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VOLUNTEER MOVEMENT AS A SOCIAL INITIATIVE IN THE CONTEXT OF GLOBAL CHALLENGES

ВОЛОНТЕРСЬКИЙ РУХ ЯК СОЦІАЛЬНА ІНІЦІАТИВА В УМОВАХ ГЛОБАЛЬНИХ ВИКЛИКІВ

The volunteer movement plays a key role in addressing social, economic and humanitarian issues, especially in the context of current global challenges. Growing crises, such as armed conflicts, environmental disasters and pandemics, are driving the need for active civic engagement and voluntary assistance. In this context, volunteering is not only a means of supporting vulnerable groups, but also an important factor in social cohesion and sustainable development of society. The article analyzes the main aspects of the development of volunteering in the context of modern global problems, such as humanitarian crises, natural disasters and military conflicts. Particular attention is paid to the study of international volunteering, as well as the development of the volunteer movement in Ukraine, where its key stages, features and challenges are considered. The article substantiates the importance of volunteering as an effective tool for social assistance and support in the context of globalization. The article also highlights Ukraine's place in the global charity ranking, identifies its strengths and weaknesses, as well as opportunities for improvement. The study provides a deeper understanding of the role of the volunteer movement in both the international and national contexts, and offers recommendations for strengthening institutional support and enhancing civic participation in volunteer initiatives.

Keywords: volunteer; global challenges; philanthropy; social entrepreneurship; public organizations.

Волонтерський рух відіграє ключову роль у вирішенні соціальних, економічних та гуманітарних проблем, особливо в умовах сучасних глобальних викликів. Зростаючі кризові явища сьогодення актуалізують потребу в активній громадській участі та добровільній допомозі. У цьому контексті волонтерство виступає не лише засобом підтримки вразливих груп, а й важливим чинником соціальної згуртованості та сталого розвитку суспільства. У статті аналізуються основні аспекти розвитку волонтерства в умовах сучасних глобальних проблем, таких як гуманітарні кризи, природні катастрофи та воєнні конфлікти. Особлива увага приділяється дослідженню міжнародного волонтерства, а також розвитку волонтерського руху в Україні, де розглядаються його ключові етапи, особливості та виклики. У статті обґрунтовано важливість волонтерства як ефективного інструменту соціальної допомоги та підтримки в умовах глобалізації. Особливо висвітлено місце України в світовому рейтингу благодійності, визначено її сильні та слабкі сторони, а також можливості для покращення ситуації. Дослідження дозволяє глибше зрозуміти роль волонтерського руху як у міжнародному, так і національному контексті, а також пропонує рекомендації щодо посилення інституційної підтримки та активізації громадянської участі у волонтерських ініціативах. В Україні

волонтерський рух переживає період інтенсивного розвитку, особливо з початку війни 2014 року та в умовах тривалих воєнних дій. Завдяки зусиллям громадських організацій, активістів і волонтерів вдалося значно зміцнити соціальні мережі підтримки, організувати гуманітарну допомогу та сприяти реабілітації постраждалих. Однак, хоча Україна робить великі кроки у розвитку волонтерства, вона все ще стикається з викликами, такими як недостатня інституційна підтримка та необхідність у більш ефективних механізмах залучення волонтерів у різноманітні сфери, включаючи освіту, охорону здоров'я та відновлення інфраструктури.

Ключові слова: волонтер, глобальні виклики, благодійність, соціальне підприємництво, громадські організації.

Introduction. Volunteerism has become an integral part of the modern social reality, especially in response to the global challenges the world is facing. From disasters and conflicts to humanitarian crises and environmental disasters, volunteering is proving to be an important tool in addressing these issues. Social initiatives launched by volunteers not only complement the activities of government and international organisations, but also actively contribute to the development of civil society, strengthen social cohesion and support community resilience. This has become especially important in times of war, crises, pandemics, and natural disasters, when effective and rapid mobilisation of citizens can make a difference.

Volunteering as a social initiative today encompasses a wide range of activities, from medical assistance to logistical support, from providing psychological aid to organizing help for vulnerable population groups. In this context, the volunteer movement is not only a response to specific needs, but also an important component in building a solidarity and sustainable society. In particular, in countries experiencing crises, volunteering becomes a symbol of hope and mutual assistance. At the same time, it can contribute to changing approaches to solving global social problems, emphasising the importance of collective efforts in the fight against the challenges of our time.

