



# INTERNATIONAL YOUTH ECONOMIC FORUM PROGRAMME

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## **Eco-Generation. Supporting Youth Environmental Initiatives**

Environmental activism is gaining traction with the young people. The emerging demand needs to be met with new comprehensive and systematic initiatives that can provide a wide range of opportunities in the environmental field, from eco-lobbying to career guidance. Every year new practices transpire in the Russian Federation, involving more and more young people. What new environmental projects will be implemented in 2022? What constitutes the "green" demand from the young people? How to make the youth's work on environmental issues comprehensive?

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## **Young Professionals in the New Decade: Developing Universal Competencies of Universities and Employers**

Every employer expects university graduates get a certain set of competencies from the educational institution they graduated from. However, often times both professional and personal competencies of graduates widely differ from those expectations. Thus, the employer has to come up with additional strategies to obtain the desired results. In recent years, universities and employers are constantly working to identify the most effective set of competencies and develop them through educational courses, programmes, assessment centres, and other tools. Additionally, there are federal initiatives and instructions from the President of the Russian Federation confirming the need to resolve this issue. What competencies will make up the "perfect young professional of 2030"? Is it possible to articulate a set of personal competencies? How can these competencies be influenced by the core of studies? How to complete a competence profile, taking into account professional affiliation? What tools are used and should be used in the near future to identify, assess, analyze, and develop personal competencies? Which competence development support measures are already being implemented and which are still missing?

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## **Journey from an Idea to a Running Business: Youth, Tech, Enterprise**

Youth entrepreneurship remains one of the main avenues of economic development. One can see it in the creative potential of younger generations and their desire to improve the world around them. All this contributes to socialization, growth of employment and, most importantly, self-fulfilment of young people. At the same time, technological start-ups play a special role, solving many problems and creating opportunities to improve the quality of life. How effective are the measures to support youth entrepreneurship? What is missing? What will happen to youth entrepreneurship under current conditions? What support tools are relevant in 2022? How to involve the new generation in youth technology entrepreneurship?

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## **Growth Points: At the Start of the Science and Technology Decade**

The Year of Science and Technology Russia hosted in 2021 showed the demand for science from both the professional communities and the society at large. Many initiatives were supported by the President and the government, while new tools for professional development of the young are being launched. Those include the advanced research infrastructure at universities and research centres, educational programmes, corporate and public projects, various contests and grants. What is the current trajectory of young professionals' development and what competences are particularly in demand? How to support scientific projects and community development in the regions? How do Student Scientific Community and Young Scientists' Council support the involvement of young

people in science? What are the most successful cases implemented in universities today?

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### **Science Tourism: An Impetus for Solving Current Problems of Society and Science**

Science tourism in Russia started to emerge just recently, yet it has all the makings of becoming a real hit in the next decade. What is science tourism? What is the development plan for this area? How will the dialogue between science, business, government, and society be built in the field of science tourism? How are routes, interactive maps, guidebooks, and other elements coming along? Are there plans to set aside special areas for science tourism? Who can one become a 'science guide' and a 'science tourist'? The traditional cooperation of young scientists in Eurasia is driven by geographical, historic, economic, political, and cultural factors. How does interaction develop today within various associations, such as the Union State, the CIS, and EAEU? Which joint projects, programmes and contests are happening? How is the international exchange going? What are the main development trends?

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### **Sustainable Development as a Unifying Idea for the Youth of the World. The 2050 Agenda**

Engaging youth in the sustainable agenda is essential to the emergence of shared values and perspectives among the young people in various parts of the world. In this new post-Covid reality, it falls on the young leaders and entrepreneurs to continue to advance collaborative and tangible efforts needed to achieve the Sustainable Development Goals adopted by the UN. How can we promote global youth synergies to reach confident collaborations by 2050? Who and how will ensure the selection and funding of the best Russian and global practices, bringing them to tangible implemented projects in the areas of social entrepreneurship, education, and other Sustainable Development Goals? How to mobilize resources to create and promote multilateral economic and humanitarian cooperation projects for international youth?

