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Citizen-centric E-Governance: G2C ecosystems and the transformation of citizen–state interaction in the EU

Abstract. Object of the study is the transformation of models of citizen–state interaction in the context of public sector digital transformation, particularly within the Government-to-Citizen (G2C) paradigm in the European Union.

Problem statement. The digital transformation of the public sector leads to significant changes in the ways citizens interact with the state. In European Union countries, these processes are increasingly associated with the transition from traditional e-government models to integrated human-centric digital governance ecosystems.

Unresolved issues. Despite the active implementation of digital governance tools, the evolution of citizen–state interaction models and the systemic development of human-centric G2C ecosystems remain insufficiently conceptualized, especially in the context of their adaptation to Ukrainian realities.

The purpose of the study is to analyze the evolution of citizen–state interaction models in the context of digital transformation, to examine the development of G2C ecosystems in the European Union, and to identify opportunities for applying this experience in Ukraine.

Research methodology and main results. The study employs methods of comparative analysis, generalization of European digital governance policies, and conceptual modeling of G2C ecosystem development. The article systematizes the evolution of citizen–state interaction models –from e-government to human-centric digital governance—and provides a preliminary mapping of G2C ecosystems across EU countries. Key development trends are identified, including the expansion of proactive public services, the emergence of platform-based governance models, the use of artificial intelligence for the personalization of public services, and the development of interoperable digital infrastructures. Particular attention is given to the analysis of key challenges, such as the fragmentation of government information systems, uneven development of electronic identification mechanisms, the digital divide among population groups, and regulatory challenges related to the use of artificial intelligence in the public sector.

Scientific novelty lies in the conceptualization of the evolution of citizen–state interaction models in the context of public sector digital transformation and in the systematization of European experience in the development of human-centric G2C ecosystems.

Conclusions. The findings indicate that the transition to human-centric digital governance requires not only technological modernization but also deep institutional transformation, integration of public services, and adherence to the principles of interoperability and proactivity. The results define practical directions for applying European experience in Ukraine, particularly in the integration of digital public services, the development of proactive services, and the enhancement of interoperability among government information systems.

Keywords: *digital governance, G2C interaction, e-government, citizen-centric governance, digital public services, digital platforms, interoperability, European Union.*

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Introduction. Over the past decade, digital technologies have fundamentally transformed the mechanisms of interaction between the state and citizens. According to Eurostat, in 2024 more than 74% of European Union citizens used digital public services, indicating the rapid growth of e-government in the functioning of modern democratic states [14]. At the same time, the digital transformation of the public sector today goes far beyond the traditional digitization of administrative procedures.

The digital transformation of the public sector is considered a complex and multidimensional process that not only changes technological tools of governance but also transforms institutional structures, managerial practices, and the logic of state–citizen interaction [1]. In contemporary conditions, a new model of digital governance is emerging, within which public institutions are shifting from the mere provision of online services to the creation of comprehensive digital ecosystems for interaction with citizens.

In academic discourse, this process is increasingly described through the concept of human-centric digital governance, which involves designing public services in accordance with citizens' needs, integrating digital platforms, and developing new forms of public interaction [16; 17; 19]. Within this paradigm, the citizen is viewed not only as a user of administrative services but also as an active participant in the creation of public value, a co-creator of policies, and a partner of the state in the process of digital governance.

One of the key instruments for implementing a human-centric approach to digital governance is the development of G2C interaction. G2C models encompass a wide range of digital services and platforms, including electronic identification systems, public service portals, mechanisms of electronic citizen participation, as well as integrated digital environments for interaction between citizens and public institutions. In European Union countries, the development of such systems is increasingly taking on an ecosystem character, implying the integration of various digital services into unified platforms capable of ensuring seamless interaction between citizens and the state.

The European Union is actively shaping strategic frameworks for the development of human-centric digital governance. Strategic documents such as the Digital Compass 2030 [9], the European Interoperability Framework [7], and the Digital Government Strategy [8] emphasize the need to transition toward integrated digital ecosystems of public services based on the principles of interoperability, open data, and citizens' trust in digital institutions. This approach contributes not only to improving the efficiency of public services but also to the formation of new models of interaction between the state and society.

