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Petrukha S.*Candidate in Economics, Associate Professor,**Kyiv University of Construction and Architecture, Ukraine;**e-mail: psv03051984@gmail.com; ORCID ID: 0000-0002-8859-0724*

**RURAL ECONOMY:
DIRECTIONS OF NEW THEORIZATION AND IMPLEMENTATION
OF BEST EUROPEAN FINANCIAL REGULATION PRACTICES**

Abstract. A Ukrainian intellectual-expert community is at the initial stage of forming a methodological basis of the rural economy ontogenesis that is determined, first of all, by the ongoing decentralization reform, a new role of the rural economy from the national perspective of a new (both coronavirus and post-COVID) economic reality in ensuring food sovereignty, economic recovery of the economy, in general, and rural territorial communities, in particular, with regard to new challenges associated with the ageing of the rural community, de-population, predominance of the rural employment in the rural area and financivization of relationships within the rural economic agents, ultimately creating a new normality of the operation and development of the rural economy. Taking into account that Ukraine has strategically outlined its aspiration for integrating into the European Community having successfully passed a forming phase of group dynamics (according to Bruce Tuckman), has moved to a conflict phase having enlarged its orthodox understanding to the absence of proper parity in the development of socioeconomic, financial-institutional processes inside the rural economy, having created the threats to its transition to comprehensive digitalization and «greening» of finances applied for it. In the European Union, this problematics has been studied and an analysis of searches of directions of its solution has been carried out since the 50s of the past century actualizing the necessity to typologize best regional practices, their implementation from the perspective of the agrarian policy with regard to iteration of the Public Finance Management System Development Strategy, directions of the modernization of state support for agricultural goods producers, a gradual transition from a support institution to an assistance institution.

To achieve the goal, which was defined as typologization of theoretical leverages and empirical inter-influences and inter-dependencies of the ontogenesis of the rural economy in the conditions of the implementation, by the European Community, of the UN 2030 Sustainable Development Goals as the basis for new strategizing and financivization (including their «greening») of its development in our country, the methods were used: *of induction and deduction, comparison and systematization* — in researching the historiography of the notion «rural economy», penetrating it with a «financial» spirit and processes of «greening» financial-economic relationships of the economic agents of the rural economy; *of synthesis and analysis* — for characterization of financial support (assistance) of the rural economy with regard to modern approaches to the establishment and development of the Common Agricultural Policy in the EU member countries in order to implement a comprehensive regulatory European-colored movement towards digitalization and financivization including the post-COVID financial recovery of the rural economy, the formation of the basis for the financial central focus on local value added; *of morphological analysis* — for a new parametrization of the rural economy with regard to evolvement of the financial vector towards stimulating agro-producers for sustainable and comprehensive development; *a graphical method* — for vivid presentation of theoretical and methodical material; *a abstract-logical method* — for theoretical generalization and formulation of conclusions from the conducted research.

Formed typologies of theoretical leverages of the rural economy enabled to clearly crystallize the parameters inherent to it only, in particular: goal-oriented collaboration of various economic activity types carried out within the rural territorial community in order to form local value added, ensure local food sovereignty and food security, create conditions for developing integrated corporate associations based on symbiotics of the agrarian and construction economies; both enterprises (corporations, agro-food clusters) and individual entrepreneurs as well

as households determining the operation of the food market and focusing the financial system on the respective genotype of economic agents involved in the rural economy, act as the entities of the rural economy; the compliance is provided, with the principle of sustainable and inclusive development, the «green» ontogenesis of the system of state support (assistance) of agro-producers; the orientation is substantiated, towards a new scaling of rural construction projects, social infrastructure including that involved in counteracting a coronavirus infection providing conditions for meeting the intellectual-staff needs of economic agents-stakeholders of the rural economy.

Conducted generalization enabled to single out a number of modernization stages of the EU Common Agricultural Policy, in particular, in terms of mass-qualitative and mass-variable characteristics of financial support (assistance) of agro-producers as well as characterize the current central focus in their development on the rural economy institution expressed, in particular, through rural territories (rural territorial communities) in terms of promoting implementation of village-saving projects of rural development and solution to financial-economic, social and ecological problems of the rural area.

