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PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF SPORT

Given that the share of state expenditures on the creation and development of infrastructure projects in the field of sports in Ukraine, at present, remains insignificant and does not cover the necessary needs, there is a question of efficient use of budget funds and stimulate private investment in sports. The article defines the general theoretical principles of public-private partnership (PPP) in Ukraine and the world. The current problems of institutional partnership and the relationship between the state and the private sector in the field of physical culture and sports in the development of PPP, generalized and systematized mechanisms of state support for private investment in the sports industry based on trends in entrepreneurship in the study area. The issue of financing infrastructure projects of the sports industry through PPP is considered, with special attention to the characteristics of different PPP models (concessions, life cycle contracts, etc.) and mechanisms for their application in different countries (USA, England, Italy, and others) and analysis of the Law of Ukraine. About public-private partnership". Based on the analysis of projects, as well as legal mechanisms that ensure the rights and responsibilities of the state and private partner in Ukraine, the need to support PPP in the field of sports was noted. It is concluded that in the interaction of business and the state in the field of physical culture and sports, a balance must be achieved between the private interests of the entrepreneur and social problems that arise and should develop for the benefit of society. In addition, the conclusion of this work raises issues arising from the initiators and owners of PPP projects, ways to solve complex aspects, and noted the importance of creating conditions for new institutional relations of partnership between government and business, which will promote sports, the formation of modern scientific developments and innovative technologies.

Key words: public-private partnership, sports, public administration, business, state, innovations, relations, infrastructure projects.

Журило С.С., Гук І.-М.М. ДЕРЖАВНО-ПРИВАТНЕ ПАРТНЕРСТВО В СФЕРІ СПОРТУ

Зважаючи на те, що доля витрат держави на створення та розвиток інфраструктурних проєктів у сфері спорту в Україні, на даний час, залишається незначною та не покриває необхідної потреби, виникає питання ефективності використання бюджетних коштів та стимулювання залучення приватних інвестицій в сферу спорту. У статті визначено загальнотеоретичні принципи становлення державно-приватного партнерства (далі – ДПП) в Україні та світі. Досліджено сучасні проблеми становлення інституційного партнерства та відносини держави та приватного сектору у сфері фізичної культури та спорту в процесі розвитку ДПП, узагальнено та систематизовано механізми державної підтримки приватних інвестицій у спортивній індустрії на базі тенденцій в розвитку підприємництва у досліджуваній сфері. Розглянуто питання фінансування інфраструктурних проєктів спортивної індустрії за допомогою ДПП, при цьому, особлива увага приділена характеристиці різних моделей ДПП (концесії, контрактів життєвого циклу тощо) та механізмів їх застосування у різних країнах (США, Англії, Італії та інших) та аналізу Закону України “Про державно-приватне партнерство”. На підставі аналізу проєктів, а також правових механізмів, що забезпечують права та обов’язки держави та приватного партнера в Україні, зауважено на необхідності підтримки ДПП у сфері спорту. Зроблено висновок, що при взаємодії бізнесу та держави у сфері фізичної культури та спорту, повинен досягатися баланс між приватними інтересами підприємця та соціальними задачами, які виникають та повинні розвиватися на користь суспільства. Крім того, у висновку цієї роботи піднімаються проблеми, що виникають у ініціаторів та власників проєктів ДПП, шляхи вирішення складних аспектів та зауважено на тому, що важливо створити умови для нових інституційних відносин партнерства держави та бізнесу, які будуть сприяти розвитку сфери спорту, формуванню сучасних наукових розробок та інноваційних технологій.

Ключові слова: державно-приватне партнерство, спорт, державне управління, бізнес, держава, інновації, відносини, інфраструктурні проєкти.

Formulation of the problem. One of the vital priorities of Ukraine's development now and in the long run is the development of sports. This confirms the number of sporting events and the interest in the development of sports infrastructure by various stakeholders. It is profitable for any country to finance the sports industry, as it is well known that sports help to improve health, increase life expectancy, and, of course, to prevent disease, it is more profitable to finance mass involvement in sports than to fight the consequences of sedentary lifestyles among Ukrainians.

The state budget for 2022 envisages expenditures on the development of the sports industry for UAH 8.2 billion, an increase in the number of stadiums and sports complexes, which undoubtedly affects the innovative vector of economic development and modernization. Despite the projected expenditures of the State Budget and local budgets, the grassroots sport requires significant investment from both the public and private sectors of the economy. Therefore, public-private partnerships (PPPs) can serve as a tool for combining the efforts of the state and business, as public and private partners in such a tandem share financial burdens, risks, and significantly improve the quality of implementation.

In general, public-private partnership means an innovative organizational and economic model of mutually beneficial cooperation between the state and private partners represented by representatives of business structures and business entities, which involves the transfer of state private business based on PPP agreements certain powers of design, management, financing, operation and maintenance of facilities for the implementation of socially significant projects. The legal basis of PPP in Ukraine is the Law of Ukraine "On PPP", which establishes the organizational and legal framework for cooperation of public partners with private partners and the basic principles of public-private partnership on a contractual basis and the Cabinet of Ministers Resolution procedural aspects of PPP implementation.