At the same time, the current stage of digital governance development is increasingly associated with the use of artificial intelligence, big data analytics, and platform-based governance models. In academic literature, the concept of platform government or platform state is emerging, according to which the state acts not only as a provider of public services but also as an operator of digital platforms that integrate services, data, and participants of public interaction. Within such systems, artificial intelligence is used to personalize public services, predict citizens' needs, automate administrative procedures, and improve the quality of decision-making. As a result, a new type of data-driven governance is being formed, in which data and digital platforms become the key infrastructure of modern interaction between citizens and the state.

Despite the significant number of studies in the field of e-government, most scholarly works focus on the analysis of individual digital services or technological aspects of e-governance. At the same time, the issue of systemic transformation of state–citizen interaction in the context of developing G2C ecosystems within human-centric digital governance remains insufficiently explored. In this regard, the scientific novelty of this study lies in the comprehensive analysis of the formation of G2C ecosystems in the European Union and the conceptualization of their role in transforming state–citizen interaction within the development of platform-based digital governance models.

A separate direction of contemporary research in digital governance concerns the analysis of the impact of artificial intelligence on the functioning of the public sector. The use of AI technologies expands the possibilities for personalizing public services, automating governance processes, and enhancing decision-making efficiency [24]. At the same time, researchers emphasize that the implementation of artificial intelligence transforms traditional approaches to the policy cycle, changes the logic of public policy formation and implementation, and generates new institutional and regulatory challenges [23].

Given the above, the purpose of this article is to examine the evolution of human-centric digital governance in the European Union, analyze the formation of G2C ecosystems, and identify key trends in the transformation of state–citizen interaction in the context of the digital transformation of the public sector.

Literature Review. The evolution of e-government has progressed from the provision of basic information to transactional services and, ultimately, to integrated service portals. However, the current stage of development, particularly in the European Union, is characterized by a transition toward human-centric digital ecosystems in G2C interaction. This review aims to analyze recent literature addressing the conceptual foundations, architectural solutions, and practical challenges of implementing such systems, with a focus on the transformation of the very nature of state–citizen interaction in the EU, drawing on both academic research and key policy and analytical documents of EU institutions.

The analysis of the literature demonstrates that the concept of "human-centricity" has moved beyond the rhetoric of "customer orientation." A key policy document shaping this discourse is the European Declaration on Digital Rights and Principles, which proclaims that digital transformation must place people at its core, emphasizing solidarity, security, and empowerment [10]. This approach establishes a normative dimension of human-centricity, requiring G2C ecosystems not only to be efficient but also to uphold fundamental rights.

This principle is further developed in sectoral legislation. As convincingly argued by Özkiziltan and Landini in their analysis of the European Artificial Intelligence Act, ensuring the "trustworthiness and human-centricity" of technologies becomes a new challenge for public governance [21]. The implementation of AI in G2C services requires the establishment of oversight mechanisms that ensure algorithmic decisions are non-discriminatory and transparent. Thus, human-centricity acquires a concrete legal dimension.

At the same time, at the level of cities and regions, a vision of a "human-centered digital future" is emerging [6]. The Eurocities network emphasizes that direct interaction between citizens and the state occurs primarily at the local level; therefore, principles of openness, participation, and inclusion must be embodied in concrete digital services. This perspective complements the broader EU strategy with a bottom-up dimension.

Despite these ambitious objectives, a significant gap remains between political declarations and actual implementation. A critical assessment of this gap is provided by the European Court of Auditors in its special report on e-government actions [13]. The auditors concluded that the EU e-Government Action Plan 2016–2020 was only partially effective, as it imposed obligations mainly on the European Commission rather than on Member States. This resulted in delays in the implementation of digital services at the national level, while progress monitoring remained fragmented. Although the report focuses on services for businesses, its conclusions regarding the lack of a comprehensive strategy and weak coordination are directly applicable to the G2C domain.

These findings resonate with the academic conclusions of Špaček and Csótó, who question the actual human-centricity of e-government development in Central and Eastern Europe, identifying institutional inertia as a key barrier [22]. Their analysis shows that the existence of national strategies does not guarantee the creation of integrated ecosystems without overcoming historical legacies and ensuring strong political will.