A new European-colored parametrization of the rural economy has become a basis for formulating an own conceptual-categorical construct, in particular, the «rural economy» and its related financial-economic categories and notions as a system of the economic agents, whose activities being associated with the rural territory envisage using natural and other raw-material-climatic resources to meet the food needs of the community and perform financial-economic, social-food functions within the modelity of the operation of the national economy, with regard to the basic principles of sustainable and inclusive development, «greening» of state and local finances etc. The proposed definition relying on laid foundations in scientific studies of Ukrainian and foreign academic economists and actual parameters of development of rural territories, in particular, in respect of the mechanisms of financial support (assistance) in the EU member countries promotes further formation of the methodological basis for the harmonization of co-development of agrarian and financial policies in order to stabilize the rural economy, give it the signs of sustainability and European-formed financivization priorities.

Keywords: rural economy, financivization, state support (assistance), agriculture, rural territory, agrarian policy, state and local finances, natural-climatic resources, «green» finances.

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Петруха С. В.

кандидат економічних наук, доцент,

Київський національний університет будівництва і архітектури, Україна;

e-mail: psv03051984@gmail.com; ORCID ID: 0000-0002-8859-0724

СІЛЬСЬКА ЕКОНОМІКА: НАПРЯМИ НОВОЇ ТЕОРЕТИЗАЦІЇ ТА ІМПЛЕМЕНТАЦІЇ КРАЩИХ ЄВРОПЕЙСЬКИХ ПРАКТИК ФІНАНСОВОЇ РЕГУЛЯЦІЇ

Анотація. Українська інтелектуально-експертна спільнота перебуває на початковій фазі формування методологічного базису онтогенезу сільської економіки, що передусім детерміновано реформою децентралізації, новою роллю сільського господарства в національній площині нової (як коронакризової, так і постковідної) економічної реальності в забезпеченні продовольчої суверенності, економічного відновлення економіки в цілому і сільських територіальних громад зокрема з урахуванням нових викликів, пов'язаних зі старінням сільського соціуму, депопуляцією, привілеюванням сільської зайнятості в сільській місцевості та фінансовізацією взаємовідносин у середині сільських економічних агентів, у підсумку утворюючи нову нормальність функціонування і розвитку сільської економіки. Ураховуючи, що Україна стратегічно окреслила своє прагнення до інтеграції у європейське співтовариство, успішно пройшовши формуючу стадію групової динаміки (за Брюсом Такменом), перейшла до конфліктної стадії, розширивши її ортодоксальне

розуміння до відсутності належної паритетності в розвитку соціально-економічних, фінансово-інституційних процесів у середині сільської економіки, створивши загрози її переходу то всеохоплюючої діджиталізації та «озеленення» фінансів, спрямованих у неї. В Європейському Союзі порушена проблематика вивчається і здійснюється пошук напрямів її розв'язання з 50-х років минулого століття, актуалізуючи необхідність типологізації кращих регіональних практик, їхню імплементацію у площину аграрної політики з урахуванням ітерації Стратегії розвитку системи управління державними фінансами, напрямів модернізації державної підтримки сільськогосподарських товаровиробників, поетапного переходу від інституту підтримки до інституту допомоги.

Для досягнення мети, яка була визначена як типологізація теоретичних підходів та емпіричних взаємовпливів і взаємозалежностей онтогенезу сільської економіки в умовах реалізації європейським співтовариством Цілей Сталого Розвитку ООН до 2030 року як базису нового стратегування і фінансовізації (у тому числі їх «озеленення») її розвитку в нашій країні, застосовано методи: *індукції* та *дедукції*, *порівняння* і *систематизації* — при дослідженні історіографії поняття «сільська економіка», понизення його «фінансовим» духом і процесами «озеленення» фінансово-економічних взаємовідносин економічних агентів сільської економіки; *синтезу* і *аналізу* — для характеристики фінансової підтримки (допомоги) сільської економіки з урахування модерних підходів до становлення і розвитку Спільної аграрної політики у країнах — членах ЄС задля імплементації всеохоплюючого регуляторного європейськозабарвленого руху на дигіталізацію і фінансовізацію, у тому числі постковідного фінансового оздоровлення сільської економіки, формування основи для фінансового центрizmu на місцевій доданій вартості; *морфологічного аналізу* — для нової параметризації сільської економіки з урахування еволюціонування фінансового вектора в напрямі стимуляції сільгоспвиробників до сталого і всеохоплюючого розвитку; *графічний* — для наочного подання теоретичного і методичного матеріалу; *абстрактно-логічний* — для теоретичних узагальнень і формулювання висновків з проведеного дослідження.

