

Cultural Heritage and Creative Industries in Ensuring Sustainable Development: Ukrainian Experience

By Inna Hurova¹, Roman Dodonov², Vitalii Matvieiev³, Kristina Binkivska⁴,
Tetyana Kondratyuk-Antonova⁵, Igor Strokov⁶

ABSTRACT:

This article investigates the instrumental role of cultural heritage and creative industries in driving sustainable development, drawing empirical insights from the Ukrainian context. Anchored in UNESCO's normative frameworks, the study elucidates how preserving tangible and intangible cultural assets fosters identity formation, social cohesion, and economic vitality, thereby catalysing progress across the triple bottom line of sustainability. Complementing a comprehensive literature review with primary data from a student survey, the analysis spotlights Ukraine's initiatives to integrate heritage and creativity into national development strategies, spearheaded by the Ukrainian Cultural Foundation. Amidst Russia's ongoing assault on Ukrainian culture, the research underscores the urgency of safeguarding cultural legacies as cornerstones of societal resilience and identity preservation.

Keywords: sustainable societal development, culture, cultural heritage, creative industries, Ukrainian Cultural Foundation, museum.

1. Introduction

In recent years, especially during the current decade, the world community's attention at political, economic, and scientific levels has been drawn to the concept of sustainable development. Within sustainable development strategies, there has been a heightened recognition of the role of culture in general, and cultural heritage and creative industries in particular. The relevance of this issue is evidenced by the attention paid to it by the United Nations and its specialized agency for education, science and culture (UNESCO). The global Sustainable Development Goals, endorsed in the UN General Assembly resolution of September 25, 2015 "Transforming Our World: The 2030 Agenda for Sustainable Development" (Transforming Our World, 2015), set important tasks for humanity aimed at promoting prosperity and protecting the planet. Accomplishing these tasks is only possible through the unification and coordination of efforts by the entire

¹Associate Professor, Department of Ukrainian Philosophy and Culture, Taras Shevchenko National University.

²Doctor of philosophical sciences, professor, Acting Director of Research Institute of Ukrainian Studies of Taras Shevchenko National University.

³Doctor of Science in Philosophy, Associate Professor at the Department of Social, Humanitarian and Legal Disciplines, Kyiv Institute of the National Guard of Ukraine.

⁴Employee of the Vernadsky National Library of Ukraine, Researcher of philosophical issues at the Faculty of Social Sciences and Humanities, Borys Grinchenko Kyiv Metropolitan University.

⁵PhD of Philosophical sciences, Professor of the Department of Social, Humanitarian and Legal Disciplines, Kyiv Institute of the National Guard of Ukraine.

⁶Candidate of Law sciences (PHD in law), Associate Professor of the Department of Social, Humanitarian and Legal Disciplines, Kyiv Institute of the National Guard of Ukraine.

global community on the common foundation of culture. Culture is a powerful driver of development, while cultural heritage, cultural and creative industries, balanced cultural tourism, and cultural infrastructure can serve as strategic instruments for socio-economic development (Butsenko, 2020). Cultural heritage (both tangible and intangible), as well as creative industries, are important factors that aid in achieving sustainable development and facilitate its realization in the social, economic, and environmental spheres. As the members of the Working Group on the Study of the Sustainable Development Goals noted: "Heritage is more than just monuments. Heritage - cultural and natural, tangible and intangible - is an evolving resource that sustains identity, memory and "a sense of place" and plays a critical role in achieving sustainable development. It enables social cohesion, promotes social unity, fosters socio-economic revitalization and poverty alleviation, strengthens social well-being, enhances the attractiveness and creativity of regions, and increases the long-term benefits of tourism" (Labadi, Giliberto & Rosetti, 2021). Creative industries form the foundations of the creative economy, while innovative approaches to preserving cultural heritage engage it within the system of sustainable regional development.

