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USING THE EXPERIENCE OF INFORMATION SUPPORT FOR INNOVATION ACTIVITY IN DEVELOPED COUNTRIES

Today the experience of the European Union and many other developed countries is becoming increasingly relevant and important, especially during the transition of Ukraine to an innovative model of economic development. The development of the information infrastructure, built to meet the needs of the innovation sphere in different countries, is focused on different things. For example, the United States, Canada and Japan are setting up a vector of development for the introduction of new information and communication technologies; UK focused on the rise of basic information institutions, including libraries is oriented; creation of special information organizations and centers that promote the activities of innovation structures are typical for France and Germany. Such foreign practice becomes a significant example for the implementation of new ideas in the process of developing information security of innovations in Ukraine.

An important area of improving information support for innovation is the creating the information infrastructure. It is a set of enterprises, companies, organizations, associations or institutions of any form of ownership, financial condition (resources and funds), and other elements that are interconnected with each other. Their goal is to create a holistic unit that can be used to ensure innovation in the field of information services. Such an infrastructure will include those organizations that will provide, form and store for customers and users of the innovation sphere of various information resources through the use of information and communication technologies [1].

If we pay attention to the experience of the United States, it can be noted that its state policy in the field of information infrastructure to meet the needs of the innovative economy is aimed at significantly supporting this process. This method is divided into certain areas. The first on this list is the formation of the economy, based on acquired knowledge, past and other people's experience. In addition, the development of e-commerce is important, because the process of globalization requires the expansion of borders and the opening of new platforms. Another area is to increase the efficiency of the education system and retraining. High qualification and competence of specialists ensure the acceleration of the country's development progress. The latter is to improve the activities of public authorities that are responsible for the development of innovation and information, because it is impossible to constantly improve the population, while leaving the source of regulation of the country in an outdated format [2].

This approach is based on the policy defined by President B. Clinton. In turn, in 1993 he created the program «National Information Infrastructure: Action Plan» [3]. The basis of this «plan» included such principles as encouraging private investment in the development of national information infrastructure (NII), promoting the development of knowledge-intensive industries and protection of competition. No less important principle was to

ensure open access to research institutes of users and service providers. In addition, the protection of intellectual property rights in the country and internationally was respected. The program also provided for the flexibility of the new system of state regulation for the fastest adaptation to dynamic, technological and market changes. There was state assistance in technological innovations for the development of research institutes, as well as support for the principle of universal customer service. This approach was designed to prevent the risk of splitting society into those who own and those who do not have information.

At the other end of the world, Japan is also paying attention to this issue. Its state policy is aimed at the active dissemination of scientific and technical information. After all, domestic innovative companies need fast information support. It was for this purpose that a national system of scientific and technical information was created in Japan in the 1970s. At the end of the last century in this state were prescribed many legal documents aimed at improving the topic. Among them are «Basic measures for the dissemination of scientific and technical information» in 1969, «Main directions of scientific and technical policy for the 1970s» in 1970, «Main directions of policy for strategic development of research and development of advanced information technologies for the future.» 1999, etc. The recommendations of these documents indicate the directions and appropriate measures for the development of the national system in order to facilitate access to it among users and the spread of international exchange in the regions of Japan [4].

Currently, the Ministries of Japan have created and funded information networks to expand the scope of information support for innovation. Some of them interact with similar information systems of the United States, the United Kingdom and South Korea.

A completely different order is in the Great Britain. After all, the basis of the entire system of the state information system is such a structural element as libraries. The relevant services also make a significant contribution to the development of the scientific and technical innovation base, but, despite it, in most cases they do not have an independent status. This is due to the fact that such bodies are themselves part of the structure of scientific and special libraries, as well as departments of public libraries. Today, in such conditions, the function of the thematic and scientific-methodical coordinator for providing information is performed by the largest library in the country - the British Library. The Royal Society of London and the Royal Academy of Engineering work on a par with it.

This methodology differs significantly from the procedure for coordinating information support for innovation in countries such as France, China, Japan, Vietnam and Canada. They have a specially designated body of national importance as a scientific coordinator. However, Australia, New Zealand and some other countries have a similar structure [5].

Despite the national peculiarities of other countries, Ukraine has the opportunity to inform the experience of developed countries, and on their basis to adjust its information system. An important recommendation is to provide the country with the institutional share responsible for the effective dissemination of information to users. In addition, a more complete regulatory framework is needed, on the basis of which structural units in various fields will be able to create their own domains to work with clients, as well as international work with potential investors. The use of this experience in information support of innovative activity in developed countries will stimulate effective sustainable innovative development in Ukraine.

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ЕЛЕКТРОННІ СЕРВІСИ ЯК СКЛАДОВІ ЕЛЕМЕНТИ РОЗВИТКУ РОЗУМНОГО МІСТА

Основою концепції розумного міста є використання інформаційних технології для більш ефективного функціонування інфраструктури та відповідності потребам жителів. Ідея такого міста полягає в тому, щоби завдяки збору інформації в режимі реального часу усі ресурси міста можна використовувати більш продуктивно. Це дозволяє економити кошти громади, надавати якісні сервісні послуги.

Сучасне місто – це рушійна сила економіки країни, осередок культури й освіти, основа для реалізації технологічних та соціальних інновацій. Розвиток комфортної інфраструктури впливає на економічні показники міста, визначає його привабливість для кваліфікованих спеціалістів та інвесторів, що підвищує конкуренцію міст.

Сучасні міста повинні вирішувати найскладніші завдання поєднання комфорту та соціальної привабливості для містян з розвиненою інфраструктурою, екологічною безпекою та швидким розвитком розумних технологій (smart-технологій).

Великі міста завжди були й залишаються центрами розвитку цивілізації. Мешканці сучасного міста перестають бути виключно користувачами, перетворюючись на постачальників міського сервісу.

Розумні міста сьогодні – це сучасна модель міської трансформації, в якій інформаційні технології дозволяють вирішити найскладніші проблеми, якісно змінити систему управління і створити умови для розвитку громади і кожної людини.

Концепція «розумного» міста передбачає ефективне використання різноманітних інформаційних технологій з метою більш ефективного задоволення потребам жителів міста та підприємств.