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Social marketing as a tool for development of infrastructure of regions of Ukraine under martial law

Abstract. In the context of the long war in Ukraine and the challenges associated with the restoration of infrastructure, there is an urgent need to use social marketing as a tool for regional development. Social marketing promotes the active involvement of the public, public organisations, business and state institutions in the processes of reconstruction and ensuring regional sustainability. This allows not only to more efficiently coordinate the restoration of infrastructure, but also to support the development of human capital and social ties in the post-war period, which is critical for economic and social revival of the country. The purpose of the article was to study social marketing as an important tool for the development of infrastructure of regions of Ukraine under martial law, as well as to determine its key roles and opportunities in the process of reconstruction and recovery. To achieve this purpose, the following research methods have been used: analysis and synthesis for the study of scientific works, a scientific review method for generalising existing approaches, a comparative method for evaluating national and international practices, as well as a generalisation method for formulating conclusions about the role of social marketing in the conditions of infrastructure restoration. The paper examines the main guidelines for the implementation of social marketing in the process of restoring the infrastructure of regions of Ukraine under martial law. The tools for the implementation of specified guidelines have been analysed, and additional opportunities for the implementation of social projects have been also noted. The effects of using social marketing tools on the example of public campaigns, information platforms, social media and crowdfunding initiatives have been studied. Information on areas of infrastructure restoration, in which civil society participates on the basis of social marketing, including demining, reconstruction of critical infrastructure and residential facilities, has been systematised and summarised. The main projects and programmes contributing to the implementation of these areas have been determined

Keywords: regional infrastructure marketing; marketing strategies; reconstruction of regions; social projects; civil society

Introduction

The relevance of the topic of the article lies in the fact that the war in Ukraine not only has a destructive effect on infrastructure, but also requires new approaches to its reconstruction, in particular with the use of social initiatives and marketing tools. Under martial law, it is especially important to involve the public, business, international organisations and volunteer associations in supporting affected regions. Social marketing not only promotes investment and reconstruction, but also gives

a “voice” to affected regions, helping them to be heard nationally and internationally. It forms the attitude towards these territories on the verge of sympathy and admiration for their fortitude, strength and endurance. This allows creating a positive image of the regions, which, in turn, contributes to attracting the necessary resources and recovery, while at the same time forming a culture of responsibility and mutual support among the population.

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In the process of analysing various scientific studies related to the topic of social marketing and its role in the development of infrastructure of regions of Ukraine under martial law, several important aspects have been revealed. Thus, V. Prasol *et al.* (2024) investigate the possibilities of effective interaction between enterprises and regions of Ukraine in the post-war period through marketing strategies, analyse ways to improve various forms of marketing communications in order to attract investments and promote economic recovery of regions. The study also examines how strategic positioning of regions through marketing can stimulate investment activity and economic growth. The authors emphasise that the coordinated use of innovative forms of marketing communications, such as social networks and digital platforms, can significantly improve regional competitiveness and support the process of national reconstruction.

O. Deineha & I. Deineha (2020) investigate the possibilities of applying marketing strategies in the management of united territorial communities, emphasising the importance of intensification of socio-economic activities in order to increase the competitiveness of communities, which is directly related to the processes of infrastructure restoration. T. Ustik (2024) focuses on regional marketing technologies and tools, emphasising their effectiveness in the formation of sustainable development strategies. Special attention is paid to the challenges arising in the context of martial law, including security risks and reputational challenges, which are essential for infrastructure restoration. T. Tereshchenko & A. Moshchanets (2022) examine the functions of marketing in the system of local self-government, emphasising the importance of the involvement of marketing tools to create a competitive infrastructure of regions, which is relevant for post-war recovery.

