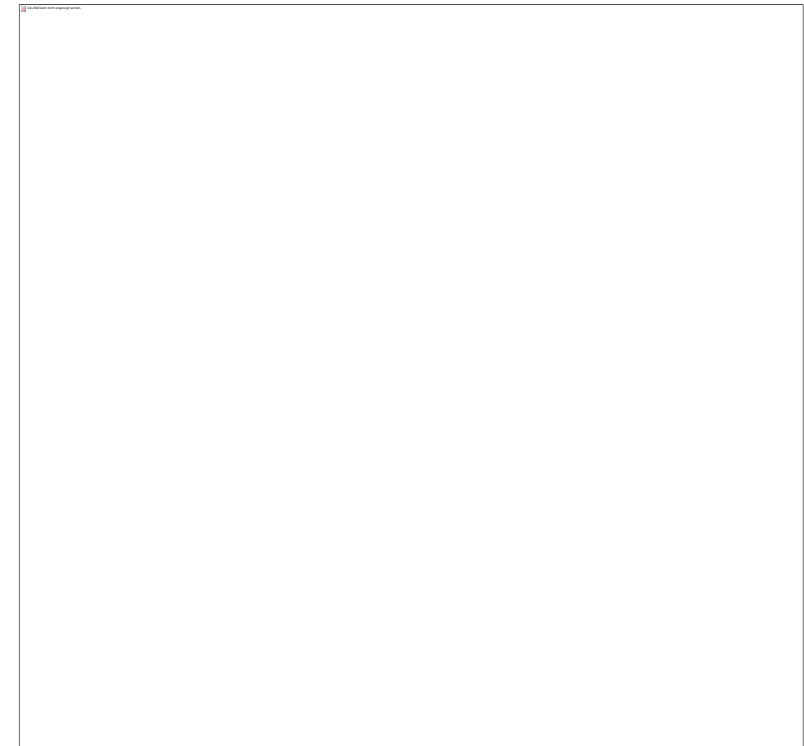
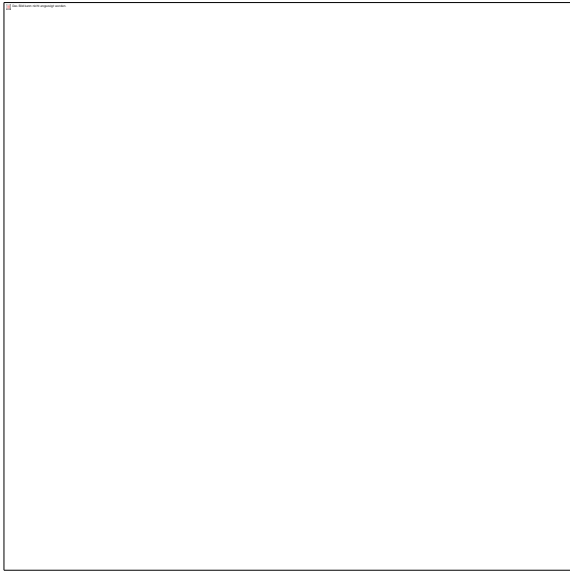


Entrepreneurial capacity as a driver of sustainable development and societal valorization of the regions.

Nelli Kozlova,
Associate Professor,
Graduate School of Service and Trade,
Peter the Great St. Petersburg Polytechnic University,
Russian Federation





The Current State of Social and Economic Development of Regions of Modern Russia: the Phenomenon of Unevenness

There are 85 regions,
which differ
dramatically in social
and economic
development.

The Russian
Federation is the
largest state in area
in the world.

The gap between the minimum and maximum GRP
per capita reaches:
In Russia - over 15 times;
In Canada, USA, other developed
countries - not more than 3-5 times.

The Current State of Regional Socio-Economical Inequalities (2017 year)

Unemployment rate	1,3% in St. Petersburg		26,5% in the Republic of Ingushetia:	
Average accrued wages	88 700 rubles (1 182 euro) per person in Yamalo-Nenets Autonomous district		21 300 rubles per person in the Republic of Dagestan	
Minimum standard of living, rubles	Moscow	St. Petersburg	Voronezh Region	Republic of Kalmykiya
For employable population	18 530 (€ 247.7)	10 988 (€ 146.5)	7 535 (€ 100.4)	7 861 (€ 104.2)
For retired people	11 428 (€ 152.8)	7992 (€ 106.8)	6 048 (€ 80.6)	7 023 (€ 93.6)
for children	14 009 (€ 186.3)	9617 (€128.2)	6 781 (€ 90.1)	7 440 (€ 99.2)
(Euro rate for 15 April 2018)				
Total area of residential premises per habitant	33.7 m ² in Moscow Region		13.8 m ² in the Republic of Tyva	
Expected duration of life	80.82 years in the Republic of Ingushetia		64.21 years in the Republic of Tyva (-16.6 years)	

Russian Regions Rating according the Quality of Life, 2017. (Ria.ru.)

Rating score:

Moscow	1	76.92
St. Petersburg	2	75.88
Nenets Autonomous Region	16	53.30
Saratov Region	33	46.75
Amur Region	61	39.96
Chukotka Autonomous Region	78	27.72
Tyva Republic	85	13.95

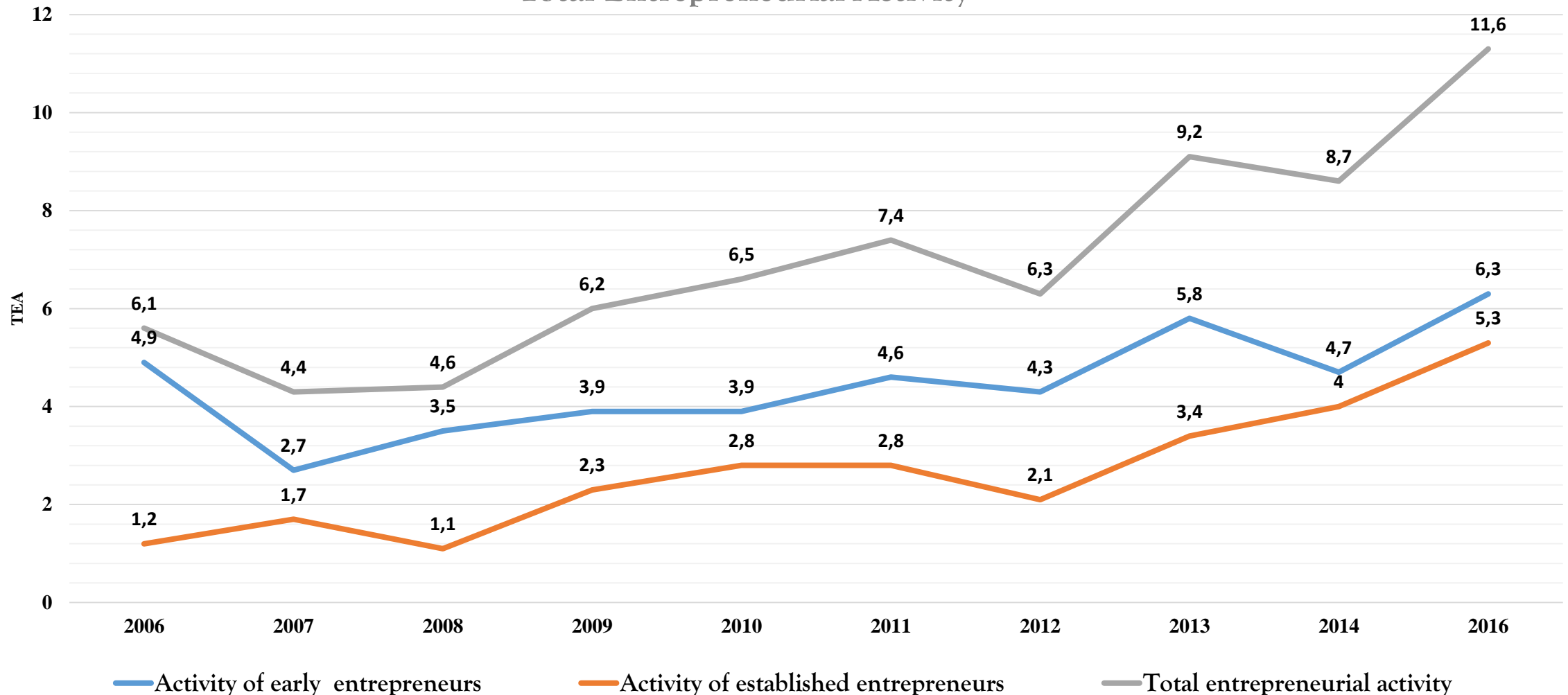
The quality of the Entrepreneurial Ecosystem

Favorable entrepreneurial ecosystem includes:

1. an entrepreneurial support system
2. developed business infrastructure
3. human capital
4. financial resources
5. regional policy
6. entrepreneurial culture.

