

POSITIVE ACTIONS AS A TOOL FOR ACHIEVING EQUAL OPPORTUNITIES FOR WOMEN AND MEN

Background. *Equality in the opportunity to realize one's potential and fulfill one's aspirations is becoming a reality for people today in a democratic state. The "policy of positive actions" has been implemented by democratic governments on various continents for almost a hundred years, leading to the spread of a culture of tolerance and expanding opportunities for marginalized groups. The policy of positive actions is not a single measure but a comprehensive set of structural and instrumental reforms that have clear time frames and specific results to achieve the goal. One example is the establishment of quotas for political parties or during elections at various levels of decision-making processes. The main task of the "policy of positive actions" is to create equal opportunities for different social groups, particularly helping women and girls overcome inequality in society. At the same time, the implementation of this policy must be approached comprehensively, analyzing each step. The criteria for forming and implementing this policy must be transparent and understandable to the entire population to avoid adverse effects.*

Methods. *To obtain reliable research results, systemic and historical approaches, as well as analytical methods, were used. The systemic approach, as a specific strategy for scientific cognition and practical activity, allowed considering the complex object of gender mainstreaming through the system of positive actions. The historical approach enabled the objectification of the process of developing the theory and practice of the policy of positive actions, revealing the peculiarities of its development over time, which contributed to the concreteness, logic, and consistency of the material presented. The structural-morphological method, aimed at searching for informational support for the stated problem, allowed an analysis of the normative-legal support of the policy of positive actions.*

Results. *In the history of Ukraine's independence, we have a positive experience of implementing the "policy of positive actions": soft quotas in public service and "gender quotas" during local elections in 2020 under the new electoral legislation. For the first time in these elections, a mandatory 40% gender quota was in effect (Electoral Code of Ukraine, Article 154). The consequences and influence of introducing quotas on political culture and changing public perceptions of women's political participation have evolved, and many qualified women from various cities and villages of Ukraine entered local councils. During the military aggression of Russia against Ukraine, there is a need to develop a methodology for applying the "policy of positive actions" to help the country ensure equal rights and opportunities for women and men, girls and boys at various levels of decision-making processes and in all sectors for economic recovery and improving social guarantees. At the same time, it is necessary to remember the accompanying actions and the complexity of solving the problem, which requires further scientific research.*

Conclusions. *Ukraine needs a systemic approach and consolidated actions by public authorities to adopt a political decision to expand the policy of positive actions to the economic sector. The implementation of the policy of positive actions should be accompanied by systematic research and supporting measures, which should become the norm not only for the public sector but also for the private sector. Such a comprehensive approach will expand women's economic opportunities and impact the transformation of patriarchal social culture as a whole.*

Keywords: *gender, positive actions, state policy, public policy, equal opportunities, gender quotas.*

Background

The struggle of women for their rights in Ukraine has occurred in parallel with the development of democratic norms and principles. Scientific research, educational programs, and advocacy campaigns have contributed to the expansion of women's rights and the change of social culture as a whole. Democratic societies are becoming more tolerant and open by involving women in decision-making processes and seeking ways to increase social guarantees and inclusion of vulnerable groups in public life. At the same time, the problems of finding ways to ensure social guarantees and inclusion are exacerbated during crisis situations, as evidenced first by the pandemic and then by the Russo-Ukrainian war. In many European Union countries, the "policy of positive actions" is used in economic and political sectors. Ukraine, on its path to the EU, must effectively utilize global experience by implementing European norms into its legislation to ensure equal rights and opportunities for

women and men. What, then, is the essence of the "policy of positive actions" and why are positive actions needed? The policy of positive actions is necessary to overcome all forms of discrimination, both direct and indirect, to protect individuals from biased treatment by public authorities, local self-government, courts, organizations, enterprises of any form of ownership, and individuals through tools such as sanctions and preferences. Generally, positive actions are aimed at advocating for the rights of women in social, economic, and political spheres of life.

