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MODERN STRATEGIES AND DIRECTIONS FOR THE DEVELOPMENT OF TRANSNATIONAL COOPERATION IN THE BORDER AREA

The issue of cross-border cooperation in modern conditions objectively occupies one of the central places in the politics of European countries, which is due to the growth of economic interdependence of countries and a new understanding of the importance of integration. The war in Ukraine has changed international relations. Today, the system of transnational (economic, social, technological, environmental, cultural) interaction of Ukraine with EU member states (Slovakia, Romania, Poland, Hungary) is determined mainly by military-political factors [1;2;3].

Currently, transnational cooperation continues to deepen, the transnational flow of goods, services, capital and labor has significantly increased, and the exchange of information, science and technology has become more intense, which opens up new opportunities for Ukraine.

If a country does not participate in international economic relations and does not have strong good-neighborly relations, it loses its possible share of world income and even loses the opportunity to use the experience of other countries and contribute to solving domestic economic problems, thus creating a threat of lagging behind in the field of science, technology and production.

However, the process of establishing foreign economic relations with neighboring countries and opening up the Ukrainian economy is significantly complicated by a number of objective and subjective difficulties: in particular, the protracted war between Russia and Ukraine is destroying the modern international economic system.

Transnational cooperation, as a political and economic category, is a form of global economic integration at the local level in the border territories of different countries.

Transnational cooperation refers to any joint action aimed at strengthening or deepening good-neighborly relations between communities or authorities in territories governed by two or more countries, as well as any agreements or agreements signed for this purpose [5].

Transnational cooperation is a structural element of national policy, and its implementation must take into account geopolitical, political (security issues, coordinated cooperation on immigration), economic (trade development, investment, technical cooperation), environmental, cultural and socio-economic factors.

The goals of transnational cooperation cannot contradict the national interests of Ukraine.

The purpose of cross-border cooperation zones is to find flexible mechanisms for cross-border relations.

The promotion, formulation and implementation of regional development plans are key to cross-border cooperation. An important trend in the development of cross-border relations is their institutionalization. This involves the creation of a system of regional international organizations that complement global political institutions.

The modern concept of transnational cooperation in the field of regional development helps to rethink the idea of the administrative-territorial structure of the country, the inhabitants of border territories, the development of these territories and their inherent problems, etc. Much depends on the level of development of border territories and the quality of life of their population. The main targets of this cooperation are the internal territories of neighboring countries. Direct ties are established between the subjects of transnational regional cooperation and are bound by national legislation, agreements and contracts signed by central authorities. This form of cooperation is most promising precisely within a certain international geopolitical region, since its territorial formations are relatively compact in geographical location, characterized by a high degree of economic and political homogeneity and developed transport and communication systems. The most important condition for the successful development of cross-border cooperation is the presence of a legislative framework, because cross-border

cooperation can become the most important tool for leading countries to spread norms and standards to neighboring countries, which also creates challenges and threats to national security.

Transnational relations at the regional level cover such important spheres of national life as politics, economy, culture and environment. This is primarily due to the participation of various political forces and social groups. Central and local authorities often set the tone and create political preconditions and mechanisms for transnational regional cooperation, involving political elites, big business, representatives of science and culture.

Modern cross-border regional cooperation is characterized by signs of decentralization, when regional and local authorities acquire greater autonomy in decision-making and resource management. It involves the active participation of regions in the formation and implementation of regional development plans, including infrastructure development, entrepreneurship stimulation, innovation support and human capital development. Cross-border cooperation also involves integration with economic, social and cultural programs of neighboring EU countries, which contributes to increasing the competitiveness of regions, attracting investments and exchanging knowledge and technologies. This approach allows combining local needs with European standards, ensuring economic integration and strengthening socio-economic ties between Ukraine and the EU countries [4].

In this regard, the following areas of transnational cooperation in the border area can be identified.

1. Economic cooperation. Economic ties play a key role in regional cooperation. The easiest way to establish cross-border trade between the interior regions of several adjacent or neighboring countries. This exchange is often mutually beneficial and complementary. Both large and small businesses can participate in it.

2. Transport infrastructure. In many cases, the deepening of cross-border economic ties is accompanied by the creation of appropriate transport networks and telecommunication systems. They arise on the basis of local structures of internal regions, transformed into cross-border infrastructures of international geopolitical zones.

3. Border infrastructure. This should include the construction and modernization of border crossings, roads and communications. The development of transnational infrastructures promotes cooperation between business, universities, research centers and local governments.

4. Interaction in the field of ecology and environmental protection. Most environmental problems are transnational in nature and the effectiveness of their solution depends on the coordinated actions of partners.

5. Tourism. International tourism remains an underutilized resource for cross-border cooperation.

6. Interaction in the cultural field. Since transnational cooperation promotes cultural dialogue, mutual enrichment of cultures, and protection of cultural

diversity, cultural exchange projects are implemented within its framework, national cultural festivals, folklore festivals, and exhibitions are organized.

To facilitate economic exchanges between Ukraine and the EU, it is necessary to develop cross-border cooperation at the regional level. In addition to national economic and trade plans, it is also possible to implement our regional and local cross-border cooperation with EU countries [6].

For example, Lviv region actively works with Poland within the framework of the Poland-Ukraine (PL-UA) program, supporting the development of small businesses, infrastructure modernization and cultural exchange. Zakarpattia region cooperates with Hungary and Slovakia in the areas of tourism, environmental protection and energy saving. Odesa region develops partnerships with Romania in maritime transport, port logistics and innovations in the agricultural sector. In addition, Vinnytsia and Khmelnytsia regions participate in programs for the joint development of industrial clusters with EU countries. Such initiatives contribute to attracting investment, developing entrepreneurship, exchanging technologies and strengthening economic ties at the local level.

To achieve these goals, the combination of efforts in the field of economic development requires a global mechanism of public administration, based on a global institutional, legal, organizational, informational and operational mechanism, expressed in the form of a set of methods and principles that will ensure the creation by national authorities of a reliable regulatory framework and the implementation of effective economic policy. The implementation of a comprehensive set of approaches is aimed at further transforming the legal landscape, establishing new systems of sovereign control over the functioning of commodity markets, and engaging in deepening competition in a wide range of sectors (financial, transport, etc.)

Thus, the development of European integration requires the implementation of a targeted and consistent policy in the field of transnational cooperation between Ukraine and the EU countries. This includes not only the development of economic and trade relations, but also the active involvement of regions and local communities in joint projects in the areas of infrastructure, science, education, tourism and environmental protection. The implementation of such initiatives contributes to strengthening the socio-economic development of the country, increasing the competitiveness of regions, attracting investments and introducing advanced technologies and practices. At the same time, it creates conditions for improving social ties and intercultural proximity, forming partnerships, exchanging experience and knowledge, which contributes to the sustainable development of both individual regions and Ukraine as a whole. Such a comprehensive approach allows combining national strategic goals with European standards, ensuring deeper integration and mutually beneficial cooperation at all levels. The support that the EU provides to Ukraine in the form of humanitarian and military aid, as well as free access to EU markets, is unprecedented and very important for our country. Since the beginning of the Russian invasion, the EU has focused on supporting the Ukrainian economy as a key factor in helping Ukraine win and recover from the war.

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