

COMMUNICATION TOOLS FOR CRISIS MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT (THE EXPERIENCE OF UKRAINE AND TAIWAN)

КОМУНІКАЦІЙНІ ІНСТРУМЕНТИ УПРАВЛІННЯ КРИЗАМИ В КОНТЕКСТІ СТАЛОГО РОЗВИТКУ (ДОСВІД УКРАЇНИ ТА ТАЙВАНЮ)

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Abstract. *This article examines how communication technologies support progress toward sustainable development in crisis contexts, using Ukraine and Taiwan as case studies. It explores the transformation of the sustainability paradigm and the United Nations Sustainable Development Goals (SDGs) agenda, outlining the application practices observed in the countries in question. Particular attention is given to a set of geopolitical constraints, including Russian invasion of Ukraine and "One China" policy, which restricts Taiwan's international participation. Despite these challenges, both countries continue to contribute to the achievement of the SDGs, with a focus on the employment of communication technologies. The study analyzes the strategies of states, international organizations, companies aimed at achieving social equality, economic stability and environmental balance. It emphasizes that communication technologies serve as a key factor in raising public awareness and strengthening international cooperation. The experience of Ukraine and Taiwan demonstrates that sustainable development remains not only possible but essential for ensuring human welfare, especially during crises.*

Keywords: *communication technologies, global challenges, sustainable development, Sustainable Development Goals (SDGs), crisis situations, Ukraine, Taiwan, communication platforms, international cooperation, communication facilitation for projects.*

Анотація. *У статті досліджується роль комунікаційних інструментів у забезпеченні сталого розвитку на прикладі України та Тайваню. Розглянуто історію трансформації парадигми стійкого розвитку та програму Цілей сталого розвитку (ЦСР) ООН, а також специфіку їх адаптації в зазначених країнах. Особлива увага приділяється впливу зовнішніх*

загроз у вигляді повномасштабної війни Росії проти України та політики «одного Китаю», яка обмежує міжнародну участь Тайваню. Показано, що попри ці виклики обидві країни продовжують робити внесок у досягнення ЦСР, зокрема завдяки використанню сучасних комунікаційних технологій. Аналізується діяльність держав, міжнародних організацій, компаній, спрямованих на досягнення соціальної рівності, економічної стабільності та екологічної збалансованості. Наголошується, що комунікаційні технології виступають ключовим чинником у підвищенні обізнаності суспільства та посиленні міжнародної співпраці. Досвід України та Тайваню демонструє, що навіть у кризових умовах сталий розвиток залишається не лише можливим, а й необхідним для забезпечення добробуту людства.

Ключові слова: *комунікаційні технології, глобальні виклики, сталий розвиток, Цілі сталого розвитку (ЦСР), кризові ситуації, Україна, Тайвань, комунікаційні платформи, міжнародне співробітництво, комунікаційний супровід проєктів.*

Introduction. The realities of the information world demonstrate that sustainable development is impossible without the effective use of communication technologies, which serve as a key instrument for ensuring interaction between states, international institutions, businesses and society. In times of crisis – such as wars, natural disasters, economic instability or deliberate obstruction of one state's development by another – the significance of communication increases exponentially. Through digital platforms and innovative tools, it becomes possible to inform and coordinate international assistance, enhance public resilience and maintain a strategic focus on achieving the Sustainable Development Goals (SDGs).

Ukraine and Taiwan offer a striking illustration. Both states operate under complex security conditions caused by the aggressive actions of authoritarian neighbors, yet they continue to pursue their respective sustainable development strategies. Even amidst the ongoing full-scale war Ukraine employs communication technologies to disseminate information about its green and innovative projects, while also drawing global attention to Russia's deliberate creation of environmental disasters, systematic violations of international law and human rights, which undermine the fundamental principles of the SDGs and have repercussions far beyond Ukraine's borders.

