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THE ANALYSIS OF NATURE AND NECESSITY OF ATTRACTING INVESTMENT IN THE SOCIAL SPHERE

The article defines the role of social investment in the process of sustainable social development, its essential characteristics and the essence of key performance indicators of social investment. The article analyses the current state of social and investment development in Ukraine, in particular, Ukrainian Social Investment Fund. According to the results of the analysis, the methods of attracting investments in the social sphere were proposed.

For any project, efficiency is expressed by the ratio of the result to costs. Regarding social investment, economic efficiency reflects only one part of the overall performance. The rest of the indicators are reflected by the social effectiveness of social investment.

The mission of the created in Ukraine Social Investment Fund (USIF) is to mobilize resources targeted at improving social and communal infrastructure and social services.

The results of the survey, conducted by the Centre for Development of corporate social responsibility (CSR) indicate that over the past 5 years, the number of enterprises, which consider that business should be involved in solving social and environmental problems of society, has increased by more than twice.

Ukrainian companies have many examples of socially responsible behaviour: from improving working conditions of workers or the introduction of new technologies, to active charity work. For example PrivatBank, which is the first Ukrainian bank that received the award Social Responsibility Mark that is assigned to the most socially responsible companies of the world. According to the Ukrainian website of the organization, the results of 2015 indicate that Privatbank topped the list of socially responsible Ukrainian companies because of the active procurement of medical equipment for Ukrainian clinics.

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