In response to these challenges, a new EU policy architecture is emerging, particularly through the "Path to the Digital Decade" programme, which introduces mechanisms for cooperation and monitoring of Member States' progress toward shared digital goals. Furthermore, the EU invests in the development of practical tools: as reported by the Global Government Forum, EU projects directly support governments in designing human-centric digital services, indicating a shift from declarative approaches to practical implementation [25].

Empirical evidence for assessing the transformation of G2C interaction is provided by Eurostat. Data for 2024 show significant progress: 70% of EU citizens interacted with public authorities online. However, this average conceals substantial disparities, ranging from 99% in Denmark to only 25% in Romania [14]. This confirms the existence of a "digital divide" within the EU, which remains a key challenge for building a unified digital space.

Even more revealing are data on the use of electronic identification (eID), a fundamental component of secure G2C ecosystems. In 2023, only 41% of Europeans used eID. Once again, disparities are striking: Nordic countries report usage rates exceeding 90%, whereas in Germany, Cyprus, and Bulgaria the rate remains below 10% [14]. This points to deep-rooted issues related to trust, usability, or awareness that hinder demand for digital services. Eurostat also identifies an age-related gap: individuals aged 25–44 are the most active users of eID, while younger (16–24) and older (65+) groups use it significantly less. This suggests the need for targeted policies addressing different demographic groups.

Contemporary discourse also emphasizes openness and participation. The European Commission promotes the idea of co-creating innovative public services together with citizens and businesses, representing the next step beyond service provision [11]. User involvement in service design aims to enhance relevance and usability. Consultations under the CADE Project on building open digital ecosystems, initiated by the European Commission in 2026, indicate ongoing efforts to develop new architectural solutions based on interoperability, open standards, and data [2].

Finally, the external dimension is also important. As noted by ECDPM, the EU must articulate a clear and compelling global proposition of its human-centric approach to digital transformation in order to promote its standards and values beyond the Union, positioning them in contrast to alternative models of digital development [5]. The growing interest of third countries, including Ukraine, in European best practices illustrates processes of knowledge transfer and adaptation [4].

In summary, the literature review, enriched by policy analysis and EU data, demonstrates a clear trend toward the development of integrated, proactive, and interoperable G2C ecosystems. Human-centricity, as enshrined in the Declaration on Digital Rights and Principles, becomes a key criterion for the effectiveness and legitimacy of digital governance systems. However, the success of this transformation depends not only on technological advancements but also on the ability to overcome institutional barriers (as highlighted by the European Court of Auditors), ensure high levels of trust in digital identification systems (as evidenced by Eurostat data), and guarantee inclusiveness for all categories of citizens.

Future research should focus on: (1) developing tools to measure actual, rather than declared, human-centricity beyond technical accessibility; (2) conducting comparative analyses of the implementation of European directives (in particular, eIDAS2 and the AI Act) across different national contexts; (3) examining the long-term social effects of G2C digitalization on social cohesion and democratic participation.

Purpose, objectives and research methods. The objective of this article is to conceptualize a model of human-centric e-governance in the European Union through the analysis of the evolution of G2C ecosystems and the identification of transformation vectors in state–citizen interaction within the transition to platform-based models of digital governance.

The methodological foundation of the study is an interdisciplinary approach that integrates concepts from public administration, digital transformation, institutional theory, and the sociology of communication. The research employs both general scientific and specialized methods aimed at

identifying the relationship between the formation of G2C ecosystems and the transformation of state–citizen interaction in the context of human-centric digital governance.

In particular, the following methods are applied: (1) analysis and synthesis – to systematize theoretical approaches to understanding human-centric digital governance, the evolution of G2C models, and the concept of platform government, as well as to conduct their conceptual comparison; (2) content analysis – to examine strategic documents of the European Union, reports of EU institutions, and academic sources from 2020–2026 in order to identify regulatory frameworks, declared principles, and current trends in the development of G2C ecosystems; (3) statistical analysis – to process and interpret Eurostat data on the dynamics of digital public service usage, the level of electronic identification (eID) adoption, and socio-demographic disparities, enabling the identification of the actual state of G2C interaction and confirming the existence of a "digital divide" within the EU; (4) comparative analysis – to compare approaches to the implementation of human-centric services across different EU Member States, allowing the identification of institutional barriers and success factors of digital transformation; (5) system approach – to examine G2C interaction as an integrated ecosystem combining technological infrastructure, legal regulation (including the AI Act and eIDAS2), and the social dimension; (6) conceptualization method – to develop an integrative understanding of human-centric digital governance as a model that goes beyond traditional customer-centricity and implies the active participation of citizens in the co-creation of public services.