Taiwan, for its part, faces continuous pressure from China which poses unique challenges to its security and international recognition. Nevertheless, through the active use of communication technologies Taiwan has managed to develop an effective model of sustainable development that integrates digital innovation with environmental policy and social responsibility. These instruments are applied to promote projects in climate policy, gender equality, emissions monitoring and renewable energy development. This approach strengthens Taiwan's resilience and simultaneously reinforces its position on the international stage, despite the limitations imposed by its political status quo.

Thus, the experiences of Ukraine and Taiwan demonstrate that the advancement and strategic use of communication technologies not only facilitate adaptation to crisis conditions but also foster tangible progress toward the SDGs. This dimension has global relevance as both Ukraine and Taiwan exemplify how open and democratic societies can withstand external threats while remaining committed to sustainable development.

The purpose of the article is to examine how Ukraine, which remains in a state of war, and Taiwan, which is subjected to continuous pressure under the "One China" policy, employ communication technologies to promote the Sustainable Development Goals.

Literature review. The use of communication tools in crisis contexts and their role in promoting sustainable development have been the focus of numerous Ukrainian and international studies. Among Ukrainian scholars who have explored the impact of communication technologies, the role of social media, crisis communication, the digitalization of communication processes, and the communicative dimensions of global challenges are O. Kuchmii, N. Pipchenko, O. Frolova, H. Pocheptsov, A. Husiev, N. Dovhan, O. Ivachevska, N. Malieieva, I. Petrenko, H. Marchuk, T. Pliexanova, O. Marukhovska-Kartunova. At the international level, significant contributions have

been made by scholars such as M. Castells, D. Bell, K. Samashonok and M. Ishoraitè, M. R. Mashkyo, A. Spada, M. Fiore and K. N. Hampton. The significance of communication technologies for supporting sustainable development, particularly under conditions of instability and conflict, is also reflected in reports and publications by the United Nations, the United Nations Development Programme (UNDP), the World Bank, the National Institute for Strategic Studies of Ukraine and the Global Taiwan Institute.

Main results of research. The accelerated development of humankind, economic growth, increasing societal demands and natural disasters – all these and many other factors influence the global environment and, consequently, the relations among states. The international community has recognized that the absence of a guiding framework encouraging responsible production and consumption would lead to the disintegration of international order and even the potential demise of humanity itself. For this reason, it was necessary to design a concept capable of structuring the multitude of challenges any state faces and the possible approaches to solve them. This gave rise to the sustainable development concept that implies addressing current needs in a way that safeguards future generations' ability to address their own. It is grounded in the three main aspects: economic stability, social equality and environmental balance. Officially endorsed by the United Nations, the concept aims to harmonize human activity with the natural environment and to ensure long-term well-being for all.

Furthermore, in 2015, the United Nations Sustainable Development Goals (SDGs) were adopted, identifying key directions intended to guide the world along a path of resilient and inclusive development. These 17 Global Goals have been integrated into the strategies of states and corporations alike, and their principles are increasingly embraced by ordinary citizens who can act as responsible consumers in their daily lives. Modern businesses are gradually abandoning corporate egoism in favor of the “three Ps” approach – people, planet, profit, which promotes the achievement of social (people), environmental (planet) and economic (profit) sustainability.

The document “Transforming our world: The 2030 Agenda for Sustainable Development” (A/RES/70/1) by the UN General Assembly highlights current global challenges related to inequality, gaps in opportunities, unemployment, and health risks. In addition, increasingly frequent and severe natural disasters, the proliferation of conflicts, terrorism and humanitarian crises continue to undermine the achievements of many nations. Climate change, biodiversity loss and the depletion of natural resources aggravate these problems. However, the document emphasizes that the progress already achieved by countries can become an effective instrument for overcoming the outlined challenges. As noted therein, the expansion of information and communication technologies and global interconnectedness open up vast opportunities to enhance human development, narrow the digital gap and support knowledge-based societies (UN, 2015).