Сформовані типології теоретичних підходів сільської економіки дозволили чітко викристалізувати притаманні лише їй параметри, зокрема: цілеспрямована колаборація різних видів економічної діяльності, які здійснюються в межах сільської територіальної громади задля формування місцевої доданої вартості, забезпечення локального продовольчого суверенітету на продовольчій безпеці, створення умов для розвитку інтегрованих корпоративних об'єднань на базі симбіотики аграрної й будівельної економік; суб'єктами сільської економіки виступають як підприємства (корпорації, агропродовольчі кластери), так і фізичні особи — підприємці, а також домогосподарства, які детермінують параметри функціонування продовольчого ринку та здійснюють фокусацію фінансової системи на відповідному генотипу економічних агентів, задіяних у сільській економіці; забезпечується дотримання принципу сталого і всеохоплюючого розвитку, «зеленого» онтогенезу системи державної підтримки (допомоги) агропродуцентам; обґрунтовується орієнтація на нове масштабування проєктів сільського будівництва, соціальної інфраструктури, у тому числі задіяної у протистоянні поширенню коронавірусної інфекції, забезпечуючи умови для задоволення інтелектуально-кадрових потреб економічних агентів — учасників сільської економіки.

Здійснене узагальнення дозволило виділити низку модернізаційних етапів Спільної аграрної політики ЄС, зокрема в частині масово-кількісних та якісно-змінних характеристик фінансової підтримки (допомоги) сільгосптоваровиробникам, а також охарактеризувати сучасний центризм у їхньому розвитку на інститут сільської економіки, виражений зокрема через сільські території (сільські територіальні громади) у частині сприяння реалізації селозберігальних проєктів сільського розвитку і розв'язанні фінансово-економічних, соціальних та екологічних проблем сільської місцевості.

Нова європейськозабарвлена параметризація сільської економіки стала підґрунтям для формулювання власного понятійно-категоріального апарату, зокрема «сільської економіки» та пов'язаних з нею фінансово-економічних категорій і понять як системи економічних

агентів, діяльність яких, будучи пов'язаною із сільською територією, передбачає використання природних та інших сировинно-кліматичних ресурсів задля задоволення продовольчих потреб соціуму й виконання фінансово-економічних, соціально-продовольчих функцій у межах модельності функціонування національної економіки з урахуванням базових засад сталого і всеохоплюючого розвитку, «озеленення» державних і місцевих фінансів тощо. Запропоноване визначення, яке спирається на закладені основи в наукових дослідженнях українських і закордонних учених-економістів та фактичні параметри розвитку сільських територій, зокрема стосовно механізмів фінансової підтримки (допомоги), у країнах — членах ЄС, сприяє подальшому формуванню методологічного базису гармонізації співрозвитку аграрної і фінансової політик задля стабілізації сільської економіки, надання їй ознак сталості і європейськосформованих пріоритетів фінансовізації.

Ключові слова: сільська економіка, фінансовізація, державні підтримка (допомога), сільське господарство, сільська територія, аграрна політика, державні і місцеві фінанси, природно-кліматичні ресурси, «зелені» фінанси.

