts regard these facts as a manifestation of growing trust between management and employees, growing cohesion and openness.

The efforts of company employees were directed to the following areas:

- Organization of social cooperation with the needy (organization of delivery of food, clothing, medicine);
- Organization of events for children (entertainment events, thematic readings, theatrical performances, psychological interviews, organization of rehabilitation);
- Cooperation with the AFU (tailoring and delivery of clothes, collection of funds for armor, aid in rehabilitation, cooperation with families of conscripts);
- Ecological direction (restoration or improvement of recreational and park areas, organization of educational events, initiation of actions in the ecological direction, aid to animals and shelters for animals), etc.

Conclusions. In summary, several conclusions can be drawn.

First of all, volunteering in Ukraine is gradually gaining popularity in the corporate environment on the grounds of the philanthropy of relevant specialized organizations.

Secondly, corporate volunteering has more promising prerequisites, because it is a truly transparent mechanism and has only charitable intentions.

Thirdly, trust in corporate volunteering will constantly grow, because companies try to regularly report on their activities and give society certain hopes for improving the situation in the most painful areas for it. The following conclusion follows from the previous conclusion: social values themselves dictate the directions in which corporate volunteering will develop in Ukraine.

Fourthly, in Ukraine, the initial stage of corporate volunteering is taking place, because only international companies or industry leaders who position themselves as socially responsible can afford to invest resources, and not only financial.

Fifthly, corporate volunteering is promising in the context of the development of corporate social responsibility of organizations, the formation of a positive brand of the company as an employer on the labor market.

Personal volunteering of employees of the oil-fat complex companies is more emotionally colored - it is, firstly, spending personal free time in the public interest; secondly, it is a manifestation of initiative, which becomes an incentive for its further

development at the level of corporate volunteering; thirdly, it is the implementation of social logistics, which is not covered by opportunities at the state level; fourthly, it is the implementation of psychological support at the person-to-person level.

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