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GREEN RECONSTRUCTION OF UKRAINE THROUGH INNOVATIONS IN THE CONTEXT OF ACHIEVING THE SDGS

The wartime context in Ukraine necessitates an urgent reorientation toward recovery strategies founded on green rebuilding principles and sustainable development. Traditional recovery models have proven susceptible to modern challenges, highlighting the critical need for a shift to environmentally responsible approaches that rigorously uphold ecological standards at every phase of recovery. Green rebuilding encompasses not only the physical restoration of infrastructure but also the integration of future-forward technologies designed to minimize environmental impact, improve energy efficiency, and facilitate the adoption of renewable energy sources. Prioritizing support for startups and ecological innovation is essential for generating new economic opportunities and cultivating a resilient, adaptive economy that meets global sustainability benchmarks.

On July 4–5, 2022, the international Ukraine Recovery Conference was held in Lugano, where a 10-year reconstruction plan, valued at $750 billion, was presented. The plan includes investments in 15 sectoral programs aimed at the comprehensive reconstruction of the country after the war [1]. A central component of the Ukrainian plan is its focus on green recovery, which not only involves the restoration of pre-war assets

and infrastructure but also the integration of modern technologies, enhanced efficiency, and minimal emissions to ensure sustainable economic development. In December 2023, the Ministry for Communities, Territories and Infrastructure Development of Ukraine presented a draft resolution by the Cabinet of Ministers of Ukraine on Amendments to the State Strategy for Regional Development for 2021–2027. This draft aims to align the strategy with new requirements, particularly emphasizing sustainable recovery of regions and communities, expanding EU integration processes, and continuing decentralization reforms in response to emerging challenges [2].

In developing the conceptual foundations for Ukraine's post-war green recovery, it is essential to define key principles that will guide the planning and implementation of measures aimed at restoring critical sectors of the economy and urban infrastructure. Among these principles are: innovativeness (with a focus on advanced technologies and modern management approaches); environmental sustainability (to ensure ecological safety, including the implementation of clean technologies and reducing the carbon footprint); digitalization (through the integration of digital solutions and the development of smart cities); inclusivity (to create accessible infrastructure that meets the needs of all segments of the population); social welfare (focused on improving citizens' living conditions); public-private partnerships (to effectively mobilize resources and combine efforts from the state, business, and civil society); ethics (with an emphasis on transparency, the rule of law, and active citizen participation in the recovery process).

Green startups are a key driver for Ukraine's post-war recovery, contributing to the development of priority sectors such as renewable energy, agriculture, bioenergy, and industrial digitalization. Investment in these industries will help to reduce carbon emissions, improve energy efficiency, and stimulate the development of innovative technologies [3]. The implementation of environmentally sustainable practices in agriculture and the food industry, as well as the growth of bioenergy, will create new opportunities for sustainable economic growth. Furthermore, the digitalization and automation of production processes will enhance

resource efficiency and reduce environmental impact. Supporting startups in these areas will be a crucial factor in attracting investment and strengthening the country's innovative potential.

Startups, with their innovative approach, have the potential to become a driving force for Ukraine's green recovery, implementing pioneering ideas for effective post-war reconstruction. They can not only support physical restoration but also establish new development standards by attracting funding, innovative technologies, and skilled professionals. With the support of foreign investors and government initiatives, Ukrainian startups will contribute to the rapid recovery of the country and enhance its investment attractiveness on the global stage [4].

Green startups play a crucial role in Ukraine's post-war recovery, creating new jobs in the environmental sector and developing new solutions for sustainable economic growth. Attracting investments in this direction will facilitate a more efficient allocation of financial resources, supporting stable economic growth and social security. These startups drive the implementation of modern technologies that enhance quality of life while adhering to principles of ecological and energy efficiency. Supporting green startups has become a strategic element in building a green economy focused on long-term growth and environmental safety [5].

An innovative approach to Ukraine's green recovery is a key to creating a sustainable economic model that meets the challenges of the modern world. The integration of innovative environmental technologies into strategic sectors will not only accelerate infrastructure restoration but also transform the country's economy toward enhancing its global competitiveness. The use of green environmental technologies, combined with the transformation of key economic sectors, will enable Ukraine to not only rebuild its infrastructure but also establish new competitive advantages. This process opens new horizons for international cooperation, investment attraction, and the implementation of innovative projects that adhere to high sustainable development standards, thereby ensuring long-term economic, ecological, and social stability.

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