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Introduction. A problem of hunger because of the probable and projected growth in the number of the population of the planet and a share of people suffering from obesity, type 2 diabetes, micronutrient deficiency etc. actualizes the importance of the development of the agrarian sector of the economy and its leading link — agriculture in collaboration and synergy with economic institutions of the construction economy as a basic institutional requirement for the establishment and development of agro-constriction clusters to ensure food sovereignty, which is the priority for each country. Solving this key problem in the most developed countries is provided by regulating co-development of the agrarian and construction sectors of the economy integrated into the rural economy institution to achieve the economic goals by the efficient use of natural and other raw-material-climatic resources, with the minimum negative impact on the environment providing revolutionary changes in the public finance system towards their «greening» generating the next iteration of the Public finance Management Reform Strategy in Ukraine [1].

Today, Ukraine is at the initial phase of forming the methodological basis of the operation and development of the rural economy, when in the EU member countries and the U.S.A. such studies have been conducted since the 50s of the past century, having formed not only the required conceptual-categorical construct, the system of criterial-monitoring support but also the leverages for the harmonization of the scientists' views with the vision of the global development and regulation of the agrarian sector of the economy, its embedding into the tasks determined by the UN 2030 Sustainable Development Goals [2].

So, solving the problem of the development of the rural economy becomes increasingly topical for Ukraine against the background of the Government's vision of the post-COVID recovery of the national economy [3], in which pride of place is given to agriculture and the establishment of COVID-resistant agro-food value added chains participated by agro-construction clusters, rural construction projects and local authorities as the new regulatory institutions of the rural economy generated by the decentralization reform, with regard to the existing trend towards the ageing of the rural community and depopulation.

Research analysis and task setting. Formation of the theoretical-methodological basis for the operation and development of the rural economy under the conditions of implementing the agrarian, construction and other sectoral reforms is covered by papers of Ukrainian scientists such as S. Belei [4], O. Borodina [5], T. Zinchuk [6], O. Kiselov [7], O. Pavlov [8], N. Kutsmus [9], A. Sosiura [10] et al. Historiography and modern trends of the ontogenesis of the rural economy in the EU member countries are traced in expert-analytical materials determined in the global space of organizations, in particular [12—19], which generalization enables to form the benchmarks for the adjustment of the state regulatory stimulation of this, unconditionally leading component of the economy of Ukraine.

The purpose of the article is to typologize theoretical leverages and empirical inter-influences and inter-dependencies of the ontogenesis of the rural economy under the conditions of implementing — by the European Community — the UN 2030 Sustainable Development Goals as the basis for the new strategizing and financivization (including their «greening») of its development in our country.

Results of research. A foreign interpretation of the term «rural economy» is underlied by a territorial approach when, according to certain criteria, it mainly refers to the number and density of the population and the distance to large cities, territorial formations are defined, which fall into «rural territories». It is necessary to recognize that certain defects of this approach are both a difference in the methods of establishing the basic criteria in each specific country and high dynamics of a change in the number of the population affected by the economic and demographic factors.

In the territory of the former Soviet Union, in defining the essence of the rural economy, an option was chosen, of searching the etymological essence of the two basic notions, that is, «rural» and «economy». If, as for the second one, there were no discussion (the economy, translated from Greek, may be defined as «...an art of running the house, managing the house, the household»), then the basis for the first one was interpreted as originating from the activity associated with field husbandry or establishment of settlements in the times of the Kievan Rus', which, again, were oriented to land cultivation [8, p. 115].