Nevertheless, crises of local, regional and global scale pose serious obstacles to ensuring sustainable development by governments, organizations, the corporate sector and societies at large. Communication technologies serve not only as a tool that enables rapid and high-quality results across the areas identified in the UN Sustainable Development Goals, but also allow states, organizations and companies regain control over processes disrupted by natural disasters or conflicts. The examples of Ukraine and Taiwan clearly illustrate how two democratic nations strive to uphold the progressive agenda set by the international community for the benefit of humankind despite the fact that Russia, on one hand, seeks to nullify Ukraine's achievements and threatens global well-being, while China, on the other, actively obstructs Taiwan's participation in international cooperation, limiting its ability to share valuable experience and thereby hindering global progress toward sustainable development.

Therefore, it is crucial that the contributions of Ukraine and Taiwan be recognized and amplified through international media platforms. Before proceeding to the analysis of the aforementioned cases, it is necessary to examine how Ukraine and Taiwan define their national courses toward achieving SDGs at the state level.

Ukraine has been involved in the UN sustainable development agenda from the very beginning. In order to guide the country's development by 2030, an inclusive process of adapting the Sustainable Development Goals was launched in line with the principle of “Leaving no one behind” (*Ministry of Economic Development and Trade of Ukraine, 2017*).

The Presidential Decree of Ukraine No. 722/2019 “On the Sustainable Development Goals of Ukraine for the period up to 2030” provides that the implementation and achievement of the Sustainable Development Goals of Ukraine shall be pursued with regard to the national context and specific conditions (*President of Ukraine, 2019*). Thus, at the national level, the SDGs have been defined as benchmarks to direct the development of strategic and policy instruments.

Pursuant to the *Sustainable Development Report 2025*, Ukraine ranks 42nd out of 167 countries in the global SDG progress index. The study indicates that Ukraine has achieved full success in SDG 10: Reduced Inequality (*Sachs et al., 2025*). However, significant challenges are observed in almost all Goals, primarily due to the full-scale invasion, the consequences of which include heavy casualties, widespread destruction and severe pollution of air, soil and water. Furthermore, Russia deliberately triggered an environmental catastrophe by destroying the Kakhovka Dam, affecting over 100,000 people and flooding more than 620 square kilometers of territory. This tragedy led to massive population displacement, humanitarian and ecological crisis, extensive damage to natural habitats and heightened health risks (*United Nations Ukraine, 2025*).

An analysis of Taiwan reveals the following. Based on the United Nations Earth Summit of 1992, the Executive Yuan, Taiwan’s highest executive authority, established the National Council for Sustainable Development (NCSD) in August 1997 with a view to aligning state’s efforts with global sustainable development standards. Based on the UN Sustainable Development Goals, the Council introduced 18 national sustainability goals, namely: 1. strengthening social protection and economic security for the underprivileged; 2. ensuring food security, eradicating hunger, and promoting sustainable agriculture; 3. promoting healthy lifestyles and well-being for all people regardless of age; 4. ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all; 5. achieving gender equality and empowering all women and girls; 6. ensuring environmental quality and sustainable management of natural resources; 7. ensuring access to affordable, reliable, sustainable, and modern energy for all; 8. promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all; 9. developing accessible, safe, environmentally friendly and sustainable transport systems; 10. reducing inequality within and among countries; 11. making cities and human settlements inclusive, safe and sustainable; 12. ensuring sustainable consumption and production patterns; 13. taking urgent action to combat climate change and its impacts; 14. conserving and sustainably using marine ecosystems and preventing marine degradation; 15. conserving and sustainably managing terrestrial ecosystems to preserve biodiversity and prevent land degradation; 16. promoting peaceful and inclusive societies, ensuring access to justice for all and building effective, accountable and transparent institutions; 17. establishing diversified partnerships and working jointly to advance the vision of sustainable development; 18. building a nuclear-free state (*National Council for Sustainable Development & Executive Yuan, 2022*).

