The Concept of Activity of Contemporary Political Movements in Ukraine

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Abstract:

The article presents our own concept of operation for the newly formed Ukrainian political movements, which, in our opinion, can offer comprehensive solutions to their basic problems and will become a precondition for establishing their systemic cooperation.

The concept we developed includes the following components: the main tasks of the movement, requirements for its activities, structured field of activity, organisational structure of the movement, methodology of its operations, and the technological operation process of the movement.

Key terms: political movements, organisational structure, dynamic networks.

Over the past few months, a number of political movements have been created or announced in Ukraine. Despite the fact that in general they all declare similar goals, the new movements do not make any unifying efforts.

On the one hand, it indicates that the initiators of their creation have an extra purpose, and, on the other hand, it illustrates the traditional Ukrainian mental trait of *Otamanshchyna,* which triggers the multiplication of similar, openly or covertly warring political groups with increasingly smaller membership numbers. For example, there are almost three hundred registered political parties in Ukraine, which expressly indicates the potential of increase in the number of political movements. It is worth noting that the leader of a political movement consisting of three persons has the same status as the leader of a movement including hundreds of thousands of members [1]. It motivates every Ukrainian politic to create their own pocket political projects and few are able to overcome the temptation to feel like a real hetman even for a short time.

By their political nature, most newly created Ukrainian movements are in favour of the evolutionary way of development of Ukrainian society. Therefore, they, in one way or another, declare the struggle for changing the corrupt government system or its rebooting so that Ukraine could acquire geopolitical subjectivity and rapidly develop due to the internal social energy generated by the Ukrainian people through the implementation of its creative and innovative potential in all spheres of life. In practice, this means a change in the government structure, redistribution and balancing of the powers of its bodies, creation of conditions for the formation and operation of high quality civil society able to control authorities at all levels and in all phases of its activity. Obviously, to introduce such changes it is necessary to enshrine them in legislation, which actualises one of the key tasks of all newly established political movements (even if it not declared) – i.e. drafting amendments to the existing

legislation, including the Constitution of Ukraine, their discussion and adoption in a legitimate way.

At the same time, most movements set themselves the task of creating a Vision of Ukraine or its image, model, aim, development strategy, etc., which, in their opinion, should serve as a guide to the future and the basis for the work on the draft amendments to the current laws and the Constitution of Ukraine.

Besides, in the course of their operation, all newly created movements declare their readiness for direct action – they intend to detect and solve the most acute social problems (first of all, corruption related ones) that permanently emerge in Ukrainian society and call for immediate intervention but remain unsolved because of the unwillingness or functional failure of the relevant authorities.

By default, another important goal of most movements is activation and uniting masses of citizens to engage them in the formation, coordination and defence of their own political, economic, social and cultural interests. It is clear that in some time the most active members of the newly created movements will make up new political parties or join the existing ones primarily to gain power in the elections and subsequently appoint pre-trained management personnel to various positions in government at all levels. In this context, another extremely important task of the movement is for potential members of political parties to develop and internalise a new organisational culture that will make it possible for these organisations to acquire a number of positive qualities and make them capable, efficient and effective subject organisations protected from external control.

To sum up, we will formulate the three **main** tasks set by the majority of the newly formed Ukrainian political movements and describe the order of their implementation:

1. Creating a Vision (image, model, aim, development strategy, etc.) of the future Ukraine and its specification for various areas and levels of life of Ukrainian society.

2. Detecting problems in different areas and at different levels of life of Ukrainian society; production, approval, adoption and implementation of own approaches to solving them.

3. Developing, discussing and approving draft amendments to current legislation including draft amendments to the Constitution of Ukraine in order to change the corrupt system of governance; organising broad public discussion of these projects and initiating legal processes and mechanisms of their adoption.

It is obvious that the above-mentioned aim of such movements (activating and uniting citizens) is achieved *ipso facto* in the process of fulfilment of the three main tasks we described above.

Below we present our own concept of operation for the newly formed Ukrainian political movements, which, in our opinion, can offer comprehensive solutions to their basic problems and will become a precondition for establishing their systemic cooperation.

The concept we developed includes the following components: *the main tasks of the movement* that were formulated above*, requirements for its activities, structured field of activity, organisational structure of the movement, methodology of its operations, and the technological operation process of the movement.*

Requirements for the Movement Operation

1. The activity must be systemic and cyclical for the movement to operate continuously, undertaking new and increasingly more complex tasks.

