



ST. PETERSBURG INTERNATIONAL ECONOMIC FORUM PROGRAMME

June 2-5, 2021, St. Petersburg

Programme accurate as at June 3, 2021

June 3, 2021

09:00–10:00

Pavilion G
Innosocium LAB

Social agenda

Case Study: Mentoring as a Tool for Overcoming the Crisis

The pandemic of 2020 has altered the socioeconomic situation in all countries around the world. The new economic reality faced by companies of all shapes and sizes has impacted how business processes are built and companies search for new customers. Entrepreneurs have had to overcome the challenges posed by the pandemic by changing the operational and marketing processes at their companies. In this situation, companies should rely on professional and expert experience when searching for anti-crisis solutions. Mentoring helps to diagnose problems as an effective tool for adapting and customizing business solutions and build a substantiated development strategy in times of crisis.

- Can mentoring programmes be effective for getting a company out of the crisis? How can we build an effective anti-crisis strategy for small and medium-sized businesses?
- The role of the mentor and the role of the mentee. How do we choose a successful tandem to achieve results?
- What mentoring practices are considered examples for the business environment?
- Selection of the best projects in the Business Mentors programme: what results have entrepreneurs managed to achieve?

Moderator:

- **Vadim Kovalev**, First Deputy Executive Director, Russian Managers Association

Panellists:

- **Maria Afonina**, Vice Rector for Educational Activities of the Management Workshop "Senezh"
- **Elizaveta Belozerova**, Program Manager and EMEA Economic Recovery Lead, Google.org
- **Denis Konanchuk**, Associate Dean for Academic Affairs, Moscow School of Management SKOLKOVO
- **Aleksandr Vaino**, Head of Youth Initiatives Center, Agency of Strategic Initiatives (ASI)
- **Marina Zhunich**, Director for Government Relations Google Russia

Front row participants:

- **Evgeniy Davydovich**, CEO Svyaznoy
- **Ekaterina Inozemtseva**, Chief Executive Officer, Skolkovo Forum
- **Vladimir Voloshin**, Managing Partner, Newman Sport & Business Consulting

10:30–11:30

Pavilion G
Innosocium LAB

Social agenda

Taking Responsible Care of Pets. Experience and Perspectives

With the support of Mars Incorporated

The world is not only becoming more creative and attentive to humans, but is also striving to become more friendly to the environment and animals, which have been companions for human civilization since time immemorial. Creative ecology, cultural diversity, and responsible consumption are all forcing modern people to reconsider their attitude to their lifestyles and take more responsible, environmentally friendly, and humanistic approaches.

The number of cats and dogs in Russia is on the rise today, and there has been a significant shift in attitudes towards pets, as owners become more and more responsible. According to a Mars Petcare study, 59% of Russian families have a cat or a dog today, and the number of pets has increased by 23% over the past three years. Almost 90% of owners view their pets as a family member, friend, or child. The pet care industry is developing, legislation on the responsible treatment of animals is being refined, and their owners are becoming more concerned about the availability of services and a



comfortable urban environment. There has been greater attention to interaction between people and pets and the benefits that it provides in terms of improving physical and mental health. Responsible breeding and affordable, high-quality veterinary care have ceased to be a prerogative of the professional community and are becoming the subject of broad-ranging public discussion.

- How is urban infrastructure being transformed, taking into account the changing role of pets in people's lives? What pet-friendly innovations can Russian cities adopt from Western countries?
- How can we encourage greater responsibility and awareness in dealing with animals?
- What legislative changes can we expect in terms of the government regulation of the treatment of pets?
- What measures can be taken to reduce animal homelessness?

