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DIGITAL UNIVERSITY IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT*Private higher education institution "European University"**03115, Academician Vernadsky br., 16-B, Kyiv, Ukraine; nataliabobro787@gmail.com*

Abstract. The article considers the strategic role of universities in implementing the principles of sustainable development through the integration of digital technologies. The main focus is on five key concepts of a sustainable university, including environmental safety, rational use of resources, inclusiveness, and cultural diversity. It is established that the digital university helps to optimize educational processes and reduce environmental impact while expanding access to education and improving the quality of training to meet global challenges.

Universities play a strategic role in implementing the principles of sustainable development, in particular through the active integration of digital technologies into their curricula. The main elements of a sustainable university, i.e. a university operating on the principles of sustainable development, are five interrelated concepts: environmental safety through green initiatives, rational use of resources within a smart university, support for a healthy lifestyle, preservation and development of cultural and social diversity, and management of historical and cultural heritage.

A digital university is able to effectively integrate key concepts of sustainable development, providing wide access to knowledge and resources through the use of modern technologies. The introduction of digital tools will help to optimize important processes such as energy conservation, resource management, and automation of administrative operations, which not only increases the efficiency of the university but also reduces its environmental footprint by reducing energy and resource consumption.

It is important to note that one of the key advantages of a digital university in the modern world is the ability to expand opportunities for inclusive and equitable access to education. Digital platforms facilitate the integration of students from different cultural, social, and economic backgrounds, eliminating barriers caused by geographical distances. As a result, universities are able to effectively implement the concept of social diversity, developing an inclusive educational environment that meets the modern challenges of globalization.

Digital educational platforms can also contribute to the formation of new models of learning and professional development that meet the current needs of the labor market and the requirements of sustainable development. The integration of innovative educational technologies, such as artificial intelligence, big data analysis, and adaptive learning, will help prepare students for future challenges related to solving global environmental and social problems. Thanks to these approaches, the digital university will contribute to the growth of the quality of education and improve the level of professional training.

It is important that university management on the basis of sustainable development involves not only the implementation of environmental and digital initiatives but also a change in approaches to management and development strategy. Thus, universities that follow the principles of social and environmental responsibility contribute to improving the quality of life of society through active participation in solving social and environmental problems. This includes, in particular, contributing to the achievement of the UN Sustainable Development Goals (SDGs), which cover such aspects as inclusion, gender equality, education for all, and environmental protection.

So, today, a digital university is not only a tool for modernizing the educational process but also an important platform for implementing the principles of sustainable development. It can not only improve the quality of education and reduce environmental impact, but also create conditions for sustainable economic growth, social equality, and environmental sustainability. By integrating digital tools and innovations, such a university becomes an important participant in the global processes of society transformation, ensuring the training of new generations that will be able to meet the current challenges of sustainable development.