O. Kyselov characterizes the rural economy as «...a system of branches and types of activity, which includes, in addition to agriculture and forestry, extractive and processing branches of the industry, a services sector and infrastructure facilities operating in the rural area» [7, p. 10]. In this definition, the attention is focused, first of all, on combining various types of activity carried out within the rural area. Such an approach is deepened, to some extent, by T. Zinchuk, who substantiates two positions in interpreting the rural economy: «...a “general” one as an integrated system of branches and various types of activity (agriculture, forestry and the water sector, the extractive, manufacturing and processing industry, construction, the services sector, infrastructure etc.) and socioeconomic relationships in rural territories and the «narrow» one as a multi-branch aggregate of business entities-stakeholders of the economic activity located and operating in rural territories and being in economic relationships in terms of the production and exchange of products» [6, p. 9]. In the guide for village chairpersons, in addition to a certain list of types of economic activity, which must ensure the maximum efficient use of all available resources, the attention is also focused on the participation of one more group of entities of the rural economy — «...individual entrepreneurs as well as households» [11, p. 45]. Such a more precise definition is important as it confirms the necessity to strengthen ties with all business entities, which, using available resources, are able to manufacture any products. A definition by D. Sosiura also emphasizes a combination of various types of activity but updates that they must «...provide a purposeful and harmonized use of natural and acquired resources and opportunities of rural territories...» [10, p. 419]. Such a view actualizes compliance with the sustainable development principles when the interests of an individual or a community must be achieved, with regard to the importance of preserving the environment for the existence and development of next generations. N. Kutsmus substantiates the appropriateness of the consideration of the rural economy from the position of the systems approach, in particular, as «...a multi-functional socioeconomic open-type system, which development is aimed at ensuring the welfare of the rural population» [9, p. 23]. An essential difference of the rural economy is pointed out in the research [12, p. 35], where its orientation is substantiated, towards forming a services sector and establishing social infrastructure facilities, which must provide conditions for meeting the needs of local residents. A special attention is paid to a population welfare problem that requires development of a labor market, formation of a staff training and re-training system and financial support for meeting intellectual-staff needs of agents-stakeholders of the rural economy. Specified aspects have found support also in defining the authorship by S. Belei as «...an open socioeconomic system experiencing constant changes under the impact of the exogenous factors, a consequence of the effect of which is the

achieved level of the development of the rural economy, operation of which is aimed not only at ensuring development of rural territories but also at fair distribution of results among all rural development entities and is directed towards ensuring favorable standards of living and living support of the rural population» [4]. We consider appropriate to agree with the essentiality of the impact of exogenous factors on the rural economy as an open socioeconomic system. However, in our opinion, in the conditions of the post-COVID economy, it is appropriate to orient not towards a fair distribution of results but, rather, towards their directivity to improve the welfare of the population and preserve the environment. Another aspect not appropriate to be left unattended consists in endeavoring to present the strategic orientation of the rural economy to self-sustainment. In this way, the scientists endeavor to depart from a stereotype that rural settlements exist only for the provision of cities with food products. However, the fact may not be put aside that the production of agricultural products is oriented to the performance of the productive function by the rural economy within the national economy.

To outline all modern parameters of the rural economy, in addition to studying the theoretical developments, we generalized the analytical data of European organizations that enabled to characterize a process of development and a current state of the rural economy in the EU member countries. A special emphasis is placed on the financial regulation, which application sense and benchmarks essentially changed within the researched period.

Development of the rural economy in the EU is underlied by the Common Agricultural Policy (CAP), which was implemented in 1962 in order to produce a required amount of food at affordable prices, that is, it referred to the priority of ensuring food sovereignty and, respectively, food security of the EU. From the historical perspective, it is possible to emphasize a number of stages characterized by the most essential change in the CAP's focuses: until the 70s, the priority was to support farmers to increase the productivity of production of food products (fixed prices at a high level; considerable amounts of subsidies for support for producers of agricultural products; expenditure for support of agriculture reached 65 %); in the 80s — at the beginning of the 90s, the tools were used, for the alignment of interests of food producers and consumers (orientation to prevention of overproduction; price regulation; export subsidies; allocation of quotas for milk production volumes; amounts of subsidies are tied to the scales of production); since the mid-90s, the focus was placed on keeping food quality, preserving the natural environment and supporting regional good-producers (MacSharry reform; introduction of ecological standards and establishment of the food traceability safety institution); at the beginning of the 2000s, the problems of the economic, social and cultural development of rural territories came to the fore (approval of the package of reforms under the title «2000 Action Plan»; re-orientation from the branch approach to the territorial approach to rural economy management; 2003—2007 — changing in the system of support of agro-food producers and increasing in attention to the development of rural territories (Fischer reform; direct subsidizing of farmers regardless of volumes of production of agricultural products but with regard to the area of agricultural lands and based on the results of the environmental protection).

