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MOSCOW, MARCH 11

## II All-Russian Forum and Business Support Infrastructure Award “My Business”

Sergey Korotkov spoke at the session “Fresh ideas for small businesses. World Practices and Successful Cases” as part of the II All-Russian Forum and Entrepreneurship Support Infrastructure Award “My Business”, organized by ANO Sberbank Corporate University.

The participants discussed the possibilities for redistributing export-import flows and entering new markets under sanctions, ways to further develop relations with entrepreneurs from other countries, as well as support for business abroad.



In order to support business, the licenses access system will be simplified in the near future. This was stated by the director of the department of state policy in the field of licensing, control and supervisory activities, accreditation and self-regulation of the Ministry of Economic Development of the Russian Federation Mr. Alexander Vdovin.

As part of the discussion, it was also noted that an important stage in the formation and development of a business is self-employment. And now it is important to preserve and support start-up entrepreneurs.

Affiliate source: [www.mybusiness.rf](http://www.mybusiness.rf)

MOSCOW, MARCH 15

## Meeting of the RF CCI Committee on Nature Management and Ecology

On March 15, 2022, the Chamber of Commerce and Industry of the Russian Federation held a meeting of the Committee of the Chamber of Commerce and Industry of the Russian Federation on Nature Management and Ecology, dedicated to the preparation of proposals for priority measures to support Russian business.

The event was moderated by the Chairman of the Committee, Deputy Chairman of the Public Council of the Ministry of Natural Resources of Russia, Honored Ecologist of the Russian Federation Mr. Sergey Alekseev.

Opening the Committee meeting, Mr. Dmitry Kurochkin, Vice-President of the Russian Chamber of Commerce and Industry, recalled that in early March the Russian Chamber of Commerce and Industry had already sent a number of proposals to the Government of the Russian Federation on priority support measures, which included system-wide measures, proposals on taxes and tariffs, financial and banking sector, measures support for specific industries. Now the task is to prepare the next package of measures directly aimed at supporting domestic businesses and indirect ones that allow companies to operate effectively and steadily.

Ms. Larisa Vetoshkina, Executive Secretary of the Moscow Chamber of Commerce and Industry Committee on Ecology and Natural Resource Management, member of the Russian Chamber of Commerce and Industry Committee on Natural Resources and Ecology, proposed to suspend Decree of the Government of the Russian Federation No. I, II, III and IV categories” for two years, as requiring significant costs from SMEs, including the purchase of imported equipment, the possibility of purchasing which in Russia currently requires monitoring. She also suggested introducing differentiated recycling rates for

imported goods (in terms of products that are not critical for the domestic market) and goods of domestic producers within the framework of an extended from - for importers - 100% (equal to similar rates abroad), for manufacturers"

"Waste treatment and disposal" are part of the priority areas for supporting SMEs in programs to support the manufacturing industries for SMEs in all subjects of the Russian Federation, - she noted.

Ms. Albina Dudareva, Executive Director of the Resurs Association for the Promotion of the Circular Economy, a member of the Russian Chamber of Commerce and Industry Committee on Nature Management and Ecology, noted that participants in the waste and secondary resources management industry report increasing risks of bankruptcy due to the difficulties of forecasting further market development conditions, a decrease in the collection of payments from the population and legal entities, an increase in the volume of waste generation, the inability to purchase spare parts, an increase in the cost of borrowed funds, services and consumables. At the same time, waste management is a communal regulated service, the change in costs is not included in the established tariffs. She also proposed a number of measures to stabilize the industry.

Affiliate source: <https://org.tpprf.ru/>

## MOSCOW, MARCH 15

### OPEN DIALOGUE "SITUATION CENTER. EFFICIENT PRODUCTION 4.0"

Director of the CIIC UNIDO Moscow Mr. Sergey Korotkov took part online in the Round table "Situational center. Efficient Production", which took place within the framework of the practical industrial Conference "Efficient Production 4.0". The conference was organized by the Tsifra Group of Companies.