D. Kyrychenko (2024) thoroughly analyses the international experience of reconstruction of countries affected by military conflicts in the second half of the 20th century, focusing on the effectiveness of various restoration programmes. Special attention is paid to the study of Israel's experience in rebuilding the economy and social infrastructure in the conditions of long armed conflicts. O. Nestor (2024) examines the key aspects of the successful implementation of the Marshall Plan, including public support and political-economic preconditions, which may be useful for the development of similar reconstruction programmes in Ukraine. N. Tanklevska *et al.* (2022) also review the Israeli experience of post-war economic reconstruction, emphasising the importance of innovation and human potential as well as focusing on infrastructure projects for the post-war reconstruction of Ukraine. A. Cherep & A. Leshchenko (2022) analyse the economic recovery experience of various countries, such as Germany, Italy, Japan, South Korea, and Israel, and provide recommendations for economic growth and attracting international aid for the reconstruction of Ukraine.

Thus, the restoration experience of countries affected by military actions shows the importance of combining

economic, infrastructural and social approaches, where social marketing tools play the role of an effective mechanism for involving the public and the international community in the restoration process. Publications on the topic of marketing strategies in the restoration of regional infrastructure, in turn, emphasise the importance of an integrated approach to communication, informing the population and stimulating social cohesion, which helps to accelerate reconstruction processes. Such works form a scientific base that allows for a deeper understanding of how social marketing can become a powerful tool for infrastructure development in post-war recovery of Ukraine.

The purpose of this scientific work was to theoretically substantiate the role of social marketing in the development of infrastructure of regions of Ukraine under martial law, in particular by analysing modern approaches and trends in the application of this tool to solve socio-economic problems and restore affected areas. During the writing of the article, research methods, which provide a comprehensive analysis of the problem, have been used. First of all, the methods of analysis and synthesis have been applied, which make it possible to research scientific works and identify the key trends in the field of social marketing and its impact on the development of regional infrastructure. An important role is played by the scientific review method, which contributes to the systematisation and generalisation of approaches in modern research on the development of regions of Ukraine. In addition, the use of the comparative method makes it possible to identify similarities and differences in the application of social marketing in the context of infrastructure restoration during martial law and post-conflict reconstruction. The method of interpretation and generalisation, which ensures the formulation of comprehensive conclusions that have practical significance for the development of regions of Ukraine through the prism of social marketing, is the final stage of the research.

The importance of social marketing in the process of restoring infrastructure of regions of Ukraine under martial law

Social marketing is a set of marketing activities aimed at changing the behaviour of the population, raising the level of awareness and involving the public in solving socially significant problems. It combines traditional marketing tools with approaches focused on social values and community needs. The implementation of the principles of social marketing is also a priority from the point of view of achieving the Sustainable Development Goals (SDGs), developed by the United Nations and declared by Ukraine since 2015. According to the SDGs, it is necessary to form a state policy aimed at spreading the ideas of sustainable development through comprehensive public involvement, which can be implemented as effectively as possible through the implementation of social marketing tools that contribute to improving communication and involving stakeholders in the process of sustainable development (Sadiqi, 2018).

In the context of martial law in Ukraine, social marketing acquires a special importance aimed at the recovery and development of society. Infrastructure is undergoing significant destruction, which requires quick and effective actions to restore it. Social marketing plays an important role in mobilising the population to participate in these processes. The use of social networks, public initiatives and media campaigns helps to unite the efforts of citizens, volunteers and organisations to restore destroyed facilities such as roads, schools, hospitals and residential buildings. Public participation not only accelerates the recovery process, but also strengthens social cohesion and a sense of unity among the population.

World experience shows that with the help of social marketing it is possible not only to influence public consciousness, but also to attract financial and other resources for the restoration of affected regions. Countries that have experienced major disasters or wars use social marketing tools to mobilise the public, promote investment, and attract international support for infrastructure reconstruction and restoration. Social marketing tools play a key role in involving society in reconstruction process. For example, after the Croatian War of Independence (1991-1995), the Croatian Socio-Economic Recovery Project (CSERP) combined investments in infrastructure projects with broad social initiatives aimed at strengthening the cohesion of the population. Special attention was paid not only to the financing of material needs (infrastructure, equipment, services), but also to solving issues of social integration through the involvement of public organisations and the local population (Kolesnichenko, n.d.).

