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## **INNOVATIVE ASPECT OF PUBLIC-PRIVATE PARTNERSHIP FOR THE DEVELOPMENT OF THE REGION**

The process of spreading of innovations under modern conditions is one of the elements that interconnects various social and economic subjects and promotes sustainable social development. Stable development, which consists in expanding the possibilities of innovative growth in the state, is impossible without the development of the innovative potential of the region. Creation of a modern innovative infrastructure is among the important goals of today, one of the tasks of which is to promote socio-economic development on the innovative basis of the economic system of a certain region [1]. The practical implementation of the state regional policy directly depends on the intensity of the processes of finding and attracting internal resources at the regional and local levels for development. Among the world-proven mechanisms of economic growth activation at the regional and local levels, which are capable of creating a multiplier effect, the public-private partnership is of leading importance for Ukraine. Among the reasons that inhibit the process of the region's innovative economic development model formation and implementation are the underdevelopment and imperfection of the scientific and innovative sphere functioning system at the regional level. This involves the joint activity of executive and legislative authorities, scientific, innovative, financial and investment structures. The policy of stimulating innovative activities at the regional level should be aimed at deepening the integration processes between industrial enterprises of the region and higher educational institutions, scientific institutions; creation of new jobs and formation of non-budget support sources for innovative activities. The main centers of region's innovative activity development include local state authorities and local self-government bodies, which regulate innovation processes directly with the help of direct methods or indirectly, stimulating innovations by indirect methods.

These methods include public-private partnership carried out on a contractual basis that should be understood as established cooperation between territorial communities represented by relevant state authorities and local self-government bodies and entrepreneurs. The implementation of this task for state authorities and local governments consists in creating conditions for effective joint development and functioning of state authorities and business. Public-private partnership can be implemented in such areas as: mechanical engineering; collection, purification and distribution of water; health care; waste processing; production, distribution and supply of electric energy or alternative energy sources [2]. These are the spheres and directions that innovative projects have significant importance and significant prospects. Public-private partnership has a lot of advantages for the infrastructural sphere of the region since the infrastructure is very worn out and reconstruction or construction of new facilities can be carried out in a short time provided that significant private capital is attracted. On the one hand regional infrastructure objects cannot be privatized due to their social and economic importance, and on the other hand there are not enough funds in the local budget to allow the proper functioning of these objects. For such cases the mechanism of public-private

partnership can be successfully used. Such cooperation makes it possible to additionally attract resources and technologies, optimize risks and prevent the emergence of corruption factors.

The main characteristic feature of the public-private partnership is long-term cooperation between the public and private sectors when the private sector provides project financing for the creation and modernization of infrastructure facilities that were managed and owned by the state [3]. An effective mechanism for the implementation of public-private partnership should be the formation of regional innovation and investment programs with the participation of state institutions and private enterprises. The implementation of such programs will allow to direct the involved investment resources according to the priority areas of innovation and investment activity in the regions. The social significance of public-private partnership lies in the fact that society ultimately wins as a global consumer of higher-quality, competitive goods and services.

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## WAYS TO COMBAT DISINFORMATION DURING THE STATE OF MARTIAL

On February 24, 2022, the open-armed aggression of the Russian Federation (in principle, with a small letter) against Ukraine began. However, the hybrid war has been going on for a long time. It is a war where the aggressor intends to achieve political goals by using methods of disinformation (overt, such as propaganda through state media and diplomats, and covert, such as through trolls, bots and fakes), and other active measures, such as cyber-attacks, agents of influence, blackmail, military deception, provocations and others in combination with traditional methods of war.

Numerous of methods and means are used in hybrid wars, among which disinformation occupies a special place, which has become an integral part of our information space. Experts define disinformation as false, manipulative and/or misleading information that is purposefully disseminated to achieve a certain political goal.

For Ukraine, disinformation remains a serious threat, because it became one of the main tools of the Russian Federation during the hybrid war. At the same time, all available communication channels are used to destabilize the situation and spread disinformation: television, Internet, radio, press, rumors, diplomacy, expert environment, etc. The main object of damage remains the person, who is influenced covertly through his nervous system and psyche, mostly at the subconscious level.

At present, the Russian Federation quite often applies the Soviet practice of active measures to spread disinformation, which consists in actions of a hidden or deceptive nature, which are aimed at exerting a beneficial influence on the target society. Among such actions, it is necessary to highlight the creation and distribution of narratives and fakes.

A narrative (from the Latin "narrare", to explain) is an interpretation of events that is not based on facts or accurate data. The best example of a narrative is a myth or legend. As a rule, fakes are used to "confirm" narratives. Fake (from the English "Fake", forgery) is deliberately twisted or completely invented news. At the same time, the main narratives of Russian fakes about Ukraine are: the coup d'état on the Maidan; Ukraine is a "Nazi" state; Ukraine is a "failed state"; distortion and