Taiwan does not hold UN membership and therefore is not included in the Sustainable Development Report 2025, which evaluates the progress of 193 UN Member States in implementing all 17 SDGs. The state remains excluded from official events, mechanisms and meetings under the UN Framework Convention on Climate Change (UNFCCC), not being a party to it. However, each year the Environmental Protection Administration under the Executive Yuan sends a delegation to the summit comprising government officials, academic and research experts and members of the business community. According to Taiwanese analyst P. Gao, Taiwanese non-governmental organizations have secured participation in these events (*Gao, 2019*). The preservation of national security and the maintenance of sovereign authority constitute fundamental pillars of Taiwan’s foreign policy, underpinning its persistent efforts to attain representation in international organizations. Both in general terms and regarding progress toward the SDGs, a key political factor can be observed, stemming from the People’s Republic of China (PRC) and its “One China” policy. In our view, this policy undermines Taiwan’s prospects for peaceful development and, by extension, affects other states, since the potential threat of a negative reaction from China restricts their capacity to cooperate and share experiences with Taipei.

Despite these limitations, the Taiwanese government reviews and assesses the country’s performance in achieving sustainable development objectives. Furthermore, a more comprehensive

evaluation is conducted every four years to track progress toward the SDGs achieved during the specified period.

In Ukraine and Taiwan, the institutional framework for pursuing the SDGs ensures that both countries implement targeted strategies that align with global sustainability objectives.

Russia's armed aggression against Ukraine remains the main obstacle hindering the country's progress toward establishing a coherent sustainable development framework. Researchers H. Kapinos and K. Larionova aptly noted that the outbreak of full-scale war on February 24, 2022, prompted a reassessment of strategies by the international community of the Sustainable Development Goals. Before the invasion, most developed countries tended to address environmental problems. However, the war in Ukraine revealed that the SDGs cannot be pursued without foundational pillars such as peace, economic development, justice and human rights protection (*Kapinos & Larionova, 2023*).

Despite these immense pressures, Ukraine continues to demonstrate that even in the midst of a full-scale invasion it seeks to uphold the principles shared by democratic states that prioritize prosperity and the well-being of the whole world.

Meanwhile, for Taiwan a persistent challenge has long been its status quo, particularly its unresolved position regarding participation in international organizations. After the Chinese Civil War of the 1940s between the ruling Kuomintang and the Communist Party on the mainland, Chiang Kai-shek's administration, having retreated to Taiwan and retained the official name Republic of China, asserted its legitimacy over all of China. Moreover, Taiwan retained its seat on the United Nations Security Council until 1971. However, during the Cold War diplomatic recognition gradually shifted away from Taipei, as states opted to engage officially with Beijing instead. Consequently, Taiwan was left out of various international organizations, especially those overseeing economic and trade cooperation (*Kuo, 2022*). For this reason, the country lacks the full ability to move freely and independently toward achieving its Sustainable Development Goals, with the People's Republic of China discrediting international support and framing it as interference in China's internal affairs and the deliberate provocation of conflict.

The cases of both Ukraine and Taiwan illustrate how the actions of Russia and China directly undermine global peace and sustainable progress, intensifying the division between democracies and authoritarian regimes. Communication instruments play a crucial role in raising awareness about how these countries advance sustainable development, ensuring progress even in crisis situations and fostering cooperation with other international actors.

O. Kuchmii notes that the advancement and broad employment of modern ICT, bio- and nanotechnologies have strengthened the ICT infrastructure, facilitating integration processes and international collaboration at different levels (*Kuchmii, 2019*).

Lithuanian researchers K. Samašonok and M. Išoraitė have explored the significance of communication technologies toward meeting the SDGs, emphasizing that the pervasive integration of individuals into social networks and modern technologies has established the Internet, alongside traditional channels, as a pivotal instrument for bringing attention to relevant matters (*Samašonok & Išoraitė, 2023*). In contemporary conditions, this enables the effective engagement of broader audiences, drawing its attention to societal, economic and ecological challenges, influencing collective perceptions, and fostering commitment to sustainability-oriented principles.

