

# Programme of the ‘Civil Initiatives of the 60<sup>th</sup> Parallel Regions’ International Humanitarian Forum #WeAreTogether

21 November 2022	
10:00–10:30	Transfer to the Siberia Cultural Centre, registration, and welcome coffee break
11:00–12:30	<p><b>Plenary Session</b>  <b>BE TOGETHER. ‘Public Initiatives for the Social Development of the Northern Regions</b> (<i>Great Hall, Siberia Cultural Centre</i>)</p> <p><i>The government, business, and society need to unite their efforts for people’s social well-being. Such issues as community development, strengthening horizontal social ties, developing human capital, and preserving the unique ecosystem in urbanized northern territories must remain a key component of national social and technological progress. The third sector is a factory of social innovations to meet the most pressing needs of society. Northern regions can become more attractive and their social development system more personalized and targeted if citizens are actively involved in the design of new products and service infrastructure.</i></p> <p><b>Key discussion questions:</b></p> <ul style="list-style-type: none"> <li>• <i>What is the strength of non-profit organizations? Why are non-profit organizations able to solve issues that cannot be solved solely through administrative, financial, or technological resources?</i></li> <li>• <i>How can the government and the public transition to a partnership? What needs to be done to make participation in social projects norm for all players in each territory?</i></li> <li>• <i>What practices of social innovation are most successfully being developed in Russia?</i></li> </ul> <p><b>Moderator: Dmitry Polikanov</b>, Deputy Director, Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Natalya Komarova</b>, Governor of the Khanty-Mansi Autonomous District – Yugra</li> <li>• <b>Grigory Ledkov</b>, President, Russian Association of Indigenous Peoples of the North</li> <li>• <b>Marat Shamyunov</b>, Deputy Minister for the Development of the Russian Far East and the Arctic (<b>online</b>)</li> <li>• <b>Maxim Dreval</b>, General Director, Knowledge Society (<b>online</b>)</li> <li>• <b>Maria Morozova</b>, General Director, Timchenko Foundation</li> <li>• <b>Vladimir Vasilyev</b>, Director, Northern Forum International Organization of Northern Regions</li> <li>• <b>Sergey Kud-Sverchkov</b>, Test Cosmonaut, Roscosmos State Space Corporation; Ambassador, Unity Charitable Foundation</li> <li>• <b>Yelena Kudryashova</b>, Rector, Northern (Arctic) Federal University named after M.V. Lomonosov (<b>online</b>)</li> </ul>

12:30–13:00	Break and transfer to the forum venues as assigned	
Track: ‘Social and Cultural Initiatives and the Best Non-Profit Projects in Creative Entrepreneurship’		
13:00–14:00	<p><b>Discussion</b> <b>PLACE OF POWER. Public Spaces: A Tool for Creating Creative Communities</b> <i>(Coniferous Hall, Cosmos Hotel)</i></p> <p><i>The proper use of one of the key resources for regional development – the ideas and creative initiatives of residents – can make a region an attractive place to live and build a career. Creative spaces help different social groups realize and develop their potential, create new jobs, and contribute to the improvement of a city’s socioeconomic situation.</i></p> <p><b>Key discussion questions:</b></p> <ul style="list-style-type: none"><li>• <i>What effects do creative communities and creative projects have on urban development?</i></li><li>• <i>How can we take into account the interests of different audiences when creating creative spaces and use a city’s existing infrastructure?</i></li><li>• <i>How can we involve creative specialists in solving problems facing a city and business? What role can galleries, museums, libraries, and clusters play in the creator-business-city chain? What kind of support can be provided to entrepreneurs and designers for them to complete their tasks more successfully?</i></li></ul> <p><b>Moderator: Yekaterina Shlykova</b>, Private Collections Manager, Curator, and Art Consultant</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"><li>• <b>Innokenty Dementyev</b>, Deputy Director, Presidential Grants Fund</li><li>• <b>Yekaterina Cherkes-Zade</b>, Director, Universal University (<b>online</b>)</li><li>• <b>Tatyana Abankina</b>, Director, Creative Economy Centre, National Research University Higher School of Economics (<b>online</b>)</li><li>• <b>Maria Privalova</b>, General Director, Nekrasov Central Library; Co-Author, National Library of the Republic of Tatarstan Project</li><li>• <b>Artur Latypov</b>, Director, Department of Culture, Khanty-Mansi Autonomous District – Yugra</li><li>• <b>Sergey Zverkov</b>, Chairman, Yugra Creative Class Association</li></ul>	<p><b>PUBLIC TALK</b> <b>HOW SHOULD NON-PROFIT ORGANIZATIONS BUILD A DIALOGUE WITH THE GOVERNMENT AND BUSINESS?</b>  <i>(Pine Hall, Cosmos Hotel)</i></p> <p><b>Speaker:</b> <b>Dmitry Polikanov</b>, Deputy Director, Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation</p>