2. Methodology

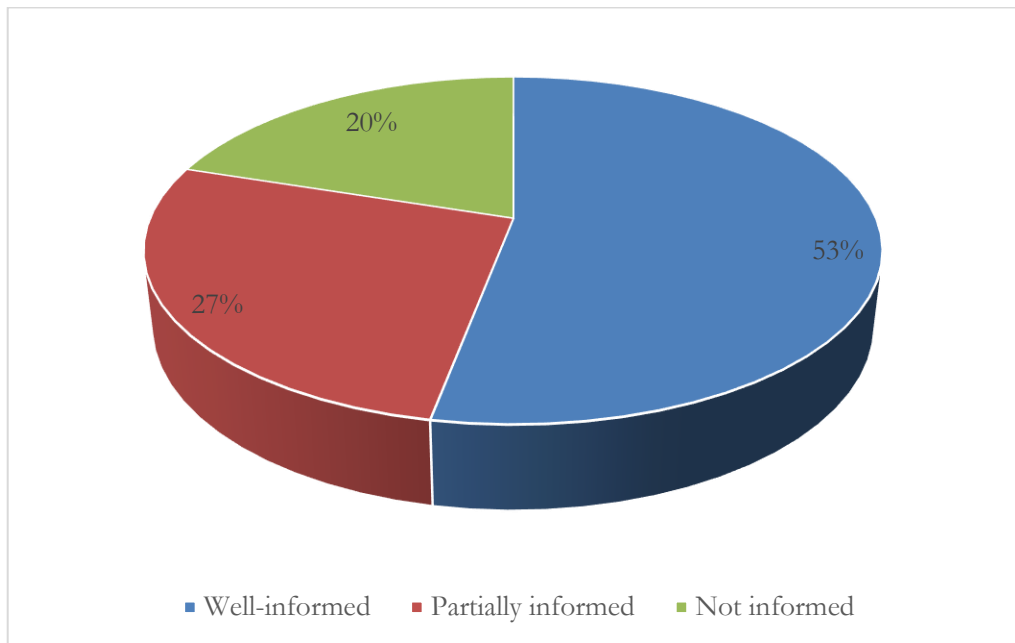
This article employs an integrated approach, combining an in-depth exploration of scholarly works, official reports, and expert analyses with primary data collected through a survey of university students in Kyiv, Ukraine. A thorough review of peer-reviewed publications, volumes, and academic sources across relevant disciplines, including cultural studies, economics, political science, and creative industries research, was conducted to establish a theoretical foundation for understanding the role of cultural heritage and creative industries in ensuring sustainable development. Auxiliary sources, such as news articles and interviews, were consulted to provide real-world perspectives and contextualize the topic. Particular emphasis was placed on studies examining the impact of cultural heritage and creative industries on sustainable development in Ukraine, their function, and significance during specific time periods. Investigations exploring cultural heritage and creative industries through the lens of sustainable development were examined, underscoring the necessity for more interdisciplinary research linking culture, creativity, sustainable progress, and urban spatial dynamics.

To gain insights into the perceptions and attitudes toward the role of cultural heritage and creative industries in sustainable development among the younger generation, a survey was administered to students from leading universities in Kyiv. The survey sample encompassed 39 students from KNU (Computer Science students) and 43 students from KUBG (Philosophy students) aged 20 to 26 years. The objective of the survey was to identify distinctions in the perspectives of students from diverse academic backgrounds, including humanities and exact sciences, regarding the significance of cultural heritage, creative industries, and their challenges in ensuring sustainable development.

While the survey provides valuable insights into student perspectives, it is important to acknowledge its limitations. The sample of university students in Kyiv may not be fully representative of broader societal views across Ukraine. The limited demographic and geographic scope of the survey respondents impacts the generalizability

of the findings to the entire population of Ukraine, which should be considered when interpreting the results.

Quantitative data from the survey were analyzed using descriptive statistics to identify patterns and trends. The integrated approach facilitated a comprehensive understanding of the phenomenon of cultural heritage and creative industries, amalgamating theoretical foundations from academic literature with empirical data reflecting the perspectives of the younger generation. By integrating these diverse sources of information, the article presents a balanced analysis of the challenges and potential of cultural heritage and creative industries in ensuring sustainable development, while concurrently considering their implications for urban sustainable progress.



*Figure 1. "Students' Awareness of the Concept of Sustainable Development"
Are you familiar with the concept of sustainable development and its main goals?*

The research results show an overall positive picture of students' awareness of the concept of sustainable development and its main goals. Half of the surveyed students (53%) stated that they are well-informed about this concept. At the same time, a significant portion of students (27%) indicated that they are partially informed about sustainable development, but cannot consider themselves fully aware of all its aspects. This suggests a need for a deeper familiarization of this group of students with the principles and goals of sustainable development. Only 20% of respondents admitted that they are not informed about the concept of sustainable development, which is a relatively small proportion. However, this also points to the need for additional educational work to raise the level of awareness of this group of students.

Overall, the fact that 80% of the surveyed students have at least heard about sustainable development is a positive signal. This indicates that this concept is not entirely

new to the student community, and there is a foundation for its further dissemination and promotion.

Table 1. "Students' Participation in Cultural Heritage Preservation and Creative Activities"

Question	Computer Science students	Philosophy students
Involved in cultural heritage preservation activities	18%	51%
Participate in creative projects	33%	67%
Believe there are sufficient opportunities for involvement	28%	62%

The results clearly demonstrate that philosophy students are significantly more engaged in activities related to cultural heritage preservation and creative industries compared to computer science students. Only 18% of computer science students have been involved in cultural heritage preservation activities, while the corresponding figure for philosophy students is 51%. Similarly, a majority of 67% of philosophy students participate in creative projects, in contrast to only 33% of computer science students. Furthermore, 62% of philosophy students believe that there are sufficient opportunities for involvement in their region, while only 28% of computer science students share this belief.

This disparity can be attributed to the differences in their worldviews, interests, and academic curricula. The humanities-focused education of philosophy students likely contributes to their greater awareness and engagement in these areas. On the other hand, computer science students may perceive these domains as less relevant to their field of study. These findings underscore the need for additional efforts by educational institutions and cultural organizations to raise awareness and encourage participation of students from technical disciplines in initiatives related to cultural heritage preservation and creative industries.