Literature review. The analysis of scientific sources on the topic of this study allows us to cover the existing scientific approaches, concepts, and results of previous studies in this area. In particular, Pysarenko L. M. et al. have studied the concepts of “volunteer”, “volunteer movement”, “volunteer activity”, “volunteering” and identified the types of “volunteer activity” (organizational, formal and informal, state, social, project, media volunteering) [1].

Rudenko V. in her study examines the role of volunteering in the development of social security in Ukraine and the problems faced by volunteers from the state and society and emphasizes the importance of the volunteer movement as a tool for uniting the country, promoting social unity and developing civic consciousness. The scholar notes that volunteering has become a particularly relevant and vital phenomenon during the full-scale invasion, as it plays an important role in supporting and assisting the military, the victims, and ensuring the social integration of vulnerable groups [2].

Chayka I.Y. substantiates that the motive of volunteering is self-development and formation of a holistic moral personality. It is found that the presence of a misconception about the essence of the phenomenon of volunteering leads to an incorrect assessment of the role of subjects who define themselves as volunteers, in fact, performing functions which are much broader than volunteer ones, and to an incorrect definition of their legal status, which may lead to a threat to the vital interests and violation of the rights of these persons. That is why the legal status of a participant of the army assistance system in the Anti-Terrorist Operation in Ukraine should be defined as a participant in the war [3].

The research of O. F. Vanyushyna is devoted to the study of the volunteer movement in Ukraine from the moment of its inception to the present day, analyzing the external and internal factors that stimulate its development. The main emphasis is placed on the state and status of volunteering in 2014 and the socio-demographic characteristics of Ukrainian volunteers and the impact of their activities on the social life of the country [4]. Boyko V.O. et al. note that the volunteer movement has become one of the areas of the tourism business

today. The main emphasis is placed on increasing the recognition of Ukrainian cities abroad by citizens who heroically resist the enemy [5–7].

Golovko O.V. analyses modern volunteering in Ukraine in terms of historical development of this social phenomenon and retrospective changes in the legislative framework for regulating volunteering. The uniqueness and difference of the Ukrainian volunteer movement from the world practices is that the formation of volunteer activity was significantly ahead of the process of developing the legislative framework regulating this phenomenon. The researcher notes that the formation of volunteering in Ukraine was driven by the initiative of citizens and required legislative formalization of existing volunteer practices. Changes in the Ukrainian legislation on volunteering were caused by the course of hostilities and the involvement of a significant number of Ukrainians in volunteering, as well as by the expansion of the range of problems addressed by volunteer organizations [8].

Foreign scholars, in particular, Boezeman, E. J. & Ellemers, N. focus on how working volunteers use social media, which play an important role in attracting new participants to volunteering in non-profit organizations. Thanks to their personal experience and activity in the online space, they have the opportunity to disseminate information about volunteering opportunities, thus forming a positive image of organizations and promoting the ideas of social responsibility [9]. Mac Ginty, R. explores the relationship between peacekeeping operations supported by international powers and local approaches to peace, which can include traditional, local and customary practices through the participation of volunteerism. He argues that peace, as well as security, development and reconstruction in societies affected by violent conflict, is often a hybrid process combining external and local approaches, with volunteerism playing an important role [10].

A significant number of scholars pay attention to the study of volunteering, analysing its social, economic and cultural aspects. However, there are still many unexplored issues in this area, including the motivation of volunteers, the effectiveness of their activities, and the impact of volunteer initiatives on the sustainable development of society. Further research could contribute to a deeper understanding of these processes and improve the mechanisms for supporting the volunteer movement.

The purpose of the study is to analyze the volunteer movement as a social initiative in the context of global challenges, to determine its role and impact on the development of civil society.

Statement of the problem. The significance of volunteering in the global dimension is confirmed by its recognition by the UN, which recognizes volunteer initiatives as an important tool for achieving sustainable development, strengthening communities and improving social cohesion. The UN has repeatedly emphasized the role of volunteering in addressing global issues such as poverty alleviation, climate change, humanitarian crises and human rights. According to the Organization, volunteers make a significant contribution to support peacekeeping operations, disaster recovery and many other areas where traditional public and private structures are unable to respond quickly or effectively.

Over the past decades, the United Nations (UN) has been actively supporting volunteerism initiatives through programs that promote international cooperation and the education and training of new generations of volunteers. The global recognition of volunteering also reinforces its importance as an important component of social entrepreneurship that can address important social, economic and environmental issues. Volunteer movements actively engage people of global change and positive transformation in the world.