The essence of the policy of positive actions lies in providing preferences to those groups of the population that are in a worse position relative to other groups due to existing social stereotypes, practices, or traditions that have formed in a specific society. Therefore, granting preferences to previously discriminated groups is intended to reduce the pressure of social stereotypes, practices, or traditions on them that have historically formed. Relevant

actions are also implemented to improve the actual situation of women through the realization of state policies and programs. "Positive actions" in international legislation are also referred to as "temporary special measures," aimed at creating conditions to eliminate the disadvantaged status of individuals of a certain gender in all spheres of public life. At the same time, caution must be exercised in implementing positive actions to avoid reverse discrimination, that is, not to restrict the rights of members of historically dominant groups. As M. Afanasieva explains, the emergence of reverse discrimination may be due to existing shortcomings in the legal justification of positive discrimination, as well as the improper use of temporary legal advantages by previously discriminated groups to achieve equality through inequality (Afanasieva, 2019, p. 21).

The purpose of this article is to clarify the essence of the policy of positive actions and to justify the necessity of its expansion to the economic sector of Ukraine for development.

Literature Review. The scientific literature frequently utilizes the terms "positive discrimination," "positive actions," and "temporary special measures." According to the Law of Ukraine "On Ensuring Equal Rights and Opportunities for Women and Men," the term "positive actions" means "special temporary measures that have a lawful objectively justified purpose aimed at eliminating legal or factual inequality in opportunities for women and men regarding the realization of rights and freedoms established by the Constitution and laws of Ukraine" (On Ensuring Equal Rights ..., 2005, Article 1). At the same time, the term "positive discrimination" is not used at all. Article 1 of the Law of Ukraine "On the Principles of Prevention and Counteraction to Discrimination in Ukraine" also defines positive actions as special temporary measures that are lawfully and objectively justified and aimed at eliminating inequality (legal or factual) in the opportunities for various individuals or groups to realize rights and freedoms on equal and lawful grounds (On the Principles of Prevention ..., 2012). Thus, the Ukrainian legislator, referring to the Constitution of Ukraine, seeks to ensure not only equal rights but also the opportunities for all citizens of Ukraine to realize those rights.

The Convention on the Elimination of All Forms of Discrimination Against Women emphasizes the importance of implementing the aforementioned measures to establish both *de jure* and *de facto* equality between women and men. At the same time, it is emphasized that positive actions should not contribute to maintaining unequal or differentiated approaches. Therefore, they are of a temporary nature and should be abolished once the corresponding equality in rights and opportunities is achieved (UN Convention on the Elimination of All Forms of Discrimination ..., 1979). Based on the definition of positive actions in the normative-legal framework of the UN as "special" measures, in EU law as "specific" measures, and in Ukrainian legislation as "special temporary" measures, we can identify the main characteristics of the policy of positive actions: temporality and a narrow focus on a specific problem.

The policy of "positive actions" has been addressed by researchers such as H. Khyristova, O. Kochemirivska, O. Petrauskas, among others. In particular, O. Suslova interprets the terminology from normative-legal documents for subjects implementing the policy of positive actions (Suslova, 2009). Afanasieva studies the impact of positive discrimination on reverse discrimination in the electoral sphere (2019, pp. 19–24). The relationship between the concepts of "positive discrimination" and "positive actions"

is analyzed by Burdin, Mochulska, and Chornenk in the article "Positive Discrimination in Ukraine" (2021).

Methods

To obtain reliable research results, systemic and historical approaches, as well as analytical methods, were used. The systemic approach, as a specific strategy for scientific cognition and practical activity, allowed considering the complex object of gender mainstreaming through the system of positive actions. The historical approach allowed the objectification of the process of developing the theory and practice of the policy of "positive actions," identifying the peculiarities of this policy's development over time, which contributed to the concreteness, logic, and consistency of the material presented. The structural-morphological method, aimed at searching for informational support for the stated problem, allowed an analysis of the normative-legal support of the policy of "positive actions."