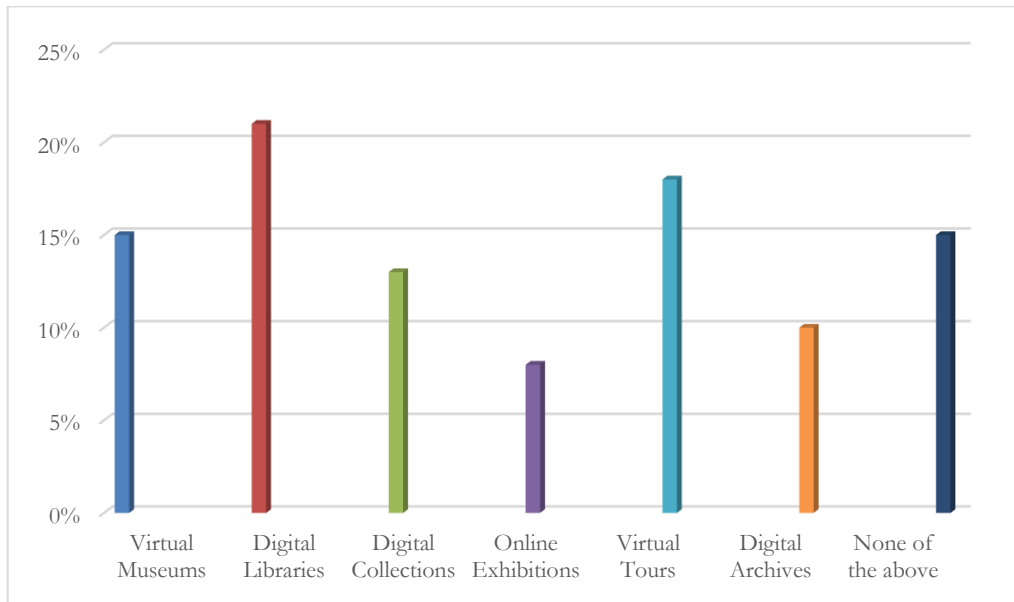


Figure 2. "Digital Cultural Heritage and Its Role in Ensuring Sustainable Development"
Which online resources for accessing cultural heritage do you use?

The research reveals that digital libraries are the most widely utilized resource among students for accessing cultural heritage, with 21% of respondents using them. Virtual tours (18%) and virtual museums (15%) also have a significant user base, indicating a recognition of their educational and experiential value. However, resources such as digital collections (13%), digital archives (10%), and online exhibitions (8%) appear to be less frequently accessed. Notably, 15% of students reported not using any of the listed online resources for accessing cultural heritage. This could be attributed to factors such as limited awareness, perceived relevance, or the need for further promotion of these resources within the student community. Overall, the findings highlight the growing importance of digitizing cultural heritage and providing diverse online platforms for engagement. Continued efforts to enhance the accessibility, user-friendliness, and visibility of these resources can further contribute to the preservation and dissemination of cultural heritage, aligning with the principles of sustainable development.

3. Results

Culture creates patterns that help design a model of a society based on sustainable development. For the first time, the interpretation of sustainable development was given by the United Nations World Commission on Environment and Development in 1987, but in this article, we will rely on the refined definition proposed in the UN document "Agenda 21" (1992): "Sustainable development is a model of the forward movement of humanity, in which the needs of the present generation of people are met without depriving future generations of such an opportunity" (Agenda 21, 1992). The specification of the definition regarding Ukrainian experience is given in the Sustainable Development Strategy "Ukraine - 2030", which states that sustainable development is development that "enables the needs of present generations to be met and leaves the opportunity for future

generations to meet their needs. It is the balanced development of the country and regions, in which economic growth, material production and consumption, as well as other activities of society, take place within the limits determined by the ability of ecosystems to renew, absorb pollution and maintain the livelihoods of present and future generations" (Strategy for Sustainable Development of Ukraine, 2015). To study the awareness of Ukrainian students about the concept of sustainable development, we conducted a relevant study, the results of which are presented in Tab. 1.

The principles of sustainable development underlie all UNESCO conventions and programs in the field of culture. Culture directly contributes to the implementation of activities in each of the five most important areas of sustainable development (people, planet, prosperity, peace, partnership). P. Verbytska writes: "Cultural capabilities that constitute the social capital of the community can ensure the sustainable development of society, the impact through cultural participation - awareness, tolerance, empathy, a sense of belonging, trust, solidarity, civic participation" (Verbytska, 2015). In turn, the economic, social and environmental components of sustainable development create conditions for the preservation of cultural heritage and the development of creative abilities.