The table was moderated by Pavel Rastopshin, Managing Director of Tsifra Group, co-moderator -

Artem Dalevich, Vice President of the Moscow Chamber of Commerce and Industry



Among the speakers were:

- Yaroslav Popov, Head of Industrial Software, ANO Competence Center for Import Substitution in the Field of ICT
- Vladimir Dozhdev, Director of the Department of Digital Technologies, Ministry of Industry and Trade of the Russian Federation
- Vladislav Kochkurov, General Director of CAT JSC
- Valery Teplov, Production Director, United Engine Corporation JSC
- Alexander Buchinsky, founder, general director of NPO Gran
- Daniil Kashtanov, Director of the Department of Digitalization of Technological Processes and Systems of the Management Company of LocoTech LLC
- Dmitry Lyapeykov, Head of Technical Database Management Department, Kontaktor JSC (Legrand Group brand)
- Oleg Kochetkov, General Director of OOO Stankomashstroy
- Irina Balakhonova, Advisor to the General Director of JSC PO Elektropribor for digitalization and development of production systems, JSC Concern Avtomatika
- Alexander Gromyko, Managing Director of the Mechanical Engineering and Metalworking Division, Tsifra Group of Companies



The participants discussed operational action plans to prevent forced downtime in production chains due to the geopolitical situation and relevant practical cases.

The event resulted in a comprehensive analysis of the current situation with the definition of "points of growth" in the form of a practical digest for industrial enterprises with answers to the most asked questions. As well as a "landmark map" - a practical collection of measures for the near future for the development of industry.

Affiliate source: <https://oeec-conf.ru/>

## BEHA, 17 MAPTA

### UNIDO supports the 4IR technologies in Iran

A new platform for broadcasting Iranian cultural and sports events in the form of virtual reality (VR), "Didaro", was unveiled on 9 March 2022. Participants of the launching event, including public sector officials and artists, were able to see the "Zhepto" theater live on their VR glasses. The platform was developed by the National Foundation for Digital Content Entrepreneurship and with the support of the Ministry of Cooperatives, Labor and Social Welfare (MCLSW), and UNIDO, which have implemented the Business Development and Sustainable Job Creation Project (BDSJCP), jointly.

"It is a milestone in Iranian IT history and UNIDO is fully committed to improving and promoting the IT sector in the Islamic Republic of Iran within BDSJCP", emphasized Kjell Sundin, Industrial Development Officer at UNIDO's Agro-Industries and Skills Development Division

"Today is a great day for the Iranian theatre, which suffered enormously during the COVID-19 outbreak. By using new digital technologies, this situation will change, and based on VR platform, all theatre enthusiasts can see theatres all over Iran and abroad ", stated Rajabi Memar, Managing Director of the Artists' House.

Similar to other countries, pandemic and subsequent lockdown have had devastating impact on the creative industries in Iran. UNIDO is strengthening its strategic partnership with the MCLSW and other entities to enhance institutional capacity and develop entrepreneurship in selected areas such as IT, creative industries and digital economy.

UNIDO is supporting advancement of VR and other Industry 4.0 (4IR) technologies in Iran through implementation of the technical cooperation project "Business development and sustainable job creation in Iran" that is aimed to support MCLSW in the creation of decent and productive work for young women and men, people with disabilities through the development of high potential sectors particularly in the area of agro-industries and related.

Source: [www.unido.org](http://www.unido.org)

## MOSCOW, MARCH 18

### MEF CIS 2022

On March 18, 2022, the International Economic Forum of the CIS Member States MEF CIS-2022 "Green Agenda in the CIS countries: cooperation in development" was held at the WTC Congress Center.

The forum was held with the official support of the



CIS Executive Committee. The partners of the event were the Interstate Bank, Marvel

Distribution Company and UTLC ERA JSC. The main media partner has traditionally been the Mir Interstate TV and Radio Company.