2. The result of activity of the movement must be measurable and easily controllable.

3. Operation of the movement units should be autonomous, discrete, pinpoint, independent of the will of the leader; it can emerge spontaneously in different places, and its results over time have to gradually make up a complete mosaic picture manifesting increasingly more clear outlines of the desired image of the country of the future.

4. Activity should easily multiply horizontally – i.e. it should be well assimilated by movement activists and independently spread in the regions preserving its structure.

5. Activity should be interconnected vertically – the results of local operations have to be completed in a logical way and generalised at regional and central levels, while generalisations at the central and regional levels should streamline the content and influence grassroots activities.

6. Results of the activity and its very process should be open and transparent, which will provide conditions for the cooperation of all newly created Ukrainian political movements.

7. Activity should be easily dividable into components to form specialised, project and executive groups for each of them.

8. Activity results should be accumulated in a unified, easily accessible and open single electronic database, which will make up the information basis for the work of the newly formed movement centres, as well as the foundation for developing its intellectual capacity.

9. Activities of the movement must be multilevel and broadband – including a series of cyclic technological processes of different duration at the local, regional and central levels, covering its entire field.

10. Activity results should provide the basis for the introduction and spread of the culture of strategic planning and training of movement activists as competent professionals in this field.

Structured Field of Movement Operation

Obviously, the operation field of a political movement should include all spheres of Ukrainian society. Its structuring, in our opinion, should be carried out so that it could cover and link all areas, directions and individual vectors of external and internal environments of life of Ukrainian society in the horizontal and vertical dimensions with the results of implementation of all the components of the technological process of the movement activity.

In order to standardise the forms and methods of operation of local, regional and central units of the political movement, its field of activity is structured as follows (Table 1). The life of Ukrainian society is divided into four areas: governance (political and legal sphere), economy, infrastructure and socio-cultural sphere. Each of them is specified by isolating a range of areas. Each of the areas is divided into a number of vectors (to facilitate the layout, Table 1 enlists the vectors without specification). The number of directions at the movement launch is limited to three in each area. In the process of the movement operation, as a single unified electronic database is created, the number of directions can increase, including the ones that reflect unique local and regional features. ***The structure represented in Table 1 is open to discussion and amendments to improve and enhance it.***

So structured field of the movement operation will make up the basis for a single unified electronic database to accumulate the results of work of all its units. Free access to this database will form the core of the field of trust for the newly established political

movements that will bring them together to cooperate with each other and with the political parties that will undertake to generalise the entire array of data and implement the approaches to implementing immediate and strategic objectives produced by the movements.

The structured field of the movement activity is streamlined and set into motion by the legislative field which establishes the "rules of the game" in the social system, making it integral and dynamic. To streamline the legislative activities of relevant movement units, lawyers should create the structure of the legislative framework, harmonising it with the structure of the operation field.

The single unified electronic database should include the following pages for each locality, region and centre within the chosen structure of the field of movement operation and the structure of legislative field established by lawyers:

1. A page to display the sequence of SWOT analysis results.

2. A page to display the sequence of models of the future.

3. A page to display the sequence of detected current problems and suggested methods and results of their tackling.

4. A page to display the sequence of the results of development and discussion of amendments to the current legislation and the Constitution of Ukraine according to the structure established by lawyers.

Table 1.

1. The Area of Governance (Political and Legal Area)

1.1. Local level	1.2. Regional level	1.3. National level
X.X.1 Vital activity trends of the internal environment		
1.1.1.1. Local, regional and national	1.2.1.1. Regional authorities, distribution of	1.3.1.1. The form of governance, distribution of

authorities, distribution of power and communication among them.	power and communication among them and the local and central authorities	authority and communication among central, regional and local authorities.
1.1.1.2. Law enforcement structures, their subordination and powers. Judiciary bodies and the method of their formation. Crime in the populated area	1.2.1.2. Security and law enforcement structures, their subordination and powers. Judiciary bodies and the method of their formation. Crime in the region and its origins.	1.3.1.2. Security and law enforcement structures, their subordination and powers. Judiciary bodies and the method of their formation. The system of combatting crime in the country.
1.1.1.3. How can residents of the locality influence the decisions of the authorities?	1.2.1.3. Tools for expression of the will of the region residents, the scope of their use and ways to implement them	1.3.1.3. Mechanisms to ensure the rights and freedoms of citizens, their tools of influence on the activities of the authorities at all levels.
X.X.2 Factors of External Environment		
1.1.2.1. Change of politicians and political system in Ukraine.	1.2.2.1. Change of politicians and political system in Ukraine. Change of international relations with the countries	1.3.2.1. Change in the geopolitical situation. Change of Ukraine's position in the world.

