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SYNERGY BETWEEN ARTIFICIAL INTELLIGENCE AND DIGITAL HUMANISM FOR HUMANITARIAN SECURITY: SUSTAINABLE POST-WAR DEVELOPMENT AND RECOVERY IN UKRAINE

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ABSTRACT

This article explores the synergy between artificial intelligence and digital humanism as a tool for ensuring humanitarian security and sustainable post-war development in Ukraine. The modern digital era is characterized by the rapid development of information technologies, artificial intelligence, and automated systems that are shaping a new sociocultural and economic reality. The aim of the study is to substantiate a conceptual model for integrating the technological potential of AI with the human-centered values of digital humanism in the context of post-war transformation. The methodological basis of the study is an interdisciplinary approach, systemic and structural-functional analysis, as well as a comparative analysis of European AI practices in the humanitarian sphere. Key areas of AI application for improving humanitarian security have been identified, particularly in education, healthcare, social protection, and human capital management. The integration of the principles of digital humanism into digital transformation contributes to reducing social risks, promoting inclusiveness, and increasing the resilience of society. The scientific novelty lies in the formation of a comprehensive vision of the role of AI and digital humanism as a strategic resource for Ukraine's sustainable development in the post-war period, in a comprehensive analysis of the potential of digital technologies and artificial intelligence for integrating humanitarian values into post-conflict recovery processes.

Key words

Artificial intelligence; digital humanism; humanitarian security; sustainable development; post-war recovery of Ukraine; digital transformation.

Classification JEL: O33, H12, P48.

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INTRODUCTION

Ukraine's post-war recovery poses unique challenges for society, combining the need to rebuild physical infrastructure, social stability, and cultural identity. In this context, the issue of humanitarian security becomes particularly relevant—not only as a means of ensuring the physical protection of citizens, but also as a guarantee of the preservation of values, rights, and social cohesion. The current digital transformation, in particular the development of artificial intelligence (AI), opens up new horizons for addressing these issues, allowing for the prediction of humanitarian needs, the optimization of management processes, and the improvement of the effectiveness of social interventions. The relevance of the study is determined by the need to develop conceptual models that combine innovative technologies and ethical, cultural, and social aspects of society's recovery; It is determined by the growing challenges of digitalization in the fields of education, culture, economy, and public administration, which require a systematic approach to ensure sustainable development and the safe functioning of society (Masiuk, El Guessab, Sorokina, O., 2023).

The aim of the work is to identify strategic directions for the integration of AI and digital humanism to enhance humanitarian security, develop inclusive social mechanisms, and support the sustainable development of the national community in the post-conflict period. In the current context of societal transformation under the influence of digital technologies and artificial intelligence, there is an urgent need to develop new concepts of humanitarian security and sustainable development. This is especially true for Ukraine in the post-war period, when the processes of restoration and stabilization of socio-economic, cultural, and educational systems require the integration of innovative technologies with a humanitarian approach. At the same time, technological progress carries potential risks of dehumanizing society. Therefore, the integration of the principles of digital humanism is becoming a key condition for ensuring a balance between innovation and human values. Digital humanism emphasizes a human-centered approach, the ethical use of technology, and the formation of a cultural and value-based environment in which AI serves not only as a tool for efficiency but also as a mechanism for supporting social justice (Van Dijk, 2020).

Thus, the object of the study is the interaction of artificial intelligence and digital humanism in the processes of humanitarian security and post-war development of Ukraine, and the subject is the mechanisms and practices of integrating digital technologies to ensure the sustainability and effectiveness of recovery processes in various spheres of public life.

The scientific novelty of the study lies in a comprehensive analysis of the potential of digital technologies and artificial intelligence for integrating humanitarian values into post-conflict recovery processes. The research demonstrates the possibilities of combining technological progress with the principles of social responsibility, environmental sustainability, and a humanistic approach to the development of society. Particular attention is paid to the creation of models of digital humanism that allow technological innovations to be transformed into mechanisms for supporting social justice, cultural integration, and environmental restoration.