Given the global recognition of volunteerism and its importance in addressing pressing international issues, the UN actively supports and develops volunteer initiatives through specialized programs that allow engaging qualified professionals in important social, humanitarian and environmental projects. One of these initiatives is the UN Volunteers (UNV) program, which aims to ensure peace and development through volunteerism in different parts of the world, contributing to the achievement of the Sustainable Development Goals.

The UNV program not only facilitates the involvement of professionals in UN activities but also actively supports the principles of global citizenship and multifaceted cooperation, engaging people in addressing important local challenges. This creates a powerful network of volunteers who contribute to strengthening international relations and advancing the core principles of the United Nations.

The United Nations Volunteers (UNV) program is a program that helps to ensure peace and development through volunteerism around the world. Implemented by the United Nations Development Program (UNDP), the program brings together skilled, highly motivated professionals with a good knowledge base working in various UN agencies and promotes the values and global recognition of volunteerism.

According to the UN report for 2018, over 1 billion people worldwide engage in volunteer activities, whose work corresponds to the volume of work that would be performed by 109 million people working full-time. 70% of volunteer work globally is informal – people engage in it directly within their communities without being part of any organizations. 30% of volunteers are members of volunteer organizations. The majority of volunteers worldwide, 57%, are women. Among those involved in informal volunteer work, 59% are women [11].

Volunteering is an excellent opportunity for students and professionals to address important issues while educating themselves in the spirit of global citizenship and developing useful skills. With their knowledge and enthusiasm, UN Volunteers contribute to the promotion of the UN's goals and principles, as well as support the development of multilateralism and sustainability through concrete, hands-on work [12].

Given the global recognition of volunteerism and its support by the UN, it is important to look at how volunteerism is developing in different countries. Each country has its own unique conditions, cultural peculiarities and social challenges that determine the nature and scope of volunteering. At the same time, regardless of the context, volunteering in many countries is an important tool for solving social problems, providing humanitarian aid and promoting sustainable development.

Given the importance of volunteerism in the global context, it is worth paying particular attention to the experience of the United States, where volunteering has deep historical roots and is an integral part of the social structure. In the United States, volunteerism is actively supported at both the state and local levels, allowing citizens to participate in various initiatives aimed at improving social conditions, providing humanitarian aid and promoting community development.

After experiencing several waves of decline and growth during the twentieth century, since the 1990s, the volunteer movement has become a mass phenomenon in the United States. It is important to note the significant support of the volunteer movement by the US authorities. In 2002, President George Bush has approved the creation of the US Freedom Corps, which was aimed at promoting and coordinating volunteer work on a voluntary basis. In 2003, the President's Council on Service and Civic Engagement was also established. After the tragedy of 11 September 2001, it became clear that the volunteer movement could play an important role not only in addressing social and environmental issues, but also in combating new challenges related to national security. At the initiative of the Presidential Administration, legislation was developed to expand national volunteer programs. This allowed teachers, doctors, firefighters, police and rescuers to engage in socially useful activities, including disaster management and mitigation. This call resonated with millions of Americans, and volunteer participation in homeland security became a recognized necessity [13].

Today in the United States, volunteerism is made up of almost 60% of women, who devote an average of 3.4 hours per week to volunteering, and about 50% of men, who devote 3.6 hours per week to volunteering [14].

In Germany, the role of public authorities in organizing interaction between the state and society in the field of volunteering is much broader than in other countries. In addition to the traditional ministries such as social policy, education, youth, sports, environment and health,

other federal ministries are actively involved in volunteering. These include the Ministries of the Interior, Finance, Justice, Defence, Culture and Media, Migration, Refugees and Integration, Transport, Building and Urban Development, Economics and Technology, Economic Cooperation and Development, and Food, Agriculture and Consumer Protection. In total, no less than 16 federal ministries and 6 other government bodies participate in this process, confirming the high level of integration of volunteer work into state policy at the federal level. This, in turn, has a significant impact on regional and local governance. Every third German (22 million people) is a volunteer and works in volunteer associations, projects, and mutual aid groups for more than 15 hours per month [15].