The following facts became the basis for further increase in the attention to the issue of growth in the rural economy: in the EU rural regions making up 51 % of the territory, 19 % (112 mln people) of the population resided, who were characterized by: a high unemployment level, a lower per capita income level in comparison with urban residents, the presence of infrastructural limitations and a difficulty of employment, restrictions in personal fulfillment for women and youth, a deficiency in skilled staff, a youth outflow etc. In accordance with the acuteness of the problem, the Rural Development Policy (RDP) for 2007—2013 was developed [13, p. 16], which was oriented, in addition to the provision of the competitiveness of European agro-goods producers, towards life improvement in the rural area. Later on, the Rules were developed in the EU, establishing a procedure for the regulation of the rural development policy, which were underlied by the so called «thematic axes», the meaning of one of which is formulated as follows «...ensuring the quality of life in the rural area and the differentiation of the rural economy provides assistance in developing a local infrastructure, improving conditions for the creation of additional jobs in all

sectors and business activity diversification» [14, p. 23—25]. The meaning of this thematic axis emphasizes orientation towards creating the local infrastructure within each rural territory that takes the specifics of the environment, needs of the population and rational use of all resources into account.

The CAP implementation in 2014—2020 (2018, EU-28) was supported by the financing in the amount of €408B [15]. Two pillars are laid as the CAP basis: the first one provides establishing additional payments to farmers and the second one provides developing rural territories by promoting solution to their economic, social and ecological problems. The essence of the second pillar is defined as «...increasing in competitiveness of agriculture, providing sustainable natural resource management, achieving balanced territorial development of rural economies and communities including creating and supporting employment» [16].

An updated RDP for 2014—2020 defines, among the basic goals, «...production of traceable and safe food products, rational use of natural resources and balanced territorial development» [17]. To implement the RDP, in 2014—2020, €100B were allocated that made up nearly 24.4 % of the total CAP budget [18]. The financing was carried out, in particular, through the European Agricultural Fund for Rural Development (EAFRD) by the basic directions presented in the graphical form in *Fig. 1*.

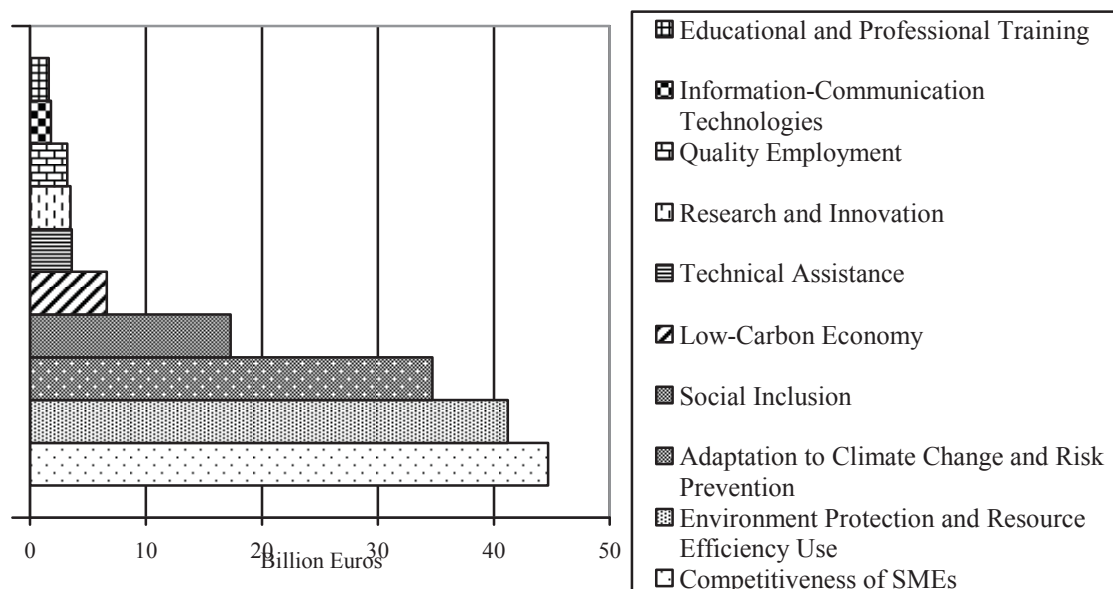


Fig. 1. Total Budget of EAFRD by directions

Source: formed on the basis of [19].