The scientific problem lies in identifying ways to synthesize the technological potential of AI and the humanistic principles of the digital age to ensure the sustainable and comprehensive post-war development of Ukraine.

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The issues include analyzing the effectiveness of digital tools in restoring infrastructure, social networks, and the ecological system, as well as researching how digital technologies can contribute to the formation of an inclusive and responsible society where technological innovations serve not only economic growth but also humanistic and ecological goals.

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LITERATURE REVIEW

Current research in the field of digital technologies and artificial intelligence (AI) emphasizes their ability not only to improve the efficiency of economic and management processes, but also to transform the social, cultural, and environmental aspects of society's development. Research by Tapscott (2014) and Chen et al. (2021) shows that digitalization and automation can ensure transparency, speed, and accuracy in post-conflict recovery programs, contributing to the restoration of critical infrastructure and resource optimization. An important direction is digital humanism, which views technology as a tool for supporting social values. Drucker's (1993) work demonstrates that digital platforms and AI can be integrated into social processes in ways that promote social justice, cultural integration, and environmental sustainability. This is particularly relevant in post-conflict regions, where the restoration of social systems requires not only physical resources, but also the restoration of trust and the social fabric (Masuda, 1981).

International experience shows the successful application of digital technologies in post-conflict reconstruction. For example, in Rwanda after the genocide, digital databases and geographic information systems were used to restore public infrastructure and monitor reconstruction projects. In Iraq and Syria, digital platforms were used to provide access to humanitarian aid and coordinate the activities of international organizations, increasing the efficiency of resource distribution. Artificial intelligence is becoming a key tool in predicting the needs of affected populations and

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optimizing the logistics of humanitarian operations. Nick Bostrom (2002: 2005; 2011) emphasizes that AI algorithms allow for the analysis of large amounts of data to make effective management decisions, including risk assessment, recovery planning, and the integration of environmental strategies. At the same time, N. Negrapotene (1995) highlights the potential risks of digitalization, in particular the threat of social inequality, technocratization, and the possibility of neglecting humanistic values if technologies are applied without an ethical framework.

Research by Ukrainian scientists (Voronkova, Nikitenko, 2025) demonstrates that in the context of the country's post-war development, there is a need to create models that integrate digital technologies and humanistic principles. Particular attention is paid to the use of digital platforms to restore social ties, ensure the transparency of government programs, and support cultural heritage. However, there is still a lack of comprehensive approaches that combine technological potential with social responsibility and environmental sustainability (Poster, 1990). Thus, the literature review indicates the relevance of integrating digital technologies and AI into post-conflict reconstruction, where they serve not only as economic and management tools, but also as a means of supporting humanistic values, social justice, and environmental sustainability. This gap in scientific knowledge determines the relevance and necessity of this study for the development of conceptual and practical mechanisms of digital humanism in Ukraine (Nikitenko, Voronkova, Oleksenko, Andriukaitiene, Pyurko, & Khrystovoi, 2025).

RESEARCH OBJECTIVE

The objective of the research is to comprehensively study the potential of digital technologies and artificial intelligence as tools for integrating humanistic, social, and environmental values into the processes of post-conflict reconstruction in Ukraine. The study involves the formation of conceptual and practical approaches to ensuring sustainable development that combines technological innovation with social responsibility, environmental balance, and cultural identity in the context of global digital transformation and a postmodern vision of human-technology interaction.

To achieve this goal, the following research tasks have been identified:

1. Conduct a comprehensive analysis of the potential of digital technologies and AI for post-conflict reconstruction in Ukraine, assessing their impact on sociocultural, economic, and environmental processes.
2. Identify opportunities for integrating humanistic and environmental values into digital processes, thereby forming a value-oriented model of digital humanism.
3. Study international experience in the application of digital technologies in post-conflict regions, analyzing successful practices and lessons for adaptation to the Ukrainian context.
4. Develop conceptual approaches and practical recommendations for the application of digital humanism to ensure sustainable development, social justice, and cultural identity.