The results of the study. In today's reality, PPP is successfully implemented in transport (ports, roads) and social infrastructure (tourism, health, education). But despite the implemented projects in these areas, the social sphere, including sports, remains out of focus.

In world practice, there are a large number of classifications of PPP models. Consider some

models of functioning and forms of public-private partnership (Table 1, Table 2, Table 3, Table 4).

To implement any of the above PPP models in the field of sports, it is important to ensure effective government regulation and management. Including important:

- ensure the functioning of the system of motivation and institutional environment to stimulate public and private partnerships, activation of stakeholders;
- invest in innovation activities;
- create a "communication" infrastructure – rapid dissemination of information about PPP opportunities;
- ensure the functioning of an effective innovation system (commercial firms, research and development centers, universities, think tanks, and other public organizations that are able to timely receive and process global information, produce their own product, and effectively use this product to create new technologies, services, areas of business) and a favorable business environment that stimulates innovation and entrepreneurship;
- create an effective institutional structure and a competent staff environment that is able to effectively implement policies for the development of physical culture and sports.

As a result of the study, we can conclude that a properly organized PPP in the field of sports can be an effective means of attracting additional funding for the construction, reconstruction, and operation of sports infrastructure and large-scale and local, but always socially important projects. Moreover, in the field of sports, the national economy receives the following positive effects as a result of PPP:

- reduction of state funding for various physical culture and sports programs at the state and local levels;
- probable increase in tax revenues in the budgets of all levels due to the developed sports industry;
- development of social responsibility of business, thanks to which the population becomes healthier and new jobs are created.

Thus, the application of PPP mechanisms in the field of sports is an important mechanism for attracting capital to the Ukrainian economy on mutually beneficial partnership, which opens a "window of opportunity" for reforming infrastructure and public administration, introducing new markets and, in general, developing an innovative economy.

Table 1

Models of public-private partnership

Service contract	an agreement in which a private company ensures the operation of state assets for a short period of time.
Contract for management and operation	agreement on the transfer to a private partner of a state-owned object for management and operation on a fixed or differentiated basis.
Rent	agreement on the transfer of property for use.
Turnkey construction	an agreement under which the private partner is responsible for the design, construction and operation of the infrastructure project.
Design, construction, financing and operation	a model in which a private partner designs an infrastructure facility in accordance with the requirements of public authorities, finances its construction, and then enters the operation phase. After the expiration of the agreement, the objects can be returned to the state, if required by the terms of the contract.

Table 2

Forms of public-private partnership

Management and lease contracts	PPP form, according to which the private partner assumes for a fixed period of time the management of the state infrastructure facility, which remains in state ownership. The state is obliged to finance the project
Concession agreement	PPP model, when the private sector takes over the management of public infrastructure and investment risks. A distinctive feature of the concession is that the state as one of the parties to the concession has a monopoly on certain resources or engage in certain activities
Blank sheet projects	a private company or a joint public-private enterprise carries out the construction and operation of a new infrastructure facility during the contract period, after which the facility can be returned to the state
Transfer of assets	the private company buys a stake in a state-owned enterprise that owns an infrastructure facility through public asset sales, privatization programs, and other mechanisms

Table 3

Models of PPP

The model of the operator, which provides for private financing and management, as well as the availability of private state property.	The model of cooperation is private-public financing and management in the presence of private-state property.	The contractual model is private financing and management in the presence of private state property.	The leasing model is private-public financing and management in the presence of private property.
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Table 4

Models of PPP

Design-Build-Finance-Operate (DBFO)	In this situation, the emphasis is on the obligation of the private partner to finance construction and maintenance activities, after commissioning, the private company reimburses the costs of regular payments
Build-Own- Operate-transfer (BoOt)	In this situation, the private partner has the right not only to use but also to own the object for the duration of the agreement, but after the expiration of the term, he is obliged to return the object to the state. Some states use the opposite effect of this model, in which the state finances and puts the facility into operation, and then transfers it to the trust of a private partner, who may buy the facility after some time.
Build-Operate-transfer (BOt)	The classic version of the concession agreement, under which the concessionaire builds and operates the facility at its own expense and risk. After the expiration of the contract, sufficient for the return on investment, the object is returned to the state.
Build-transfer-Operate (BtO)	In this case, the concessionaire after the completion of construction transfers the object to state ownership, and then carries out its operation in order to reimburse costs and make a profit under the contract (without the right of ownership).
Buy-Build- Operate (BBO)	A form of alienation that involves restoring or expanding an existing facility.
Built-Operate-maintain-transfer (BOmt)	This is a modification of the BOt scheme, but the emphasis is on the responsibility of the business partner for the maintenance and repair of the infrastructure.
Life Cycle Contract (ICC)	The private partner at its own expense and with the use of its own materials creates an infrastructure facility and operates it throughout the estimated life cycle (life cycle), performs repairs, maintenance and service, and the other party (state or local government) pays for the budget regarding the provision of the object for use.

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