Moderator:

- **Ramaz Chiaureli**, Radio presenter Kommersant FM

Panellists:

- **Ali Aliev**, First Deputy Director, Veterinary Directorate of St. Petersburg
- **Innokentiy Dementyev**, Deputy General Director, Presidential Grants Foundation
- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Founder, DOBRO.RU
- **Alexander Sinyak**, Vice President, Russian Kynological Federation
- **Anastasia Timoshina**, Corporate Affairs Director, Mars Petcare Russia

Front row participants:

- **Sergei Lepnukhov**, Director Corporate Affairs, Royal Canin Russia and Belarus
- **Maria Lezhneva**, Director, Animal Welfare Association
- **Bela Liauv**, Project office leader, ANO "Moi Raion"
- **Irina Zhiltsova**, Deputy CEO of the Roscongress Foundation, Co-owner of the Center for Adaptive Riding

12:00–13:00

Pavilion G
Innosocium LAB

Social agenda

Legacy of the Special Olympics: A Foundation for the Development of Inclusion

With support of **Coca-Cola Russia**

A key factor for sustainable development is human centricity and support of the local community. In 2022, Kazan will host the Special Olympics World Winter Games. How will this major humanitarian event, which Russia is hosting for the first time, affect the development of inclusion? Does inclusive infrastructure exist? Can the economy and business be developed through social projects? Why is the legacy of Special Olympics important to the country and how will the global event play out in the new reality?

Moderator:

- **Ksenia Solovieva**, Chief Editor, Vogue Russia; Ambassador of the World Winter Games Special Olympics 22 in Kazan

Panellists:

- **Andrew Buckingham**, General Manager, The Coca-Cola Company Russia
- **Maksim Denisov**, General Director, Directorate for Sports and Social Projects
- **David Evangelista**, President & Managing Director, Special Olympics Europe Eurasia
- **Olga Slutsker**, President of Special Olympics Russia, President and Founder of Russian Fitness Group
- **Natalia Vodianova**, Founder, Naked Heart Foundation
- **Aleksey Vovchenko**, First Deputy Minister of Labour and Social Protection of the Russian Federation

13:30–14:30

Pavilion G
Innosocium LAB

Social agenda

#InThisTogether: How Did Business Become Part of an Initiative that United the Country?

The entire world has been faced with numerous challenges since early 2020: millions of people have required emergency aid, the healthcare system became overloaded, demand for many goods plummeted, and lots of processes had to be adapted to the new realities. Business support became an



important stage of the InThisTogether project. Companies, which also faced restrictions and difficulties associated with COVID-19 at that time, responded to the challenge by providing billions of roubles in assistance. What infrastructure is required for systematic work to involve business in solving social problems? How can companies and foundations become centres for pooling volunteer resources in the regions?

Moderator:

- **Vadim Kovalev**, First Deputy Executive Director, Russian Managers Association

Panellists:

- **Yakub Kolesa**, President, Royal Canin Russia and Belarus
- **Anton Dolgov**, Executive Director, Presidential Grants Foundation
- **Elena Kovaleva**, Director for External Relations and Communications, Coca-Cola Russia and Belarus
- **Mikhail Kuznetsov**, Head of the Executive Committee, All-Russia Peoples Front
- **Artem Metelev**, Chairman of the Council, Association of Volunteer Centers; Founder, DOBRO.RU

Front row participant:

- **Boris Podolnyy**, Entrepreneur, expert, All-Russia Peoples Front

14:30–14:45

Pavilion G
Innosocium LAB

Creative Business Forum

Signing of a cooperation agreement between the Ministry of Industry and Trade of the Russian Federation and the Russian State Library

14:45–16:15

Pavilion G
Innosocium LAB

Creative Business Forum

Local Crafts are Global Brands. Pitch Session

Folk arts and crafts are among the most iconic elements of a heritage and a key milestone in Russian history and culture. It is safe to say that they are the most ancient creative industries – these works were created en masse, yet also bore the imprint of the master's personal creative touch. Masterpieces created by a simple peasant or artisan were utilitarian, actively used in everyday life, sold, and gladly bought up. Handing down their skills from generation to generation, these masters not only conveyed their traditional way of life, but also the aesthetic and ethical foundations that form the distinctive character of their territory.