METHODOLOGY

The research methodology is based on a comprehensive combination of phenomenological, axiological, postmodernist, and agile approaches, which allows digital technologies and artificial intelligence to be considered as sociocultural, economic, and humanistic phenomena simultaneous-

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ly. This approach provides an opportunity for in-depth analysis of digital processes in Ukraine's post-conflict recovery, taking into account the value, ethical, and cultural aspects of their impact. The phenomenological method allows us to study the experience of participants in the recovery process, the perception of technologies and AI as tools for humanistic development, and to determine the significance and value of digital innovations for different social groups. The axiological approach provides a systematic assessment of the moral, cultural, and environmental priorities underlying digital transformations and determines their impact on the sustainable development of society. The postmodernist perspective allows us to deconstruct traditional ideas about regulation, standards, and management models by viewing digital processes as a network of local practices, individual strategies, and context-dependent decisions. It emphasizes the multiplicity of interpretations and flexibility in applying global experience to the Ukrainian context (Polanyi, 1958).

The agile approach is integrated as a practical research tool that involves iterative data collection and analysis, rapid model adaptation, and testing of conceptual solutions, enabling a rapid response to changing conditions in post-conflict processes and digital transformation. In terms of methodology, the study uses the following methods: 1) Theoretical analysis – studying scientific sources, concepts of digital humanism, creative industries, and post-conflict recovery. 2) Phenomenological analysis – studying the subjective experience of participants in recovery and their perception of digital technologies. 3) Comparative analysis – studying international experience in the application of digital technologies in post-conflict regions and adapting best practices to Ukrainian conditions. 4) Systemic approach – comprehensive analysis of the interaction of technologies, institutions, economic and cultural factors in recovery processes. 5) Critical analysis – assessment of the risks and challenges of digitalization, social inequality, ethical issues, and development of recommendations for their minimization. 6) Synthesis and modeling – formation of conceptual approaches and practical recommendations for the application of digital humanism for the sustainable development of Ukraine. Thus, the proposed methodology provides a holistic and multidimensional approach to the study of digital technologies and AI in post-conflict reconstruction, combining scientific rigor with philosophical depth, value orientation, and practical significance for the formation of effective digital humanism policies in Ukraine (Lepskyi, Kudinov, Lepska, & Rustesky, 2023).

RESULTS AND DISCUSSIONS

1. Comprehensive analysis of the potential of digital technologies and AI for Ukraine's post-conflict recovery.

Digital technologies and AI as fundamental factors in Ukraine's post-conflict recovery are developing between philosophy, innovation, and sustainable development. Post-conflict recovery is not only the reconstruction of destroyed infrastructure, but also a profound socio-cultural, economic, and environmental transformation of society. In the modern era of information and digital technologies, reconstruction cannot be effective without the use of innovative digital tools and AI, which are becoming the synergistic core of the restoration of state and social systems. These tools not only accelerate the reconstruction of physical objects, but also contribute to the

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formation of a new quality of social life, the democratization of public administration, economic growth, and sustainable environmental development.

Sociocultural dimensions of digital recovery (Luhmann, 1990). Digital services, in particular government e-government platforms, are radically changing the interaction between citizens and the state, strengthening democracy and social capital. They help engage communities in decision-making, monitor reconstruction projects, and provide real-time access to information on the progress of recovery efforts. This creates the basis for an innovative public sphere where accountability, participation, and trust are not by-products but key outcomes of digital transformation. Inclusiveness and preservation of cultural identity. Digital technologies facilitate access to education, healthcare, and cultural resources regardless of geographical and social barriers. Educational platforms, online communities, and digital documentation of cultural heritage contribute to the preservation of national identity and the restoration of social ties in communities that have experienced the trauma of war. Monitoring and managing social challenges. AI tools enable the analysis of large amounts of data on demographic changes, population needs, migration processes, and psychological health. Such analysis can provide predictive modeling of social risks, which is particularly important for the reintegration of internally displaced persons, the development of a social support system, and the adaptation of educational and cultural services (Jameson, 1991).