	neighbouring with the region.	
1.1.2.2. Changing laws and regulations at national and international levels.	1.2.2.2. Changing laws and regulations at national and international levels.	1.3.2.2. Changing laws and regulations at the international level.
1.1.2.3. Changing expectations and requirements of stakeholders in the location, region and in the centre.	1.2.2.3. Changing expectations and requirements of stakeholders in the region and in the centre.	1.3.2.3. Changing expectations and requirements of internal and external stakeholders.
2. Sphere of Economy		
2.1. Local level	**2.2. Regional level**	**2.3. National level**
X.X.1 Vital activity trends of the internal environment		
2.1.1.1. Business environment, industry and economy sectors, clusters, markets. The level of monopolisation.	2.2.1.1. Business environment, industry and economy sectors, clusters, markets. The level of monopolisation.	2.3.1.1. The purpose of economy. Impact of the state and policy on economy. Business environment, industry and economy sectors, clusters, markets. The level of monopolisation. Basic operational principles of

		the monetary system. The principles of operation of the tax system.
2.1.1.2. Natural resources, energy sources and ecology.	2.2.1.2. Natural resources, energy sources and ecology.	2.3.1.2. Natural resources, energy sources and ecology.
2.1.1.3. Human resources and their qualifications, employment.	2.2.1.3. Human resources and their qualifications, employment.	2.3.1.3. Human resources and their qualifications, employment.
X.X.2 Factors of External Environment		
2.1.2.1. Changing economic indicators, economic development factors, the formation of budgets.	2.2.2.1. Changing economic indicators, economic development factors, the formation of budgets.	2.3.2.1. Changing economic indicators, economic development factors, principles of budgeting.
2.1.2.2. Changing technologies, sources of information, level of security, speed of transmission and processing.	2.2.2.2. Changing technologies, sources of information, level of security, speed of transmission and processing.	2.3.2.2. Changing technologies, sources of information, level of security, transmission and processing speeds.
2.1.2.3. Changes in the price of raw materials, equipment, energy, real estate and so on.	2.2.2.3. Changes in the price of raw materials, equipment, energy, real estate and so on.	2.3.2.3. Changes in the price of raw materials, equipment, energy, real estate, land, and so on.

Sphere of Infrastructure		
3.1. Local level	**3.2. Regional level**	**3.3. National level**
X.X.1 Vital activity trends of the internal environment		
3.1.1.1. Architecture, landscape and spatial structure (land resources and vacant land lots).	3.2.1.1. Geographical location, architecture, landscape and spatial structure (land resources and vacant land lots).	3.3.1.1. Geographical location, landscape and spatial structure (land resources and vacant land lots).
3.1.1.2. Transport, roads, regional and global communication. Electricity and gas supply.	3.2.1.2. Transport, roads, regional and global communication. Electricity and gas supply.	3.3.1.2. Transport (all types), roads, regional and global communication. Power supply systems, gas pipelines, oil pipelines.
3.1.1.3. Housing, heat and energy saving. Housing and utility services, waste removal and recycling, sources of drinking water.	3.2.1.3. Housing, heat and energy saving. Housing and utility services, waste removal and recycling, sources of drinking water	3.3.1.3. Housing, heat and energy saving. Housing and utility services, waste removal and recycling, sources of drinking water
X.X.2 Factors of External Environment		
3.1.2.1. Changes in the spatial structure of populated places, their landscape and building	3.2.2.1. Changes in the spatial structure of the region, its landscape, changes in the technologies	3.3.2.1. Changes in the spatial structure, landscape, changes in the technologies of use of