The Levels of Entrepreneurial Activity in Russia, 2006-2016, %. (APS Russia 2006–2016)

Total Entrepreneurial Activity



Entrepreneurial Activity according to the Type of a Settlement in Russia, 2016 year, %.

(APS Russia 2006–2016)

According to experts estimates there are 1114 cities in Russia for 2017.

74% of Russia's population live in the cities.

85% of all cities are small (with a population less than 100 thousand people).

Market Distribution of Entrepreneurs in Russia and Other
Countries, 2016 year, %.
(APS Russia 2006–2016)



Entrepreneurs Motivation Structure, 2006-2016, %. (APS Russia 2006–2016)

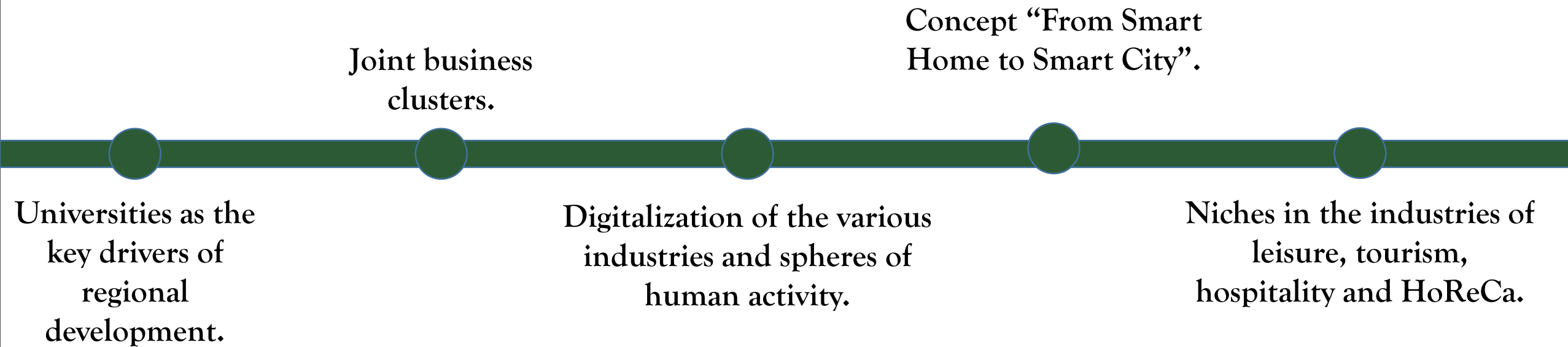


Entrepreneurship Perception in Russia: Key Factors Assessment , 2016, %.

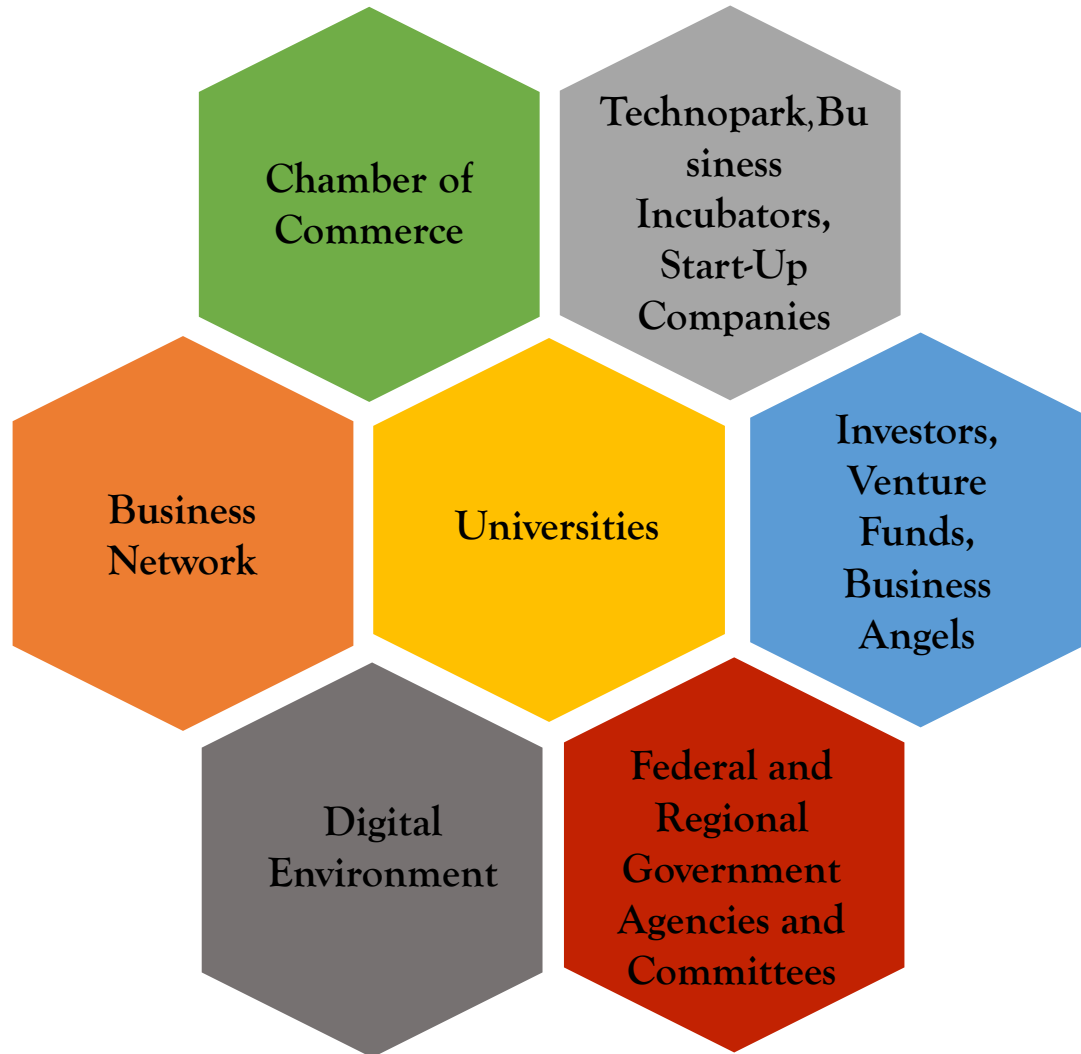
(NES Russia 2016-2017)



Business Industries favorable for Entrepreneurial Capacity Building in Megacities and Large Regional Centers.