Israel has a wealth of experience in restoring infrastructure after the war (in the period of military conflicts) by applying various social marketing tools and technological innovations. One of the key approaches consists in the integration of startups and the private sector into national initiatives, particularly in the field of defense technology. For example, under the Innofense programme (The IMOD & SOSA..., n.d.), the Israeli Ministry of Defense supports innovative startups that develop technologies for civilian and military use. This allows for the rapid implementation of new solutions for infrastructure reconstruction, in particular in the field of security, water supply and energy supply. Information campaigns aimed at attracting investors and international partners to finance reconstruction also play an important role. Israel actively uses PR tools, creating an image of a country that successfully overcomes challenges and develops through innovation (Bob, 2023).

The regions of Ukraine that have suffered from military operations need not only restoration, but also investment for development. Social marketing plays a key role in forming a positive image of these regions. Advertising campaigns and PR strategies can emphasise the potential and attractiveness of regions, demonstrating their readiness for change and recovery. Investing in such regions also emphasises the social responsibility and moral and ethical

values of investors, as it demonstrates their participation in the processes of restoration and support of affected communities. Attracting investment becomes possible through the creation of a positive image that stimulates economic activity and the creation of new jobs, while supporting socially significant projects.

In the context of current challenges of restoring infrastructure of regions affected by hostilities, many studies have appeared that focus on the use of social marketing as an effective tool to increase investment attractiveness and involve the public in the reconstruction process. The research project "Study of initiatives in the field of post-war reconstruction", initiated by "ISAR Ednannia" and carried out by Kyiv International Institute of Sociology, aimed to study initiatives in the field of post-war reconstruction of Ukraine, is of particular interest. Project participants have conducted thorough research, which includes telephone and online expert interviews with community leaders and local authorities, in-depth interviews with representatives of central authorities, donor organisations and local self-government, as well as conducting focus groups with public organisations. The study identifies the main mechanisms of project coordination, as well as presents the interaction between sectors engaged in restoration, in particular at the community level. Also, the authors have developed valuable recommendations for increasing the capacity of public organisations to become the key agents of reconstruction. Systematised and presented detailed information on the main projects in the field of infrastructure restoration in regions of Ukraine is a valuable material. The lack of proper coordination and generalisation of information about projects already implemented or planned is one of the key challenges in the restoration process, pointed out by the researchers. This problem is common to all participants in reconstruction processes, because there is a lack of a centralised mechanism for data exchange. Scientists also note that public organisations play a critically important role in infrastructure restoration processes, actively participating in almost all aspects of restoration. They are often the first to respond to urgent needs, such as assistance in repairing and rebuilding housing, acting faster and more efficiently than the state, which underlines their importance in accelerating recovery efforts (Study of initiatives..., 2023).

In discussing the regional development strategy of Ukraine until 2027, state authorities, in particular the Ministry for Communities, Territories and Infrastructure Development of Ukraine, emphasise the importance of involving public opinion in the formation of development plans. According to the speeches at the conference, in particular by the Deputy Prime Minister Oleksandr Kubrakov and the Deputy Head of the Office of the President Oleksiy Kuleba, active public dialogue is a key tool for ensuring comprehensive development of regions. This illustrates the importance of using social marketing tools, because through them it is possible to activate public participation, which will contribute to more effective implementation of

development strategies, including regional infrastructure (Regional development strategy..., 2023).

Public involvement in the decision-making process is an important component of social marketing, which aims to influence public opinion to achieve social change (Kyiv International Institute..., 2022). In this context, the activation of public opinion and the use of social marketing tools can become a critically important factor for the successful recovery and development of Ukraine's regions after the war. Thus, the vision of state bodies in the formation of regional development strategy harmoniously fits into the concept of social marketing, which helps to create new opportunities for effective recovery and involvement of communities in active participation in the development of their regions.

Martial law in Ukraine requires combined efforts of all segments of society. Social marketing promotes the formation of social responsibility and cooperation between vari-

ous groups of the population, including government institutions, business, civil society and individual citizens. With the help of social initiatives and projects aimed at helping vulnerable population groups, marketing stimulates solidarity and mutual aid. This includes the development of volunteer movements, the support of charitable initiatives and the promotion of cultural dialogue that strengthens social ties and contributes to the construction of a sustainable society.