	<ul style="list-style-type: none"> <li>• <b>Tatyana Ivshina</b>, General Director, Ulyanovsk Cultural Capital Foundation</li> <li>• <b>Alexey Krayev</b>, General Director, Tyumen Creative Industries Agency (<b>online</b>)</li> <li>• <b>Oksana Oracheva</b>, General Director, Vladimir Potanin Foundation (<b>online</b>)</li> </ul>	
15:00–16:00	<p><b>Discussion.</b>  <b>THE FUTURE OF THE NORTHERN CITIES. How Can Remote Areas Be Made Comfortable for Living?</b>  <i>(Coniferous Hall, Cosmos Hotel)</i></p> <p><i>Improving the quality of life is one of the priorities of the government's policy in the Arctic. Yet the harsh natural and climatic conditions of northern territories significantly limit the ability to create a comfortable environment and make it difficult to implement infrastructure projects, many of which remain 'utopian'. Today, a comfortable city is not simply spatial planning and public amenities, but the result of an integrated approach to the development of an entire territory, taking into account the interests of society, business, and the government.</i></p> <p><b>Key discussion questions:</b></p> <ul style="list-style-type: none"> <li>• <i>How can we make northern cities not only functional, but also comfortable both for living and for travelling?</i></li> <li>• <i>What does the creation of a master plan and design code for northern territories entail?</i></li> <li>• <i>Co-participating in a city's design: How should citizens be involved in decisions about municipal improvements? What mechanisms exist today and how can they be adapted to northern territories?</i></li> <li>• <i>What role can business play in developing northern cities?</i></li> <li>• <i>How can we make northern cities centres to attract young people?</i></li> </ul> <p><b>Moderator: Viktoria Boginskaya</b>, Co-Founder, YARUS Design Group; Member, Union of Architects of Russia; Creative Director, National Tourism Union</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Olga Frolova</b>, Architect of Khanty-Mansiysk</li> <li>• <b>Konstantin Demin</b>, General Director, Megabudka Architectural Bureau</li> <li>• <b>Innokenty Dementyev</b>, Deputy Director, Presidential Grants Fund</li> <li>• <b>Yevgeny Mikhailenko</b>, Dean, Faculty of Urban and Regional Development, National Research University Higher School of Economics (<b>online</b>)</li> </ul>	<p><b>PUBLIC TALK</b>  <b>HOW SHOULD CULTURAL INSTITUTIONS BE DESIGNED IN THE REGIONS?</b>  <i>(Pine Hall, Cosmos Hotel)</i></p> <p><b>Speaker:</b>  <b>Maria Privalova</b>, General Director, Nekrasov Central Library; Co-Author, National Library of the Republic of Tatarstan Project</p>

	<ul style="list-style-type: none"> <li>• <b>Alexandra Usacheva</b>, Acting General Director, Arkhangelsk Region Governor's Centre (<b>online</b>)</li> <li>• <b>Oleg Rakitov</b>, Social and Cultural Programmes Coordinator, VEB.RF (<b>online</b>)</li> <li>• <b>Rustam Romanenkov</b>, Deputy General Director, Arctic Initiatives (<b>online</b>)</li> </ul>	
16:00–17:00	<p><b>PUBLIC TALK</b>  <b>SOCIAL DESIGN: FROM AN IDEA TO A QUALITY PROJECT</b></p> <p><b>Speaker:</b>  <b>Innokenty Dementyev</b>, Deputy General Director, Presidential Grants Fund</p> <p style="text-align: right;"><i>(Pine Hall, Cosmos Hotel)</i></p>	

22 November 2022

Track: 'Social and Cultural Initiatives and the Best Non-Profit Projects in Creative Entrepreneurship'