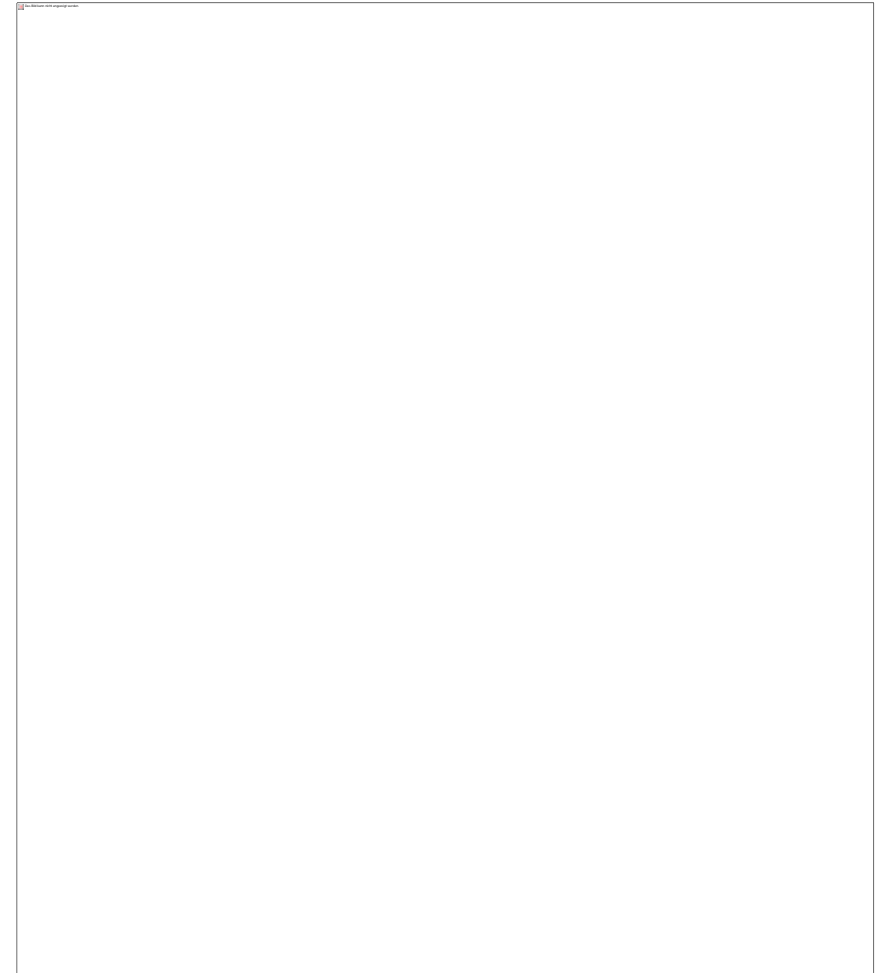
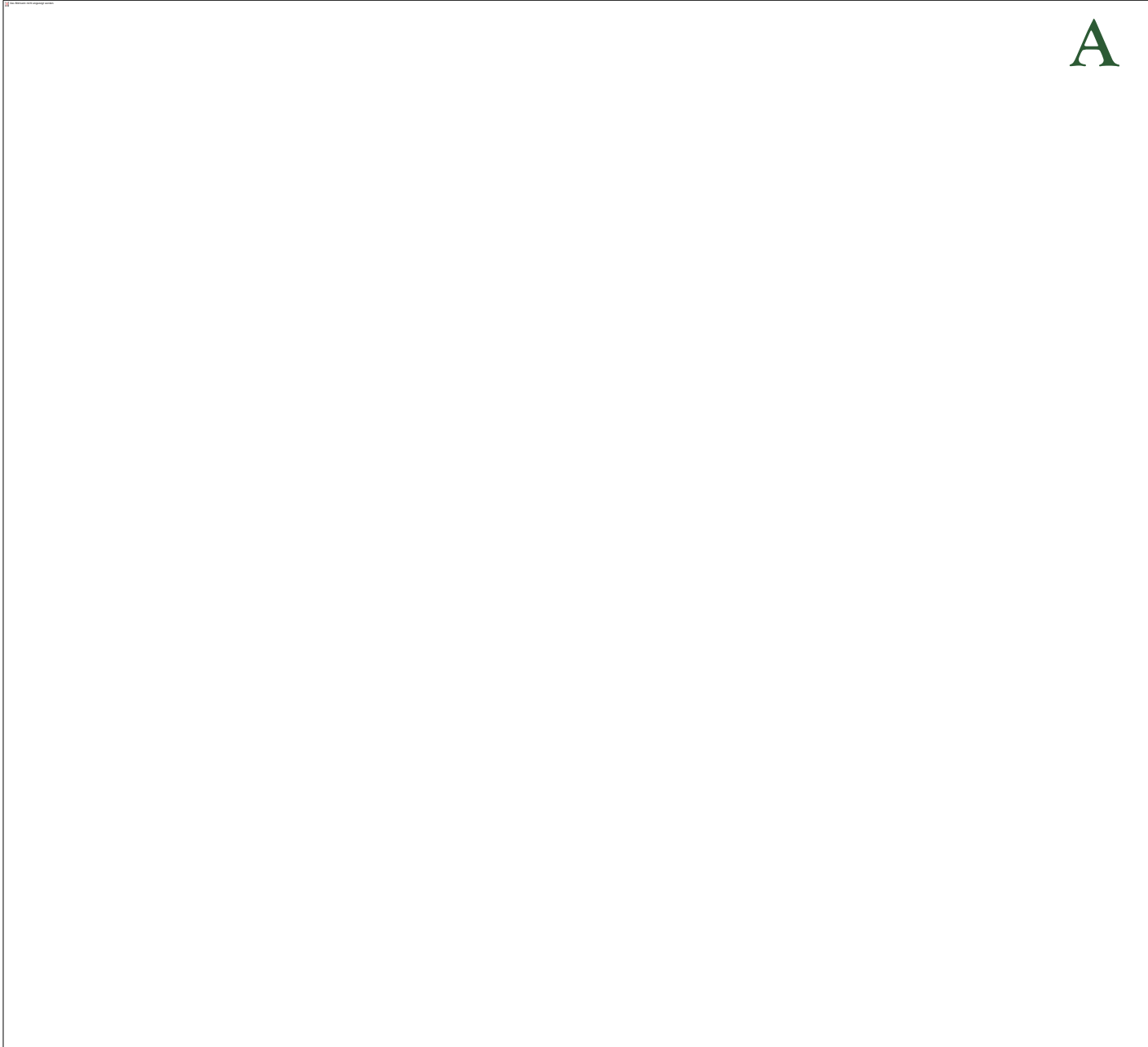
Universities as the Key Drivers of Regional Development.

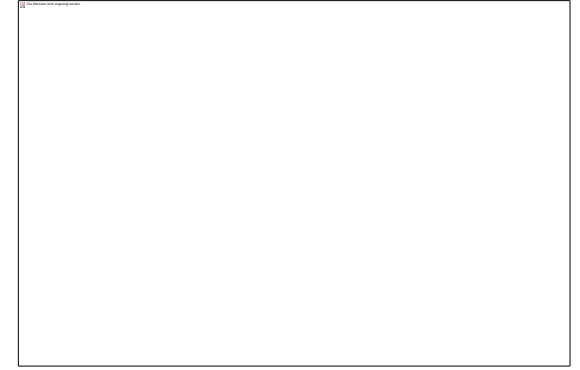
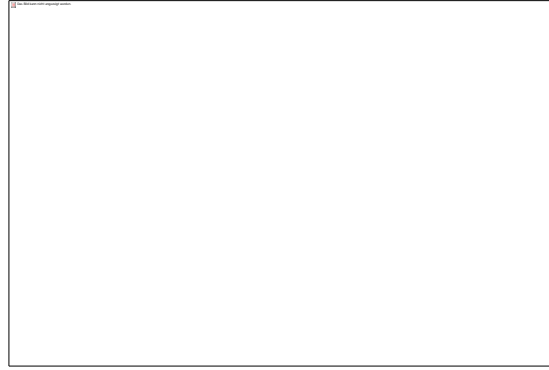


“If your actions inspire others to dream more, learn more, do more and become more, you are a leader”.