At the section "ESG - transformation of the extractive industries of the CIS countries", the participants considered the issues of following the principles of the ESG agenda as a necessary condition for competition in the global market and a key factor in the development of investment activities, the environmental responsibility of mining enterprises and metallurgical plants, including the modernization of energy facilities, construction of wastewater treatment plants, land reclamation, investment in green projects and other programs to minimize CO2 emissions. Separately, the issues of recycling of waste from the mining industry were raised.

The speakers were representatives of the Chamber of Commerce and Industry of the Russian Federation, scientific, educational and business communities, the UNIDO Center for International Industrial Cooperation in the Russian Federation, Ministry of Energy of the Republic of Uzbekistan and others.

Credits: <http://if-cis.ru/>

## MOSCOW, MARCH 22

### III International Congress of Environmental Technologies

On March 22, at the WASMA 2022 exhibition in the Big Conference Hall, a meeting was held on the topic: "Import substitution in the industry, how to overcome dependence on imported equipment and technologies in the field of waste management", in which Insiprom took part.

During the meeting, issues related to the development of modern facilities for the waste management industry, technological equipment and the level of dependence on imported equipment and technologies, prospects for the production of import-substituting equipment were discussed.

Representatives of the UNIDO CIIC Moscow made a presentation at the meeting on the topic "UNIDO's experience in creating ecotechnoparks and developing high-tech waste management facilities."

*Reference: Wasma 2022 is an international exhibition of equipment and technologies for processing, recycling and wastewater treatment, held annually in Moscow.*

## BEHA, 25 MAPTA

### Launch of toolkit on digital transformation for people-oriented cities and communities

A new Toolkit on digital transformation for people-oriented cities and communities was developed and launched by UNIDO and the International Telecommunication Union (ITU), in close collaboration with other UN bodies and cities.

The Toolkit supports strategizing and planning the digital transformation of cities and communities to promote sustainable, inclusive, resilient and improved quality of life for residents in cities and communities. The resources contained in this Toolkit include international standards and guidance, the latest research and projections, and cutting-edge reports on a variety of timely topics relevant to the digital transformation of cities and communities.

As the UN agency devoted to the implementation of Sustainable Development Goal 9 (SDG 9) "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation", UNIDO actively contributed to the development of a module of the Toolkit on Digital Transformation and Fourth Industrial Revolution for Smart Manufacturing. This module focuses on how Fourth Industrial Revolution technologies can be leveraged to address various manufacturing challenges in the context of a smart city. Cities and communities that are starting on their digital transformation journey will find useful resources on the use of smart technologies, devices and

systems to promote enhanced manufacturing, e-commerce and retail outcomes. This Module is also useful for cities and communities that have already made some headway into their digital transformation process, but would like to validate the effectiveness of fourth industrial revolution technology in their process.

This new collaboration between ITU and UNIDO represents a strong determination from both organizations to deliver practical solutions towards leveraging digitalization and innovation for sustainable, climate-resilient and inclusive urban development.

Source: [www.unido.org](http://www.unido.org)

## MOSCOW, MARCH 30

### Round table "International cooperation to achieve the SDGs during the pandemic"

On March 30, the Eurasian Economic Commission, within the framework of the ninth Sustainable Development Forum of the UN Economic and Social Commission for Asia and the Pacific, held a round table on the topic: "International cooperation to achieve the SDGs during the COVID-19 pandemic: current challenges and prospects".