Thus, the main goals of social marketing are to involve the public in active participation in the processes of restoration and development of infrastructure, to increase public awareness of the importance of infrastructure projects, to form a positive image of regions to attract investments, as well as to stimulate social responsibility and cooperation between various population groups. Table 1 presents the main guidelines for the implementation of social marketing in the process of restoring the region's infrastructure.

Table 1. Guidelines for the implementation of social marketing in the process of restoring infrastructure of regions

Directions	Tools	Additional features
Involvement of the public in the planning and implementation of infrastructure projects	<ul style="list-style-type: none"> ◆ Public hearings and discussions. ◆ Online platforms for participation. The use of digital platforms to gather ideas and feedback from the public. 	Development of special mobile applications for receiving feedback from the public and monitoring the implementation of projects in real time.
Information campaigns and raising of awareness	<ul style="list-style-type: none"> ◆ Social networks and media. The use of Facebook, Instagram and other platforms to inform the public about current and planned infrastructure projects. ◆ Publications and brochures. Distribution of information materials on the importance of infrastructure projects and their benefits. 	Creation of video materials, documentaries and interactive presentations for a deeper understanding of projects and their impact on the community. Partnership with schools and universities for educational activities on the importance of infrastructure.
Partnership with local organisations and businesses	<ul style="list-style-type: none"> ◆ Joint projects. Implementation of infrastructure projects in partnership with local businesses and public organisations. ◆ Volunteer programmes. Recruiting volunteers to participate in restoration work and support infrastructure projects. 	Development of partnership programmes with technology companies to implement innovative solutions, for example, smart city technologies. Joint environmental projects with local eco-organisations to preserve the natural environment during infrastructure construction.
Support of social initiatives and volunteering	<ul style="list-style-type: none"> ◆ Platforms for volunteering. The use of online platforms to involve volunteers to participate in infrastructure projects. ◆ Rewarding of active participants. Organisation of contests and award programmes to recognise the contribution of active citizens and volunteers. 	Holding of social events, such as marathons or actions supporting infrastructure projects, to attract new volunteers. Creation of long-term support programmes for volunteers that provide opportunities for skills acquisition and training for their development and advanced training.

Source: compiled by the author based on H. Yeh (2017), O. Reznik (2019), Yu. Gorodnichenko *et al.* (2022)

It is worth taking a closer look at social marketing guidelines and their role in infrastructure restoration. Involvement of the public in the process of planning and implementation of infrastructure projects helps to increase their efficiency and compliance with the needs of the population. This allows for more inclusive and adapted solutions that take into account the opinions of various population groups. Public involvement also helps to increase transparency and trust in projects, reducing the risks of opposition or mistrust.

Information campaigns promote public awareness of the importance of infrastructure projects and stimulate support for these initiatives. They help to convey to the public the advantages of projects, potential benefits for

society as well as create a positive image of the authorities and organisers. Campaigns can also encourage people to get more involved in projects, creating a sense of complicity and shared responsibility (Katamba *et al.*, 2014).

Cooperation with local community organisations and businesses can provide additional resources and support for the implementation of infrastructure projects. Partnerships make it possible to combine efforts and use different types of expertise, which can significantly improve the quality and speed of project implementation. It also helps to attract innovation and best practices that may not be available within a single organisation. Collaboration with business can also attract funding or technology solutions needed to successfully complete projects (Klievink *et al.*, 2016).

Stimulating of social initiatives and volunteering contributes to the active participation of the population in the restoration of infrastructure and the formation of a sense of responsibility for the development of their region. Volunteering and social initiatives create a community united by a common goal, which can significantly improve community morale and increase a sense of shared responsibility for the results of projects (Musick & Wilson, 2007). It can also become a platform for identifying and developing local leaders and talented participants who can continue to work on other socially significant projects.