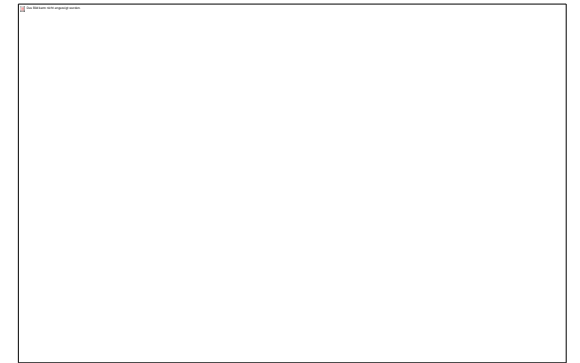
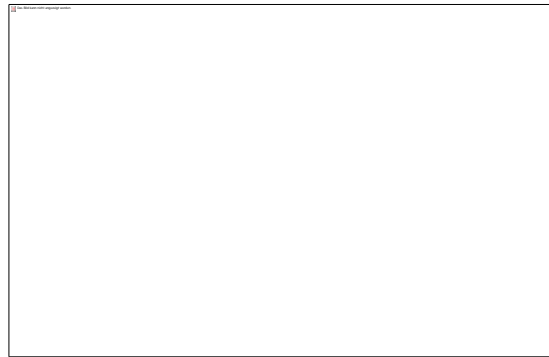
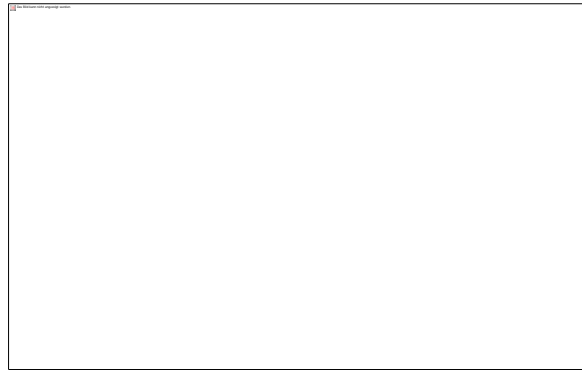
© John Quincy Adams

A Joint Business Clusters Establishment

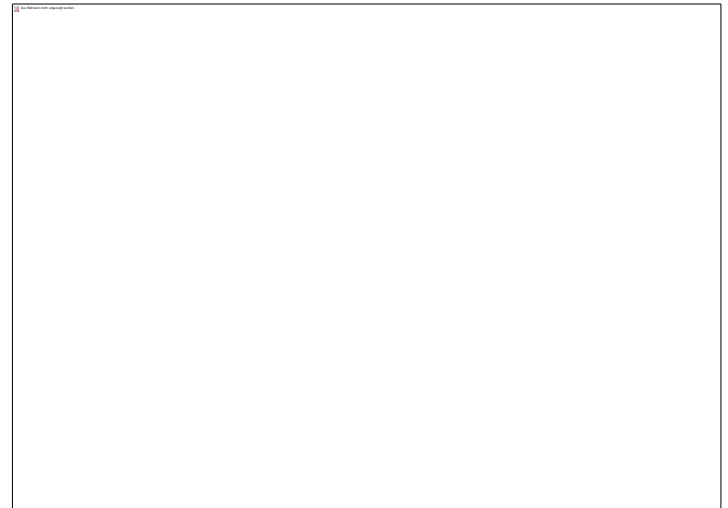
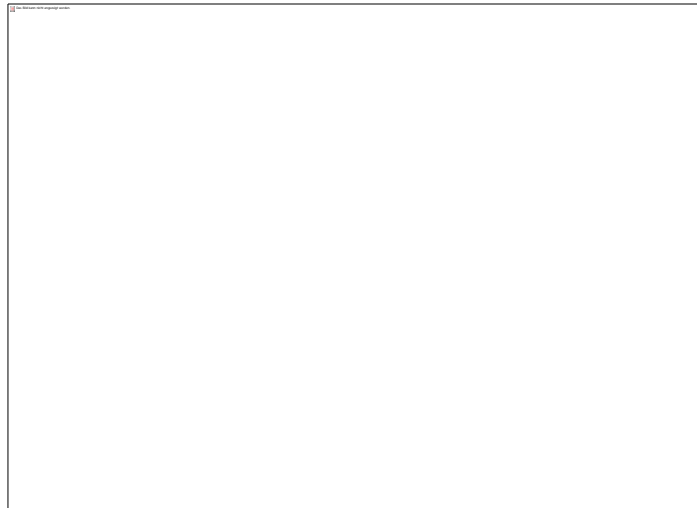
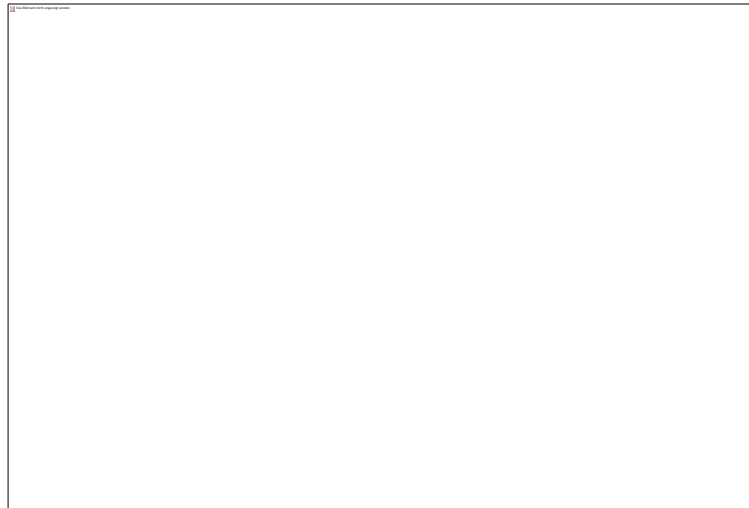
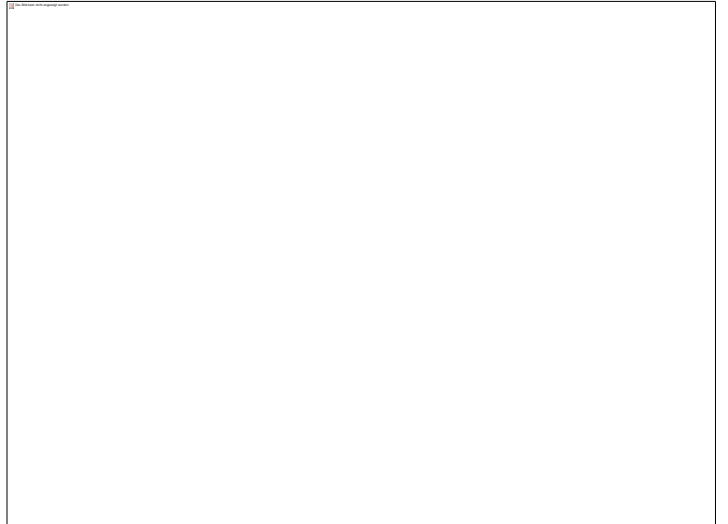
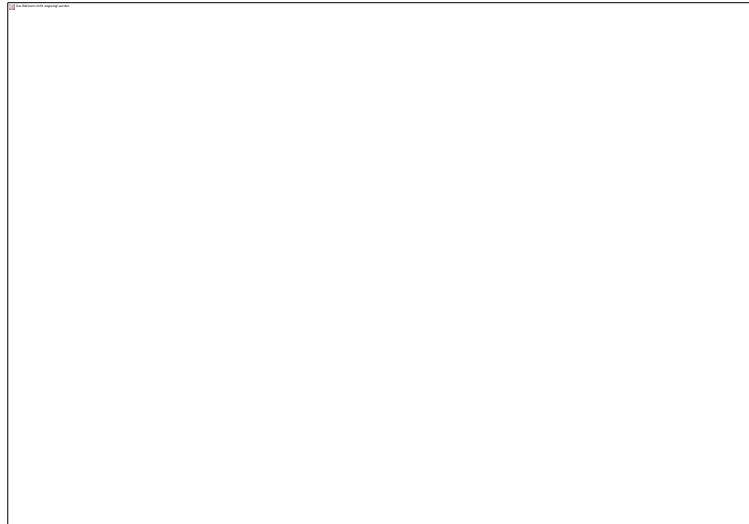