10:00–11:30

**Discussion**

**ARCTIC ENTERTAINMENT. Points of Attraction to the Regions**  
(with the support of the Spirit of Fire Film Debut Festival)  
(Coniferous Hall, Cosmos Hotel)

*Event tourism is an effective way to attract tourists to a region. Holding events contributes to the branding of a territory, stimulates growth in economic indicators, and introduces people to a region's culture and history. The cultural and natural diversity of the northern regions and the Arctic could become a launching pad for various types of event tourism in the region, such as national, cultural, sports, gastronomic, or other tourism.*

**Key discussion questions:**

- *What trends and prospects are there for developing event tourism in the northern territories? What needs to be done to develop this area?*
- *What formats and themes are most popular? What should be taken into account when developing the concept of an event?*
- *How are the socio-cultural codes of territories manifested through events? How should the economic and social effect of an event be evaluated?*
- *How can we increase awareness about a region's local culture using gastronomy, cinema, tourism, contemporary art, design, and fashion?*

**Moderator: Maria Privalova**, General Director, Nekrasov Central Library; Co-Author, National Library of the Republic of Tatarstan Project

**Speakers:**

- **Natalya Komarova**, Governor of the Khanty-Mansi Autonomous District – Yugra
- **Yekaterina Shapovalova**, Author, Methodologist, and Manager of the Gastronomic Map of Russia Project
- **Irina Belykh**, Co-Organizer and Programme Director, Contemporary Science Film Festival

**PUBLIC TALK**

**TEACHER FOR RUSSIA: THE MOST IMPORTANT WORK**

(Pine Hall, Cosmos Hotel)

**Speaker:**

**Alexander Shuvalov**, Curator, 'Teacher for Russia' Educational Programme in Yamal

	<ul style="list-style-type: none"> <li>• <b>Yulia Bogatko</b>, Editor, Arzamas.academy</li> <li>• <b>Margarita Karatygina</b>, Director, International Cooperation Department, Moscow Tchaikovsky Conservatory</li> <li>• <b>Yekaterina Shlykova</b>, Private Collections Manager, Curator, and Art Consultant</li> </ul>	
12:00–13:00	<p><b>Discussion</b>  <b>SCIENCE FOR THE REGIONS. How Can Scientific Achievements Be Applied for Regional Development?</b>  <i>(Coniferous Hall, Cosmos Hotel)</i></p> <p><i>As the Decade of Science and Technology in the Russian Federation (2022–2031) kicks off, key objectives are to promote the achievements of science, engage young people in research and development, and involve them in solving the most important tasks facing society and the country. The regions, particularly the northern territories, cannot be developed without using innovative solutions and the results of applied research. To create more comfortable conditions, both for living in harsh climatic conditions and for running a traditional economy, it is crucial to establish a dialogue between researchers, customers, and the non-profit sector.</i></p> <p><b>Key discussion questions:</b></p> <ul style="list-style-type: none"> <li>• <i>How can applied R&amp;D help develop the northern and Arctic territories? Who is setting the objectives?</i></li> <li>• <i>What tasks are regions ready to pose for researchers and developers?</i></li> <li>• <i>What formats are there for promoting science and what projects should be scaled to the northern territories?</i></li> <li>• <i>How should an ecosystem be created for cooperation in the regions?</i></li> </ul> <p><b>Moderator: Irina Belykh</b>, Co-Organizer and Programme Director, Contemporary Science</p>	<p><b>PUBLIC TALK</b>  <b>FESTIVAL MOVEMENT. FORMATS, MECHANISMS, AND IMPACT ON A CITY’S CULTURAL ENVIRONMENT</b>  <i>(Pine Hall, Cosmos Hotel)</i></p> <p><b>Speaker:</b>  <b>Irina Belykh</b>, Co-Organizer and Programme Director, Contemporary Science Film Festival</p>

	<p>Film Festival</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Andrey Yegorov</b>, Deputy Director, Coordinating Council for Youth Affairs in Science and Education, Russian Presidential Council for Science and Education</li> <li>• <b>Alexander Shuvalov</b>, Curator, ‘Teacher for Russia’ Educational Programme in Yamal</li> <li>• <b>Yelena Melvil</b>, Director, Sparrow Hills Educational Institution (<b>online</b>)</li> </ul>	
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