The speakers of the event were:

- Sergey Glazyev, Minister for Integration and Macroeconomics of the Eurasian Economic Commission
- Azymbakiev Muratbek Abakirovich, Deputy Secretary General of the Shanghai Cooperation Organization
- Fatimat Nyuma, Deputy Minister of National Planning, Housing and Infrastructure of the Republic of Maldives

- Ahmad Zafarullah Abdul Jalil, Director, ASEAN Integration Monitoring Department, ASEAN Secretariat

- Irina Gaida, Director of the Energy Center of the SKOLKOVO School of Management

- Sergey Anatolyevich Korotkov, Director of the UNIDO Center for International Industrial Cooperation in the Russian Federation

- Zavyalova Tatyana Vladimirovna, Senior Vice President for ESG, Sberbank

- Isenov Amangeldy Sagandekovich, Deputy Chairman of the Board of the Eurasian Development Bank

- Anastasia Nesvetailova, Head of Macroeconomics and Development Policy, UN Conference on Trade and Development

The participants discussed new opportunities and principles for the development of international cooperation in connection with the implementation of the sustainable development agenda in the post-pandemic world. A separate item on the agenda was the discussion of new approaches and principles of stakeholder interaction in such areas as the development of international trade and economic connectivity of regions, the introduction of green economy principles and the implementation of the climate agenda, the fight against growing poverty and inequality in society.

For four days, all Forum participants worked on analyzing the progress of the region in achieving SDGs No. 4 "Quality education", No. 5 "Gender equality", No. 14 "Preservation of marine ecosystems", No. 15 "Preservation of terrestrial ecosystems" and No. 17 "Partnership in interests of sustainable development". The outcomes of the regional forum will be further discussed at the high-level global political forum in July.

Affiliate Source: <https://eec.eaeunion.org/>

## Moscow, April 7

### Communication group meeting (UN team in Russia)

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On April 7, a meeting of the UN Communications Group in Russia took place online. The event was opened by Director of the UN Information Center in Moscow Vladimir Kuznetsov.

The communication group discussed strategic plans and formats for operational interaction between representatives of UN organizations in Russia particularly:

1. Steps to support measures to achieve the SDGs - 2030, taking into account the consequences of the pandemic and the crisis in Ukraine;
2. Compliance with human rights and measures to maintain security;
3. Humanitarian support to refugees within the framework of UNHCR projects Russia;
4. Development and support UNAIDS programs;
5. New channels of communication and coverage of the results of the UN activities in Russia.

As a result of the meeting, the participants agreed on joint information support under the coordination of the UN Information Center in Russia.

## Kazan, April 19

### Meeting of the Government of the Republic of Tatarstan

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On April 19, a meeting of the Government of the Republic of Tatarstan "On the implementation of the state program "Energy and Resource Efficiency in the Republic of Tatarstan" in 2021 and tasks for 2022" was held at the Kazan Expo International Exhibition Center (hereinafter referred to as the Meeting of the Government of the Republic of Tatarstan).

President of the Republic of Tatarstan Rustam Nurgalievich Minnikhanov, Prime Minister of the Republic of Tatarstan Aleksey Valeryevich Pesoshin, Deputy Prime Minister of the Republic of Tatarstan - Minister of Industry and Trade of the Republic of Tatarstan Albert Anvarovich Karimov, Aide to the President of the Russian Federation Igor Evgenievich Levitin, First Deputy Minister of Economic Development of Russia Ilya Eduardovich Torosov and representatives of federal and regional authorities.

The meeting of the Government of the Republic of Tatarstan was attended by 264 people - heads of republican executive bodies, heads of municipalities, heads and leading specialists of ministries, departments, industrial enterprises, scientific and educational institutions of the Republic of Tatarstan, directors of regional energy conservation centers. The UNIDO Centre for International Industrial Cooperation in the Russian Federation was presented by Director S.A. Korotkov.

As part of the agenda, the Deputy Prime Minister of the Republic of Tatarstan - Minister of Industry and Trade of the Republic of Tatarstan Albert Anvarovich Karimov made a keynote speech. Electricity consumption in Tatarstan in 2021 amounted to 32 billion kWh, an increase of 10% over the year, due to the growth of industrial irrigation. Electricity production increased by 13% to 27 billion kW/h, but the country still has a shortage of electricity.