Cultural heritage is one of the components of cultural diversity. It includes, in particular, monuments and memorial places, the protection of which is regulated by the well-known UNESCO Convention (1972) on the Protection of the World Cultural and Natural Heritage. The role of tangible and intangible cultural heritage in the process of sustainable development has also been highlighted in policy documents developed in recent years. The World Heritage Committee adopted a decision on the implementation of the World Heritage Sustainable Development Policy in 2015 (Decision 40 COM 5C), and later requested the development of tools and guidelines for States Parties to actively implement the principles of sustainable development in their heritage conservation activities, as well as to develop best practices (Decision 43 COM 5C and Decision 43 COM 5D).

In view of the adoption of the 2030 Agenda for Sustainable Development, the main goals of sustainable development have been formulated, which have been incorporated into the implementation and monitoring mechanisms of all conventions by aligning the approaches envisaged therein, as well as defining specific goals to be reflected in the expected results. The role of culture can be seen simultaneously as a driving force that directly contributes to economic and social benefits, as well as a stimulant for increasing the effectiveness of development activities. Culture's contribution to achieving the Sustainable Development Goals is determined by the fact that culture is an inherent component in other sectors of economic activity. Ukrainian researcher I. Kats writes: "The preservation and promotion of culture, which is a goal in itself, simultaneously contributes to various aspects of the realization of a significant part of the sustainable development goals, such as ensuring sustainable urban development, decent work and economic growth, reducing disparities in development, preserving the environment, ensuring gender equality, developing innovative activities and forming peaceful and barrier-free societies" (Kats, 2021).

The relationship between heritage conservation and sustainable development was also recognized in the new edition of the Operational Directives for the Implementation of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

(2018), which included a separate sixth chapter entitled "Safeguarding Intangible Cultural Heritage and Sustainable Development at the National Level". The articles of the chapter cover almost all 17 global sustainable development goals. They are based on the tasks of the Convention on the safeguarding of intangible cultural heritage and the tasks set for each state that has ratified the Convention. It states: "A significant part of intangible cultural heritage is transmitted from generation to generation, it not only preserves their identity but also provides people with livelihoods. The safeguarding of intangible cultural heritage can truly contribute to sustainable development within the economic, social and environmental dimensions of the 2030 Agenda for Sustainable Development" (Transforming our world, 2015).

Preserving and promoting cultural heritage is an important task for the global community in order to understand what future we aspire to and ensure sustainable development. Sustainable development directly depends on sustainable culture, according to Australian John Hawkes: "If culture collapses, everything else collapses... Cultural activity lays the foundation for a stable future... Any society will not be able to survive if it cannot form and preserve, among other components, a shared expression and commitment to a 'sense of meaning and purpose'. The formation and maintenance of this sense is a cultural activity" (Hawkes, 2001). Peace and security in Ukrainian society are possible through the promotion of a culturally pluralistic approach in strategies for the preservation and management of heritage sites. To study the participation of Ukrainian students in the preservation of cultural heritage, we conducted a relevant study, the results of which are presented in Tab. 2.

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) aims to support cultural production and cultural industries, regulate the ways of disseminating cultural goods and services. It also contributes to stimulating development through strengthening the production, distribution/dissemination, access and use chain of cultural expressions. This Convention is an international treaty that formulates general principles of governance in the field of culture. It recognizes the special role of culture as an important factor in socio-economic development and ensures the creation of an enabling environment in which artists, cultural professionals, practitioners and citizens around the world can create, produce, disseminate and benefit from a wide range of cultural goods, services and activities (Convention on the Protection, 2005).

The Ukrainian Revolution of Dignity (2013-14) showed the unwavering desire of citizens to become part of the European community, it accelerated the transition of Ukrainian society to the processes of European integration. And this, in turn, provides an opportunity to build a new Ukraine on the European principles of sustainable development, rule of law, democracy, good governance, protection of human rights, solidarity. For this purpose, the Ukrainian authorities are consistently developing strategies for introducing international experience into national practice. Thus, the report "Sustainable Development Goals: Ukraine" (2017) discussed the implementation and intensification of work within the global partnership for sustainable development.

In Ukrainian society, under the influence of the inevitable processes of massification and typification characteristic of a post-industrial society, and with the onset of Russian armed aggression, tendencies towards preserving their own identity have intensified. Citizens are increasingly interested in studying and preserving their past,

language, traditions and customs, which is one of the factors actualizing cultural heritage. P. Stone, President of The Blue Shield, states: "Heritage is an integral part of people's identity, belonging and sense of well-being around the world. The connection of communities to their sacred sites, places, landscapes, artifacts, archives, libraries, dances, music and other artistic endeavors helps build safe and cohesive societies. When this heritage is damaged or denied, it not only destroys knowledge and memory of the past, but also the building blocks of peace for the future" (Potapenko, Tyshchenko & Kaplan, 2023)

Cultural heritage connects contemporary generations with their historical past. We are currently witnessing horrific destruction carried out by Russian soldiers during the armed attack on Ukraine, starting in February 2022. Until now, it has not stopped, but is gaining momentum, with Russian troops deliberately destroying educational institutions, libraries with their ancient manuscripts and early printed books, museums, theaters, cultural centers, churches and cathedrals in Ukraine, trying to destroy the foundations of Ukrainian identity. The issue of the destruction of cultural heritage as a consequence of Russian aggression against Ukraine was the subject of consideration at a meeting of the UN Security Council in the Arria formula on July 16, 2022. At the meeting, the Ukrainian side noted that "deliberate attacks on Ukraine's cultural heritage are Russia's attempt to erase Ukrainian identity, and the cultural heritage of the entire country, both tangible and intangible, is now under attack" (Bondar, 2022).