According to presented analytical data, a lion’s share of financial resources is applied not only for supporting agents-stakeholders of the rural economy but also for implementing village-saving projects envisaging rural development, in particular, formation of the social and cultural environment.

The newest version of RDP, which will be in effect after 2021, envisages a gradual departure from a regulatory approach in favor of granting more freedom of the use of financing amounts provided to the country members with regard to digitalization and «greening» of finances to maximally promote rural development. The amount of financing in 2021—2027 is approved of about €95.5B, and the rural development programs (RTDPs) are laid as the basis for the financing mechanism. Each such program must be also oriented towards achieving the priority such as «promoting social integration, poverty reduction and economic development in the rural area».

Drawing intermediary conclusions, it is appropriate to emphasize that in the Sustainable Development Goals of Ukraine until 2030, the 11th goal is defined as «ensuring openness, safety, resilience and ecological sustainability of cities and other human settlements» [20], that, in the

context of results of research of a practice of development of the rural economy requires applying an integrated approach to counteracting a number of challenges characteristic of both the most developed countries of the world and Ukraine, taking national specifics into account, in particular, in terms of structural changes in the production of agricultural products, decentralization, demographic and economic changes. In addition, the following parameters of the rural economy can be emphasized (*Fig. 2*).

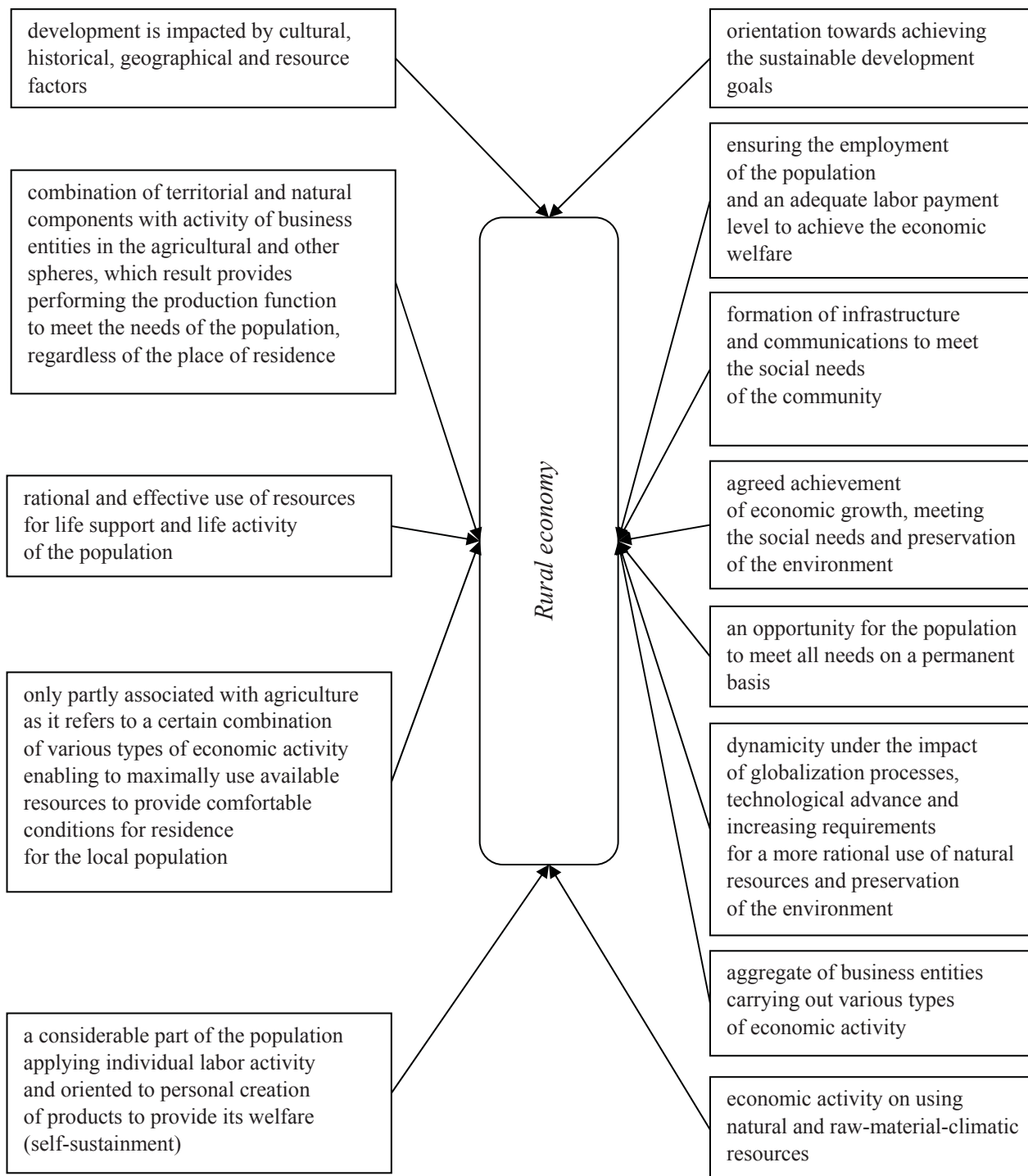


Fig. 2. Rural Economy Parameters

Source: formed by the author.

Defined parameters have become the basis for formulating our own definition of the rural economy as a system of the economic agents, which activity being associated with the rural territory, provides using raw-material-climatic resources for meeting the food needs of the

community and performing financial-economic, social-food functions within the modelity of the operation of the national economy with regard to the basic principles of sustainable and inclusive development, «greening» of state and local finances etc.

In this definition, as compared to the above quoted definitions, the attention is focused on a number of important points:

- it refers to all economic agents, that is, enterprises and individuals, with no restrictions on the type of the economic activity;
- it is emphasized that the activity is associated with the use of all resources;