Results

The policy of positive actions is not a new phenomenon in society. In this context, we can mention the policy of the United States in the 1960s regarding African Americans, which arose as a result of the struggle of the black population for their rights. The primary direction of the policy of positive actions was the gradual integration of the black population into all spheres of American social life through the provision of certain preferences. At the same time, they had no representation in government structures, lacked access to decision-making at federal and state levels, and thus could not participate in shaping the policy of both the state and the nation. The formation of the policy of positive actions, in addition to public activism, was also facilitated by the development of science, particularly philosophy and sociology, as well as the spread of multiculturalism theory. However, even now, at the end of the first third of the 21st century, racial conflicts are inherent in American society, which, in the context of globalization, become known worldwide. This indicates the complexity of implementing the policy of positive actions due to social prejudices and historical memory. The first step, or prologue, to the policy of positive actions in the United States was the segregation policy against African Americans in the 19th century, which was later condemned as another manifestation of discrimination, as the black population, despite achieving equality in rights with the white population, remained outside public-political and cultural life. They had no representation in government structures, lacked access to decision-making at federal and state levels, and thus could not participate in shaping the policy of both the state and the nation.

H. Khyristova expresses the opinion in her article that the same rules for life for different population groups, without considering their characteristics, can lead to a violation of the principle of equality, supporting actual inequality and ultimately leading to indirect discrimination. In practice, actual equality is achieved through differentiated treatment of different population groups and the introduction of the principle of preferences. However, such positive actions by the state face significant resistance from traditional society on one hand. On the other hand, preferences can be abused by those groups of the population that receive them. For a long time, there were discussions regarding the implementation of preferences in scientific, legal, political, and social spheres of society. Their outcome was the conclusion regarding the possibility of the temporary application of positive actions by the state in exceptional cases to achieve actual equality.

Meanwhile, H. Khyristova suggests that such state measures, instead of affirming a society of equal opportunities, may prove counterproductive due to the possible deepening of social prejudices and even cause a reverse effect in terms of deepening traditional roles and stereotypes (Khyristova, 2013).

The idea of positive actions from African American studies has transformed (in a broad sense) into a policy of providing advantages for all historically discriminated groups of the population (ethnic, religious, gender, etc.), not just for racial minorities (Affirmative Action, n.d.). According to O. Petrauskas, new research has become a bold challenge to the discriminatory doctrine inherent in the scientific and social thought of the first half of the 20th century (Petrauskas, 2018).

The policy of positive actions is implemented in various forms. Positive actions are realized through guarantees of political representation, support for various forms of self-organization, and the provision of subsidies for education, including funding existing structures. For the first time, we encounter positive actions as a tool of state policy in government acts of the USA (1935) aimed at improving the situation of low-income groups and stimulating recovery from the economic crisis. At that time, the practice of collective labor agreements began to spread, defining certain preferences. Thus, gradually the position of the policy of positive actions evolved from an unclearly defined concept to normative-legal support for non-discrimination policy, becoming a norm of legal practice, thanks to political will in decision-making. Therefore, the term "positive actions" is used in relation to policies that do not worsen the position of any social group but create conditions for achieving actual equality for one of the vulnerable groups of society or a group that is in a worse position compared to others. Importantly, in doing so, the position of other groups is not worsened.

The policy of positive actions becomes particularly urgent on the societal agenda during emergencies (e.g., the USA in the 1930s, Ukraine in the 2010s–2020s), under the pressure of external invasion or targeted pressure from civil society when traditional views on solving social problems do not work. In such crisis moments, new approaches to solving social problems, inherent to the policy of positive actions, are needed. Since the beginning of the Russian military aggression against Ukraine, martial law has been introduced. There arises a need to model conditions for the recovery and sustainable functioning of state institutions and local self-government bodies during the transitional period. Currently, a transitional period policy is being developed that will consider positive actions in social life and economic recovery. An example of applying positive actions in wartime may be the preservation of jobs for individuals called to military service to defend the homeland, as well as the operation of preschool institutions during the summer period or under a flexible work schedule to improve working conditions for women and men during economic downturns. Temporary positive actions may have a recommendatory character (so-called "soft quotas") and a mandatory character with clear definitions of preferences in legislation. For example, to improve working conditions, parents are granted more preferences to combine their responsibilities regarding family and profession (flexible schedules, "friendly" rooms for mothers and children, children's playrooms, etc.).