Cultural heritage combines spiritual, symbolic, historical, aesthetic and spiritual values. Recently, the importance of economic factors has been growing, as the preservation and promotion of cultural heritage has significant economic potential, where jobs are created. The Ukrainian researcher Y. Osiyevska writes about the close connection between tangible and intangible cultural heritage and sustainable development and the economy, combining "creative industries, tourism, heritage sites, crafts and cultural activities with economic impact that contribute to the well-being of communities at national and local levels" (Osiyevska, 2022).

Cultural heritage sites can be examples of balanced development and innovative strategies for combining heritage preservation with social inclusion and viability in ways that promote cities as safe, inclusive, sustainable and viable in accordance with Goal 11 of the UN 2030 Agenda and the New Urban Agenda.

Preserving and promoting cultural heritage is an important task for the global community in order to understand what future we aspire to and ensure sustainable development. Sustainable development directly depends on sustainable culture, according to Australian John Hawkes: "If culture collapses, everything else collapses... Cultural activity lays the foundation for a stable future... Any society will not be able to survive if it cannot form and preserve, among other components, a shared expression and commitment to a 'sense of meaning and purpose'. The formation and maintenance of this sense is a cultural activity" (Hawkes, 2001). Peace and security in Ukrainian society are possible through the promotion of a culturally pluralistic approach in strategies for the preservation and management of heritage sites. To study the participation of Ukrainian students in the preservation of cultural heritage, we conducted a relevant study, the results of which are presented in Table 2.

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) aims to support cultural production and cultural industries, regulate the ways of disseminating cultural goods and services. It also contributes to stimulating development through strengthening the production, distribution/dissemination, access and use chain of cultural expressions. This Convention is an international treaty that formulates general principles of governance in the field of culture. It recognizes the special role of culture as an important factor in socio-economic development and ensures the creation of an enabling environment in which artists, cultural professionals, practitioners and citizens around the world can create, produce, disseminate and benefit from a wide range of cultural goods, services and activities (Convention on the Protection, 2005).

The Ukrainian Revolution of Dignity (2013-14) showed the unwavering desire of citizens to become part of the European community, it accelerated the transition of Ukrainian society to the processes of European integration. And this, in turn, provides an opportunity to build a new Ukraine on the European principles of sustainable development, rule of law, democracy, good governance, protection of human rights, solidarity. For this purpose, the Ukrainian authorities are consistently developing strategies for introducing international experience into national practice. Thus, the report "Sustainable Development Goals: Ukraine" (2017) discussed the implementation and intensification of work within the global partnership for sustainable development.

In Ukrainian society, under the influence of the inevitable processes of massification and typification characteristic of a post-industrial society, and with the onset of Russian armed aggression, tendencies towards preserving their own identity have intensified. Citizens are increasingly interested in studying and preserving their past, language, traditions and customs, which is one of the factors actualizing cultural heritage. P. Stone, President of The Blue Shield, states: "Heritage is an integral part of people's identity, belonging and sense of well-being around the world. The connection of communities to their sacred sites, places, landscapes, artifacts, archives, libraries, dances, music and other artistic endeavors helps build safe and cohesive societies. When this heritage is damaged or denied, it not only destroys knowledge and memory of the past, but also the building blocks of peace for the future" (Potapenko, Tyshchenko & Kaplan, 2023).

Cultural heritage connects modern generations with their historical past. We are currently witnessing horrific destruction being carried out by Russian soldiers during the armed attack on Ukraine, beginning in February 2022. Up until now, it has not stopped, but is only escalating, with Russian troops consciously destroying educational institutions, libraries with their ancient manuscripts and early printed books, museums, theaters, cultural centers, churches and cathedrals in Ukraine, trying to destroy the foundations of Ukrainian identity. The issue of the destruction of cultural heritage as a consequence of Russian aggression against Ukraine became the subject of a meeting of the UN Security Council under the Arria formula on July 16, 2022. At the meeting, the Ukrainian side noted that "deliberate attacks on Ukraine's cultural heritage are Russia's attempt to erase Ukrainian identity, and the cultural heritage of the entire country, both tangible and intangible, is now under attack" (Bondar H, 2022).

Cultural heritage combines spiritual, symbolic, historical, aesthetic and spiritual values. Recently, the importance of economic factors has been increasing, as the

preservation and promotion of cultural heritage has significant economic potential, where jobs are created. The Ukrainian researcher Yu. Osievska writes about the close connection between tangible and intangible cultural heritage with sustainable development and the economy, combining "creative industries, tourism, heritage sites, crafts and cultural activities with economic impact that contribute to the well-being of communities at the national and local levels" (Osievska, 2022).