An illustrative example from Ukraine demonstrating the employment of communication tools in this sphere includes the open SDG Platform in Ukraine, found by the State Statistics Service of Ukraine together with UNDP within the UN program "Supporting Strategic Planning and Financing for Sustainable Development in Ukraine at the National and Regional Levels," funded by the Joint SDG Fund. This platform enables the monitoring and analysis of Ukraine's progress toward all Sustainable Development Goals (*State Statistics Service of Ukraine & UNDP, 2025*).

Furthermore, Ukraine has initiated work on a domestically developed large language model (LLM), implemented by the WINWIN AI Center of Excellence within the Ministry of Digital Transformation in partnership with the telecommunications operator Kyivstar. Innovative products will be introduced on this basis, including AI tools integrated into the educational platform *Mriia* and the *Diia.Osvita* service. As stated on the official website of the Ministry of Digital Transformation of Ukraine, artificial intelligence facilitates the automatic selection of educational series, simulation modules and test assignments based on user requests (*Ministry of Digital Transformation of Ukraine, 2025*). Such

innovations will promote the achievement of SDG 4: Quality Education and reinforce Ukraine's role on the global stage as a country that successfully combines digital transformation with the principles of sustainable development.

Considering the communication dimension, Ukraine thus appears to be an example of how a country, despite enduring military aggression, strives to ensure sustainable development in contrast to Russia, which systematically violates the principles and aims of the SDGs across various domains (Mazur, 2025).

In addition, the active role of the corporate sector, exemplified by the participation of the telecommunication company Kyivstar, aligns with SDG 17, which calls for partnerships between public institutions, business entities, civil society and other actors to strengthen economic prosperity, social well-being and ecological sustainability. A. Miguel and S. Miranda in their article "The Role of Digital Platforms in Promoting Pro-Sustainable Behavior and Conscious Consumption by Brands" emphasize that modern brands – that is, the corporate sector – actively use online tools to communicate their sustainability initiatives, disseminating information about environmental issues and offering concrete actions that consumers can apply in their everyday lives (Miguel & Miranda, 2023).

M. Castells identifies the transformation of communication as the defining feature of the network society, including its media dimension. He notes that through "blogs, vlogs, podcasts, streaming and other media, individuals are now able to interact directly independently of institutions that formerly controlled socialized communication" (Castells, 2006).

An important example of communication practices supporting the SDGs is the international campaign "16 Days of Activism Against Gender-Based Violence," held each year on November 25 under the auspices of the United Nations in Ukraine. Under martial law, such communication platforms and information campaigns have gained particular importance in countering gender-based violence, including its manifestations in online spaces across digital platforms (UN Ukraine, 2025a). This campaign exemplifies a meaningful communication practice that bridges global experience and local challenges, as audiences are encouraged to engage in online dialogue from anywhere in the world. It contributes to raising social awareness and fostering sensitivity to the issue, which is directly relevant to building inclusive and resilient communities.

Another notable example of information practice is the Ukrainian-German cooperation initiative IKI in Ukraine on climate change mitigation, adaptation and biodiversity conservation. The initiative's website provides access to analyses of projects supporting sustainable development, such as "IKI Interface: Supporting Ukraine towards Ambitious and Integrated Climate Policy (GreenUkraine)." The project, implemented in 2023, aimed to enhance Ukraine's biodiversity monitoring system for collecting, assessing and tracking data concerning natural resources in real time (IKI Ukraine, 2023).