Positive actions are particularly important in the context of combating systemic (institutional) discrimination occurring in the workplace, according to existing social prejudices that are not recognized as violations of others' rights.

Today, positive actions are perceived by the global community as a necessary condition for implementing the principle of equality. This is emphasized in General Comment No. 18 "Principle of Non-Discrimination" by the UN Human Rights Committee, which is tasked with monitoring the implementation of the International Covenant on Civil and Political Rights. At the same time, there are certain reservations regarding the policy of positive actions. O. Petrauskas cites examples of prioritizing the rights of certain groups over individual rights, that is, the rights of individuals to equal treatment. Such advantages include the demand to hold contemporaries ("innocent parties") responsible for the discriminatory actions of older generations, who are already devoid of previous stereotypes (the case of "Fullilove v. Klutznick," US Supreme Court). Therefore, the use of the aforementioned preferences should be temporary, exceptional, and cease upon achieving the expected results that will become sustainable and long-term (Petrauskas, 2018). It is essential to objectively substantiate the criteria for specific preferences. The relevant policy must be transparent and understandable to all. In the manual by H. Khyristova and O. Kochemirivska, an instrument for implementing the policy of positive actions in developed parity democracies is provided: 1) training for civil servants and local government officials, representatives of civil society; 2) granting preferences ("preferential treatment"); 3) applying quotas in the political sphere; 4) applying positive actions in the executive power sphere; 5) special measures in the field of labor and social security (Khyristova, & Kochemirivska, 2010, p. 23). Such instruments include state support for parental leave for childcare, expanding accessibility to a network of childcare institutions of various types, etc. Temporary positive actions may have a recommendatory character, known as "soft quotas," and a mandatory character with clear definitions of preferences in legislation. This includes ensuring working conditions that allow parents to combine their responsibilities for raising children and professional self-realization; ensuring equal opportunities for women in career advancement; introducing the institution of authorized persons for gender equality, as well as relevant advisors in production and other areas (On Approving Methodical Recommendations for Including ..., 2020; Certain Issues of Ensuring ..., 2020). In particular, we can state that the relevant policy of positive actions in public service in Ukraine has contributed to its resilience during the pandemic and martial law. Therefore, this positive experience should also be extended to the private sector of the Ukrainian economy and social entrepreneurship. To implement positive actions, as foreign experience shows, it is necessary to create preliminary conditions. Such preliminary conditions include gender audits, gender-legal expertise of regulatory acts, gender impact assessments, and others that are actively used in the public service of Ukraine (On Approving Methodical Recommendations for Conducting ..., 2021; On Approving Methodical Recommendations for Assessing ..., 2020; Issues of Conducting Gender-Legal ..., 2018; On Approving Methodical Recommendations for Implementing ..., 2022).

Ukraine has a positive example of integrating women into the political sphere for decision-making, allowing us to gradually move away from dividing social problems into priority and non-priority. The introduction of quotas for representatives of the opposite sex allows for representing the interests of all layers and groups of the population (Electoral Code of Ukraine, 2019). To achieve gender equality in the political sphere, the state implements gender

quotas in electoral legislation, programs for women's leadership, and support for women's civic and political activity. The Ukrainian government and the public also pay significant attention to ensuring equal opportunities for women and men in the economic sphere, particularly addressing the gender pay gap. In September 2023, the government adopted the National Strategy for Overcoming the Gender Pay Gap for the period until 2030, among the expected results of which is a reduction in the gender pay gap by 5% (from 18.6% to 13.6%) (On approval of the National Strategy for Closing ..., 2023). The reduction of the gender pay gap is facilitated by expanding opportunities for women to start their own businesses. In 2023, 56 % of newly created businesses were launched by women, marking a record high in the history of business development in Ukraine. At the same time, it is important to consider businesses that women have re-registered to themselves due to their husbands' enlistment in the Armed Forces of Ukraine or the death of their husbands in the Russo-Ukrainian war (Dumanska, 2024).