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### **FoodTech: Quick ROI or Risky Business?**

The global FoodTech market is showing vigorous growth. According to analysts, in 2018 it was estimated at USD 191 billion, and by 2025 is expected to reach USD 390 billion. New food packaging technologies, delivery services, artificial meat are an integral part of our lives already. How quickly will these technologies be introduced elsewhere? How are questions about safety of these new products being raised and dealt with? Are artificial meats and meal kits good for you? Resource depletion and health, what will the new generation choose?

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### **Inclusive Entrepreneurship for the Young**

As Russia becomes more inclusive, business landscape changes as well. Statistics show that the share of people with disabilities among entrepreneurs is constantly on the rise. This is partly due to the fact that the variability of behaviour of a person with a disability in the labour market is much lower than the variability of behaviour of a person without a disability. Launching private entrepreneurial projects is becoming an important part of achieving self-actualization and economic independence for people with disabilities. In addition, in April 2022 a bill was introduced in the State Duma that would allow individual entrepreneurs with disabilities who do not have employees to obtain the status of a social enterprise. This amendment will enable entrepreneurs with disabilities to count on support from the state and development institutions (special support measures for social enterprises include grants, subsidies, preferential loans, educational programmes, preferential provision of property). Increasing involvement is a serious tool that will help reduce unemployment among persons with disabilities, including young people, and improve their quality of life. In what areas do people with disabilities try to find fulfilment as entrepreneurs? What are the main methods to promote their projects? What material and non-material support is needed from government, non-profit and private organizations? Is there a difference in how an inclusive entrepreneur and a non-disabled entrepreneur organize business processes? Is it necessary to change the law and introduce a legal status for an "inclusive entrepreneur"? Do inclusive entrepreneurs provide more concessions than non-disabled entrepreneurs? Which existing projects can help development the support measures?

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### **International Commerce Today: New Opportunities and Success Stories**

The current situation has become a challenge for companies that traditionally work with so-called unfriendly countries. At the same time, the situation in working with countries that did not support the sanctions has also completely changed. New logistics, new financial flows, changes in the product line on the shelf, redistribution of export commodity flows – all of the above has become both a challenge and an opportunity for entrepreneurs everywhere. Business has solutions for business. How rapidly is the situation changing, and what can we expect in the short term?

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### **A Start-Up Takes Off: Business Angels and Venture Investments**

Every start-up wants to be a unicorn. Young IT teams all over Russia are trying their hand at creating new technological projects. In many respects, fulfilling a start-up's ambitions depends on whether it manages to find an investor and establish meaningful contact with them. Who could become such an investor? A venture capital fund? A business angel? Dazzling success stories form legends about relationships between funders and investors. Yet, it is essential for young start-up teams to learn how to properly fulfil their own investment potential, intelligently emphasizing the merits of their projects. Investor decides: from Venture Boutique to Business Angel Clubs. Founder-Investor relationship mythology: how do perfect fantasies collapse? Typical mistakes building relationships with investors. Which IT projects will shape the future?

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### **The 19th 'My Country – My Russia' Award Ceremony**

'My Country – My Russia' is an all-Russian competition for the ingenious country residents who care about the present and future of the regions they live in. The competition brings together those who are ready to offer ideas and implement projects aimed at improving the quality of life and address issues of socio-economic development of Russian territories (cities and villages), as well as international humanitarian and socio-economic cooperation. During the past 19 years, thousands of young people from all regions of the Russian Federation and 24 foreign countries took part in the competition. Since 2019, the project was included in the platform 'Russia – The Land of Opportunity', which was created at the initiative of the President of the Russian Federation Vladimir Putin. The pre-anniversary season of competition, which started at the beginning of 2022, was dedicated to the cultural heritage of the peoples of Russia.