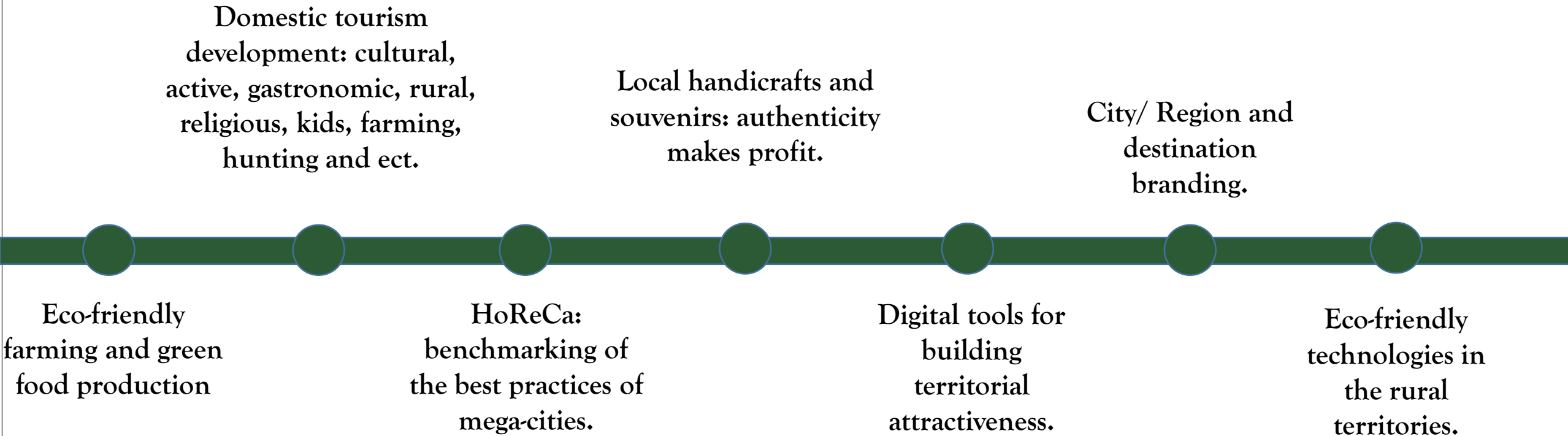
Digital technologies development of in various industries and spheres of human activity



Discovering niches the industries of leisure, tourism, hospitality and HoReCa



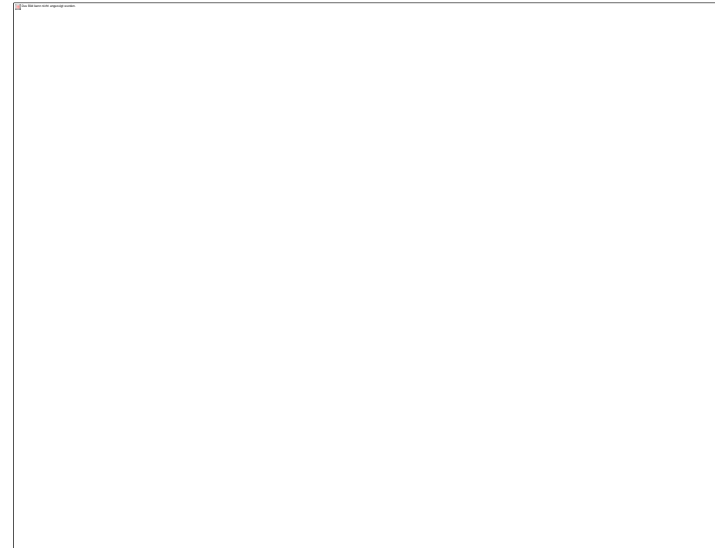
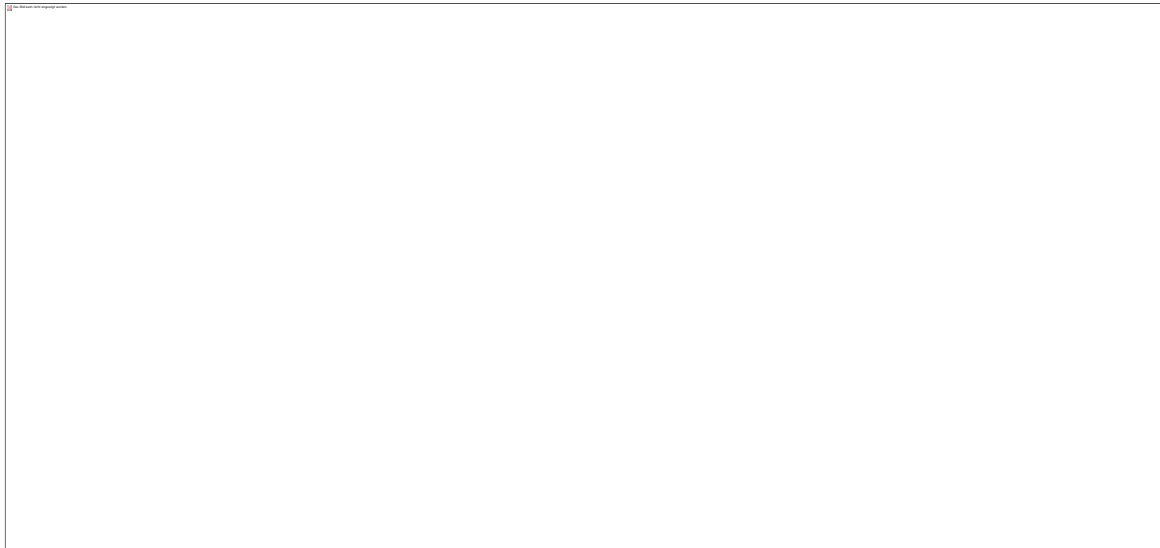
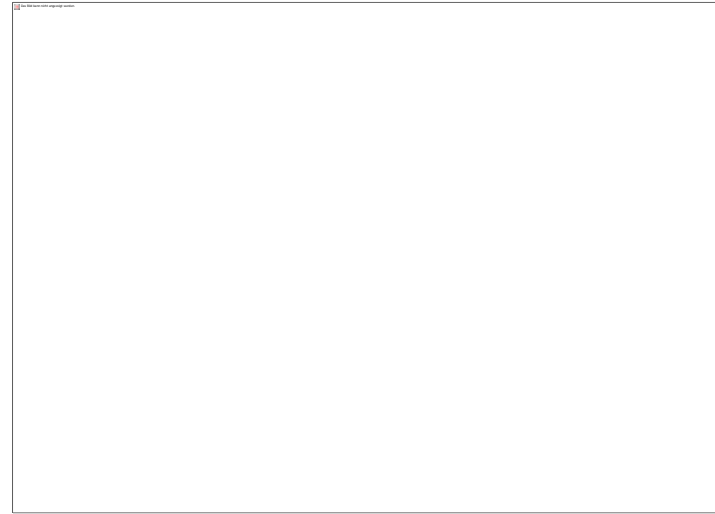
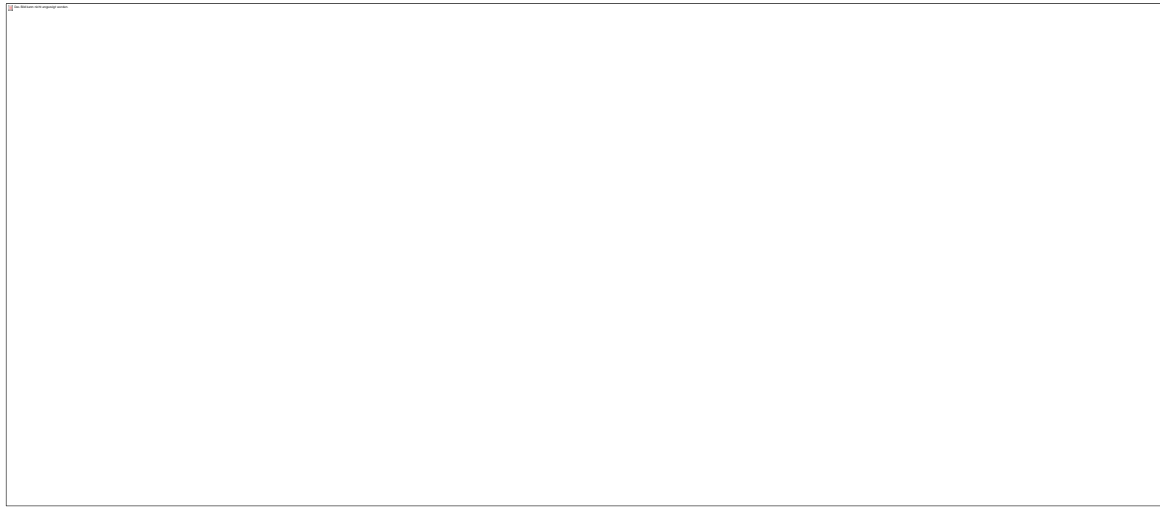
Business Industries favourable for Entrepreneurial Capacity Building in Small Towns and Settlements



Local is the new organic



Domestic Tourism and Recreation Facilities Development



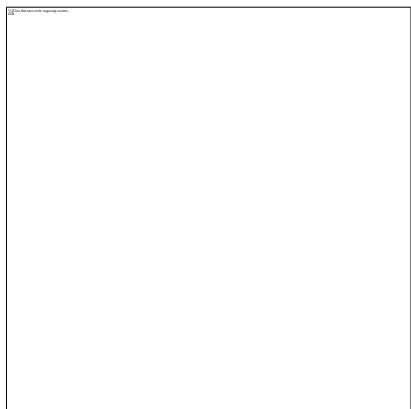
HoReCa: Points of growth are regions

44.7% of network restaurants are located in the capitals, while only 11.8% of the inhabitants of Russia live there.

