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DIGITAL TRANSFORMATION OF EU ADMINISTRATIVE SERVICES FOR SUSTAINABLE DEVELOPMENT OF UKRAINE¹²

In the modern world, digitalization has become a key factor in the development of society and public administration. The introduction of digital technologies in the field of administrative services greatly simplifies the interaction between citizens, businesses and

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the state, increases the efficiency of government and reduces bureaucratic obstacles. This is especially important for countries in the process of public administration reform, such as Ukraine. The European Union has already gone through the digital transformation of administrative services, and its experience is a valuable reference point for Ukraine. Using European standards and technologies, such as electronic identification, online public service platforms, and open data, European countries have significantly increased transparency, reduced corruption risks, and improved the accessibility of public services to citizens. For Ukraine, the digitalization of administrative services is not only a step towards improving the efficiency of public administration, but also an important component of the European integration process. The creation and development of e-services such as “Diia” shows positive dynamics, but the implementation of EU best practices will significantly accelerate this process and ensure the country's sustainable development.

The European Union has been implementing a digital transformation strategy for many years aimed at simplifying access to public services for citizens and businesses, increasing transparency and efficiency of public administration. The EU has introduced a number of regulations governing the digitalization of the public sector. In particular:

- The Directive on Open Data and Reuse of Public Sector Information promotes free access to public data, which allows for the development of digital services and innovations.
- The eIDAS Regulation (Electronic Identification, Authentication and Trust Services) establishes a legal framework for electronic identification and trust services, allowing citizens and businesses to use digital signatures and electronic documents across the EU.
- The Digital Europe strategy aims to develop digital infrastructure, cybersecurity and e-governance in the member states.

The EU is actively developing common platforms for digital governance. One of the most important projects is the Your Europe portal, which provides citizens and businesses with access to administrative services in all EU countries. For example, this portal

provides information on tax liabilities, business registration, or social benefits. In addition, as part of the eGovernment initiative, the EU has a “once only” principle. This means that a citizen or entrepreneur, having submitted documents to one government agency, is not obliged to re-submit them to other authorities. Information systems of the states automatically exchange the necessary data, which greatly simplifies administrative procedures.

One of the most successful countries in the field of digital administrative services is Estonia. It has implemented the X-Road system, a decentralized platform for data exchange between government agencies. Thanks to this technology, Estonians can receive 99% of public services online, from filing tax returns to registering businesses. One of the most striking examples of X-Road's effectiveness is the e-Residency system. It allows citizens of other countries to remotely register a business in Estonia and use the country's digital services. This model greatly simplifies international business and helps attract investment.

Ukraine is actively involved in international programs and projects aimed at implementing European digital standards. In particular, the EU4Digital program plays an important role in supporting the development of the digital economy and society in the Eastern Partnership countries.

Main areas of cooperation within EU4Digital:

- harmonization of Ukrainian digital services with European standards;
- support for the development of electronic identification (eID) infrastructure in accordance with the eIDAS Regulation;
- exchange of experience in the field of cybersecurity and personal data protection.

Ukraine has also joined the Digital Single Market initiative, which provides for mutual recognition of digital documents and integration with European electronic registries.

The digitalization of administrative services offers great opportunities to improve public administration, simplify bureaucratic procedures, and increase government transparency. However, the process of digital transformation in Ukraine, as well as in the

EU, faces a number of challenges, overcoming which is a key task for further development.

The main challenges of digital transformation:

- Digital divide and unequal access to electronic services. Despite the active development of digital services, some people, especially in rural areas, have limited access to quality Internet connections and insufficient digital literacy. This makes it difficult to use public online services equally.
- Cybersecurity and personal data protection. The transition to digital administrative services makes government systems vulnerable to cyber threats. The increase in cyberattacks in recent years indicates the need to strengthen security measures, including the introduction of blockchain and artificial intelligence technologies to protect citizens' personal data.
- Insufficient adaptation of legislation. Despite significant changes in the legal framework, Ukrainian legislation is not yet fully compliant with European standards in the areas of electronic identification, digital signatures, and electronic document storage. This creates legal barriers to Ukraine's integration into the EU's digital single market..
- Risks of digital bureaucracy. Digitization of administrative processes without optimization of procedures can lead to the fact that bureaucracy is simply transferred to digital format, without solving the problem of excessive complexity of public services.

Despite the challenges, the digital transformation of administrative services has significant potential to improve public administration. The main areas for further development include: expanding access to digital services; improving cybersecurity; harmonization with European legislation; and innovative approaches to digital governance.

The digital transformation of EU administrative services is an important benchmark for Ukraine's sustainable development and European integration. The use of European standards and technologies helps to increase transparency, reduce corruption risks, and

improve the accessibility of public services. The introduction of solutions such as electronic identification, online service platforms, and open data makes it easier for citizens, businesses, and the state to interact. Estonia's experience and the implementation of the EU4Digital program demonstrate the effectiveness of integrating digital services and harmonizing legislation. At the same time, Ukraine faces a number of challenges, including digital inequality, cyber threats, inconsistency of legislation with EU standards, and the risks of digital bureaucracy. Overcoming these challenges requires expanding access to electronic services, strengthening cybersecurity, improving the legal framework, and introducing innovative approaches to digital governance. Successful implementation of these steps will ensure more effective public administration and sustainable development of Ukraine.

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