Digital technologies are the foundation of a society that is transitioning from the use of material resources to information resources. They create new industries, optimize business processes, increase competitiveness in the global market, and promote Ukraine's integration into the digital economy of the EU and the world. AI-based systems enable the automation of budget planning, reconstruction logistics, damage assessment, and forecasting of financing needs, which is critical for the smart allocation of limited resources. The use of data analysis and modeling algorithms significantly reduces bureaucratic costs and increases the efficiency of public and private investments. The IT sector is becoming one of the most important drivers of the economy, creating highly productive jobs. The integration of digital solutions into industry, agriculture, logistics, and financial technologies generates a multiplier effect for GDP.

In addition, digital platforms facilitate Ukrainian companies' entry into global markets by stimulating exports of services and intellectual capital. AI-based satellite surveillance systems, drones, and sensor networks are capable of continuously monitoring air and water quality, soil pollution levels, forest landscapes, and water resources. This not only allows for a rapid response to environmental threats, but also provides a quantitative analysis of the long-term effects of war on ecosystems. The deployment of digital solutions that optimize energy consumption and network management contributes to reducing greenhouse gas emissions in rebuilt regions. However, the development of AI and data centers also creates an additional burden on the energy sector, which requires green energy and decarbonization strategies. Blockchain technologies and digital platforms can ensure fully transparent tracking of environmental parameters and the use of environmental resources, increasing the responsibility of both the state and business for their impact on the environment (Hassan, 2020).

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2. Integrating humanistic and ecological values into digital processes: forming a value-oriented model of digital humanism.

The modern digital era is characterized by the rapid development of information technologies, artificial intelligence, and automated systems that are shaping a new sociocultural and economic reality. Along with this, there is a critical need to rethink the place of humans in the digital environment, their values, rights, and ethical guidelines. This is where the scientific concept of digital humanism becomes a key tool for combining technological progress with humanistic and ecological priorities. As Floridi (2013) notes, information ethics is fundamental to the creation of digital systems that not only function effectively but also meet social and humanistic standards.

Digital humanism involves reorienting technological processes toward people, their well-being, social justice, and environmental sustainability. A critical analysis of Harari's work shows that modern digital platforms can and should include mechanisms that ensure algorithm transparency, ethical data use, and support for socially important initiatives. This means that the development of artificial intelligence and digital technologies cannot take place in isolation from the needs of society and environmental challenges, but rather must integrate value-oriented principles into all aspects of its implementation (Harari, 2018).

The integration of humanistic values into digital processes primarily involves the ethical design of algorithms and systems. Transparent algorithms that are subject to social control ensure fairness, protect human rights, and minimize the risk of discrimination. At the same time, digital platforms should promote critical thinking, develop digital literacy skills, and raise citizens' awareness of their social and cultural responsibilities in the digital space. Thus, digital humanism becomes not only a technical or engineering task, but also a philosophical and value-based approach that shapes users' conscious attitude towards technology.

The environmental dimension of digital humanism includes the conservation of natural resources and support for sustainable development through digital tools. Modern technologies make it possible to create systems for monitoring environmental processes, predicting the negative consequences of human activity, and optimizing the use of resources. Latour's works emphasize the importance of eco-oriented solutions in digital systems that reduce the energy load on the environment, including "green coding" and energy-efficient computing platforms. This approach not only meets environmental priorities but also promotes social responsibility among users and companies that develop digital products (Latour, 2005).

Based on these principles, a value-oriented model of digital humanism is formed, which includes four interrelated components: Humanistic – priority of the individual, their education, development, social equality, and cultural self-expression. Ecological – protection of the environment, responsible use of natural resources, implementation of sustainable development technologies. Technological – innovative digital tools that support social and environmental values and ensure transparency and effective management. Ethical – guaranteeing transparency, accountability, and protection of user rights, integrating moral principles into algorithmic decisions. Thus, digital humanism is a philosophical and practical paradigm that combines technological efficiency with a value orientation towards people and the environment. Its implementation is a necessary condition for the sustainable

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and harmonious development of modern society, particularly in the context of post-conflict reconstruction, where digital technologies can become a tool for integrating humanistic and environmental values into all spheres of social, economic, and cultural activity (Getman, Danilyan, Dzeban, & Kalynovskyi, 2023).