technology.	of use of natural resources. Changes in the structure of interregional transport infrastructure.	natural resources. Changes in the structure of international transport infrastructure. Changes of transport technologies.
3.1.2.2. Changes in the technologies of energy and heating supply. Changes in technologies of housing and utility services.	3.2.2.2. Changes in energy supply technologies. Changes in the technologies of construction and maintenance of new buildings.	3.3.2.2. Changes in energy supply technologies. Changes in the technologies of construction and maintenance of new buildings.
3.1.2.3. Changing social standards	3.2.2.3. Changing social standards	3.3.2.3. Changing social standards.
4. Socio-cultural sphere		
3.1. Local level	**3.2. Regional level**	**3.3. National level**
X.X.1 Vital activity trends of the internal environment		
4.1.1.1. Education and science in the city/town. Medicine. Physical culture and sports. Pension and social security. Social infrastructure and its availability.	4.2.1.1. Education and science in the region. Medicine. Physical culture and sports. Pension and social security. Social infrastructure and its availability.	4.3.1.1. Education. Science. Medicine. Physical culture and sports. Pension and social security. Social infrastructure.
4.1.1.2. Privacy,	4.2.1.2. Privacy,	4.3.1.2. Privacy,

rights and freedoms of residents of the populated place, their capacity for self-organisation.	rights and freedoms of residents of the region, their capacity for self-organisation.	rights and freedoms of citizens, their capacity for self-organisation.
4.1.1.3. Culture and art in the city/town. Leisure, recreation. Forms and methods of self-actualisation.	4.2.1.3. Culture and art in the region. Leisure, recreation, forms and methods of self-actualisation.	4.3.1.3. Culture and art. Leisure, recreation. Forms and methods of self-actualisation.
X.X.2 Factors of External Environment		
4.1.2.1. Demographic changes and new lines of stratification of the local community.	4.2.2.1 Demographic changes and new lines of stratification of the regional community.	4.3.2.1. Demographic changes and new lines of stratification of society.
4.1.2.2. Value-related, moral and behavioural changes in city/town residents.	4.2.2.2. Value-related, moral and behavioural changes in region residents.	4.3.2.2. Value-related, moral and behavioural changes in people.
4.1.2.3. Changes in the interests, needs and demands of local inhabitants.	4.2.2.3. Changes in the interests, needs, and demands of the region's residents.	4.3.2.3. Changes in interests, needs, and demands of citizens.

The organisational structure of the movement

The structure of the political movement, in our opinion, should be variable and should provide for conflict-free collective work of its units consisting of large groups of members as well as coordinate their activities. It may be a dynamic network [2] that organises and maintains the interaction of all its members conflict-free by their cyclic restructuring into small groups of different functional purpose based on a specific algorithm that ensures production, coordination and adoption of collective decisions by the participants from the positions of "equal-to-equal", and their execution in the plurality of temporal hierarchical project, execution and process groups headed by their leaders.

This organisational structure will help overcome the contradiction between the actual organisational culture of hierarchical organisations and the Ukrainian network organisational culture that has been built into our mental matrix during the long-term *viche* period. It, on the one hand, will help effectively process the increasing volumes of incoming information from the external and internal environments and produce appropriate solutions, and on the other hand, it will ensure effective coordinated action of the units and members of the movement.

The proposed organisational structure will help involve diverse existing public groups in the work of local and regional movement organisations. In this case, regional subdivisions of the movement will become umbrella organisations for these groups, which, in turn, will become direct action executive and project groups for these units. The umbrella structure of the movement will make it possible for these executive and project groups to post information on their activities in a single unified electronic database of the movement, which will ensure its distribution and, accordingly, recognition of their activity at the national level. At the same time, the activists of

executive and project teams will be involved in solving the major problems of the movement within the below proposed process of its activity.

Movement Activity Methodology

The methodology of movement activity, in our opinion, should be based on cyclical regulatory planning, involving free choice of means, objectives, goals and ideals. It is comparable to strategic planning in business. Unlike in business, the regulatory planning in a political movement [3] has to become the main form of activity for its units and should be implemented by all its members in a manner that makes it possible to involve any number of participants in the process – from several dozen to several hundred. Unlike political parties, regulatory planning in movement units may be implemented in a simplified form under a shorter procedure.

Within this concept of movement activity, its local, regional and central units are to carry out SWOT analysis of the relevant populated places, regions and countries, produce their models of the future, identify current problems, develop solutions, prioritise activities, create project teams and plan their activities, as well as, based on a synthesis of experience, develop and propose changes to the national "game rules" – i.e. the legislation and the Constitution of Ukraine.