Today, the situation has changed. Handicrafts are not as much in demand as they used to be. This is largely due to a change in lifestyle. Attempts to return traditional products to their former mass demand have encountered a discrepancy between the format, design, and functionality of products and consumer expectations. At the same time, attempts to seize the mass market for many trades have eliminated the opportunity to re-invent the tradition as a high museum art.

However, the current situation is not only a problem, but also an opportunity. Today, many large corporations are willing to invest and have already invested substantial funds in the development of folk crafts.

What is required for these investments to produce results? How can we get world's leading curators involved in "jailbreaking" legacy? How can we make folk crafts a landmark project in modern Russia?

Moderator:

- **Nataliya Loseva**, Deputy Editor-in-Chief, International News Agency Rossiya Segodnya

Panellists:

- **Anton Georgiev**, General Director, Krestetskaya Strochka
- **Adkham Ikramov**, President, World Crafts Council-Asia Pacific Region (WCC-APR)
- **Gulnaz Kadyrova**, Deputy Minister of Industry and Trade of the Russian Federation
- **Valery Mitronin**, Commercial Director, Dyatkovo Crystal Plant Plus
- **Andrey Reznikov**, General Director, Gzhel Porcelain Factory
- **Sergey Yakovlev**, Director of the Department of Tourism Development and Folk Arts and Crafts, Government of the Nizhny Novgorod Region
- **Лилия Нургатина**

16:30–17:15

Social agenda

Presentation of the Ranking of the Contribution of Business and Non-Profit



Pavilion G
Innosocium LAB

Organizations to the Implementation of National Goals and National Projects

Today, it is crucial to unite the efforts of the government, business, and NPOs in achieving Russia's national goals and truly making them goals for the whole nation. The official status of 'National Projects Partner' has been established to incentivize companies that make the biggest contributions to meeting the goals and objectives of Russia's national projects. This status guarantees mutually beneficial long-term cooperation between the government and business in the implementation of the goals and objectives of the national projects.

- Who can take part in the ranking?
- What corporate programmes are assessed and who is evaluating them?
- What opportunities does the status of 'National Projects Partner' provide?
- How important are such government initiatives for business?

Moderator:

- **Julia Gryaznova**, Head of Strategy, Analytics and Research Department, Natsionalnye Priority ANPO

Panellists:

- **Elena Feoktistova**, Managing Director of Corporate Responsibility, Sustainable Development and Social Entrepreneurship Directorate, Russian Union of Industrialists and Entrepreneurs (RSPP)
- **Natalya Gonchar**, Head of Information Support and Media Relations Subdivision, Press Secretary, Sakhalin Energy
- **Elena Kononova**, Corporate communications director, X5 Retail Group
- **Igor Korotetskiy**, Partner, Head of Operational Risk and Sustainability, KPMG in Russia and the CIS
- **Sofia Malyavina**, General Director, National Priorities
- **Andrey Samokhin**, Head of Information Policy and Marketing Unit, VEB.RF
- **Pavel Titov**, President, Delovaya Rossiya (Business Russia)

17:00–19:00

Congress Centre
business breakfast hall
E12

Creative Business Forum

World Cafe. Creative Industries – Breakthrough Vector

One hundred years ago, members of what we now call creative industries looked at Russia as the source of everything that was contemporary, advanced, and influential. Something that should be appreciated, copied, and developed. Why is everything so different today? It's hard to believe that talents are no longer being born in Russia. And it's not just a matter of material support, but an atmosphere that holds back the spirit of innovation.

Where does Russia have the opportunity to become the best in the world? How do we shape the creative environment? Who is capable of producing a domestic creative product? How can we help young people join the ranks of creative entrepreneurs? How can we help established professionals find themselves in the growing cultural markets? How does one make the transition from inspiration to innovation?

Creative industry leaders and representatives of government, business, and educational institutions will find answers to these questions as they work in groups in the world café format. There will be a lively discussion whose results will form the basis of the final documents of the Creative Business Forum. A joint discussion will help formulate breakthrough ideas to form a 'breakthrough vector' for creative industries in Russia and to identify principles and key projects to change the situation.