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Master Class

### **Tournament in International Negotiations**

Mastering the art of competitive negotiations with a foreign counterpart allows a company to achieve the highest possible economic result. This ability should be grasped by every effective specialist in FEA. With this in mind, much attention should be paid not only to the substantive agenda of the talks, but also to the foreign partner's cross-cultural characteristics. What are the specifics of conducting international negotiations? How to determine the areas for development?

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### **Professionalism: A Fresh Look on Vocational Education**

The government of the Russian Federation launched a strategic initiative entitled "Professionalism". Thanks to the initiative students of certain institutions can get both a highly skilful working specialty in a short period of time and relevant professional experience at production facilities. It can practically guarantee their further employment (success rate of 85%) and, as a consequence, develop regional economies. Having mastered modern working trends, a young person can become a well-paid specialist who is highly valued in the labour market. Currently, about 60% of ninth graders choose secondary vocational education.

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### **Charming an Investor: Skills They Do Not Teach at University**

Investments are rightfully considered to be the engine of modern economy, the foundation on which all business stands. Most enterprises need additional sources of financing, regardless of their field or production volume. The work on attracting investments, whether to a territory or to a business, is appropriately considered to be the bread and butter of true professionals who understand the problem in detail and take creative approaches. What are investments and what are they for? What are the typical mistakes of beginning entrepreneurs? What are the ways to find investors? How to present your own project and conduct negotiations?

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### **Competences of the Future: Learning and Teaching Soft Skills**

In the rapidly changing realities of the job market, interdisciplinary or universal skills are becoming increasingly important. It is paramount to start developing them as early as the freshman year. How to change the outlines of educational programmes? What should educational activities result in? Which competencies should be developed in universities, and which should be acquired as part of the lifelong learning?

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### **Young Journalism in Russia: How the New Generation Looks Out Into the World and Creates the Information Space**

Modern world is unimaginable without the information space. The new, post-industrial society has an incessant need for up-to-date knowledge: news, materials, social media feeds – updates happen every second. In this world, the most important qualities are the ability to make quick decisions and respond immediately to the changing agenda, as well as the ability to find innovative solutions and implement them in work processes. It is not surprising that young people are at the forefront of modern information technology. The growing need for new knowledge about the world around us is being satisfied by the new generation of media. The transformation of journalism that we are seeing today makes a whole range of questions relevant again. What role should the government play in the development of youth information policy? What kind of education does a new generation journalist need? Finally, how do young journalists themselves see the future of the profession and their role in a rapidly changing society?

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### **Involving Young People in the EAEU Activities and Processes**

In the era of globalization integration processes in the post-Soviet area influence the countries themselves, as well as the global politics as a whole. As evidenced by the positive indicators of economic recovery in the EAEU countries, the Eurasian Economic Union has survived the pandemic. It continues to present excellent prospects for comprehensive modernization, increasing the competitiveness of national economies, and creating conditions for stable development to improve the living standards of the member states' population. At the same time, there is an obvious need to popularize the Union among young people. Additionally, it is essential to develop methods to involve undergraduate and postgraduate students, as well as young researchers, to participate in the processes of the EAEU in order to ensure their subsequent fruitful participation in determining further directions of Eurasian integration. How involved are young people into the processes of the EAEU at the present stage? What are the ways in which the youth can be interested in the activities of the integration association? Are today's young people ready to face the challenges facing the EAEU at the moment and successfully overcome them? How to increase the international interaction of young people through a coordinated policy of national authorities?

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### **Youth and Education in the New Reality**

As the relations between Russia and unfriendly countries become more complicated, the development of digital education has become an acute issue. A number of international companies have suspended their educational activities in Russia, while obstacles are also being created for Russian students abroad and inter-university cooperation overall. It is obvious that successful implementation of the national programme entitled "Digital Economy of the Russian Federation," strengthening independent digital infrastructure, preventing "brain drain", and further development of the state requires joint discussion of both the new educational challenges that Russia is facing, and application of successful international experience. How can import substitution be accomplished in the area of education technology? How do other countries develop independent educational infrastructure (Iran, China)? How can we support digital education for young people? How is the digital transformation of universities in Russia going and what are the prospects? What is the role of

IT in the development of young people's educational skills? What are the prospects of student exchanges in the SCO countries?

