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The image of Ukraine in the international
arena in the minds of the current processes
of
digital transformation and e-government



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- The formation of the brand and image of Ukraine on the world stage is an urgent strategic goal that affects the positioning of the state in the global environment in the context of the formation of an information civilization, the information security of the country in the context of information confrontation, hybrid war, economic power, tourist, investment attractiveness, etc.






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- Globalization and modernization processes of our time have become a catalyst for the information revolution, digital information technologies in politics and the development of e-governance, these factors, in turn, are the basis for the deployment of processes of democratization of public life in the EU countries, including Ukraine.
- Information dominance and leadership in modern society acquires the significance of a decisive noospheric weapon: the one who owns the information field dominates the information space - sets the parameters for the political Map of the World.






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- It is appropriate to recall the opinion of the French geopolitician Yves Lacoste on the role of information in modern geopolitical processes, in which the worldview of citizens becomes increasingly dependent on telecommunications, the population of states is guided not by rational approaches, but by attractive images and ideas created by the media.






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- These trends update the study of the features of formation, factors influencing it, as well as the role of the image of Ukraine in the context of digital transformation, reflecting the positioning, authority of the state in the geopolitical space and the international information field, at the same time acting as a repeater of national symbols, features of national culture, values, tourism and investment attractiveness of the country.
- For citizens of their own country, the image of the state is positioned through the convenience of obtaining public services by introducing the foundations of e-governance and introducing digital technologies in the implementation of public online services, especially in difficult conditions, such as the COVID-19 pandemic and war.





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- We should mention the unprecedented example of the rapid growth of Ukraine's positive image in the eyes of the world community and the rapid strengthening of its position as a geopolitical actor due to the state positioning itself as a free modern democratic against the backdrop of the resolution of the military conflict by the Russian Federation since February 24, 2022.
- A number of factors, including the use of information technology, the media, social networks, contributed to the rapid dissemination of news of military events, the exposure of the crimes of the enemy army, the broadcasting of the consequences of the military intervention of the Russian Federation, etc. to audiences around the world.
- If the Desert Storm operation of 1991 can serve as an example of the first live war, then the occupation of Azovstal in Mariupol (April-May 2022) became an example of a live broadcast tragedy. It was the coverage of events around the military conflict with the eastern neighbor, the demonstration of the courage and bravery of the Ukrainian people in resisting the aggressor with the support of the whole world, the use of information technology to establish a dialogue with the world community that significantly increased the perception of Ukraine's image in the world and for many countries. Information technologies have become a mouthpiece for spreading the image of Ukraine in the world.
- Ukraine has become a brand and a symbol of freedom in the 21st century.






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- We should also focus on the unprecedented unity of democratic states in helping, supporting Ukraine to resist the aggression of its eastern neighbor, namely military, humanitarian, financial, informational, cultural, spiritual assistance as indicators of the formation of a new world community - an information civilization based on freedom and synergy.
- Especially considering that on the scales is not just a conflict of two states, but a conflict of values of democracy, freedom, the information society as opposed to despotism, authoritarianism, tyranny, the desire for total control, infringement of the rights and freedoms of man and citizen.





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- The conductor of digitalization and modernization of the information component of public administration in Ukraine and, accordingly, e-governance is the Ministry of Digital Transformation of Ukraine (founded on September 2, 2019), whose main functions are [<https://thedigital.gov.ua/>]:



**МІНІСТЕРСТВО
ЦИФРОВОЇ
ТРАНСФОРМАЦІЇ**



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formation and implementation of state policy in the field of digitalization, digital economy, digital innovations, e-government and e-democracy, development of the information society;

2

formation and implementation of state policy in the field of development of digital skills and digital rights of citizens;

3

formation and implementation of state policy in the field of open data, development of national electronic information resources and interoperability, development of infrastructure for broadband access to the Internet and telecommunications, e-commerce and e-business;



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formation and implementation of state policy in the field of electronic and administrative services;

5

formation and implementation of state policy in the field of electronic trust services;


6

formation and implementation of state policy in the field of IT industry development;

7

performing the functions of a central certifying authority by creating conditions for the functioning of subjects of legal relations in the field of electronic trust services.






