

## Public initiatives as an integral part of regional development

### KEY CONCLUSIONS

#### **The role of society in solving social and environmental issues is growing**

"We bear an enormous responsibility to be a vehicle for sustainable solutions of environmental protection, including social aspect, and work on social inclusion," Anastasia Tsvetkova, CEO, Lake Baikal Foundation.

"The purpose and objectives are precisely this: to replicate practices and try to develop some universal methodology for companies, to develop the culture of volunteering," Dmitry Sharkov, Siberia and Far East Corporate Governance Manager, Philip Morris Sales and Marketing.

#### **A clean environment is a stimulus for investment in medicinal herbs and herbal medicine**

"Export of medicinal herbs can be compared with the export of hydrocarbons. <...> It is very promising for business. The medicinal herbs annual turnover in China is more than USD 100 billion, and every five to six years this figure doubles," Natalia Nazarenko, President, Pharmaceutical Commonwealth Association.

### PROBLEMS

#### **Insufficient support of public initiatives**

"With the implementation of any project, we always come across the fact that there are many unpredictable difficulties and obstacles on the way from a beautiful idea to its practical implementation," Anastasia Tsvetkova, CEO, Lake Baikal Foundation.

"We need the executive agencies' support to avoid administrative barriers and limitations," Natalia Nazarenko, President, Pharmaceutical Commonwealth Association.

#### **Lack of scientific research to substantiate environmental issues**

"Data on marine mammals are of interest to people and are very useful to science. <...> Many existing issues cannot be raised without scientific evidence," Valentina Mezentseva, Chairperson, Council of the Sakhalin Region Boomerang Club.

#### **Lack of public service advertising on environmental issues**

"Public service advertising is an issue in Russia," Anna Noskova, Member of the Environmental Committee, Primorsky Territory Youth Government.

### SOLUTIONS

#### **Motivate people to participate in environmental initiatives**

"We have special coaches who motivated children to address environmental issues and do research. We often took nature hikes, and there we learned that nature should be preserved and protected," Nadezhda Belkova, Chairperson of the Board, Pilgrim Interregional Public Organization of People with Disabilities.

"When you work with volunteers, you should understand that many people come to try. They will try and realize this is not for them. You are to invest 6–12 months in those who, perhaps, will become just literate residents," Valentina Mezentseva, Chairperson, Council of the Sakhalin Region Boomerang Club.

### **Improvement of environmental education**

"An environmental engineer and a HSE specialist are critical, essential and in-demand modern job," Vera Kuzubov, Head, Zelenaya Kistochka (Green Brush) Nationwide Project.