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### **Invent, Broadcast, and Undertake: How to Make Money from Your Own Inventions, Implement Borrowed Ones, and Protect Your Interests**

How to make money in the intellectual property markets without becoming a patent troll? Where, how and why can one protect intellectual property rights? The role of intellectual property as a tool for business sustainability during creation and scaling. Developing scientific networking under sanctions, protecting its results, and monetizing. R&D programmes in real sector companies in Latin America: how to enter foreign markets? How to comprehensively disassemble the life cycle of an intellectual product, taking into account the external and internal environments, and develop a basic strategy for its transfer? How to improve competencies in the field of protection and commercialization of the results of creative activity?

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### **Cybersport and Gaming: New Development Market**

Globally, video games are the most profitable branch of the entertainment industry. They bring in more than USD 170 billion a year, and blockbusters like GTA V cost more to produce than the next instalment of The Avengers franchise. However, there are no Russian companies among the giants of the game industry with world-famous AAA projects for either PC, Xbox, or PlayStation. In fact, today there is no gaming market in Russia to speak of. What are the key differences between cybersport and GameDev? What games are being developed in Russia now and which will be in the future? Is there a need for a council on patriotic games? Why is there no reorientation to the GameDev market of China, the UAE, and Turkey, with which Russia can establish cooperation in the present moment? Why Russian state corporations and the government itself are not interested in sponsoring and supporting eSports in Russia? What kind of support measures do the market and developers need?

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### **Financial and Legal Literacy of Young Entrepreneurs: How to Protect Yourself from the Start?**

Young entrepreneurs often experience in practice what 'a lack of knowledge of legal norms' actually means. Compared to other citizens, they are more involved in legal transactions with the state and other bureaucratic structures. Especially when launching a private business, important legal aspects may not be taken into account at the 'packaging' stage. However, as the saying goes, ignorantia juris non excusat (ignorance of the law excuses not) so it is extremely important to build a financial and legal culture among young people. Which legal risks should young entrepreneurs take into account when starting a business and which ones should they worry about at a later stage? Do entrepreneurs need to have a legal degree? What recommendations should be considered when starting and running a business?

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### **IT Education in Russia**

Qualified IT professionals are in great demand all over the world. The digital industry is developing very rapidly and is experiencing an ever-increasing personnel hunger. At the same time, IT education in Russia is regarded highly around the world due to the famed mathematics school, national scientific competitions tradition, and the opportunity to learn from the best practitioners. However, on a national scale the number of good teaching institutions is not sufficient. The quality of IT-education differs from university to university: some excel in theory and fail in practical application of knowledge, while those that offer online education or retraining rarely produce competitive personnel for the market. What are the real needs of the IT industry and how long will this demand continue to grow? What educational programmes are among the best today? Can a humanities programme graduate be re-trained as a programmer? What measures should be taken by the state and business today to promote the IT training in Russia?

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### **Obtaining the Education Needed to Organize A Social Business**

The regular market models are flawed – this is becoming evident in the new reality. One of the effective business formats of the new time that both the state and large corporations are frequently

talking about is social entrepreneurship. Large-scale support measures, benefits, and favourable conditions for the launch of social business are introduced. The activity of social entrepreneurs is aimed at making a profit, but above all they aim to create positive social change. This is an outlet for active people who want to change the world they live in. For obvious reasons, a significant percentage of social entrepreneurs are young people. They are ready to experiment, not afraid to try something different, and are eager to learn new ways. What and where do you study if you want to try social entrepreneurship? What support programmes are out there now? Where do you go if you want to make yourself and your business more socially oriented? What are the successful practices of experienced social entrepreneurs? What competencies will be in demand in the new economic conditions?