The study is predominantly qualitative, incorporating elements of quantitative analysis of statistical data, and is focused on a deep theoretical interpretation of transformation processes in the field of digital interaction between citizens and the state. The findings provide a foundation for further empirical research on the effectiveness of G2C ecosystems in different national contexts, as well as for the development of practical recommendations for implementing a human-centric approach in public governance.

Research results. The evolution of models of interaction between citizens and the state reflects a gradual transition from early forms of e-government to more complex models of digital governance oriented toward citizens' needs. While initial e-government initiatives were primarily focused on the digitization of administrative procedures, contemporary approaches emphasize the development of integrated digital ecosystems of state–citizen interaction [3; 15].

A synthesis of this conceptual evolution is presented in Table 1.

Table 1. Evolution of Citizen–State Interaction Models: From E-Government to Citizen-Centric Digital Governance

Comparison Parameter	**E-Government (First Generation)**	**Digital Government (Second Generation)**	**Citizen-Centric Digital Governance (Contemporary Model)**
Primary Objective	Digitization of administrative procedures	Integration of digital public services	Creation of citizen-centric digital interaction ecosystems
Role of the Citizen	Passive user of electronic services	User of integrated public services	Active participant in digital governance
System Architecture	Standalone electronic services	Integrated government portals	Digital platforms and ecosystems
Technological Basis	Web portals for public services	Interoperable information systems	AI, big data, digital platforms
Nature of Interaction	Reactive (citizen submits a request)	Interactive	Proactive and personalized
Use of Data	Limited use of administrative data	Data exchange between public institutions	Data-driven governance
Citizen Participation	Minimal	Limited e-participation tools	Digital democracy and co-creation of policies

Source: compiled by the authors based on a synthesis of studies [15–20].

As shown in Table 1, contemporary approaches to digital governance are increasingly oriented toward human-centric models of interaction, within which citizens act not only as users of

public services but also as active participants in digital ecosystems of public governance. In this context, the development of G2C ecosystems becomes particularly significant, as they integrate digital platforms, data, and innovative technologies to enhance the effectiveness of state–citizen interaction. The subsequent analysis focuses on examining the development of such ecosystems in the European Union.

The development of digital governance in the European Union is uneven, resulting in the emergence of diverse models of interaction between the state and citizens in the digital environment. Despite the existence of common EU strategic frameworks, including the Digital Compass 2030 [9], the European Interoperability Framework, and the eGovernment Benchmark [12], national e-government systems demonstrate significant differences in the level of digital service integration, the use of electronic identification, and the degree of citizen orientation.

For a systematic analysis of G2C interaction, it is appropriate to map digital ecosystems using the following analytical criteria:

1. the presence of an integrated public service portal;
2. the level of development of electronic identification (eID) systems;
3. the degree of interoperability of government information systems;
4. the use of proactive digital services;
5. the availability of digital participation tools for citizens.

The application of these criteria allows for the identification of three main types of G2C ecosystems in the European Union: integrated platform-based models, coordinated service models, and transitional fragmented models.

Contemporary research on digital governance increasingly focuses on analyzing models of interaction between citizens and the state within the framework of G2C ecosystems. The European Union demonstrates considerable diversity in approaches to organizing digital public services, shaped by institutional development, the level of digitalization of the public sector, and national digital transformation strategies. To systematize this experience, this study provides a preliminary mapping of G2C interaction models across EU countries. A synthesis of the key characteristics of these ecosystems is presented in Table 2.

Table 2. Typology and Preliminary Mapping of G2C Ecosystems in European Union Countries

Country	Central Portal	eID Level	Interoperability	Proactive Services	G2C Model Type
Estonia	e-Estonia / X-Road	Very high	Very high	Advanced	Integrated platform-based
Denmark	borger.dk	Very high	Very high	Advanced	Integrated platform-based
Finland	Suomi.fi	High	High	Advanced	Integrated platform-based
Netherlands	DigiD / overheid.nl	High	High	Partial	Coordinated service-based
Sweden	Sweden.se / BankID ecosystem	Very high	High	Partial	Coordinated service-based
Austria	oesterreich.gv.at	High	High	Partial	Coordinated service-based
Germany	BundID	Medium	Partial	Limited	Coordinated service-based
Italy	SPID	Medium	Partial	Limited	Coordinated service-based
Romania	Partially integrated	Low	Low	Limited	Transitional fragmented
Bulgaria	Fragmented	Low	Low	Limited	Transitional fragmented

Source: developed by the authors based on analytical materials of the European Commission [7; 9] and official government portals of EU Member States.