Cultural heritage sites can be examples of balanced development and innovative strategies for combining heritage preservation with social inclusion and viability in ways that promote cities as safe, inclusive, sustainable and viable in accordance with UN Agenda Goal 11 by 2030 and the New Urban Agenda.

International declarations and treaties define cultural heritage as an important source not only for the progress of humanity as a whole, but also for local communities in particular, so it needs protection and preservation through the implementation of development policies at the regional level. A national task for cultural institutions in Ukraine is to use cultural heritage for local development, which correlates with the Decree of the President of Ukraine "On the Sustainable Development Goals of Ukraine for the period up to 2030" dated September 30, 2019. Culture can stimulate effective involvement of local communities in social life and the decision-making process. In particular, operational goal 2.3. is to ensure sustainable development of regions based on the preservation of national cultural values and traditions.

Important drivers of local development include museums as cultural heritage sites, as they promote creativity, increase cultural diversity, contribute to the revival of the regional economy, and help social cohesion in the local community. Exploring the role of museums in adapting sustainable development goals in line with national dimensions, the Ukrainian researcher I. Hnidyk writes that they and "institutions of historical and cultural heritage can contribute to the realization of such goals as: protection and promotion of world and national cultural and natural heritage, ensuring balanced development regions through the preservation of national cultural values and traditions, formatting quality education, urban development; promoting environmental protection, conducting relevant research on implementation strategies, supporting sustainable cultural tourism" (Hnidyk, 2019).

By 2030, the plan is to create a unified Ukrainian information and cultural space and protect it from the negative impacts of geopolitical factors and globalization processes. The Ukrainian government sees it as an important task to ensure the protection and preservation of both existing world cultural and natural heritage sites, as well as intensifying efforts to expand the list of such sites on the territory of Ukraine (Ukraine 2030, 2017). This will help develop Ukrainian culture and the cultures of the peoples of Ukraine, in particular, by transmitting knowledge about regional cultural values and preserving their heritage. Local communities are aimed at involvement and participation (cultural sites transmitting values and skills that promote cultural integration; understanding and respect for cultural diversity). Thus, this document defines the development of culture and creativity for understanding and development: different forms of cultural self-expression and interaction create conditions for value unity and development of Ukrainians, as well as a coherent positioning of Ukraine on the cultural map of the world. In 2030, Ukraine is

envisioned as a country where the wounds caused by armed Russian aggression have healed, and which is developing according to the principles of sustainable development.

The Sustainable Development Goals defined by international documents in Ukraine are facilitated by the Ukrainian Cultural Foundation (UCF), which has been operating since 2017 and has the status of a key state operator for cultural development, support for cultural diversity, creative industries, and preservation and promotion of cultural heritage. Creativity is the foundation of the modern innovative economy that Ukraine needs to strengthen its independence, sustainable development and ensure proper living standards. O. Marukhovska-Kartunova writes: "Cultural and creative industries are gradually becoming a key sector of the new creative economy - an economy based on creativity. Creativity and innovation in creating new types of goods and services are an important driver of economic growth, especially spatially at the level of specific territories and communities" (Marukhovska-Kartunova, 2022). A community's cultural resources can be turned into economic wealth by promoting its unique identity, traditions, cultural goods and services of the region to create jobs and income.

The concept of cultural and creative industries was outlined in the resolution establishing the Creative Europe program. It contains a broad definition that covers all activities based on cultural values and/or artistic and other creative expression, including architecture, archiving, libraries and museums, artistic crafts, audiovisual materials (including film, video games, multimedia and television), as well as tangible and intangible cultural heritage, design (including fashion design), music and literature, performing arts, publishing, radio and visual arts (Farina, 2017).

Ukrainian culture and creative industries are powerful drivers of societal and economic development. Accordingly, the UCF implements two operational goals: expanding the audience of cultural institutions and increasing interest in the national cultural product in Ukraine; and the cultural, creative and audiovisual sectors are present in value creation chains together with other sectors of the economy. The UCF as an institution embodies a new model for Ukraine of providing state financial support on a competitive basis to initiatives in the field of culture and creative industries, in which professionals, institutions and communities (UCF beneficiaries) act as partners to generate new meanings and preserve the cultural capital necessary for sustainable development of society and ensuring the capacity and success of Ukrainian citizens and the Ukrainian diaspora in the modern world.