With the onset of the full-scale Russo-Ukrainian war, the employment rate of the population has sharply decreased, especially in the private sector, where women constituted the majority of employees or managers in retail, services, and hotel-tourism businesses (Sychova, & Honiukova, 2022). Large families, families with children (especially single-parent), and families with individuals with disabilities have become the main recipients of social assistance as their only source of income. Studies have shown that most of the poor population of Ukraine consists of women who are single parents and elderly women. In the spring of 2022, women made up about 72% of social assistance recipients (On Approving Methodical Recommendations for Implementing ..., 2022), which confirmed women's greater dependence compared to men on social security. According to statistics, the gender pay gap in Ukraine in 2019 was 23 % (Gender Profile of Ukraine, 2023). This is due to the presence of vertical and horizontal segregation in the labor market.

Traditionally, women work in low-paid sectors in Ukraine. For example, in 2020, 78 % of those working in education were women, with an average salary of 79 % of the country's average salary. In lower-level positions in healthcare and social protection, 82 % of women worked, with an even lower salary of 74 % of the average salary in the country. By the beginning of 2021, women comprised 29 % of the management of legal entities, nearly 8% of corporations, and 12 % of large companies. Only 21% of women led farms at the beginning of 2021, and their salary was 20 % lower compared to men (On Approving the Strategy for Implementing Gender Equality in Education ..., 2022). The awareness of rural women regarding their roles in managing households remains a problem. Most continue to characterize themselves as unemployed despite seasonal or part-time employment. Meanwhile, they play a significant role in informal activities in agriculture. The value of caregiving work performed by women remains unrecognized, as does the insufficient acknowledgment of women's contributions to the development of rural areas. Such disparities lead to wage gaps and stereotypes regarding "female" and "male" professions in different sectors of the economy. Stereotypes often cause the aforementioned gender imbalances.

The rate of working women in Ukraine remains lower than that of men compared to European countries. Research shows economic losses of 370 billion euros annually in the EU due to the gender employment gap,

which is largest among families with children. A significant problem remains unequal pay for work. Working women earn, on average, 13% less than men for performing the same work, which contributes to a 26% increase in the gender pension gap. However, without overcoming gender biases and stereotypes, it is impossible to achieve transparent wage policies.

Another challenge we face is the devaluation of caregiving work. Women who care for children and family members pay a much higher economic price than men. They are twice as burdened as men, spending at least 5 hours a day on caregiving work. The intensity of caregiving is generally accompanied by fewer employment opportunities, reduced working hours, and lower income. This problem significantly impacts the overall labor market situation in Ukraine.

Establishing a balance between work and personal life should help working parents and caregivers without obliging them to choose between family life and careers.

A challenge for economic development remains the problem of sexual harassment in the workplace. Statistics show that one in three working women in the EU (30.8 %) experiences sexual harassment at work during their lifetime in various forms – from inappropriate sexual jokes to unwelcome gestures (Ensuring Gender Equality in the Labor Marke ..., 2024).

All these contemporary challenges to economic development have a gender basis and require decisive positive actions for their resolution. Positive actions are a complex mechanism for achieving actual equality of opportunities for women and men. For effective implementation of positive actions at the state level, a coordinating center must be created and function, the effectiveness of which is demonstrated by the practices of developed democratic countries. Notable examples include the Commission for Equal Opportunities (UK), the Government Commissioner for Gender Equality Status (Poland), and the Equal Employment Opportunity Commission (USA). The relevant policy can be coordinated by the Government Commissioner for Gender Policy in Ukraine.