The comparative analysis demonstrates that there is no single unified model of G2C interaction within the European Union. Instead, multiple types of digital ecosystems coexist, differing in their levels of technological maturity, institutional coordination, and degree of citizen orientation. The most advanced models are characteristic of Northern European countries, where G2C interaction already functions as an integrated digital ecosystem combining high levels of digital trust, strong institutional coordination, and well-developed electronic identification infrastructure. In contrast, in a number of Member States, digital services remain fragmented, which complicates seamless interaction between citizens and the state. This unevenness of development creates a basis for further theoretical reflection on the architecture of human-centric G2C ecosystems and necessitates the identification of their structural components.

The results of the comparative analysis of digital service development in European Union countries indicate that contemporary e-government systems are gradually transforming into integrated digital ecosystems of state–citizen interaction. Unlike traditional e-government models, which were primarily focused on the digitization of administrative procedures, the new generation of G2C systems is based on the principles of human-centricity, interoperability, and the proactive delivery of public services.

The analysis of digital governance practices in European Union countries makes it possible to identify the key structural components of a human-centric G2C ecosystem that ensure effective interaction between citizens and public institutions. Based on a synthesis of European experience, this study proposes a conceptual architecture of citizen-centric G2C ecosystems consisting of five interrelated layers (Figure 1).

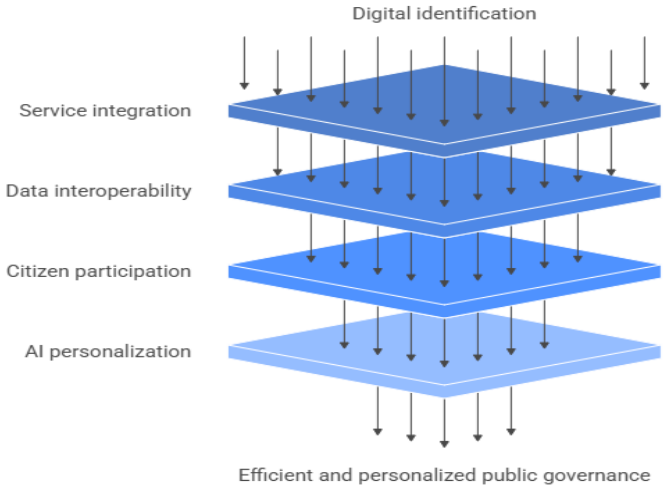

Figure 1. Conceptual Architecture of Citizen-Centric G2C Ecosystems: A Multi-Level Model
Sourse: developed by the authors

1. Digital Identity Layer. The foundational level of G2C ecosystems is the electronic identification (eID) system, which ensures secure access for citizens to public services. In European Union countries, the development of eID is considered a key prerequisite for building integrated digital government platforms. Examples of such systems include BankID in Sweden, MitID in Denmark, Smart-ID in Estonia, and ID Austria in Austria. The presence of a reliable digital identity system enables personalized access to public services and increases citizens' trust in digital governance.

2. Service Integration Layer. The second level involves the integration of digital public services through unified portals or platform-based solutions. At this level, various government information systems are combined into a shared digital infrastructure, allowing citizens to access a wide range of public services through a single interface. Examples include borger.dk in Denmark, Suomi.fi in Finland, and oesterreich.gv.at in Austria.

3. Data Interoperability Layer. The third level is associated with ensuring interoperability among government information systems and effective data management. Interoperability enables

different public institutions to exchange data automatically, significantly simplifying administrative procedures and reducing the need for citizens to repeatedly submit information. One of the most prominent examples of such infrastructure is the X-Road system, which enables secure data exchange between government institutions in Estonia.