As the minister noted, Tatarstan is planned to reach full self-sufficiency in terms of electricity in 2025. Significant growth is expected in the field of distributed generation, now its capacity is 280 MW (3.5% of the installed capacity in the Republic of Tajikistan), by 2023 it will exceed 1 MW, which will be almost 13.9% of the installed capacity of the Republic of Tajikistan. Albert Anvarovich Karimov also said that the modernization of energy facilities is of paramount importance and recalled that the draft state program of the Russian Federation "Energy saving and energy efficiency for the period up to 2035" aims to reduce the energy intensity of GDP by 35% in 2035 (against the level of 2019).

Director of the Branch of SO UES JSC RDU Tatarstan Andrey Bolshakov spoke about the commissioning of generation facilities and the development of the network infrastructure that are significant for the energy system and noted that Tatarstan is among the leaders of Russian regions in introducing innovative technologies in the electric power complex. On its territory, projects of remote control of network equipment and relay protection devices (RPA) from the dispatch centers of the System Operator and the Grid Control Centers of JSC "Grid Company" are successfully implemented, a stability margin monitoring system (SMZU) has been introduced. Andrey Bolshakov also noted that large industrial consumers of the Republic of Tatarstan are actively involved in price-dependent consumption reduction, which allows using the adjusting ability of consumers, including industrial enterprises, to improve the efficiency of the electricity and capacity market.

The project to create an energy-efficient autonomous rural settlement of Aktobe was presented to the participants of the meeting by its head Ravil Nailevich Maganov, head of the department for improving the efficiency of business processes of the management for the development of the production system of PJSC TATNEFT. As he noted in his report, Tatneft, being one of the largest producers and consumers of energy in Tatarstan, has accumulated significant experience and competencies in energy conservation and the creation of a circular economy. And the Company intends to use this experience for the benefit of the socio-economic development of the entire region. Ideas for the application of technologies and competencies of Tatneft are being implemented in a large-scale project to create a sustainable autonomous energy-efficient settlement based on the village of Aktobe, Aznakaevsky district of the Republic of Tatarstan.

On Improving the Energy Efficiency of Production and Development of the SIBUR energy complex, Ruslan Zagitovich Gizzatullin, a member of the board and managing director of SIBUR LLC, said. First, he spoke about SIBUR's principles for managing the efficiency of its production facilities.

First, based on an analysis of the best world practices, long-term goals are formulated for various indicators (for example, energy efficiency, repair cost index, carbon footprint, water consumption, etc.). Next, the so-called "efficiency quartiles" (intermediate segments on the way to achieving the goal) are created. The gaps from the best practices are assessed, it is calculated how much money the achievement of certain indicators can bring to the company. Measures are recorded in the master plan, then the achievement of goals is monitored. Similar work has now been launched at the enterprises of Nizhnekamskneftekhim, Kazanorgsintez and TGC-16, Ruslan Gizzatullin said.

Ilya Eduardovich Torosov, First Deputy Minister of Economic Development of Russia, spoke about the implementation of the state energy efficiency policy in the Russian Federation. "The implementation of the state program will increase the competitiveness and efficiency of the domestic economy. The concept of the state program has already been developed. At the same time, we took into account 94 proposals for measures that we received from the expert community. That is, the concept was developed in close cooperation with industry experts. It includes 4 blocks: system-wide measures to improve energy efficiency, energy efficiency in energy production, energy transmission and consumption," Ilya Eduardovich Torosov emphasized.

Aide to the President of Russia Igor Evgenyevich Levitin said during the meeting: working under sanctions is a chance to completely revise our industrial policy. According to him, today Russia needs to completely switch from imports to its own industrial production. Companies that have created a reserve in advance will be able to make a quick transition, Igor Evgenyevich Levitin believes. "Of course, we are dependent on imported equipment, and we will not switch quickly. These are the companies that had the backlog, they will quickly do it. But it is very important to think for those who are import-dependent. Because you know that almost all supply chains have been destroyed, it is necessary to re-establish the supply of these products. Therefore, the result is the same. We need to switch to our own industry," said Igor Evgenyevich Levitin.