The UCF supports and funds projects that correspond to the goals of sustainable development. Thus, the concept of sustainable development involves expanding the tourism space. In recent decades, there has been an increase in the share of cultural tourism itself in the tourism industry in Ukraine. Therefore, priority in funding is given to projects that expand their expositions and use interactive technologies, which significantly increases the tourist potential of the city, region and attracts new visitors. Also, due to the rapid development of technologies, the digital digitization of cultural heritage has become very important. Therefore, with the support of the UCF, the project "Digitization of Art Collections of the Museum of History of Ostroh Academy" is being implemented in 2023. The initiative envisages the creation of three virtual collections through the digitization of 108 exhibits (sculpture and painting). Subsequently, they will all be placed in an online gallery on the Museum's website. The Lviv Museum of the History of Religion, with the

support of the UCF, created 3D models of the Church of the Holy Archangel Michael - the oldest dated wooden church in Ukraine, located in the village of Stara Skvarava, and the Stara Skvarava iconostasis of the 16th-18th centuries. The project also included a summer icon painting school for local schoolchildren, youth and children with the status of internally displaced persons. The UCF funds projects that convert early printed books into a digital format that meets modern requirements and makes this heritage accessible to a wide audience. Thus, in 2023, the Museum of Books and Printing of Ukraine, with the support of the UCF, began implementing the project "Virtual Portal of the Museum of Books and Printing of Ukraine". Within the initiative, 4 handwritten books, 120 early printed books and 1000 graphics units will be digitized, and a 3D model of the historical museum building - the former monastery printing house, a UNESCO heritage site, will be created (UCF Report, 2023).

With the support of the UCF, "Public Radio" released a new podcast "This is About Us: The Cultural Mosaic of the Peoples of the South". The project consists of 10 episodes introducing listeners to the southern regions of Ukraine through a variety of cultural codes: literature, art, cuisine and traditions (UCF Report, 2023).

Supporting cultural industries, the UCF, together with the "Volnodumtsi" brand, created a scarf that will now complement the UCF's attributes and help the institution support Ukraine's cultural independence and the artists who create it with renewed vigor. This format of cooperation will help the UCF attract additional non-state funding for culture. The scarf depicts important historical figures, symbols and a slogan illustrating the diversity of Ukrainian culture, which Russia is ruthlessly destroying. These symbols are a kind of images of Ukraine's past, present and future, while also reminding of the importance of the struggle to preserve cultural heritage and national identity (UCF Report, 2023). This is just a small part of the cultural heritage preservation projects implemented in 2023 with state funds through the UCF.

Exploring the topic of digital cultural heritage and its role in ensuring sustainable development, we conducted a survey among students to find out whether the modern generation uses online resources to access cultural heritage. The research results are presented in Tab. 3. M. Vasylets, a Ukrainian researcher, found that it is the cultural and creative industries that are the drivers of economic, social and cultural changes that affect the life of society, as well as contribute to the formation and development of the creative economy as one of the conditions for ensuring sustainable development of society (Vasylets, 2021).

Cultural heritage and creative industries are means by which a societal model is created that ensures sustainable (balanced) development in the modern world. Cultural heritage is understood as a national asset, this idea is shared by the entire global community and is represented in international legal and regulatory documents, in particular in UNESCO documents.

4. Conclusions

This study elucidates the intricate relationship between cultural heritage, creative industries, and sustainable development in Ukraine, revealing their role as catalysts for economic growth, social cohesion, and environmental stewardship. The research

highlights a paradigm shift from a commodity-oriented perspective of economic progress to a holistic, people-centered approach in conceptualizing cultural heritage within sustainable development frameworks. This evolution reflects the growing recognition of culture's multifaceted role in shaping resilient and prosperous societies.

Analysis of student perceptions illuminates challenges in engaging younger generations, particularly those in technical fields, with cultural heritage and creative industries. This underscores the necessity for interdisciplinary approaches in education and policy-making. Recommendations include integrating cultural heritage and creative industries into urban planning and regional development strategies, investing in digital preservation initiatives, and establishing cross-sector partnerships between cultural institutions, educational bodies, and the private sector.

Future research should focus on longitudinal studies tracking the long-term impacts of cultural heritage preservation and creative industry development on sustainable urban and rural development in Ukraine. Exploration of emerging technologies' potential in preserving and promoting cultural heritage, investigation of cultural heritage's role in post-war reconstruction, and comparative analyses of cultural heritage policies across different countries are crucial avenues for further inquiry.

This study provides a foundation for understanding the vital role of cultural heritage and creative industries in Ukraine's sustainable development trajectory. By adopting a holistic, interdisciplinary approach and implementing targeted strategies, Ukraine can harness its rich cultural resources to drive inclusive growth, foster innovation, and build a more resilient future. The path forward necessitates continued research, policy innovation, and collaborative action across sectors to fully realize the transformative potential of cultural heritage and creativity in shaping a sustainable Ukraine.