The Technological Process of Movement Activity

The main tasks of the movement, the requirements for its activities, structured field of activity, organisational structure and methodology of activity make up the basis for the development and implementation of the technological process that directly regulates, organises and coordinates the activities of all units of the movement.

Thus, the technological process of movement activity is by its nature a kind of a social technology [4] that "*can be viewed in four areas according to the place they occupy in society:*

1. As social institutions, i.e. the most rational form of organisation of joint activity.

2. As social processes, i.e. purposeful change of social phenomena in space and time.

3. As socially transformative activities aimed at transforming social objects on the part of its subjects.

4. As social systems, i.e. coherent structural and functional social formations."

Therefore, the technological process of the movement that we developed (Table 2), as well as any social technology, *"combining these four aspects, is a kind of conglomerate of these entities, which means it is simultaneously a social institution with its regulatory system, a social process that consistently develops in several stages, socio-converting activities aimed at a planned transformation of social objects, phenomena and processes, and finally, a social system with structural and functional distinctness.*

Table 2.

The Technological Process of Implementation of the First Strategic Objective of the Movement:

"Production of a Model of Ukraine of the Future"

o.	Procedures	Time frame
tage	*Creation of action groups in the regions.* *Preparing and conducting the constituent*	*During 1 month.*

	meetings of the regional organisations of the movement.	
	The initiators of the movement select activists, disseminate information and conduct the constituent meeting of the regional movement organisation, where they draw up the list of members and create a regional organisational group.	*Duration – 3 hours.*
	The regional organisational team selects activists in the regions, organises and conducts their training to teach them to carry out activity in the regions based on the algorithm of a dynamic network in accordance with the technology of operation of the local units of the movement; creates local organisational groups of the movement.	*Until the construction of all regional movement organisations in the region is complete*
tage II	In the regions (incl. the regional centre), general meetings of units are held involving local activists.	*During 6 months.*
	The created local, regional and central organisational groups distribute the participants into in four specialised groups, assigning one of the selected spheres of life of Ukrainian society to it. The organisational group itself creates, respectively, a fifth specialised group. As the	*Before holding the general meeting*

	number of the movement organisations grows, specialised groups create subgroups, each in charge of respective areas and / or vectors of life in this area.	
	The general meeting in dynamic network performs SWOT analysis in all directions in the selected spheres of life of Ukrainian society.	*Duration 3 hours.*
	A specially created project group of the appropriate level summarises and posts the results of the meeting in the single universal electronic database.	*Within 5 days after the meeting.*
	The general meeting in the dynamic network creates models of the future in all areas in the selected spheres of life of Ukrainian society.	*Duration 3 hours.*
	A specially created project group of the appropriate level summarises and posts the results of the meeting in the single universal electronic database.	*Within 5 days after the meeting.*
tage III	After the implementation of the first two stages in at least one third of districts, procedures 1-5 of the second stage are implemented at the regional level.	*Time of implementation – within three months from the date of the constituent meeting of the regional unit of the*

		movement.
	After the implementation of the first two stages in at least one third of districts, procedure 1-5 of the second stage are implemented at the National Congress of the Movement.	*Time of implementation – within one year from the date of the constituent meeting of the movement regional unit.*
	Repeat the complete cycle of implementation of all steps to update and improve the integrated multi-model of the future of Ukraine. With the implementation of each subsequent cycle for local and regional centres, take into account the achievements of the previous Congress of the Movement.	*Cycle period – 1 year.*

The Process of Implementation of the Second Strategic Objective of the Movement:

Identifying and Solving Current Problems of Society

o.	Procedures	Time frame
	Specialised groups of local, regional and central units in the movement in the process of their activity monitor the situation in their designated areas, identify and classify their existing problems.	*Operate continuously since establishment.*
	The monthly general meeting in a dynamic	*Conducted on*