17:30–18:30

Pavilion G
Innosocium LAB

Social agenda

Philanthropy and Social Investment in BRICS Countries: Lessons from Partners to Develop the Economy and Social Services

With the support of the Donors Forum

The COVID-19 pandemic has highlighted the role of civil society and philanthropy in confronting global challenges like never before. Socially responsible business, charitable foundations, and other organizations that provide grants from BRICS countries have made a significant contribution to bolstering the actions that countries are taking to combat the pandemic and have demonstrated their ability to quickly respond to challenges and flexibly adapt to new conditions. What are some of the common social and economic challenges that BRICS countries face? How can socially responsible businesses and philanthropic foundations most effectively engage in cross-sectoral social partnerships? How important are the Sustainable Development Goals to the international philanthropic



sector? What role does digitalization play and what new opportunities does it offer for the development of philanthropy after COVID?

Moderator:

- **Aleksandra Boldyreva**, Executive Director, Donors Forum Association

Panellists:

- **Sofia Malyavina**, General Director, National Priorities
- **Priya Naik**, Founder and CEO, Samhita Social Ventures
- **Anna Nesterova**, Founder, Chairman of the Board of Directors, Global Rus Trade (**online**)
- **Takalani Netshitenzhe**, Chief Officer of Corporate Affairs for Vodacom Group, Executive Director in Vodacom South Africa, and Chairperson of the Vodacom Foundation
- **Mariya Vereshchagina**, Head of CSR, Tinkoff
- **Irina Zhukova**, Director for Sustainable Development and Corporate Programs, Philip Morris International Inc





June 4, 2021

09:00–10:00

Pavilion G
Innosocium LAB

Social agenda

Is It Profitable to Be Passionate? Creative Charity

With the support of the Friends Foundation

In recent years, an important trend has been not only the rapid development of creative industries, but also the integration of the creative sector and 'non-creative' technological sectors of the economy. One such sector is charity, where creative industries are initiating new forms and formats of social communication.

- Are charitable foundations setting trends or simply providing the necessary texture that needs to be refined?
- What is the ideal form of collaboration: foundation-agency-business? Which formats and messages shouldn't be allowed, and which should there be more of?
- How does collaboration with NPOs and social projects affect business metrics? And why is there a social component in popular entertainment media formats?
- Why are media personalities involved in charity and what effect does this have on the sector?

Moderators:

- **Gor Nahapetyan**, Member of the Coordinating Council, Moscow School of Management SKOLKOVO
- **Oksana Razumova**, co-founder, Sensemakers project

Panellists:

- **Maryam Ahmed Al-Nasr**, Head of Partnership Development, Education Above All Foundation
- **Sergey Kapkov**, Head of the Centre for Culture Economy, Urban Development and Creative Industries Research, Faculty of Economics, Lomonosov Moscow State University
- **Alexey Malinovskiy**, Head of Mastercard in Russia
- **Vyacheslav Murugov**, General Director, CTC Media; Deputy General Director for Entertainment Broadcasting, National Media Group; President, NMG Studio
- **Grigoriy Sverdlin**, Director, Nochlezhka
- **Yan Yanovskiy**, Co-Founder, Friends Charitable Foundation

10:15–11:15

Pavilion G
Innosocium LAB

Creative Business Forum

From Inspiration to Business Idea. Public Talk by the Minister of Science and Higher Education

Moderator:

- **Alexander Tsyarkin**, Writer

Panellist:

- **Valery Falkov**, Minister of Science and Higher Education of the Russian Federation

12:00–12:30

Pavilion G
Innosocium LAB

Creative Business Forum

From Inspiration to Innovation. Public Talk by the Minister of Culture

Today, creativity is popular in all domains – art, culture, industry, entrepreneurship, education, and the social sector. Essentially, ministries and departments should be more like creative corporations than bureaucratic offices. Who has a monopoly on creativity – culture, education, or industry? How are innovative products created? Can areas of responsibility be divided between agencies in the era of the creative economy? What strategies are essential when creativity becomes the basis of competitiveness?