References

- Agenda 21. (1992). United Nations Conference on Environment & Development Rio de Janeiro, Brazil, 3 to 14 June 1992. <https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf>
- Bondar H. (2022, July 16). Na zasidanni Radbezu OON obhovoryly znyshchennia Rosieiu kulturnoi spadshchyny Ukrainy [At the UN Security Council meeting, Russia's destruction of Ukraine's cultural heritage was discussed]. UNIAN. <https://www.unian.ua/war/na-zasidanni-radbezu-oon-obgovorili-znishchennya-rosiyeiu-kulturnoji-spadshchiniukrajini-novini-vtorgnennya-rosiji-v-ukrajinu-11905119.html>
- Butsenko O. (2020). Pytannia kultury y kulturnoi spadshchyny v proekcii tsilei staloho rozvytku [Issues of culture and cultural heritage in the projection of sustainable development goals]. *Mystetstvoznavstvo Ukrainy*, (20), 8-13. <https://doi.org/10.31500/2309-8155.20.2020.220912>
- Farinia K. (2017). Rozvytok kulturnykh ta kreatyvnykh industrii v Ukraini [Development of cultural and creative industries in Ukraine]. https://www.culturepartnership.eu/upload/editor/2017/Research/Creative%20Industries%20Report%20for%20Ukraine_UA.pdf
- Hawkes J. (2001). The fourth pillar of stability: Culture's essential role in public planning. Cultural Development Network; Part of University Press. [http://www.culturaldevelopment.net.au/community/Downloads/HawkesJon\(TheFourthPillarOfSustainability\).pdf](http://www.culturaldevelopment.net.au/community/Downloads/HawkesJon(TheFourthPillarOfSustainability).pdf)
- Hnidyk I. (2019). Rol muzeiiv u konteksti staloho rozvytku suspilstva [The role of museums in the context of sustainable development of society]. *Eminak: Naukovi shchokvartalnyi zhurnal*, 4(28), 169-176. <https://doi.org/10.33782/eminaK2019>

- Kats I. (2021, December 25). Kulturni konventsii YuNESKO yak instrument staloho rozvytku [UNESCO cultural conventions as an instrument of sustainable development]. Visnyk UTsKD. <https://uccs.org.ua/arkhiv-novyn/kulturni-konventsii-iunesko-ia-k-instrument-staloho-rozvytku/>
- Konventsia pro okhoronu ta zaokhochennia rozmaittia form kulturnoho samovyrazhennia [Convention on the Protection and Promotion of the Diversity of Cultural Expressions]. (2005). https://zakon.rada.gov.ua/laws/show/952_008#Text
- Labadi S., Giliberto F., Rosetti I. & et al. (2021). Heritage and the sustainable development goals: Policy guidance for heritage and development actors. ICOMOS.
- Marukhovska-Kartunova O. (2022). Rozvytok sfery kulturnykh ta kreatyvnykh industrii v Ukraini v konteksti yevointehratsiinykh protsesiv [Development of the sphere of cultural and creative industries in Ukraine in the context of European integration processes]. Ukrainian Art Discourse. <https://doi.org/10.32782/uad.2022.spec>
- Osiyevska Yu. (2022). Kulturna spadshchyna yak draiver sotsiokulturnoho rozvytku na suchasnomu etapi: efektyvnist rehionalnoi modeli [Cultural heritage as a driver of socio-cultural development at the present stage: the effectiveness of the regional model]. Kultura i Suchasnist: Almanakh, (1), 99-105. <https://doi.org/10.32461/2226-0285.1.2022.262578>
- Potapenko V., Tyschenko Yu., Kaplan Yu., et al. (2023). Kulturna spadshchyna ta natsionalna bezpeka: analit [Cultural heritage and national security: analytical]. NISD. <https://doi.org/10.53679/NISS-analytrep.2023.08>
- Stratehiya staloho rozvytku Ukrainy do 2030 roku [Strategy for Sustainable Development of Ukraine until 2030]. (n.d.). <https://www.sd4ua.org/wp-content/uploads/2015/02/Strategiya-stalogo-rozvytku-Ukrainy-do-2030-roku.pdf>
- The New European Agenda for Culture. (2018). https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2018-1522768_en
- Transforming our world: The 2030 Agenda for Sustainable Development. (2015). Resolution adopted by the General Assembly on September 25, 2015. <http://sdg.org.ua/ua/resources-2/344-2030-2015>
- Ukraina 2030: Doktryna zbalansovanoho rozvytku [Ukraine 2030: The Doctrine of Balanced Development]. (2017). Kalvariia.
- Vasylets M. (2021). Rol kulturnykh ta kreatyvnykh industrii u zabezpechenni staloho rozvytku [The role of cultural and creative industries in ensuring sustainable development]. Scientific Papers NaUKMA. Economics, 6(1), 40-44.
- Verbytska P. (2015). Sotsiokulturni aktyvy istoriko-kulturnoi spadshchyny v ukrainskomu suspilstvi [Socio-cultural assets of historical and cultural heritage in Ukrainian society]. Historical and Cultural Studies, 2(1), 37-41. http://nbuv.gov.ua/UJRN/hcs_2015_2_1_10
- Zvit UKF za III kvartal 2023 roku [UCF Report for Q3 2023]. (2023). https://ucf.in.ua/storage/docs/05122023/%203%20%D0%BA%D0%B2%D0%B0%D1%80%D1%82%D0%B0%D0%BB_compressed_8ff92968210bcebe15e4b2e14af5afb8160eed8b.pdf