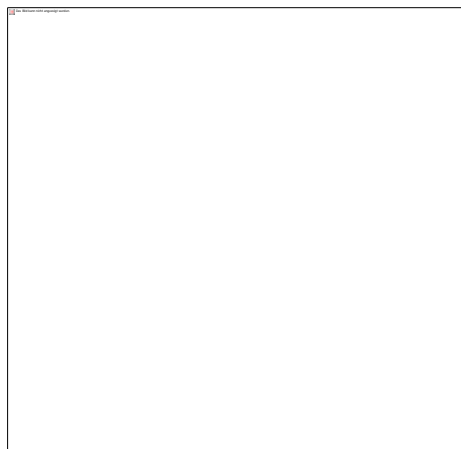
5,787 out of 12,971 restaurants are open and operate in the capitals.

Geographic asymmetry makes points of growth.

Mobile App “Fair of masters”: Attendance of the resource in 2016- an average of 6 million unique users per month

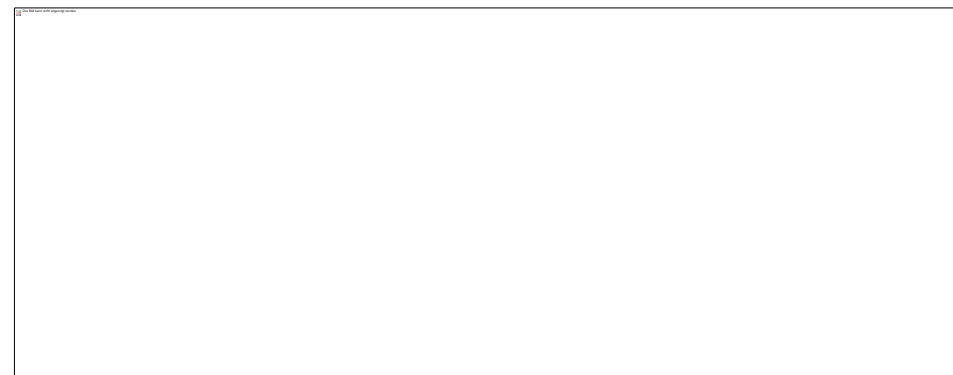


Khokhloma Painting

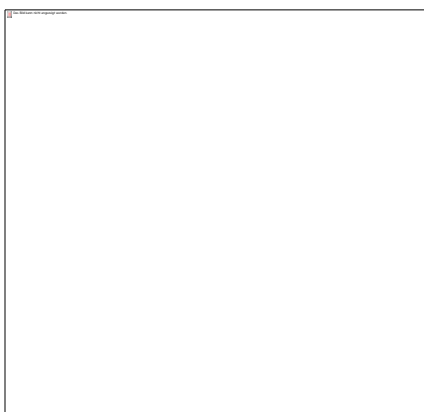