The role of civil society in the restoration of regional infrastructure based on social marketing

The recovery of Ukraine after the destruction caused by the war has begun with the active participation of local communities. The main emphasis of reconstruction projects is on the restoration of important local infrastructure facilities, such as educational institutions, hospitals,

water and heat supply systems, as well as transport arteries – roads and bridges (Study of initiatives..., 2023). Social marketing tools, such as public campaigns, information platforms, social media, crowdfunding initiatives, and the involvement of influential opinion leaders, contribute to the effective mobilisation of resources for the reconstruction of infrastructure in regions affected by hostilities. In particular, the use of digital communications makes it possible to quickly combine national and international projects under a single vision of the reconstruction of Ukraine. The use of methods of communication with stakeholders provides a wide awareness of urgent needs among citizens and international partners. In addition, the creation and support of online platforms, such as donor sites and volunteer aid programmes, makes it possible to effectively attract funds and support for the implementation of projects to restore roads, bridges, educational and medical institutions. Directions of restoration and development of infrastructure of regions, in which civil society is involved, are given in Table 2.

Table 2. Directions of infrastructure restoration of regions, in which civil society is involved on the basis of social marketing

Direction of restoration	Characteristics	Elements of social marketing	Participants	Resources and tools
Demining	A key step to ensure security and recoverability	Information campaigns on mine safety, community mobilisation	The state, Centre for Humanitarian Demining, public organisations	Material and technical assistance, international grants
Restoration of critical infrastructure	Repair and modernisation of energy facilities for stable functioning of regions; restoration of water, heat and electricity supply, transport systems	Advocacy of "green" recovery, promotion of energy efficiency, joint planning of communities, support by public organisations	The state, international donors (USA, Japan, Germany, Lithuania and others), public organisations	Renewable energy sources, solar panels, generators, transport infrastructure
Reconstruction of housing and social infrastructure	Restoration of housing, hospitals, schools	Involvement of youth in volunteering, cultural and educational events	The state, European Investment Bank, EBRD (European Bank for Reconstruction and Development), EU, World Bank and other international organisations, public organisations	Building materials, educational programmes for mayors
Creation of analytical recovery plans	Development of recovery strategies and plans	Educational projects, planning of new spaces	Analytical centres, public organisations and their leading coordinators	Analytical platforms, online conferences
Provision of material and technical means	Provision of necessary resources to communities	Volunteer initiatives to provide materials	Public organisations, volunteer organisations	Building materials, equipment, humanitarian aid
Development of engineering project documentation	Preparation of technical documentation for high-quality recovery	Involvement of professional engineers and experts	The state, private companies, international donors	Technical supervision, expert consultations
Involvement of residents in restoration	Participation of citizens in reconstruction and planning	Crowdsourcing, promotion of public initiatives	Local communities, public organisations, international partners	Involvement of volunteers, cultural projects

Source: compiled by the author based on C. Casey (2015), O. Chygryn *et al.* (2020), V. Nebrat (2023)

Demining is an important area that is mostly controlled by state structures, as ensuring the security of territories is a key condition for further infrastructure restoration. However, civil society plays an essential role, in particular

through the implementation of information campaigns and educational projects aimed at raising awareness of mine danger among the population. Also, volunteer organisations and initiatives provide material and technical

support to sapper units, which contributes to more efficient performance of their work and speeds up the process of clearing territories from explosive objects.

The “Watch your step!” programme, implemented by the East Europe Foundation, uses various social marketing tools to achieve its goals. This includes the development of the Demining of Ukraine mobile application, educational campaigns and the creation of online courses on mine safety, which as of 2024 have attracted more than half a million students. Through an active communication campaign, the organisation has been able to significantly increase the level of awareness among citizens about mine danger, which is critical in regions affected by the occupation (East Europe Foundation, n.d.). Similarly, the “Free Land” programme of the Bank of Lviv Foundation is aimed at the logistical support of sapper units. It not only provides the necessary equipment and ammunition, but also cooperates with the State Emergency Service of Ukraine to create educational programmes on the identification of explosive objects. The mobile mine safety class, which attracts a wide audience and increases the level of public safety through educational activities, is an important element (Free Land Foundation, n.d.). Through the use of social marketing, these programmes reach wide audiences, drawing attention to the important topic of demining and attracting volunteers and partners. Social campaigns, educational projects and cooperation with state structures make it possible not only to increase the level of security, but also to support the process of restoration of Ukrainian territories at national and international levels.