One more illustrative case is the charitable foundation "Angels of Salvation". In 2023, the foundation joined a pilot initiative of the Ukraine Humanitarian Fund (UHF). After successfully implementing its project and passing the UN OCHA assessment, Angels of Salvation became a direct recipient of funding by the end of the year (UN Ukraine, 2025b). The foundation's activities demonstrate that, amid wartime conditions, communication tools have become a key component of the effective functioning of humanitarian initiatives: modern digital platforms – including official websites and social networking services – have enabled rapid dissemination of information to local populations about available aid and access points. These communication technologies have strengthened the social resilience of communities, directly contributing to SDG 3: Good Health and Well-being and SDG 11: Sustainable Cities and Communities. Foundation officials emphasize that they actively use online platforms to notify about their projects, raise awareness and increase public engagement.

Through communication technologies Taiwan likewise demonstrates its stance and actions in support of the SDGs, which allows the state to enhance its international image, improve cooperation with other actors in global relations and strengthen its alliances – a particularly important objective given the ongoing threat of military conflict with China. As noted, the country's annual National Sustainable Development Reports are published on the official website of the National Council for Sustainable Development. The Council emphasizes that the publication and

dissemination of such documents help the global community and the general public gain a clearer understanding of the Republic of China's achievements and progress in sustainable development (*National Council for Sustainable Development, 2025*). Sharing this information enhances global awareness and interest in Taiwan, facilitating its access to the experience of advanced countries in the field of sustainable development and promoting its accomplishments on the international stage.

The Global Taiwan Institute (GTI) represents another significant instrument in the realm of communication technologies. This independent, non-profit organization aims to expand the country's cooperation with international actors by conducting policy research and implementing initiatives designed to promote a deeper global understanding of Taiwan and its citizens. The office was established in Washington, D.C. in 2015 (*Global Taiwan Institute, 2025*). It serves as an open platform to exchange insights and foster dialogue among scholars, activists and civil society representatives from both the United States and Taiwan. The Institute and its website constitute vital sources of information about Taiwan for governmental and non-governmental organizations, the media and the research community. Moreover, GTI publishes *The Global Taiwan Brief*, a biweekly publication providing analytical reporting on latest developments regarding Taiwan (*Global Taiwan Brief, 2025*).

In one of its editions, GTI analyst M. Pararaman, referencing Taiwan's 2023 National Sustainable Development Report, observed the country's ongoing efforts to implement measures for climate change mitigation across three key dimensions: legal frameworks, educational initiatives and the enhancement of adaptive capacity. Furthermore, on February 15, 2023, the Executive Yuan approved a presidential order transforming the Greenhouse Gas Reduction and Management Act into the Climate Change Response Act. Concurrently, the Ministry of Environment revised and updated six regulatory acts governing greenhouse gas outputs, contributing to the robust operation of national climate governance system. The Ministry of Education also organized and supported events and workshops focused on improving climate change literacy in alignment with the UN's Education for Sustainable Development (ESD) program (*Pararaman, 2025*). Pararaman also referenced a major initiative – the Taiwan Climate Partnership (TCP) – launched in 2022 by eight leading companies in Taiwan's information and communication technology sector. The founding members include Acer, ASUSTeK Computer, AUO, Delta Electronics, LITEON, Microsoft Taiwan, Pegatron and the Taiwan Semiconductor Manufacturing Company (TSMC) (*Taiwan Climate Partnership, 2025*). The goal of this partnership is to promote the national framework to attain carbon neutrality throughout supply chains.

It is particularly relevant to consider how the corporate sector contributes to sustainable development and communicates its progress to the international community. The previously mentioned Taiwan Semiconductor Manufacturing Company (TSMC), a global leader in contract semiconductor production, plays a crucial role not only on the world economic stage but also in drawing international attention to Taiwan itself. The company actively employs digital platforms and communication technologies to ensure transparency and disseminate information about its achievements in corporate social responsibility (CSR). TSMC releases its Sustainability Reports and Responsible Supply Chain Reports annually, making them freely accessible in both PDF and interactive online formats, thus fostering open information exchange (*TSMC, 2024*). This practice aligns with SDG 16: Peace, Justice, and Strong Institutions, as it promotes corporate accountability.