It is important in the economic sphere to combine "soft" and "hard" quotas, particularly giving preference in hiring to individuals of the gender for which there is an obvious gender imbalance in the enterprise/organization. Certainly, there should be equal requirements for the experience and education of job applicants. At the same time, it is necessary to implement a policy of gender quotas for the leadership of state enterprises, supervisory boards of state and municipal enterprises, banks, large industrial structures, and financial-credit institutions of various forms of ownership, which can facilitate women's access, particularly to economic resources. It is also important to continue supporting measures that provide preferential conditions for starting businesses, obtaining loans, renting premises/equipment, and participating in free educational programs.

The government's constant attention should focus on creating a gender balance in caregiving. The EU directive aims to create conditions that facilitate working women and men in evenly distributing family and professional obligations (Directive (EU) 2019/1158 of the European Parliament ..., 2019).

The introduction of positive actions is a tool for implementing gender mainstreaming, which involves considering and including the interests and needs of women and men in state programs and policies at the national, regional, and local levels to achieve equality. A comprehensive gender approach, which involves women's participation in political decision-

making at all levels of government and access to leadership positions in all spheres of society, was initiated at the Third World Conference to Review and Appraise the Achievements of the UN Decade for Women: Equality, Development, and Peace in Nairobi (1985).

In the 1990s, the search for ways to solve the problem of gender equality continued worldwide. In international acts, one can trace the redefined understanding of "the right to equal opportunities and equal treatment," which goes beyond the "principle of equal rights and opportunities" for representatives of both genders and transforms it into a priority for the EU due to economically justified necessity (Fedykovych et al., 2007).

For the effective implementation of quotas for women's representation in leadership bodies of enterprises and organizations, it is necessary to conduct research on wage discrepancies, provide annual reports on the implementation of training programs and other supportive measures, that is, to monitor the situation. The combination of these measures will contribute to expanding women's economic opportunities, developing their competencies, and promoting and increasing the level of public awareness overall, aimed at changing the traditional discriminatory culture. Thus, in Finland, state structures assess existing inequalities and commit to eliminating them. Developing and implementing an effective plan for positive actions is possible with relevant data on the status of the discriminated group. Such statistical data can be obtained through the availability of current gender statistics, compiled by state bodies for statistical reporting. It is also important to develop and implement informational programs to promote the effectiveness of positive actions. Such programs may include special career orientation activities, job fairs, and "open doors" for those groups that are in a minority in a certain social field. For instance, in the USA, a career orientation campaign for girls called "Take Your Daughter to Work Day" has been conducted for many years, aimed at attracting women to fields where horizontal gender segregation favors men.

The systematic review of resource distribution (implementation of gender budgeting at all levels of public administration, in organizations, enterprises, and institutions of all forms of ownership) remains relevant.

Discussion and conclusions

Leading international human rights institutions: UN Human Rights Committees, the Committee on Economic, Social, and Cultural Rights, the European Court of Human Rights, and key structures of the European Union emphasize in their documents that the introduction of positive actions is one of the most effective tools to combat all forms of discrimination, including gender discrimination. Positive actions aim to ensure equal opportunities and create a culture of equality in society. The application of positive actions will help eliminate the causes of women's discrimination that have been conditioned by stereotypes existing in traditional society. The area of implementing positive actions is clearly delineated, regulated, and always limited to a specific problem.

The use of temporary special measures also accelerates the elimination of traditional stereotypes and changes behavior models that create obstacles for women in achieving equal development. Ukraine needs a systemic approach and consolidated actions by public authorities to adopt a political decision to expand the policy of positive actions to all spheres of public life. The implementation of the policy of positive actions in terms of introducing quotas for the leadership of state enterprises, supervisory boards of state bodies, municipal institutions, banks, large

industrial enterprises, and financial-credit institutions of various forms of ownership will promote equal access for women to economic resources. It should be accompanied by systematic research and supportive measures that should become the norm not only for the public sector but also for the private sector. Such a comprehensive approach under the guidance of a coordinating center will expand women's economic opportunities and accelerate the transformation of patriarchal culture towards a culture of non-discrimination and equality in Ukrainian society.