The restoration of energy infrastructure, especially in the conditions of massive attacks by the Russian Federation, is a priority task of the state and local authorities, as it ensures the stable functioning of regions. However, the active participation of civil society is no less important. Through social marketing tools, activists help to rally the public, promote important environmental and energy initiatives, and help to attract national and international investment in restoration projects. Numerous public organisations, in particular the Centre for Environmental Initiatives “Ecoaction” (n.d.), DESPRO PO (Public Organisation) (n.d.), Dixie Group PO and Resource and Analytical Centre “Society and Environment” PO, Voluntary Association of Local Self-Government Bodies “Energy-efficient cities of Ukraine”, Women’s Energy Club of Ukraine PO (Kolesnyk, 2024), Plato PO (n.d.), are involved in the implementation of energy efficiency and popularisation of ecological values. In general, many projects aimed at the restoration of critical infrastructure: Re-POWER (Ukraine will receive..., 2024), USAID (n.d.), “Restoration of critically important logistics infrastructure and network connectivity” RELINC project, “Community Energy supply – SOS” DESPRO PO project (n.d.) are being implemented in Ukraine.

Public organisations play an important role in promoting the principles of sustainable recovery, focusing on energy efficiency, decarbonisation and the use of renewable energy sources. They also contribute to the

decentralisation of energy networks, which is important for a stable energy supply. At the same time, these organisations, particularly volunteer initiatives, actively help communities affected by shelling by providing small energy sources, such as solar panels and generators (Study of initiatives..., 2023). Through social marketing tools, volunteers and activists unite the efforts of various stakeholders, including at the national and international levels, helping to attract resources and raise awareness of the importance of ecological restoration. This not only helps to solve pressing energy problems, but also creates public demand for more environmentally responsible solutions in the energy sector (Boichak & McKernan, 2024).

Reconstruction and repair of housing, medical, educational and social infrastructure are basic needs of communities, without which normal life is impossible. The main directions of activity of public organisations and volunteer initiatives can be outlined as follows: 1) physical repair work and reconstruction of damaged or destroyed residential facilities; 2) creation of new urban spaces and infrastructural solutions in settlements affected by the war; 3) educational programmes for local managers, architects and specialists, as well as development of instructions for participants in the reconstruction process; 4) provision of qualified engineering support for construction projects. These volunteer initiatives are formed around teams of experts and involve volunteers to participate in various aspects, such as physical assistance at facilities, supply of building materials, creation of educational materials and coordination of humanitarian support (Study of initiatives..., 2023).

The “Brave to Rebuild” project is an example of how volunteer movements actively involve social marketing to promote their initiatives and mobilise the public in the process of Ukraine rebuilding. This movement, which operates under the auspices of the Brave Foundation, is aimed at providing physical assistance for the reconstruction of cities and villages destroyed during the war. The main activities of the volunteers are focused on clearing rubble, dismantling and arranging modular houses, as well as conservation of damaged premises. Due to an active communication policy, the organisation has been able to attract financial support from donors and partners. Volunteer initiatives “Pidmoha” and “Razom”, as well as the coalition of Ukrainian and international organisations “RISE Ukraine” are among the key partners. Social marketing in the project is used to attract both new volunteers and material resources (Brave to Rebuild, n.d.).

The use of a creative approach to social media management is a key element of this strategy. The creation of videos, trends and memes promotes the dissemination of information about the initiative and encourages young people to join the activities. Through platforms, such as Instagram, Facebook, TikTok, X (Twitter) and Telegram, the team not only attracts new participants, but also forms a community that is ready to support the project in the long term. The organisation of cultural and social events

that support the morale of volunteers, promote their unification and interaction is another important component of social marketing. This helps to keep active participants in the long term, ensuring the sustainability of the project. Due to this, a team is formed that continues to work on the reconstruction of regions as long as it is necessary.