4. Citizen Participation Layer. The fourth level encompasses mechanisms of digital citizen participation, enabling citizens to take part in public policy formation and the evaluation of public services. These tools include e-consultation platforms, digital decision-making instruments, and co-creation mechanisms for public services. In EU countries, the development of such platforms is considered a crucial element in strengthening the democratic legitimacy of digital governance.

5. AI-Driven Personalization Layer. The highest level of the architecture involves the use of artificial intelligence and data analytics to personalize public services. At this level, digital systems are capable of predicting citizens' needs, offering proactive services, and automating administrative procedures. For example, in some EU countries, systems are being implemented that automatically inform citizens about available social benefits or tax advantages based on the analysis of government registries.

Thus, human-centric G2C ecosystems in European Union countries are formed as multi-level digital infrastructures that integrate technological, institutional, and social elements of digital governance. The key conditions for their effective functioning include the development of electronic identification systems, ensuring interoperability of government information systems, the creation of integrated digital service platforms, and the use of digital participation tools.

The proposed architecture allows for the systematization of the key structural components of modern G2C ecosystems and serves as a conceptual foundation for further analysis of the challenges and prospects of human-centric digital governance.

At the same time, the proposed conceptual architecture requires further operationalization to enable its empirical application in digital governance research. For this purpose, a system of indicators has been developed to assess the level of development of each structural layer of the G2C ecosystem across countries. Table 3 summarizes the key functional components of the model and the corresponding indicators that can be used for comparative analysis of digital state–citizen interaction systems.

Table 3. Operationalization Framework for the Citizen-Centric G2C Ecosystem Model

Ecosystem Layer	Functional Role	Key Indicators	Possible Data Sources
Digital Identity Layer	Ensuring secure identification of citizens and access to public services	Share of citizens using eID; number of transactions via eID; level of trust in digital identification	Eurostat; eIDAS reports; national digital government reports
Service Integration Layer	Integration of public services within unified digital platforms	Number of available online services; presence of a single public service portal; share of services fully accessible online	eGovernment Benchmark; OECD Digital Government Index
Data Interoperability Layer	Data exchange between public institutions and ensuring interoperability	Level of integration of government registries; implementation of the "once-only" principle; number of integrated information systems	European Interoperability Framework monitoring reports
Citizen Participation Layer	Involvement of citizens in policymaking and service evaluation	Number of e-participation platforms; usage rate of e-consultation tools; citizen participation in digital petitions	EU Open Government Data portals; national participation platforms
AI-Driven Personalization Layer	Use of artificial intelligence for personalization of proactive services	Share of automated administrative procedures; use of AI in public services; availability of proactive digital services	OECD AI Observatory; national digital government strategies

Source: compiled by the authors based on contemporary digital governance research and analytical reports of international organizations [3; 5; 7; 9; 12].

The proposed operationalization of the model enables a transition from a conceptual description of G2C ecosystems to their empirical analysis. The identified indicators provide a foundation for comparative research on the level of maturity of digital ecosystems across countries and for assessing the effectiveness of digital governance policies. Moreover, this system of indicators can be applied to monitor the development of human-centric digital services within the broader framework of European digital transformation.

Despite significant progress in the development of digital governance in European Union countries, the formation of fully-fledged human-centric G2C ecosystems remains a complex institutional and technological process. The analysis of European practices demonstrates that the effectiveness of digital interaction between citizens and the state is determined not only by the level of digital infrastructure development but also by a broader set of institutional, social, and regulatory factors. It is precisely the interaction of these factors that shapes both the opportunities and the constraints for the development of contemporary digital governance models.

Conclusions. The digital transformation of the public sector in European Union countries demonstrates a gradual transition from traditional e-government models to integrated human-centric ecosystems of state–citizen interaction. Within such ecosystems, digital platforms, interoperable data infrastructures, and intelligent technologies form the foundation for delivering public services tailored to citizens' needs.

This study analyzed the evolution of digital governance models and proposed a conceptual vision for the development of G2C ecosystems in the European Union. The mapping of European practices made it possible to identify diverse models of organizing digital public services, shaped by institutional characteristics, the level of digital infrastructure development, and national digital transformation strategies. The findings indicate the progressive emergence of platform-based governance models, within which the integration of public services, the use of administrative data, and the development of digital participation mechanisms become key elements of state–citizen interaction.

