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**STRATEGIC PRIORITIES FOR TERRITORIAL COMMUNITIES' MANAGEMENT
FINANCIAL AND HUMAN RESOURCE CAPACITY BUILDING WITHIN SUSTAINABLE
DEVELOPMENT CONTEXT**

The article theoretically substantiates and defines the strategic priorities for the formation of human resources and financial support of public management in territorial communities within the concept of sustainable development. The aim of the article is to provide a theoretical substantiation and to determine the strategic priorities for developing human resources and financial support of management in territorial communities as a single integrated system that ensures their sustainable development under contemporary challenges. Based on the analysis of current macro-financial trends, the structural destruction of the resource base of local self-government has been revealed, which manifests itself in a decrease in the real financial autonomy of communities, an increase in their vertical fiscal dependence due to the reform of mechanisms for personal income tax allocation, as well as in a high territorial polarization of local budgets. It is proved that overcoming these asymmetries requires a paradigm shift from reactive resource administration to a proactive model of strategic potential management based on "green budgeting" and the concept of Creating Shared Value (CSV). An integrated model has been developed and mathematically formalized, which considers human capital and financial capacity as a solidary system where sustainable development is a function of the density of their interaction. It is substantiated that the isolated reform of these components causes institutional gaps, while their dynamic equilibrium provides a synergetic effect in the form of the investment and project capacity of a territory. It is determined that the presence of competencies in fundraising, project management, and ESG screening within the human resource corpus acts as an intellectual driver for converting financial flows into long-term environmental, social, and economic assets of the community.

Keywords: sustainable development, territorial communities, local self-government bodies, financial potential, human resources potential, social inclusion, management, strategy.