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ПОЗИТИВНІ ДІЇ ЯК ІНСТРУМЕНТ ДОСЯГНЕННЯ РІВНИХ МОЖЛИВОСТЕЙ ДЛЯ ЖІНОК І ЧОЛОВІКІВ

Вступ. Наголошено, що рівність у можливості реалізувати свій потенціал та втілити в життя свої прагнення для людей сьогодні стає реальністю у демократичній державі. "Політику позитивних дій" уже майже сто років запроваджують на різних континентах демократичні уряди, що загалом привело до поширення культури толерантності та розширило можливості уражених груп населення. Підкреслено, що політика позитивних дій – це не один захід, а цілий комплекс структурних та інструментальних реформ, що мають чіткі терміни дій та конкретні результати для досягнення мети. Одним із прикладів є створення квот для політичних партій під час виборів на різних рівнях процесу прийняття рішень. Основним завданням "політики позитивних дій" є створення рівних можливостей для різних соціальних груп, особливо це допомагає жінкам та дівчатам подолати нерівність у суспільстві. Водночас акцентовано, що до запровадження названої політики потрібно ставитись комплексно, аналізуючи кожен крок. Критерії для формування і реалізації цієї політики мають бути прозорими й зрозумілими всьому населенню, щоб не викликали зворотний ефект.

Методи. Для отримання достовірних результатів дослідження було використано системний та історичний підходи, аналітичні методи. Системний підхід як специфічна стратегія наукового пізнання і практичної діяльності дозволяє розглянути складний об'єкт гендерного мейнстрімінгу через систему позитивних дій. Історичний підхід дозволяє об'єктивно візувати процес розвитку теорії та практики політики позитивних дій, виявити особливості розвитку цієї політики в часі, що сприяло конкретності, логічності і послідовності викладення матеріалу. Структурно-морфологічний метод, спрямований на пошук інформаційного забезпечення заявленої проблеми, дозволяє здійснити аналіз нормативно-правового забезпечення політики позитивних дій.

Результати. Зазначено, що за історію незалежності України маємо позитивний досвід впровадження "політики позитивних дій": м'які квоти на державній службі та "гендерні квоти" під час проведення місцевих виборів у 2020 році за новим виборчим законодавством. Уперше на цих виборах діяла обов'язкова 40-відсоткова гендерна квота (Виборчий кодекс України, ст.154). Наслідки і вплив введення квот на політичну культуру та на зміну суспільного уявлення про політичну участь жінок змінилися і багато кваліфікованих жінок з різних міст та сіл України потрапили до місцевих рад. Обґрунтовано, що під час воєнної агресії Росії проти України потрібно розробити методику використання "політики позитивних дій", що допоможе країні забезпечити рівні права та можливості для жінок та чоловіків, дівчат та хлопців на різних рівнях процесу прийняття рішень і в усіх галузях для відновлення економіки і покращення соціальних гарантій. Водночас необхідно пам'ятати про комплексність розв'язання проблеми та супроводжувальні дії, що потребує подальших наукових досліджень.

Висновки. Доведено, що в Україні потрібен системний підхід та консолідовані дії органів публічної влади для прийняття політичних рішень щодо розширення політики позитивних дій на сферу економіки. Реалізація політики позитивних дій має супроводжуватись систематичними дослідженнями та підтримувальними заходами, що мають стати нормою не лише для державного, а і для приватного сектору. Такий комплексний підхід дозволить розширити економічні можливості жінок і вплинуть на трансформацію патріархальної суспільної культури загалом.

Ключові слова: гендер, позитивні дії, державна політика, публічна політика, рівні можливості, гендерні квоти.

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