



ELENA ANTIPINA

*Director of "Creative laboratory
"Presentation"*

*Marketing head for territory
researches of the Joint working
group on foreign investors support*

*Expert of the International
Assembly of Capitals and Cities*

*Standing member of NP Marketers'
Guild, Chamber of Commerce and
Industry of the Russian Federation*

Professional information

Area studies professional, expert in area marketing with over ten-year experience in commercial marketing. Inventor and owner of unique self-tailored methodology in area marketing which has been successfully applied in projects for regional development and promotion.

Successfully accomplished marketing projects for regional promotion and development of domestic regions (Altai Republic, Altaiskiy krai, Bashkortostan Republic, Vladimirskaaya oblast', Republic of Udmurtiya and others) and for international application (San-Marino Republic).

Active member of Intergovernmental councils. Lately she was a part of including such ones as: by invitation of Russian Federation Regional Development Ministry in Seoul, South Korea; by invitation of RF Siberian Federal District Presidential Envoy office in Harbin, China; etc. She as well was an expert of RF governmental delegation at the 69-th session of United Nations General Assembly during the 53-rd session of UN Social development commission (New-York, USA).

Developed brand of Barnaul city as a business, cultural and touristic center of Large Altai cross-border region which was endorsed by RF Ministry of economic development and was among the winners of International contest for geographical marketing and branding «OPEN Fest 2013».

By invitation of Institut Europeen D'Enseignement des Relations Publiques accomplished professional development program on the area marketing by EU Committee of the Regions (IEERP certificate awarded 2014).

Coordinator and authorized representative in Moscow for a list of investment projects in comprehensive regional development which she has taken an active part in (since October 2014).

Awarded a medal «For Contribution to intercity cooperation» by International Assembly of Capitals and Cities (January 2015).

Elena Antipina

Joint State-private planning and territory comprehensive marketing research as the base for long-term sustainable development of regions and efficient platform for transformative investments

Round table report at 53-rd session of United Nations Social Development Commission (CSocD53), 06.02.2015 **1**

Joint State-private planning and territory comprehensive marketing research as the base for long-term sustainable development of regions and an efficient platform for transformative investments

Nowadays it is hard to overestimate the influence of globalization. It affects all aspects of life of every man on the Earth. Globalization helps disseminating best practices in all areas of science and in mundane life also it certainly makes life more civilized for the majority of human population. However there is no less important process that helps to maintain regional diversity in the world and help to face new challenges related to shift in technological setups and change in the traditional way of life. This is the regionalization.

Regionalization is a naturally determined mankind development process for society, countries, cities and regions. It allows people to find meaning in life in every part of the world and to understand significance of different regions for all inhabitants of the Earth. By region, in this case, we mean a stable open system of socio-cultural and economic type, localized in a certain area. Thus region is an area that is comprehended by human, deliberately distinguished in general geographical space and developed by community living on it.

When we talk about transformative or social investments, we must understand that it is obligatory and essential to study regional specifics, that includes not only audit of production premises and industrial artifacts in the area (plants, factories, offices, buildings and infrastructure), but also to understand why do that all appeared here?! Perhaps, answers to the following questions are even more important for us as social innovators and investors. What mentality do people living in an area have? What is their attitude to the nature and surrounding them urban environment now? What competences do they hold? How do they imagine the future of their region? Are they willing to change? Whom and what do they need for this? In our opinion, only having answers to these questions entrepreneur could launch projects in the field of social innovation and transformative investment in each particular region and city.

Of course, these questions are not exhaustive; they just show fundamental paradigm shift from the classical investment management to transformative (social) investment.

However, it is necessary to implement a set of joint state-private planning activities combined with the territory comprehensive marketing research in order to ensure that our transformative projects will become really beneficial for people living in the area and contribute factually to the creation of mutually shared values as well as to work effectively and generate income on invested capital.

Procedure of joint state-private planning and lay out of agreed road map for authorities and private sector represent the matter of ultimate importance to transformative programs & projects

Elena Antipina

Joint State-private planning and territory comprehensive marketing research as the base for long-term sustainable development of regions and efficient platform for transformative investments

Round table report at 53-rd session of United Nations Social Development Commission (CSocD53), 06.02.2015 2

design and execution. Though talking about territory comprehensive marketing in this context, we mean value creation process control for the particular area at all stages starting from audit of initial opportunities and tailoring development concept to promotion of unique regional proposal and its' branding in the international arena.

The comprehensive area marketing technology is designed to highlight unique benefits of each particular region and city in terms of present and future advantages to its residents, entrepreneurs, investors and tourists as prospective consumers of all tangible and intangible assets created in the region. Whilst joint state-private planning demands and ensures concordance of all parties involved, execution and accomplishment of important programs & projects, transparent mechanisms and guarantees for invested capital return.

At the same time we must understand that today we witness not simply growing mass tourism as it is, but rather formation of new type consumption - conscious consumption of regional and urban environment as the whole. Formation of the global tourism industry, including its' business type, in our opinion, should be considered as an economic reaction of areas to this new phenomenon. With increased mobility of people and ability to get fast to any place in the world it becomes more and more appropriate for growing portion of population to speak about the transition from consumption of certain separate goods, services and experiences to consumption of environment as the whole (touristic, investment, living type of environment). That is why young people and various urban communities around the world aspire to some kind of intellectual privatization of territories and of so-called public places. Not only conditions for each specific manufacturing facility but also "favorable investment climate" to be created for investors. Instead of separate set of goods and services a unique integral product to be created for tourists. However, the understanding of this trend (name it conditionally: "Tourism as a new way of consumption") is not the only one that should be accounted for during sorting out comprehensive development strategies for cities and regions and designing their specific brands.

But still the main question remains on future of each particular region and city, about their significance and role in the world, purpose of life in this place, and purpose in visiting it. The answers to these complex issues have enormous potential. This motivates residents in a new way and gives them opportunity to attract transformative investment or in other words investment of those projects that brings the best overall result for socio-economic development of region or/and city.

Finding a unique code of area development, preparing fit-for-purpose platform for transformative investment, launching specific projects, development and presentation of a coordinated at all levels strategy for region and/or city – these are just some items on the task list

Elena Antipina

Joint State-private planning and territory comprehensive marketing research as the base for long-term sustainable development of regions and efficient platform for transformative investments

Round table report at 53-rd session of United Nations Social Development Commission (CSocD53), 06.02.2015 **3**

which could be accomplished with the application of our authorial self-developed joint state-private planning system infused with territory comprehensive marketing.

Elena Antipina

Joint State-private planning and territory comprehensive marketing research as the base for long-term sustainable development of regions and efficient platform for transformative investments

Round table report at 53-rd session of United Nations Social Development Commission (CSocD53), 06.02.2015 4