Gorodets Painting

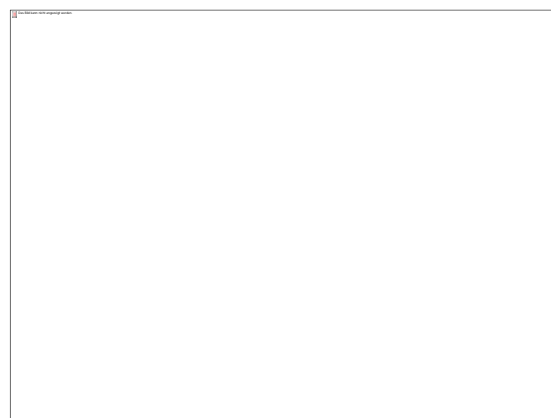
Nizhniy Novgorod Region



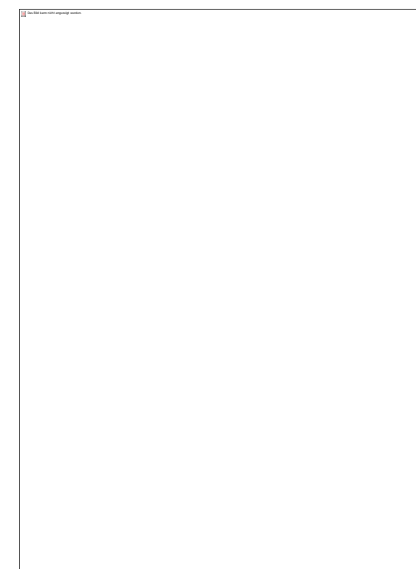
Handmade toys



Gzhel' painting/
Moscow Region

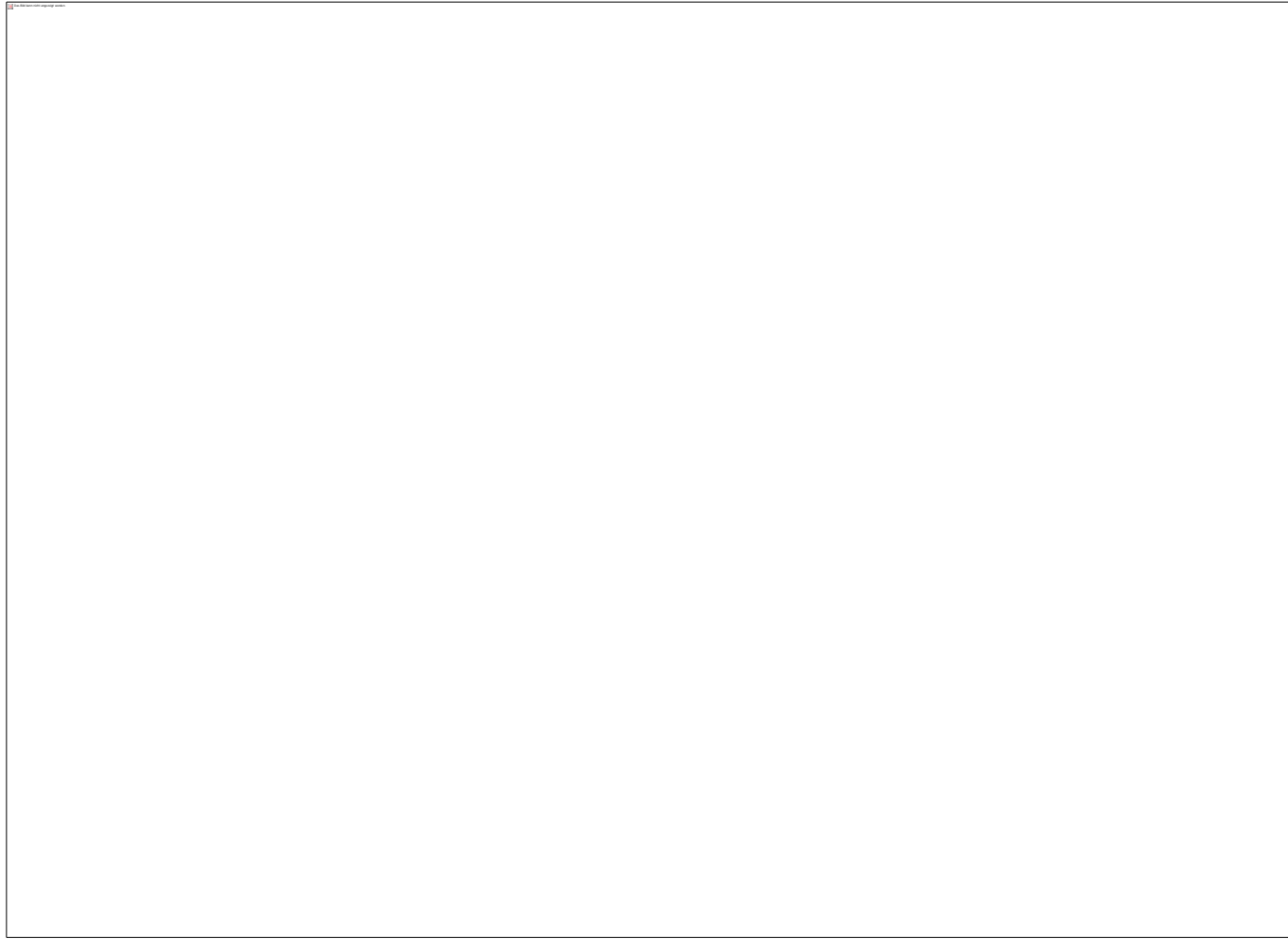


Palekh Painting/
Ivanovo Region

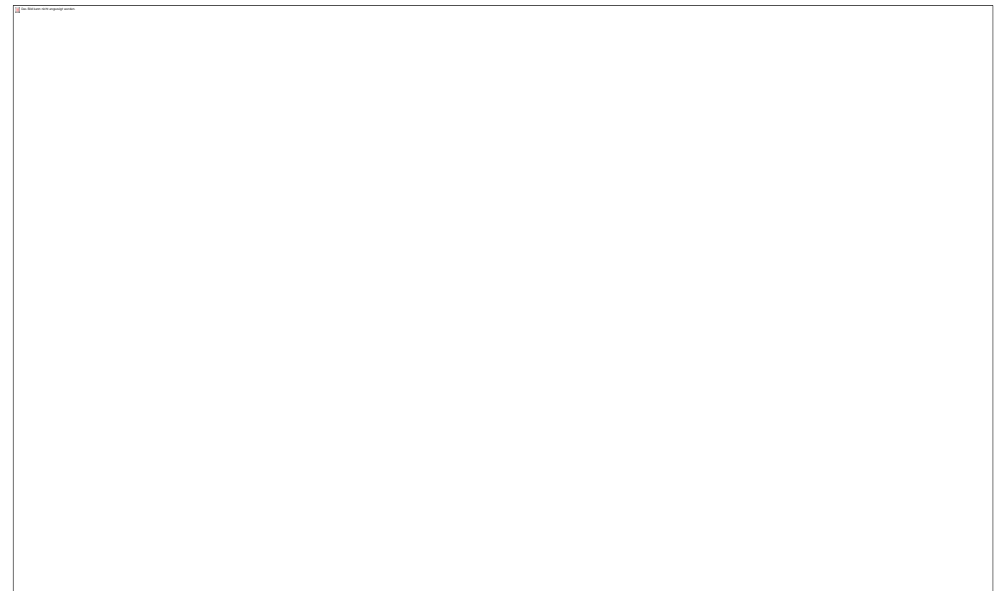
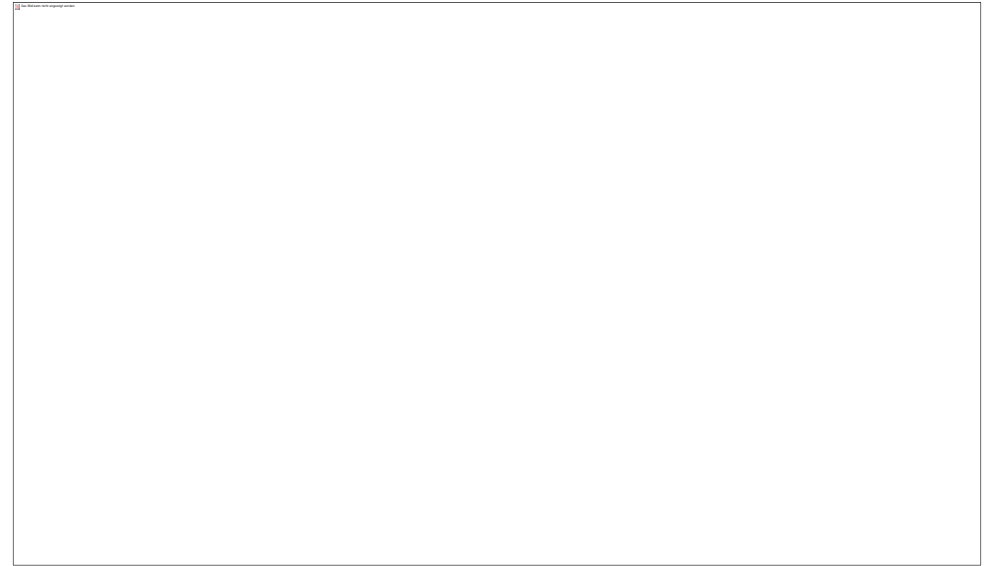