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### **Ladies Take the Wheel**

For a long time, women's entrepreneurship was not considered a promising area of economic development by the expert community. However, current trends in society prove them wrong: women entrepreneurship is highly competitive in the global market. According to some data, more than 40% of successful start-ups are launched by women. Why is a woman entrepreneur a successful global player from now on? What state support measures exist for the development of female entrepreneurship?

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### **Competitive Grants: Joint Development Opportunity for Companies and Socials Activists**

Once social projects are introduced into the activities of the organization, they contribute to finding new partners, plus they reveal both creative and managerial potential of all team members. Social initiatives allow for the formation of a corporate culture, acquisition of communication and planning skills, team building, and social development of an individual employee. What impact do grant competitions have on the formation of a corporate culture and development of companies? How to improve the skills and competencies of employees through social design? How to attract resources to the company through grant contests and partner collaborations?

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### **The Age of New Challenges: How to Raise a Citizen**

Patriotism is the very foundation of a viable state. It acts as an internal mobilizing resource for the development of society, engaged civic stands of individuals, and their readiness to serve for the benefit of their homeland. Sincere affection for one's native land is a prerequisite for building a strong country. Respect for national history and for traditions passed down by older generations are needed to raise laudable citizens. Under modern conditions civil identity formation and patriotic education make up a systematic, spiritually and morally conditioned process of preparing the younger generation for intercultural interaction in a democratic society. It is specially organized to lead them to be eager to work and participate in the management of socially valuable projects. Various social institutions worked on the matter for a long time, altering their approach depending on the challenges of global and local scale. It should be noted that the pandemic has accelerated the onset of changes that are ripe in many spheres of public life. Particularly, the process of digital transformation has quite dramatically affected seemingly everything and everyone. Yet, it is education that faces one of the most acute challenges. An area where direct communication has always been a priority, and where digital technologies have been auxiliary until recently, has found itself in a completely new environment. Now it is very important to restore the activities that were carried out before the restrictions, to preserve and develop the best innovations and solutions that have appeared, as well as to increase the engagement in all possible areas of influence. Education can not afford to break away from current trends and youth-friendly ways of interaction. It is paramount to remember that young people are incredibly dynamic, thus loss of relevant communication and interaction channels can quickly lead to the dysfunction of educational institutions.

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### **Mentorship in Entrepreneurship: from School to University to Start-Up**

Today, there is no shortage of mentorship programmes in Russia. However, there is no systematic approach to mentoring in entrepreneurship. The absence of such an approach hinders the development of potential entrepreneurs, which is one of the reasons for the weak entrepreneurship growth and the minor share of small business in the GDP. What should be done to change the situation? A potential solution lies in creating a mentoring programme in three stages, where the first stage is the actual mentor training. Second stage will aim to create three mentoring ecosystems: for high school students, for university students, and for aspiring entrepreneurs. Third stage is providing a continuous development environment, from high school to mentor cultivation. Yesterday's student,

a budding entrepreneur, should be a mentor for aspiring entrepreneurs of tomorrow. Can we talk about mentoring as one of the key drivers of entrepreneurial development? What is the role of government agencies in fostering a mentoring culture? What is the role of a mentor in a vocational guidance programme? Is there a system for selecting and motivating mentors?

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### **Social Project Pitch Session**

The #InThisTogether Award continues the eponymous campaign, which resulted in more than 6.5 million Russians receiving targeted help. It also inherits the legacy of the All-National 'Volunteer of Russia' contest. The main goal of the Award is to recognize, and support leaders of socially significant initiatives aimed at helping people, while improving the quality of life in Russia and the world. Winners of the 2021 Award are leaders in social change, who keep making the world a better place. Their projects have demonstrated great results for several years, and as they continue to develop, they offer brand new innovative solutions.