3. International experience in the application of digital technologies in post-conflict regions and lessons for adaptation to the Ukrainian context.

International experience shows that digital technologies in post-conflict regions are not just a technical tool, but a key factor in the restoration of state institutions, the economy, and social stability. The experience of European Union countries is particularly indicative, where digitalization has become an important component of crisis management strategies, infrastructure reconstruction, and strengthening social cohesion. The EU is developing an approach that combines technological solutions, integrated management, and a humanitarian component to ensure effective and sustainable post-conflict recovery (Maclup, 1962).

The United Kingdom, France, Germany, and Scandinavian countries have actively used e-government, digital platforms for coordinating humanitarian aid, geographic information systems (GIS) for assessing damage, and remote monitoring tools in their experience of recovering from local crises. For example, after numerous internal crises, Germany introduced integrated digital management systems for cities and regions that allow tracking infrastructure facilities, planning repairs, and coordinating the activities of various public and private structures. This significantly increases cost efficiency and minimizes the risk of repeated losses (Merton, 1968).

EU countries also pay considerable attention to digital platforms for civic participation and restoring social trust. For example, the Estonian e-governance model demonstrates how digital services integrated into the state system increase transparency, reduce corruption risks, and ensure continuity of service delivery, even in crisis conditions. Similar approaches have been adapted to the specificities of other European countries and can be used as a basis for creating a Ukrainian digital recovery platform that includes electronic business registration, social payments, and access to medical and educational services.

An important component is the use of digital technologies for economic recovery. Many EU countries, such as Sweden and Finland, use platforms to support small and medium-sized businesses through digital services, electronic payments, and online tax systems, which helps accelerate the recovery of economic activity in post-conflict regions. This emphasizes that digitalization, combined with effective financial management and a favorable business environment, can serve as a catalyst for economic growth (Drucker, 1993).

The EU also actively uses digital technologies to preserve cultural heritage and education in post-conflict regions. For example, the EU4Culture program uses innovative digital platforms to restore architectural sites, museums, and libraries, which not only preserves historical memory but also stimulates tourism and the creative economy. Distance learning, digital courses, and retraining programs make it possible to quickly improve human capital and the population's readiness to participate in recovery and development processes.

Another important lesson from the European experience is the coordination of actions at the international level through digital platforms, in particular for managing humanitarian flows, monitoring the situation, and exchanging data between states and inter-

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national organizations. ICT4Peace and other EU initiatives demonstrate how information technology creates transparent and effective channels of interaction between different stakeholders.

This experience is extremely important for Ukraine. The main lessons that can be adapted to the Ukrainian context include:

Prioritizing the restoration of digital infrastructure to ensure communication and the functioning of public services.

Introducing e-government systems and platforms for citizen participation to increase transparency and management efficiency.

Using digital tools to monitor and assess damage, allowing for reconstruction planning with minimal resource loss.

Creation of digital platforms to support business and economic recovery.

Integration of digital solutions in education, retraining, and cultural heritage preservation.

Ensuring coordination between the state, civil society, and international partners through digital platforms.

Thus, the experience of EU countries shows that digital technologies are a universal tool for the comprehensive recovery of post-conflict regions, combining economic, social, cultural, and managerial aspects, which Ukraine can effectively adapt to its needs.

4. Conceptual approaches and practical recommendations for applying digital humanism to ensure sustainable development, social justice, and cultural identity.

In today's world, where digital technologies are becoming an integral part of social, economic, and cultural development, the issue of integrating humanistic principles into the digital sphere is becoming particularly relevant. The concept of digital humanism offers a synthesis of technological progress and values that form the basis of social justice, cultural identity, and sustainable development. In this context, digital humanism acts not only as a methodological framework, but also as a practical tool capable of transforming social processes, ensuring the harmonious coexistence of technological and humanitarian dimensions. One of the key approaches to applying digital humanism is the integration of ethical and cultural standards into digitalization processes. This involves the development of algorithms and platforms that take into account not only efficiency and economic feasibility, but also the social and cultural consequences of their implementation (Ninet, 2019).