Moderator:

- **Tinatin Kandelaki**, General Producer, Match TV

Panellist:

- **Olga Lyubimova**, Minister of Culture of the Russian Federation



16:30–17:30

Pavilion G
Doha Hall

Creative Business Forum
Russia–Qatar Cultural Dialogue

Each country's cultural development is inseparable from the influence of global and local trends and international cooperation. The variety of traditions and customs that we see today suggests that not only local heritage, but global heritage as well can be considered significant: could there be a common cultural heritage for everyone? What means and mediums can we use to promote this idea?

Moderator:

- **Anastasia Shavlokhova**, Head, Cultural Creative Agency

Panellists:

- **Fatma Al Remaihi**, Chief Executive Officer, Doha Film Institute
- **Mr. Mubarak Nasser Al-Thani**, Head of advocacy, Education Above All
- **Anton Belov**, General Director, Garage Museum of Contemporary Art
- **Alla Manilova**
- **Evgeniya Markova**, General Director, Roskino
- **Pavel Prigara**, Director, The Manege Central Exhibition Hall
- **Alisa Prudnikova**, Commissioner, Ural Industrial Biennale of Contemporary Art
- **Margarita Pushkina**, Founder and Director, Cosmocosm International Contemporary Art Fair

17:00–18:00

Pavilion G
Innosocium LAB

Social agenda
National Priorities as Best Social Practices

Moderator:

- **Sofia Malyavina**, General Director, National Priorities

Panellists:

- **Julia Gryaznova**, Professor at the Faculty of Communications, Media and Design, Higher School of Economics
- **Oleg Matytsin**, Minister of Sport of the Russian Federation
- **Ekaterina Milova**, Development Director, ORBI Anti-Stroke Foundation
- **Maria Morozova**, General Director, Elena and Gennady Timchenko Charitable Foundation
- **Irina Osadchaya**, Member of the Organizing Committee, Competition "Ty v Igre"
- **Svetlana Zhurova**, First Deputy Chairman of the Committee on International Affairs, State Duma of the Russian Federation; Soviet and Russian Skater, Honored Master of Sports of the Russian Federation

Jury:

- **Vladimir Voloshin**, Managing Partner, Newman Sport & Business Consulting

Projects:

- **Anastasia Baradacheva**, Founder, Children's Sledge Hockey League
- **Petr Lukachevsky**, Founder, Run With Zippy
- **Ivan Petrov**, Founder, "Crimea X Run"



June 5, 2021

13:00–14:00

Pavilion G
Innosocium LAB

Creative Business Forum

Young Adults: Young Entrepreneurs and Their Contribution to the Creative Economy

Today's innovative companies, trendy businesses, and creative industries see the benefits and value of working with teens and young adults. Career guidance formats help to cultivate the exact kind of employees that a particular business needs. Children's ideas and young adult's projects form the foundation of innovative solutions, since young adults don't yet know how to do it; they aren't afraid to experiment and make mistakes. And after getting a legitimate opportunity to infiltrate the adult world, young adults then begin realizing their own plans by launching their own businesses. What kind of challenges do companies that collaborate with child creators of creative projects encounter? Can project activities in schools serve as a foundation for interaction between children and the adult professional community? Is there demand for young professionals on the labour market? Why are large businesses interested in launching their own career guidance projects and are they ready to cooperate with schools?

Moderator:

- **Elena Zelentsova**, Head of the Department of Territorial Development, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Panellists:

- **Evgenia Dmitieva**
- **Maria Kopylova**, Chief Executive Officer, Children Foresight
- **Georgii Petrov**, Head of International Development, Varvin
- **Sergei Shatunov**, Director of the Department of International Cooperation and Public Relations, Ministry of Education of the Russian Federation
- **Anastasia Zelenova**, Head of Department of Social and Educational Policy, Skolkovo Foundation