- it refers, without concretization, to meeting all needs of the population, that is, not only living in the rural area but the whole population of the country;
- the relationship is established, between the rural economy and the national economy through performing all functions (production, environmental, recreational-health-improving, spiritual-cultural, social-demographic, etc.);
- the importance of compliance with the principles of sustainable and inclusive development in the conditions of the rural economy stagnation is not left unattended;
- from the position of the necessity of keeping laconicism in formulating definitions, the general terms are applied, which are considered more detailed in *Fig. 2*.

Conclusions. Drawing the conclusions, it is appropriate to re-emphasize the point that it makes sense to strengthen the competitive advantages of our country in the production of agricultural products by developing the rural economy as such that promotes achievement of the Sustainable Development Goals and complies with the national benchmarks for decentralization and human-centric priorities in the worldwide development of rural territories.

A thoroughly conducted analysis of the amounts of financing within the framework of CAP allows to make conclusions on the necessity to change views of Ukrainian politicians on rural territories who see them only as a reserve for rising the export potential through increasing the amounts of the production of agricultural products and, in so doing, take no notice of today's topical challenges for the development of rural territorial communities. The experience of the EU member countries convincingly proves that the largest reserve for the development of the rural economy is the population and, thus, solving its problems in the context of improving the welfare and the capacity to fully meet all needs must be the priority. In this regard, the programs of support must be developed, that is, not only for goods-producers but also for the rural population; institutional and mental conditions must be created, for the «greening» of state finances applied for developing the rural economy.

Our own formed definition of the notion «rural economy», with regard to the parameters included in scientific studies of Ukrainian and foreign scholars and actual parameters of the development of rural territories, in particular, in terms of the mechanisms of financial support (assistance), in the EU member countries, promotes further formation of the methodological basis for the harmonization of co-development of agrarian, construction and financial policies to stabilize the rural economy, give it the signs of sustainability and European-formed financivization priorities.

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