	network discusses monitoring results and looks for solutions to the identified problems. Following the discussion, the meeting forms appropriate specialised and executive groups headed by responsible leaders to work on a particular problem in order to find a solution to it.	*a monthly basis.*
	A special project group of an appropriate level enters a list of problems classified by sectors and areas, as well as tried and tested methods, and further the results of their solutions into a single universal electronic database.	*Within 5 days after the meeting.*
	Project and executive groups in the course of their activity and to the possible extent implement the suggested solutions of the problems they are responsible for and / or monitor their settling.	*Between ordinary meetings.*
	The corresponding specialised groups at the central level summarise the identified problems and ways to solve them developed at the local and regional levels.	*Operate continuously since establishment.*
	The general meeting of the governing body in the dynamic network produces and validates system solutions to these problems at the state level.	*Every month at the general meeting of the governing body.*
	The coordinators of the specialised groups of the central level enter the approved results of their work in the single universal electronic database.	*Within 5 days after the meeting.*
	Where necessary, **relevant specialised groups** of local and regional organisations discuss decisions made	*As needed, at the monthly general*

	by the central body to produce their own opinion concerning them, and submit it for discussion at the next General Meeting in a dynamic network.	*meeting.*
	A specially created project team of the appropriate level enters the decisions approved by the general meeting in the single universal electronic database.	*Within 5 days after the meeting.*
0	**The relevant specialised groups** of the central body summarise the decisions approved by the meetings of local and regional organisations of the movements and, if necessary, adjust their own decisions.	*Between ordinary meetings.*
1	**The general meeting of the governing body in a dynamic network** discusses and approves changes to its previous decision if they are introduced in the agenda by relevant specialised groups.	*As needed at the monthly general meeting of the governing body.*
	Repeat the related cycles of procedures 1-4 and 5-11.	*Cycle period – 1 month.*

Process of Implementation of the Third Strategic Objective of the Movement:

Development, Discussion, Endorsement and Adoption of Draft Amendments to the Laws and Constitution of Ukraine

o.	Procedures	Time frame
	Within their professional capabilities **the general**	*Operate*

	meetings of the local and regional centres of the movement in the course of their work in the **dynamic network** create legislative project teams that will produce draft amendments to the laws and Constitution of Ukraine, as well as organise their further discussion.	*continuously since establishment.*
	Legislative project teams present draft amendment to the laws and Constitution of Ukraine at the general meetings of local and regional organisations for their discussion and approval. Needed at the next monthly meeting.	*As required, at the monthly meetings.*
	Specially created project groups of the appropriate level enter approved proposals into a single universal electronic database.	*Within 5 days after the meeting.*
	Legislative project teams of the central body of the movement generalise the proposals of local and regional legislative project teams in the relevant sections of the legislative field structure established by lawyers and produce coordinated draft amendments to the laws and Constitution of Ukraine and/or new drafts of relevant laws.	*Operate continuously since establishment.*
	When required, the **scheduled general meeting** of the central governing body in the **dynamic network** discusses the suggested amendments to legislation if they are included in the agenda by relevant specialised groups on the proposal of legislative project teams; they discuss, coordinate and approve them.	*As required, at the monthly meetings.*

	Specially created project groups of the appropriate level enter approved proposals into a single universal electronic database.	*Within 5 days after the meeting.*
	Relevant legislative project teams of local and regional units discuss the proposals of legislative changes approved by the central body, producing their own stance concerning them, and submit it for discussion at the scheduled general meeting in the dynamic network.	*Within 5 days after the meeting.*
	Specially created project groups of the appropriate level enter approved proposals into the single universal electronic database.	*Within 5 days after the meeting.*
	Legislative project groups of the central body summarise the decisions approved by the meetings of local and regional movement organisations and, if necessary, adjust their own decisions.	*Between scheduled meetings.*
0	**The general meeting of the governing body** in the dynamic network discusses, negotiates and approves changes to its previous decisions if they are included in the agenda by relevant specialised groups on the proposal of legislative project teams	*As needed, at the monthly general meeting*
	Repeat the cycles of related procedures 1-3 and 4-10.	*The period of cycles to be set as required (ad hoc)*

The technological process presented in Table 2 consists of three sequences of ordered procedures, each of which is repeated cyclically with its own period. These sequences, although presented in the table as separate processes for their better perception, are, in fact, closely interrelated and constitute a coherent system of the movement operation.

As can be seen from the table, the movement subjects that produce and take decisions are the general meetings of its units at all levels held based on the method of group work in a dynamic network [5] that ensures conflict-free teamwork of large groups of participants (from 10 to several hundred people). The algorithm of work of the dynamic network makes it possible to purposefully form and maintain positive social and psychological relations in the internal environment of the movement, evenly distribute power throughout its structure, and block the formation of internal pressure groups, which, according to Michels' law of oligarchy, over time concentrate absolute power in their hands with the inevitable passivation of the general public.

