

Human Capital: Attracting and Retaining It

KEY CONCLUSIONS

The development of the Far East is sustained by creating the new quality of life

"New economic policy should be accompanied by the new quality of life. We're facing two tasks here. The first is supporting those who live in the Far East. The second is attracting the people to the wealth of new projects in the region," Grigory Smolyak, Head of Department, Ministry for the Development of the Russian Far East.

PROBLEMS

Population outflow

"The Far East population declined by 2 million people over 25 years. That means the region lost a quarter of its population. We need to understand how to draw people back," Igor Poletaev, TV presenter, NTV.

Underdevelopment of social entrepreneurship in the region

"We have very few cases of social entrepreneurship in the Far East," Evgenia Telitsyna, Executive Director, Reach for Change Foundation Supporting Social Initiatives for Children.

The number of abortions in the Far East exceeds the Russian average

"Too many abortions in the Far Eastern regions: in Magadan there is one abortion per one birth. It is the highest rate in Russia," Ivan Yefimov, Director, Migration and Demographic Policy Development Unit, Agency for the Development of Human Capital in the Far East.

SOLUTIONS

Creating a comfortable living environment

"We've set an ambitious task: to form the territory of our presence. We are trying to create logistics centres so that people feel comfortable, so that education, health and sports facilities are within walking distance. Territories are becoming competitive in comparison with large cities. We need to revert to the success story of a small town person," Anna Shabarova, Vice President for Human Resources and Corporate Social Responsibility, Russian Copper Company.

Development of human capital through joint efforts of the state, business and NGOs

"Comfort, good salary and infrastructure are not enough. A man needs to take in the era through culture and art as they form the human capital," Asya Gabysheva, Director, National Art Museum of the Republic of Sakha (Yakutia).

"We host Dobry Gorod festival, an open platform for anyone to do a good deed. The project unites the efforts of business, government, media and NGOs," Raisa Ivanchak, Project Manager, Tatyatin Den (Tatiana's Day) Foundation Supporting Youth Initiatives.

Specialists' field training

"We must train competent specialists worthy of the leading Russian companies. We want ASEZ residents to identify their needs for specialists so we could train them," Igor Osipov, President, FEFU Foundation.

Project based education

"We develop loyalty to the region through projects with high schools and university students. Through personal contact with the mentors, we spark the desire to stay in the community," Varvara Chuikova, Executive Director of Endowment Fund "Future Leaders."

Advancing indigenous peoples and studying their experience

"Socially responsible businesses should invest in the development of human resources in the regions of their presence," Natalia Gonchar, Director of Social Activity, Sakhalin Energy Investment Company Ltd.

"The Far East is not all about cities and towns. It is villages thousands of miles away from the cities. All these territories and their natural resources were traditionally used by the indigenous peoples of the North. We must understand how they have preserved this land in such a beautiful state," Valery Kripa, Public and Government Affairs Advisor, Exxon Neftegas Limited.