An important aspect is the formation of "digital etiquette," which encourages responsible use of technology, promotes social inclusion, and minimizes the risks of digital inequality. To ensure sustainable development, digital humanism offers conceptual approaches that combine innovative technologies and environmental awareness. The use of artificial intelligence and analytical platforms in resource management allows for the prediction and optimization of production, consumption, and natural resource recovery processes, while preserving the cultural traditions and social values of local communities. This approach creates conditions for the formation of an economy based on the principles of circularity, energy efficiency, and social responsibility in the context of the Fourth Industrial Revolution (Schwab, 2016). Social justice within the framework of digital humanism is achieved through the development of policies and technological solutions that ensure equal access to information, education, and cultural resources. For example, the creation of open digital libraries, educational platforms, and virtual cultural centers contributes to the democratization of knowledge and the preservation of

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cultural heritage. Importantly, such initiatives support cultural identity by enabling citizens to preserve and transmit their own traditions in the global digital space (Deleuze, 1990).

Practical recommendations for applying digital humanism include:

1. Developing ethical standards and regulations for designing digital platforms and applications that take into account human rights and cultural characteristics.
2. Implementing digital monitoring systems for the social impact of technologies to prevent digital discrimination and marginalization of vulnerable groups.
3. Creating interdisciplinary centers that bring together experts in digital technologies, sociology, philosophy, and cultural studies to develop strategies for sustainable digital development.
4. Integration of educational programs aimed at developing digital literacy, critical thinking, and cultural awareness in order to educate citizens capable of interacting responsibly with technological systems.
5. Use AI technologies to optimize resource management and support environmentally sustainable solutions, while preserving the cultural and social value of local communities.

DISCUSSIONS

Digital humanism emerges as a fundamental strategy for integrating technological progress with humanistic values. Tapscott's conceptual approaches and practical recommendations not only ensure social justice and sustainable development, but also contribute to the preservation of cultural identity, shaping a society capable of harmoniously combining innovation and humanity in the digital age (Tapscott, 2014). In the modern era, digitalization is becoming a fundamental factor in the transformation of society, the economy, and culture. The emergence of digital humanism opens up a new dimension of human-technology interaction, where technological progress does not contradict humanistic values but serves to realize them. As emphasized by V. Nikitenko, V. Voronkova, and others, digital humanism emerges not only as a methodological framework but also as a practical tool capable of ensuring social justice, preservation of cultural identity, and sustainable development in a post-conflict and globalized world (Nikitenko, Voronkova, 2025).

Digital humanism integrates ethical, cultural, and social standards into digitalization processes, which helps avoid technocratic determinism and shapes human-centered technologies. Bourdieu proposes six ethical principles of digital humanism: human dignity, inclusion, autonomy, transparency, responsibility, and social justice (Bourdieu, 1986). However, critics, notably L. Floridi, emphasize the need for critical analysis of political and social aspects, as digital systems have the potential for control, manipulation, and increased inequality (Floridi, 2011).

In practical terms, digital humanism manifests itself through specific cases. In Ukraine, an example is the "Дія.Цифрове місто" (Action.Digital City) project, which integrates electronic services for citizens, ensuring transparency, accessibility, and protection of personal data. This approach demonstrates a combination of digital inclusion and social justice, providing citizens with equal access to state services. Similarly, in the EU, the European Digital Humanism initiative, supported by the universities of Vienna and Amsterdam, focuses on developing ethical standards for artificial intelligence, taking into account human rights and cultural characteristics of different

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countries, which serves as an example of the European model of humanizing the digital space (Zuboff, 2019).

Social justice within the framework of digital humanism is achieved by ensuring equal access to information, education, and cultural resources. Open digital libraries and educational platforms are being created in Ukraine and the EU, allowing citizens from different regions and social groups to preserve their cultural identity and develop their creative potential. For example, the Virtual Library of Ukrainian Heritage platform provides access to historical, cultural, and educational materials, helping to preserve national identity in the context of digital globalization.