Special attention was given to identifying the key challenges in the development of human-centric G2C ecosystems. These include the fragmentation of government information systems, uneven development of electronic identification mechanisms, the persistence of social and regional digital divides, and regulatory challenges related to the use of artificial intelligence in the public sector. At the same time, current trends point to the growing importance of proactive public services, platform-based governance models, interoperable digital infrastructures, and tools of digital democracy.

The practical value of the study lies in the potential to apply European experience to the further development of digital governance in Ukraine. The findings suggest that the formation of integrated G2C ecosystems, the development of proactive digital services, ensuring interoperability of government information systems, and the responsible use of artificial intelligence technologies can serve as key directions for modernizing state–citizen interaction in the context of post-war recovery.

The scientific novelty of the research lies in the conceptualization of the evolution of state–citizen interaction models in the context of public sector digital transformation, as well as in the systematization of European experience in the development of human-centric G2C ecosystems. The proposed analytical framework enables digital governance to be understood not merely as a set of electronic services, but as a comprehensive ecosystem of interaction among the state, citizens, and digital platforms.

Future research should focus on a deeper analysis of institutional mechanisms for the formation of G2C ecosystems, the role of artificial intelligence in transforming public services, and a comparative assessment of digital governance models in the European Union and Ukraine.

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Людиноцентричне Е-Врядування: G2C-екосистеми та трансформація взаємодії громадян з державою в ЄС

Об'єктом дослідження є трансформація моделей взаємодії громадян і держави в умовах цифрової трансформації публічного сектору, зокрема в межах парадигми Government-to-Citizen (G2C) у країнах Європейського Союзу.

Постановка проблеми. Цифрова трансформація публічного сектору зумовлює суттєві зміни у способах взаємодії громадян із державою. У країнах Європейського Союзу ці процеси дедалі більше пов'язані з переходом від традиційних моделей електронного урядування до інтегрованих людиноцентричних екосистем цифрового врядування.

Невирішені аспекти проблеми. Попри активне впровадження цифрових інструментів управління, еволюція моделей взаємодії громадян і держави та системний розвиток людиноцентричних G2C-екосистем залишаються недостатньо концептуалізованими, особливо в контексті їх адаптації до українських реалій.

Метою дослідження є аналіз еволюції моделей взаємодії громадян і держави в умовах цифрової трансформації, дослідження розвитку G2C-екосистем у країнах Європейського Союзу, а також визначення можливостей використання цього досвіду в Україні.

Виклад основного матеріалу. У дослідженні використано методи порівняльного аналізу, узагальнення європейських політик цифрового врядування та концептуального моделювання розвитку G2C-екосистем. У статті систематизовано еволюцію моделей взаємодії громадян і держави — від електронного урядування до людиноцентричного цифрового врядування. Проведено попереднє картографування G2C-екосистем у країнах ЄС та визначено ключові тенденції їх розвитку, зокрема поширення проактивних державних сервісів, формування платформних моделей управління, використання штучного інтелекту для персоналізації публічних послуг і розвиток інтероперабельних цифрових інфраструктур. Окрему увагу приділено аналізу викликів розвитку G2C-екосистем, серед яких інституційна фрагментація державних інформаційних систем, нерівномірний розвиток електронної ідентифікації, цифровий розрив між різними групами населення та регуляторні виклики використання штучного інтелекту у публічному секторі.

Наукова новизна дослідження полягає у концептуалізації еволюції моделей взаємодії громадян і держави в умовах цифрової трансформації публічного сектору та систематизації європейського досвіду формування людиноцентричних G2C-екосистем цифрового врядування.

Висновки. Результати дослідження свідчать, що перехід до людиноцентричного цифрового врядування потребує не лише технологічної модернізації, а й глибокої інституційної трансформації, інтеграції державних сервісів та дотримання принципів інтероперабельності й проактивності. Отримані результати визначають практичні напрями використання європейського досвіду в Україні, зокрема у сфері інтеграції цифрових публічних послуг, розвитку проактивних сервісів та забезпечення ефективної взаємодії державних інформаційних систем.

Ключові слова: *цифрове врядування, G2C-взаємодія, е-урядування, людиноцентричне врядування, цифрові державні послуги, цифрові платформи, інтероперабельність, Європейський Союз.*

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