

TECHNOLOGICAL AND SOCIAL CHALLENGES AS A BASIS FOR NEW MINDSET

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TECHNOLOGY CHALLENGES

**Decreasing barriers, costs and risks for global cooperation
(globalized market instead of differentiated markets)**

**Increasing production speed of intellectual property, rapid
obsolescence of expertise, explosive development of
technological fields**

**Networking, personalized communications, dilution of
traditional identities**

SOCIAL CHALLENGES

Constant reeducation and requalification is necessary and flexibility is key priority

Role of creative class (people supplying knowledge and solutions) is drastically increased; it's members have high standards of freedom and self-realization possibilities

Traditional social policies in crisis, it is necessary to stimulate innovativeness and entrepreneurship

RUSSIAN SITUATION

Transitory economy, transitory society

Environment for science, entrepreneurship and knowledge production is not competitive

Emigration barriers and risks are reduced

RUSSIAN SITUATION

Traditional social lifts have limited bandwidth

Knowledge-based economy cannot generate enough workplaces, or the knowledge-based zones are incorporated into foreign production chains

Generation gap in key knowledge production systems – science and higher education

Social capital is scarce: effective communities are rare, mutual trust and cooperativeness in the society are low

RUSSIAN SITUATION

Consumption levels of the society are overall dependant on natural resource revenues, and is not directly linked to labor and economical efficiency (redistribution state model)

Most active social groups are aimed at keeping the resource rent and not on development

Young ones and the creative class see no future and no place in it

PERSPECTIVES

Novel social contract is necessary: from “due redistribution society” to “development and effective management society”

Competitiveness of social environment must be increased through lowering barriers for initiative and global cooperation while keeping and developing social and cultural advantages (education, environment, lifestyle)

Shaping the image of the future in young minds, development of novel technology and creation of markets free from earlier periods' heritage

OPPORTUNITY

Growth reserves through removal of ineffective processes and barriers (“the sixties spirit”), increase in knowledge payback for creative class in Russia

Bringing successful hi-tech businesses and markets out from shadows

Expertise and competence re-export as instrument in development of previously globalized companies (“global Russians”)

Introduction into global production chains on higher value stages (effective management of intellectual property production results)