In the field of sustainable development, digital humanism is implemented through the introduction of artificial intelligence and big data technologies to optimize resource management and energy conservation. In Ukraine, this is manifested in the Smart Agriculture and Green Energy 4.0 projects, where digital platforms help predict harvests, use water resources efficiently, and integrate renewable energy sources while preserving the cultural traditions of rural communities. In the EU, similar initiatives are being implemented as part of the Horizon Europe and Green Digital Europe programs, which combine digital innovation and environmental standards (Danilyan, Dzoban, & Kalynovskyi, 2023).

The practical application of digital humanism involves:

1. Developing ethical standards for the design of digital systems and algorithms that take into account human rights and cultural characteristics.
2. Introducing mechanisms for assessing the social impact of technologies to prevent digital inequality and the marginalization of vulnerable groups.
3. Creating interdisciplinary centers for developing sustainable digital development strategies that bring together specialists in technology, the humanities, and cultural studies.
4. Integrating educational programs focused on digital literacy, critical thinking, and cultural awareness.
5. Use AI and analytics technologies to support the circular economy, energy efficiency, and socially responsible business.

Thus, digital humanism emerges as a fundamental strategy for integrating technological progress and humanistic values. Its conceptual approaches and practical implementations in various spheres in Ukraine and the EU demonstrate that the combination of innovation and humanity can ensure social justice, sustainable development, and cultural identity in the digital age (Utiuzh, Sajtarly, & Pavlenko, 2020).

CONCLUSIONS

Based on the analysis, it can be argued that digital humanism is emerging as a fundamental paradigm of the modern era, capable of combining technological progress with humanistic values and socio-cultural orientations. It is not just a theoretical concept, but also a practical tool capable of transforming social processes, ensuring harmonious interaction between people, technologies, and the environment. Digital humanism allows us to critically rethink the role of technology in modern society, moving away from purely technocratic determinism and bringing to the fore the values of humanity, autonomy, inclusion, and social justice.

A philosophical analysis of contemporary approaches demonstrates that digital humanism is not a homogeneous or apolitical phenomenon. As Mark Koukelberg and Erich Prem

emphasize, it involves an awareness of the political and social dimensions of technology, including its potential for control, manipulation, and digital inequality. At the same time, its practical implementation in various spheres in Ukraine and the EU — from government e-services to environmental digital platforms and educational initiatives — demonstrates the ability of digital humanism to ensure access to knowledge, preserve cultural identity, and support sustainable development and social inclusion.

Digital humanism forms a new ethical and cultural framework for the development of society, in which technology ceases to be merely a tool for economic efficiency and becomes a means of realizing humanistic values. It allows technological innovations to be integrated with social and cultural needs, creating conditions for a circular economy, energy efficiency, environmental stability, and social responsibility. This highlights the need for an interdisciplinary approach that brings together experts in digital technology, sociology, cultural studies, philosophy, and ethics to develop strategies that ensure the harmonious development of society in the digital age.

Particular attention should be paid to the cultural aspect of digital humanism. Preserving and transmitting cultural identity in a globalized digital space is not only a matter of identity, but also a key factor in social stability and the integration of local communities into global processes. Digital platforms, educational resources, and cultural initiatives implemented in Ukraine and the EU demonstrate the possibility of synthesizing technological progress and humanitarian values, ensuring equal access to knowledge and cultural heritage for all categories of citizens.

Thus, digital humanism acts as a strategy capable of combining innovative development with the principles of humanity, ethics, and social responsibility. Its application creates conditions for the development of a society in which technology serves people, not the other way around, ensuring social justice, cultural identity, and sustainable development. It shapes a new type of social thinking focused on the integration of science, culture, ethics, and technology, making digital humanism not only a conceptual framework but also a practical basis for the transformation of the modern world.

Therefore, it can be argued that digital humanism is not just a response to the challenges of the digital age, but a philosophical platform that opens up new horizons for the development of individuals, society, and culture, forming an ethical, social, and cultural foundation for a sustainable and harmonious future.

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