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- The activities of the Ministry of Digital Transformation since 2019 have significantly accelerated the development of e-governance in Ukraine, e-democracy and the formation of the information society. Information and communication technologies have contributed to a significant improvement in public administration, the provision of a significant number of public services has become more convenient and citizen-oriented. This fact activates the democratization of public life, closer communication on the state-society axis, improves the perception of Ukraine's image in the international country and in the eyes of its own population.
- One of the priority tasks of digitalization of public services and the development of e-governance in Ukraine is to ensure the transparency of the provision of public services, to overcome negative phenomena - corruption, which are one of the most negative factors that have worsened investment attractiveness for many years, the image of our state in the perception of the international community, slowed down the processes of European integration and the perception of the image of the state for its own population.





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- A revolutionary step for our state in the direction of modernization was the announcement by President Volodymyr Zelensky of the creation of the “state in a smartphone” project in Ukraine in May 2019.
- “State in a Smartphone” is a project that seeks to optimize the process of obtaining administrative services for citizens and simplify bureaucratic procedures. In 2019, Ukraine lagged behind some states in this aspect - the Baltic countries, Georgia, the UK, the USA, etc.



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- The next step in the digitalization of public administration was the development and launch on February 6, 2020 by the Ministry of Digital Transformation of the mobile application "DIYA" (interaction "State and I"), in which Ukrainians can keep basic documents - passports, driver's licenses, taxpayer cards, COVID-certificates - and receive government services online.






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- This is an online service of public services of the Cabinet of Ministers of Ukraine, initiated by the Ministry of Digital Transformation, aimed at providing the opportunity to receive any public service online without leaving home, the purpose of which is to introduce electronic governance, which will ensure transparency and accessibility of public services and minimize corruption.
- The goal of the DIYA service is to turn Ukraine into a real digital state by creating a single portal where you can get all services online quickly, conveniently and humanely, and a mobile application in which all the necessary documents are in one place, creating a digital state in the center of which is a person, a transparent and understandable state for people.





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- The uniqueness of this case is the equating at the legislative level of digital documents of citizens with ordinary ones - an e-document during martial law.
- This fact became especially relevant during the war of the Russian Federation on the territory of Ukraine from February 24, 2022, because the war took Ukrainians by surprise and a significant number of citizens turned into internally displaced persons, refugees, were left without documents, lost their jobs, property, their own homes. In the conditions of the war, "DIYA" expanded the range of public services for Ukrainian citizens, in addition to the most necessary, there are also the following options:





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receive services for internally displaced persons;

2

there is support, an opportunity for entrepreneurs and employees from territories where active hostilities are underway to receive a lump sum payment from the state;

3

file an application for damage or destruction of real estate as a result of military aggression of the Russian Federation;

4

to help the army within the framework of the initiative of the President of Ukraine Volodymyr Zelensky United24;



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e-Enemy - inform the Armed Forces of Ukraine about enemy equipment or invaders;


6

service for entrepreneurs - e-Declaration, a document that, during martial law, replaces 374 types of permits required for the work of entrepreneurs;

7

launch of the virtual center DIYA. Business is an innovative hotline format that provides professional advice to Ukrainian citizens on employment and entrepreneurship, as well as assistance with temporary registration in the EU countries. The service is aimed at citizens who, due to the invasion of Russian troops, were forced to leave their homes and go abroad, and are now looking for answers regarding their own legalization and obtaining financial support from the host governments of the EU countries or temporarily moved their own business to European countries.






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- Thus, the digital transformation of public administration and the improvement of the system for providing public services online has become a response to the need to adapt the activities of public administration to the changes and needs of society, the challenges of the global processes of the formation of an information civilization and the especially difficult conditions for the functioning of the state apparatus in the conditions of war with the Russian Federation.






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- Given these factors, we can note that the latest information and communication technologies being introduced in Ukraine in line with the development of e-government have made the provision of public services more comfortable and citizen-oriented, minimizing a significant number of complex bureaucratic procedures, for example, issuing a significant number of certificates and personal representation applications to the relevant authorities, which can now be done online and with minimal loss of time.





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- This has a significant impact on the process of perception by the population of their own state, significantly improves the image of the state, stimulates the development of information democracy and creates prerequisites for improving the image of Ukraine in the international arena through positioning Ukraine as a state with an embodied model of e-governance, effective communication between the state and citizens, a transparent system provision of public services. This means that at the same time, the investment, economic and socio-political attractiveness of Ukraine in the eyes of the world community is improving.





Thank you for attention!