Other volunteer organisations also make a significant contribution to the process of reconstruction of destroyed cities and villages. In particular, Ukrainian Volunteer Service PO actively promotes the involvement of new volunteers in various projects, supporting public organisations and charitable foundations through its platform. Their activities are focused on strengthening of volunteer initiatives, which is an important element of social marketing (Volunteering in Ukraine..., n.d.). At the same time, Building Ukraine Together NGO (n.d.) focuses on the restoration of damaged infrastructure facilities and private houses. Their main goal is to unite communities by involving local residents in the reconstruction process and to activate young people through volunteering in de-occupied territories. Due to cultural and educational events, "Building Ukraine Together" stimulates the social inclusion of young people in the life of the community and contributes to their integration into restorative processes. In this context, social marketing plays a crucial role in the formation of sustainable public initiatives, attracting resources and maintaining the collective energy of volunteer movement (Rakuta, 2023).

Assistance in the development of engineering project documentation and technical supervision ensure the quality of construction works and infrastructure modernisation. In Ukraine, there are several influential architectural platforms (Ro3kvit, Reset, CANactions, Union of Architects of Ukraine), which cooperate with international organisations and specialists capable of bringing the best European practices to Ukrainian communities (Study of initiatives..., 2023). For example, "Ro3kvit" plays a significant role in the reconstruction of infrastructure of regions of Ukraine after the destruction caused by the war. It is part of a large community of architects, urban planners, environmentalists and social activists working together to develop innovative and sustainable approaches to urban and rural recovery. The main activities of "Ro3kvit" are focused on the following directions (Urban Coalition for Ukraine "Ro3kvit"..., n.d.):

- ◆ Development of reconstruction plans. The organisation promotes the creation of comprehensive plans for the restoration of devastated regions, with a special focus on inclusiveness, sustainable development and environmental security. "Ro3kvit" develops plans that take into account the needs of local communities and the interests of international partners to ensure long-term and sustainable recovery.

- ◆ Involvement of local communities. The involvement of the population in the restoration process through social marketing initiatives is an important part of their activities. They promote the ideas of "green" restoration, as well as activate civil society to participate in the reconstruction

process, organising forums, consultations and trainings for local activists and government officials.

- ◆ International cooperation. "Ro3kvit" plays a key role in coordinating the efforts of national and international partners, which helps to attract investments and technologies for infrastructure restoration. They help to ensure that the restoration process is supported globally by attracting funding and expertise from international institutions, such as the European Union and UNDP (United Nations Development Programme).

- ◆ Environmental aspect. One of the organisation's priorities is to implement energy-efficient and environmentally safe solutions. "Ro3kvit" actively works to ensure that the rebuilt facilities meet modern energy-saving standards and are resistant to future challenges.

Thus, "Ro3kvit" acts as an important player in the restoration of Ukraine's infrastructure, contributing to both direct reconstruction and the creation of conditions for sustainable and inclusive development. These directions are directly related to the restoration and development of regional infrastructure, which is an important component of the successful restoration of affected territories. But in the context of restoring infrastructure of regions of Ukraine, attention should also be paid to the problem of migration and "brain drain", since the involvement of human capital is a critical factor in the successful implementation of restoration initiatives. Social marketing has great potential in overcoming the migration crisis caused by the war and contributes to the implementation of programmes aimed at returning Ukrainians home for economic recovery. The mass emigration of highly qualified specialists during the full-scale invasion of Russia has created a serious challenge for the human capital of Ukraine, which threatens its economic development (Nikolina *et al.*, 2024). Social marketing tools can be effective in creating positive narratives about the possibilities of reconstruction, creation of comfortable conditions for return, and promotion of the involvement of the diaspora in the country's recovery. In particular, with the help of complex communication campaigns, it is possible not only to inform about initiatives, but also to stimulate a sense of responsibility for the reconstruction of the country, which will become an important element in the return of migrants and their integration into economic and social structure of renewable Ukraine.

Summing up, it is possible to name several main aspects in the application of social marketing tools for restoring infrastructure of regions of Ukraine: public involvement in planning and implementation of infrastructure projects through regular discussions and online platforms; conducting of information campaigns using social networks and media to raise public awareness; establishing and strengthening of partnerships with local businesses and public organisations to implement joint projects; encouraging of volunteering and social initiatives through special platforms and award programmes. Due to these tools, it is possible to achieve significant success in the restoration

and development of infrastructure of regions, even in the conditions of a difficult military situation.

