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PROJECT MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT OF A TERRITORIAL BRAND

Project management in the context of sustainable development of a territorial brand involves a strategic approach aimed at the long-term formation of a positive image of the territory. This includes creating a unique identity that attracts tourists and investors and contributes to the growth of social and economic development. This approach is based on the principles of sustainable development, which ensure a

balance between economic, environmental and social interests, as well as taking into account the cultural and historical features of the territory.

The main stages of project management in the sustainable development of a territory's brand include analysing market trends, identifying competitive advantages, developing a brand strategy, communicating with the target audience, and monitoring the effectiveness of measures. An important aspect of this is the involvement of local communities, taking into account their interests and creating conditions for their participation in the development of the territory.

A sustainable territorial branding strategy involves a comprehensive approach to project management, including the development of tourism infrastructure, preservation of the natural environment, promotion of local culture, and ensuring social cohesion. Innovative projects can include the development of eco-tourism, support for local producers, and the creation of new cultural events that highlight the uniqueness of the territory. Such initiatives not only contribute to the formation of an attractive image, but also support the sustainable development of the region, improving the living standards of local residents and reducing the impact on the environment.

In the context of globalisation and intensified competition between regions, the importance of project management for the sustainable development of a territorial brand is growing. The use of modern project management tools, such as strategic planning, risk management, monitoring and evaluation, allows for systematic brand development and sustainable results that will contribute to the long-term success and recognition of the territory at the national and international levels.

One of the key aspects of sustainable territorial branding is to build trust and support sustainable growth by creating economic opportunities that highlight the region's uniqueness and potential. This includes developing the local economy by supporting small and medium-sized businesses, attracting investment in innovative projects that meet the principles of sustainable development, and improving the quality of life of the local population.

For successful project management within the framework of sustainable brand development, it is important to use an integrated approach that combines the diverse interests and resources of various stakeholders - government, business, NGOs and residents. One of the most effective ways to achieve this is to create partnerships that facilitate the development of joint initiatives and their implementation, which, in turn, helps to strengthen the image of the territory.

In this context, applying the principles of sustainable management is a special aspect of ensuring the efficiency and transparency of the territory development process. Sustainable brand development ensures ongoing monitoring of achievements and assessment of the impact of activities on the economy, environment and society. This allows for timely adjustments to the strategy, adapting it to changing market conditions and community needs.

A modern approach involves creating a brand that is flexible and able to reflect the values of the local community while remaining attractive to an external audience. This includes supporting cultural initiatives, preserving traditional heritage, and creating space for new creative forms of expression. Thus, project management in the sustainable development of a territorial brand contributes not only to economic growth but also to the development of a unique identity that makes the territory recognisable and attractive on the global stage.

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OPTIMIZATION OF PROJECT DEADLINE MANAGEMENT

In the modern world, project management in design plays a crucial role in achieving high efficiency and competitiveness. Successful task management and meeting deadlines allow companies to maintain high work quality and quickly respond