Moreover, TSMC places strong emphasis on fostering sustainability-oriented mindset within its supplier network, fostering continuous progress in related areas. In pursuit of this objective, in 2021 the company launched the TSMC Supplier Sustainability Academy, a unique educational platform for Taiwan's semiconductor industry implemented through the Supply Online 360 system that supports SDG 12: Responsible Consumption and Production. The Academy covers seven key areas: occupational health and safety, labor rights, environmental protection, operational efficiency management, sustainable supply chain governance, information security and quality control. Open access to materials allows both suppliers and interested parties benefit from them. A distinctive feature of the platform lies in its integration of interactive and multimedia content, which enhances learning efficiency through animated visuals, interactive tasks and embedded assessment tools. As of 2024, the Academy offered 90 training courses, attracting over 3.1 million visits – evidence of a high level of engagement and the relevance of this initiative (*See et al., 2021*).

When analyzing communication technologies that contribute to raising global awareness of Taiwan's sustainable development efforts, particular attention shall be paid to the Taiwan Digital Diplomacy Association (TDDA), a prominent non-profit organization. Aimed at strengthening Taipei's cooperative relations with other countries, the Association develops and disseminates digital content featuring Taiwan's numerous projects and organizes real-life events that invite Taiwanese youth to engage in new public diplomacy opportunities. Through these initiatives, the TDDA promotes innovation in online communication within governmental and non-governmental entities.

The organization maintains an active presence on LinkedIn (*Taiwan Digital Diplomacy Association*, 2025). For example, to commemorate International Women's Day on March 8, 2024, officials from Taiwan's government and the Foundation for Women's Rights Promotion and Development organized a week-long series of events held in conjunction with the 68th session of the United Nations Commission on the Status of Women (CSW68). The Taiwan Gender Equality Week featured two key events, Taiwan Main Stage and Taiwan Cultural Night, which took place at the Taipei Economic and Cultural Office in New York. Attendees included Hank Huang, President of the Taiwan Academy of Banking and Finance, who emphasized the importance of achieving gender equality through financial resilience and inclusion, together with Kelley Currie, former U.S. Ambassador-at-Large for Global Women's Issues. Taiwan's Minister of Foreign Affairs, Joseph Wu, emphasized that the purpose was to showcase Taiwan's achievements in expanding women's economic empowerment through education and public policy (*TW Digital Diplomacy Digest*, 2024). The event also received coverage on the official website of the Ministry of Foreign Affairs of the Republic of China (Taiwan), which released four short videos titled "Taiwan for Her," "Gender Equality," "Equality Taiwan" and "Women Power." These videos were designed to present the accomplishments of Taiwanese women in advancing economic empowerment and gender equality (*Ministry of Foreign Affairs, Republic of China*, 2024).

Conclusion. Thus, Ukraine and Taiwan offer examples of how communication technologies can safeguard the values of sustainable development even under crisis conditions, when Russia and China, two powerful authoritarian regimes, strive to hinder their progress and undermine domestic development. Russia resorts to direct destruction and murders, while simultaneously attempting to discredit Ukraine's achievements before the international community through propagandistic narratives. China, in turn, exerts political, economic and psychological pressure, including large-scale military exercises around Taiwan. However, by employing communication tools, it becomes possible to engage audiences across the globe, enabling Ukraine and Taiwan to effectively articulate their domestic accomplishments while concurrently consolidating their international presence, strengthening cooperation with other actors, and securing reliable allies under challenging circumstances. Moreover, communication technologies serve as powerful platforms for global dialogue, resource mobilization and the promotion of democratic values, freedom and human rights. They unite not only states in addressing common challenges but also engage a diverse array of parties involved – governmental and non-governmental institutions, corporate entities, educational and research communities, and ordinary citizens. This demonstrates that effective communication can counter destructive influences and create a space for innovative approaches to crisis management. The experiences of Ukraine and Taiwan therefore constitute a valuable example for other nations facing similar circumstances, confirming that sustainable development can – and must – remain achievable even amid global challenges.

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