Conclusions

Social marketing plays an important role in the development of regional infrastructure during martial law in Ukraine. This is explained by the fact that its tools allow not only to spread information about important projects, but also to activate civil society, which is critical for the successful implementation of restoration measures. Involvement of local communities in the restoration process through social marketing mechanisms, including raising awareness of regional needs and forming a shared vision for reconstruction, is an important factor in creating a sustainable infrastructure. Such strategies promote partnerships with local organisations, authorities and businesses for more coordinated planning and efficient implementation of infrastructure projects. This, in turn, helps not only to restore destroyed objects, but also to modernise infrastructure according to modern standards, thus increasing the living comfort of the population and their ability to adapt to new challenges.

The involvement of volunteer organisations and the local population, which is an active participant in reconstruction, is one of the key aspects. This form of collective participation through social platforms contributes to the development of social cohesion, increasing the level of trust and solidarity among citizens. The use of various communication tools makes it possible to involve a wide

spectrum of the population in these processes, from local activists to national and international donors. In addition, social marketing helps to form a positive image of regions, attract investors and support economic recovery through the development of infrastructure projects. As a result, regions that use these approaches reap long-term benefits not only in terms of physical restoration, but also in terms of social development and economic stability. Thus, social marketing is not only a tool for restoring infrastructure, but also a key mechanism for developing sustainable communities and improving the quality of life of the population in the conditions of modern challenges of martial law.

A promising direction for further research is to analyse the impact of social marketing on economic sectors of Ukraine in the conditions of post-war recovery. The focus should be on long-term effects on public engagement, infrastructure reconstruction, volunteer projects adaptation and digital tools integration into social campaigns. It is also advisable to study coordination mechanisms between the key players in the recovery of Ukraine, in particular the Ministry for Communities and Territories Development of Ukraine (Ministry of Restoration) and the Multi-Agency Donor Coordination Platform for Ukraine.

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Conflict of Interest

None.

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<https://orcid.org/0009-0007-6069-8155>**Соціальний маркетинг як інструмент розвитку інфраструктури регіонів України в умовах дії воєнного стану**

Анотація. У контексті тривалої війни в Україні та викликів, пов'язаних із відновленням інфраструктури, постає нагальна потреба у використанні соціального маркетингу як інструменту для розвитку регіонів. Соціальний маркетинг сприяє активному залученню громадськості, громадських організацій, бізнесу та державних установ у процеси відбудови та забезпечення стійкості регіонів. Це дозволяє не лише ефективніше координувати відновлення інфраструктури, але й підтримувати розвиток людського капіталу та соціальних зв'язків у післявоєнний період, що є критично важливим для економічного та соціального відродження країни. Метою статті було дослідження соціального маркетингу як важливого інструменту для розвитку інфраструктури регіонів України в умовах воєнного стану, а також визначення його ключових ролей та можливостей у процесі відбудови та відновлення. Для досягнення поставленої мети було використано такі методи дослідження: аналіз і синтез для вивчення наукових праць, метод наукового огляду для узагальнення існуючих підходів, порівняльний метод для оцінки національних та міжнародних практик, а також метод узагальнення для формулювання висновків щодо ролі соціального маркетингу в умовах відновлення інфраструктури. У роботі досліджено основні орієнтири реалізації соціального маркетингу у процесі відновлення інфраструктури регіонів України в умовах воєнного стану. Проаналізовано інструменти реалізації зазначених орієнтирів, а також відзначено додаткові можливості впровадження соціальних проєктів. Вивчено ефекти від застосування інструментів соціального маркетингу на прикладі громадських кампаній, інформаційних платформ, соціальних медіа та краудфандингових ініціатив. Систематизовано та узагальнено інформацію щодо напрямів відновлення інфраструктури, в яких бере участь громадянське суспільство на засадах соціального маркетингу, зокрема розмінування, відбудова критичної інфраструктури та житлових об'єктів. Визначено основні проєкти та програми, що сприяють реалізації цих напрямів

Ключові слова: маркетинг регіональної інфраструктури; маркетингові стратегії; відбудова регіонів; соціальні проєкти; громадянське суспільство