Orenburg downy shawl

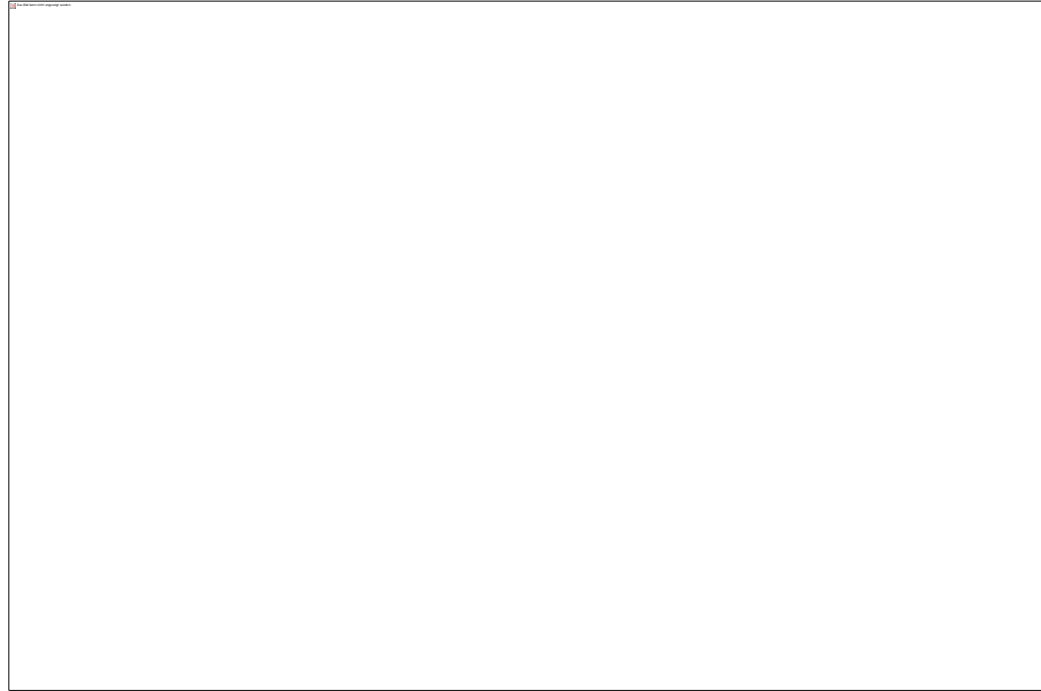
City branding: Creative Approach



City of Myshkin: a spoken name



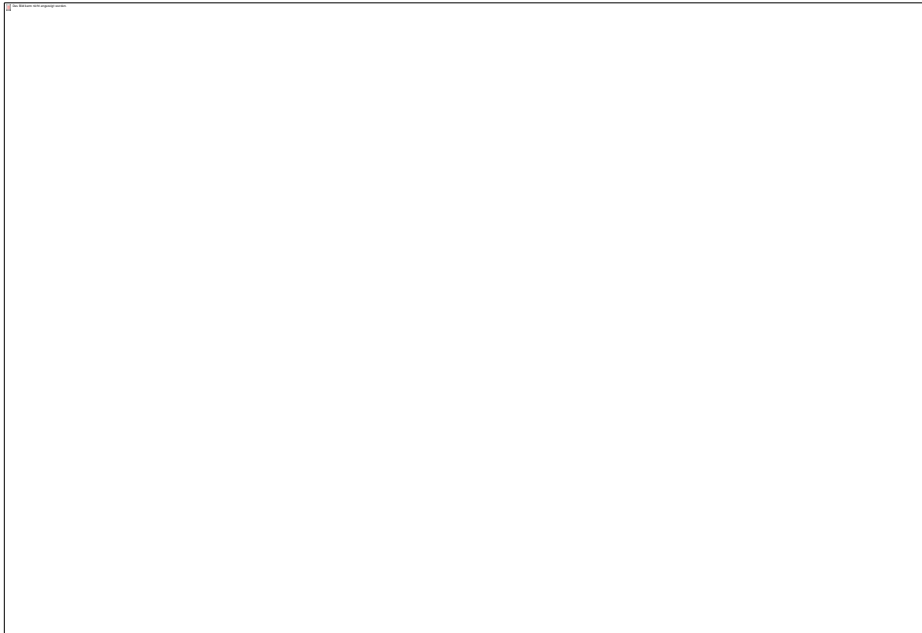
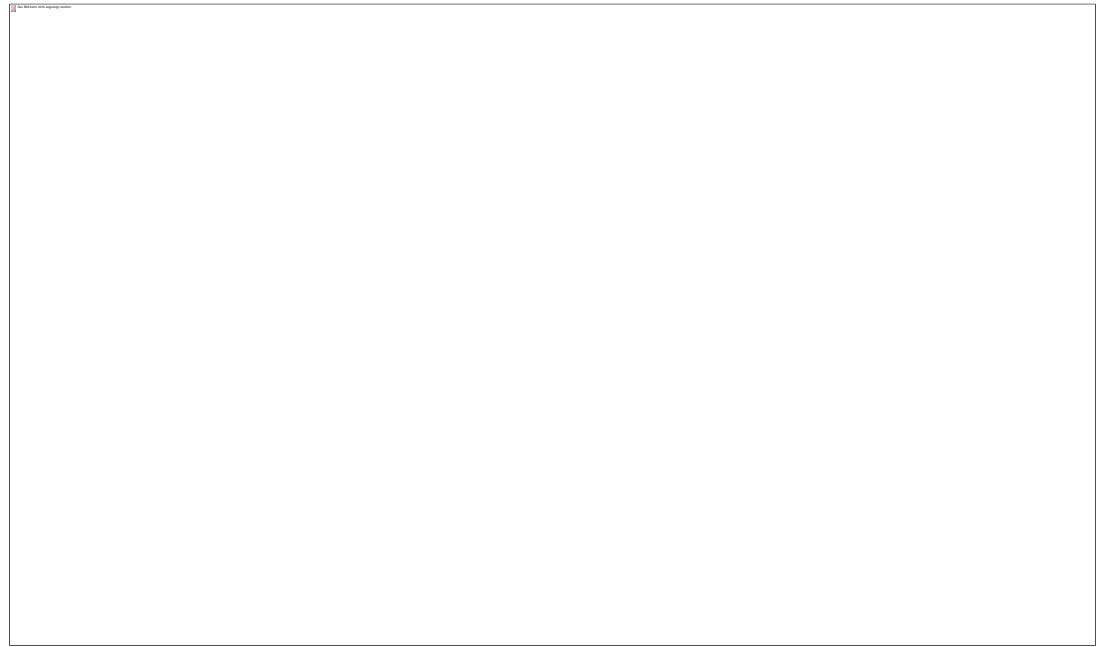
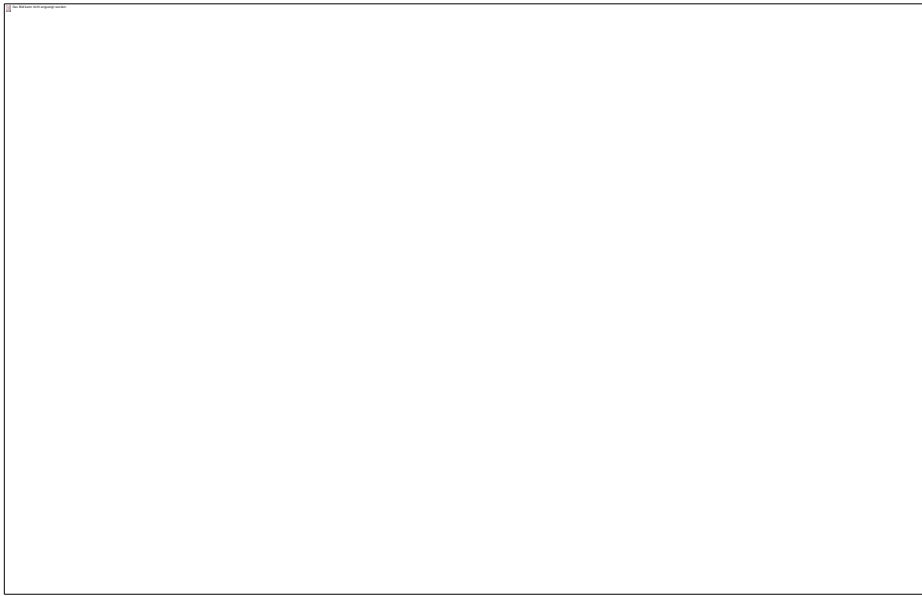
Sightseeing in Myshkin



The Mouse Museum

Museum "House of the Miller"





Dynamics of tourists flows	
Year	Number of tourists, persons
1996	6500
2006	75000
2007	100000 (63000 – tourist groups)
2013	178000
2016	198000

Eco-friendly technologies in the rural territories

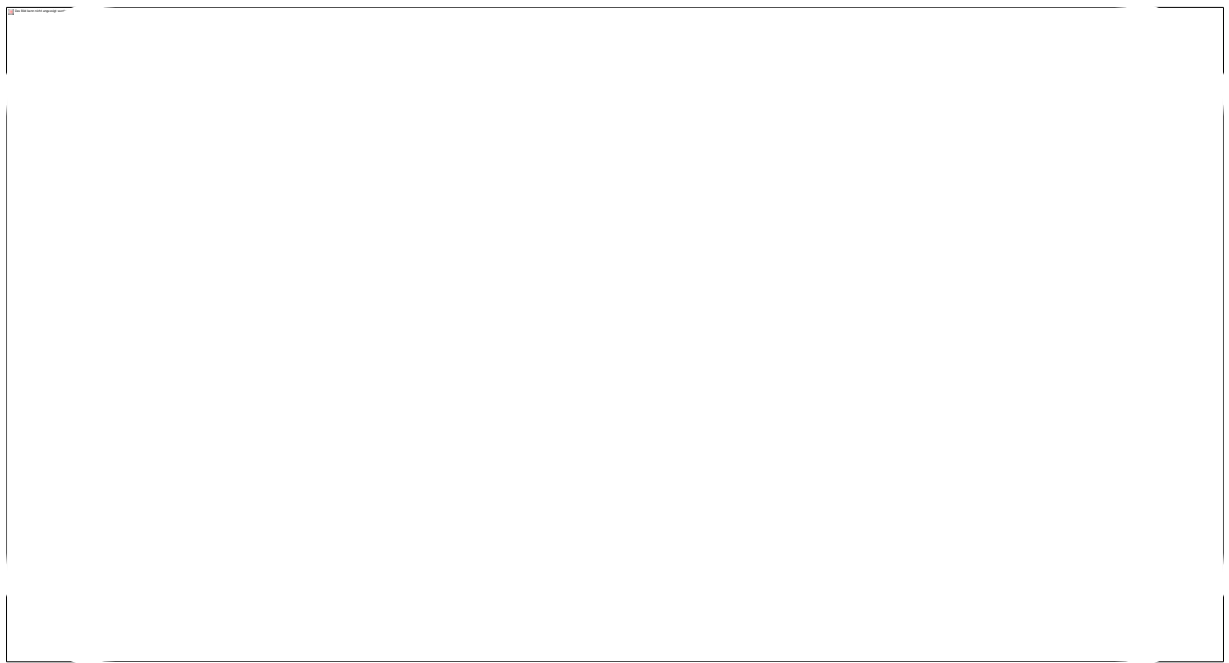
plants building for
bio-gas production

landfills re-cultivation

the use of
renewable energy
sources

launching
innovative waste
recycling
enterprises and ect.

All these are the niche markets in Russia at the moment, which open up new opportunities for entrepreneurs to contribute to the sustainable development of the region and improve the quality of life of its residents, create new jobs and improve the social valorization of places of residence.



Thank you very much for **ATTENTION!**