President of Tatarstan Rustam Nurgalievich Minnikhanov, speaking at a meeting of the Cabinet of Ministers of the Republic of Tatarstan, said: at the end of 2021, there was an increase in the energy intensity of the GRP of Tatarstan by 3.7%. The target to reduce energy intensity by 40% by 2020 (against the level of 2007) has not been achieved. At the same time, the decrease in energy intensity in the republic compared to the level of 2007 is 26.2%.

Rustam Nurgalievich Minnikhanov stressed that in the current conditions of unprecedented restrictions, the primary issue is the import substitution of equipment and technologies, especially in the energy sector. According to the President of the Republic of Tatarstan, it is important to analyze the necessary products to replace them with our own developments. The introduction of domestic technologies is a matter of national security, said Rustam Nurgalievich Minnikhanov, about 12% of generating capacities now operate on foreign equipment and use foreign software products.

Rustam Nurgalievich Minnikhanov gave examples of the use of energy efficiency programs by enterprises. These are Nizhnekamskneftekhim, POZIS, Tatneft and others. At the same time, over the past few years, there has been an increase in the energy intensity of products. For energy companies, the main task is to ensure reliable and high-quality energy supply. Rustam Nurgalievich Minnikhanov recalled that an emergency power outage had recently occurred in large cities of the region and instructed energy companies to ensure high-quality services.

He gave examples when in one of the districts in institutions the consumption for heating is more than 1.5 times higher than the national average (Aktanyshsky district), the expenditure of resources for heating is 27% higher than the average (Rybno-Slobodsky).

As for energy efficiency in housing and communal services, one of the most pressing issues is the identification and elimination of resource losses. A reserve that will reduce energy consumption and household payments is the introduction of

weather control units. Rustam Nurgalievich Minnikhanov recalled that today more than half of the apartment buildings in the republic are equipped with such units.

In the final part of the meeting, the winners of competitions in the field of energy saving and energy efficiency were awarded.

*Affiliate Source:* <http://tef.tatar/>

## Vienna, April 29

### Democratizing branding and IP for a better future

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On the occasion of the World Intellectual Property Day, celebrated on 26 April, this year under the theme “IP and Youth innovating for a Better Future”, UNIDO and European Brand Institute (EBI), together with leading experts in Branding & IP from Vienna Chamber of Commerce, Austrian Standards Institute, Deloitte Tax Austria and private sector representatives, engaged in “Sustainable Brand Talk” providing a valuable insight into how branding and IP management work, showing their direct impact on maximization of sustainability and intellectual value addition.

Boosting impactful track record that includes enhancing quality, industrial design, and cost-competitiveness of the locally produced goods, by expanding product range, introducing geographical indications (GIs), innovative marketing tools and umbrella/regional branding of manufacturing SMEs or their clusters, UNIDO is committed to further reinforcing efforts in creating a wider, efficient and more democratized brands and IP ecosystem, drawing upon partnerships and networks, both in the public and private sector.

Amid a highly unpredictable crisis-driven environment, successful and well-managed brands come to the fore due to their innovation and strategic vision — the main prerequisites in moving forward while managing change. At the same time, a number of challenges related to brand registration, management and certification

still remain unaddressed, most notably, ensuring their widespread application, democratization and maximizing impact.



Seeing how change ushered in by brands strengthens business performance and competitiveness spurs motivation to accelerate the shift to more innovation-

intensive and intellectual value-added practices. UNIDO and EBI in this context, acknowledge a truly vast application potential of intangible assets, promoting brands and IP as key tools to ensure economic growth and reinforce resilience.

Source&Credits: [www.hub.unido.org](http://www.hub.unido.org)



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