Established in 1982, the Alliance of European Voluntary Organizations is a focal point for national volunteer organizations in Europe that organize both long-term and short-term volunteer projects. These initiatives contribute to the development of international cooperation, peace and understanding. Since 1983, the European Union has annually announced a specific theme for the European year. For example, 2011 was officially declared the Year of Volunteering in Europe by the European Commission.

Today, almost a third of the EU population is involved in volunteering. They carry out a wide range of tasks, from assisting at sporting events to dealing with the aftermath of natural disasters. Voluntary organizations such as the Red Cross, the Red Crescent and the Coordinating Committee for International Voluntary Service, which operates under the auspices of UNESCO and is headquartered in Paris, also work on a voluntary basis.

In the European Union, around 100 million citizens actively invest their time, skills and money to make a positive impact on society by working in various NGOs, schools, hospitals, children's clubs and sports clubs. In countries such as the Czech Republic, Lithuania and Hungary, volunteering is as important as military service [16].

For its part, volunteering in Ukraine has long been underdeveloped, especially before 2014. However, after the Revolution of Dignity and the outbreak of the military conflict in the east of the country, the role of volunteers became extremely important. This was the moment when the volunteer movement in Ukraine reached a new level, thanks to international support as well as internal mobilization of society. Volunteering became the main force that helped organize resistance to Russian aggression, provided medical, material and psychological support, and addressed issues related to internally displaced persons. Although the volunteer movement in Ukraine was stimulated by the crisis, it also adopted many aspects of the European model.

According to the "World Giving Index", in 2010 Ukraine was ranked only 150th in the world, with only 5% of the population involved in volunteering. However, the events associated with the Revolution of Dignity, the annexation of Crimea and the war in Donbas changed the situation. As a result, volunteering in Ukraine began to develop very rapidly, and by 2014, almost a quarter of the population (23%) had gained experience in volunteering. At the same time, Ukraine has risen from 150th to 81st place in the "World Giving Index", ahead of Poland, Estonia, Russia and Georgia.

During the 2013–2014 Maidan protests, an effective model of volunteering was created, where communities provided food, clothing, and funds to volunteers, who in turn purchased military equipment, clothing, and other necessary materials. Volunteers delivered these items to the protesters on the Maidan, and later to volunteer battalions. In this way, volunteer activity played a crucial role in forming the resistance against separatist movements and the armed aggression of Russia in certain areas of Donetsk and Luhansk regions.

The second significant stage in the development of volunteering in Ukraine was caused by Russia's full-scale invasion. At the beginning of the armed aggression, from February to April 2022, hundreds of thousands of Ukrainians re-engaged in volunteering to help their fellow citizens fight the Russian attack, provide medical and psychological assistance to the victims, organize evacuations and provide accommodation for millions of internally displaced people. People acted spontaneously, with a great desire to help, often without

official documents or permits. It was this rapid mobilization of society that played a key role in the early stages of the war.

Since May 2022, when the fighting moved to the frontline from Kharkiv to Kherson, and a large number of internally displaced persons sought refuge abroad or began to return to safer regions, the role of volunteering has changed. Volunteer organizations are now focusing on supporting the state in areas such as logistical support for the military at the front, providing medical care to the wounded, and providing internally displaced persons with housing, material resources and psychological support.

The activities of volunteer organizations in the rear now differ significantly from the 2014–2015 model. First, organizations focus on supporting specific units of the Ukrainian Armed Forces rather than volunteer battalions. Second, they specialize in certain types of assistance, such as the supply of military equipment or food. Thirdly, the funding of these organizations has become more diverse: fundraising through crowdfunding platforms, business and international grants.

Today, volunteer organizations function as marketing companies that identify needs at the front, raise funds from various sources, search for and purchase the necessary equipment and products in Ukraine and abroad, and organize logistics to deliver everything they need. In addition, there are many volunteer organizations that work exclusively behind the lines, helping those affected by the war. These may include organizations that provide shelter for pets that have lost their owners, or purchase medicines and food for socially vulnerable groups [17].

In 2023, Ukraine has ranked second in the World Giving Index, moving up from 10th place in 2022 (Table 1). Indonesia took the top spot for the sixth consecutive year, followed by Kenya in third place, Liberia, and the United States rounding out the top five. Ukraine scored 62 points, while Indonesia scored 68 out of a possible 100. The higher the score, the larger the proportion of the population involved in charity. Overall, 72% of the global population, or 4.2 billion people, engage in charitable activities. Since the start of the full-scale war, nearly 9,000 charitable foundations have been officially registered in Ukraine. In comparison, neighboring Poland ranked last in the index at 142nd, with Hungary at 59th, Moldova at 101st, Slovakia at 118th, and Romania at 121st. Russia placed 102nd, and Belarus has been not included in the list [19].