Where to begin work in regions?

Obviously, the work of local movement units ideally should begin from procedures of the technological process of implementation of the first task – i.e. creation of a model of the future of their own populated place locality, and further move to procedures of the technological process of implementation of the second task – i.e. monitoring, identifying and solving pressing local problems in all spheres of their own locality. In some time, on the basis of experience gained, the procedure of the third technological process can start – i.e. creation of legislative project teams and work on draft amendments to the legislation and the Constitution of Ukraine.

However, this procedure of local movement deployment will not always be successful – it depends on the level of cohesion, motivation and quality of environments that will provide the basis for creating these units, as well as on trust among them. If such environments are disparate and have history of conflicts, it is better to begin their collective work with the technological procedures for implementation of the second problem, and as the field of trust and cohesion of participants develop they can go on to implement the first and third tasks.

In this case, the first general meeting of the local movement unit in the dynamic network has to identify the most obvious and urgent problems in all spheres of life of the populated place, develop, coordinate and approve their solutions, create executive and project teams that will implement the solutions and develop plans of their activity. Launching a local unit of the movement can be successful only if at the next general meeting including the same people the leaders of execution and project teams created in the proposed way present their first report on the implementation of decisions, thus initiating and establishing new group rules and regulations that will form the basis for a new organisational culture of the movement.

According to the field structure presented in Table, a sample personal protocol of work of a participant of the first specialised group of the general meeting of the local movement unit will be as follows (Table 3):

Table 3.

Specialised group 1 **Sphere of GOVERNANCE** Cross team_____

Areas of activity	Topical problems	Ways to solve them	Executive and project teams
1.1.1.1.			

Local, regional and national authorities, distribution of authority and communication between them. 1.1.1.2. Law enforcement structures, their subordination and powers. Bodies of the judiciary and the manner of their formation. Crime in the populated place. 1.1.1.3. How can residents of the populated place influence the content of the authorities' decisions?			

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The proposed technological process of the movement activity, at first glance, appears to be complex and cumbersome. This is due to the fact that its full-scale

implementation in the proposed form is meant for the time when the movement enters the operating mode – after it has successfully implemented its chosen deployment strategies and fully manifested its potential.

In this context, the most challenging in our view, is to shift things off the starting point when there are no full-fledged structural units of the movement in the centre or in the regions; when the appropriate group rules and norms of behaviour have not yet been developed and its own organisational culture has not formed; when the phenomenon of "free ride" is manifest because of the lack of trust among the members and among local, regional and central units; when few participants can imagine the complete picture of functioning of the variable organisational structure of the movement and therefore its activity in the framework of the proposed technological process.

These are only the initiators – i.e. **leaders** – of the movement that can set the wheels in motion, breathe life into the movement, and generate attractive senses. These have to be leaders who have enough charisma and political will and **are able to sacrifice personal absolute power in the organisation for the sake of realisation of its basic tasks.**

These leaders as well as the organisational structure they consciously chose (keeping all participants in the "equal-to-equal" interaction at the stage of decision-making in movement units) will attract to the organisation competent **experts who can get recognition that matters for them due to realisation of their creative potential to achieve the common good.**

However, leaders and experts are not enough. They need the support of **small and medium businesses that understand the complexity of the situation in which the country found itself and are willing to invest their time and resources into the common cause, clearly understanding the mechanism of spending the money they**

invested and controlling their circulation within the organisation. The aggregate resource of these businesses diversified and distributed over the structure will be enough to launch and support the activity of the movement units, because its organisation requires significantly less funds than the promotion of its virtual image in the Ukrainian media controlled by oligarchic clans.

The presence of these groups among the initiators of the movement and their effective cooperation will help attract grass root public activists, members of political parties, academics, journalists, teachers, doctors, engineers, employees, workers, and peasants – that is all who want to make Ukraine a modern, developed, rich and happy country.

Apart from that, the proposed technological process of the movement activity that can provide a unifying platform for all the existing movements, NGOs and political parties as a whole or for their individual central, regional or local units. They together or separately can implement this technological process and create separate bits of the mosaic image of Ukraine of the future, entering their activity results in a single unified electronic database that must always be open and accessible to all.

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