Thus, the volunteer movement in Ukraine today is part of the new social movements inherent in post-industrial societies. It is a decentralized phenomenon, consisting of supporters rather than members, and does not have a hierarchical structure like political parties or traditional civil society organizations. The movement is based on voluntary contributions from citizens with the support of international organizations.

Table 1

World Giving Index Rankings, 2023

No.	Country	Rank in Global Index	Monetary Donations, %	Volunteering Work, %	Helping Others, %
1	Indonesia	68	61	82	61
2	Ukraine	62	78	70	37
3	Kenya	60	76	53	51
4	Liberia	58	80	30	65
5	United States	58	76	61	38
6	Myanmar	57	54	83	34
7	Kuwait	57	79	54	37
8	Canada	54	67	62	32
9	Nigeria	53	79	41	37
10	New Zealand	53	65	58	35

Source: World Giving Index rankings [18]

Recommendations for strengthening institutional support and enhancing civic participation in volunteer initiatives include the following areas:

1. Creating a favorable legislative environment:
 - Development and adoption of laws that would clearly regulate the rights and obligations of volunteers, provide them with social guarantees and protection.
 - Establishing mechanisms that facilitate cooperation between government agencies, non-profit organizations and volunteers, in particular through the creation of volunteer centers that would combine various resources and initiatives.
2. Financial and material support for volunteer initiatives:
 - Identify public funding for volunteer programs that would support projects that promote civil society, humanitarian initiatives and social development.
 - Providing tax benefits for organizations that actively engage volunteers or for individuals engaged in volunteer activities.
3. Educational programs and professional development:
 - Introduce educational programs that introduce citizens to volunteering, its importance and social aspects.
 - Conducting trainings and seminars for volunteers to improve their skills in various areas, such as first aid, project management, and working with vulnerable groups.
4. Activating civic participation through media and social networks:
 - Using social media to popularize volunteer activities, creating online platforms for registration and attracting new participants.
 - Developing campaigns that encourage people to become volunteers and demonstrate the positive impact of volunteering on community and societal development as a whole.
5. Partnerships between public, private and civil society organizations:
 - Creating partnerships between government agencies, NGOs and the business sector to provide resource and organizational support for volunteer initiatives.
 - Development of corporate volunteering, where companies facilitate the participation of their employees in volunteer projects by providing them with paid leave or other benefits.
6. Recognition and motivation of volunteers:
 - Introduce a system of recognition and rewards for volunteers that raises the prestige of this activity in society.
 - Organize special events for volunteers, such as awards ceremonies or other forms of public recognition.

To strengthen the volunteer movement, it is important to ensure effective institutional support and promote active civic participation by implementing the recommendations.

Conclusions. The volunteer movement is an important social tool for overcoming global challenges, such as humanitarian crises, natural disasters, military conflicts and other problems that require collective efforts and resource mobilization. Volunteering abroad, in particular within the framework of international humanitarian initiatives, demonstrates high efficiency in providing assistance to victims of crises, as well as in developing social responsibility at the global level.

In Ukraine, the volunteer movement has been experiencing a period of intensive development, especially since the beginning of the war in 2014 and in the context of the ongoing military conflict. Thanks to the efforts of civil society organizations, activists and volunteers, social support networks have been significantly strengthened, humanitarian aid has been organized and rehabilitation of the victims has been facilitated. However, while Ukraine has made great strides in developing volunteerism, it still faces challenges such as insufficient institutional support and the need for more effective mechanisms to engage volunteers in various areas, including education, healthcare and infrastructure reconstruction.

According to the global charity ranking, Ukraine is an important country among those actively developing volunteer initiatives, although its position is inferior to many countries with developed social support systems. However, due to the growing activity of civil society

and the development of international partnerships, Ukraine has the potential to further strengthen its position in the global context of charity and volunteering.

Thus, the volunteer movement in Ukraine and abroad is an important element in addressing social and humanitarian issues at the global level. To achieve greater effectiveness, it is necessary to continue supporting and developing volunteering through educational programs, legislative initiatives and the integration of new technologies, which will allow for even more participants to be involved in social initiatives and ensure sustainable development in the future.

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