



«Russia – BRICS»  
Project Office of International  
Youth Cooperation



CREATIVE  
TECHNOLOGIES  
FOUNDATION  
"Ulyanovsk - Capital of Culture"



росмолодѣжь  
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International Youth Forum  
on Public Diplomacy

# InterYes! 2.0

April 11–15, 2022



TV BRICS  
INTERNATIONAL  
MEDIA  
NETWORK



# PUBLIC DIPLOMACY



Public diplomacy, also called people's diplomacy, any of various government-sponsored efforts aimed at communicating directly with foreign publics. Public diplomacy includes all official efforts to convince targeted sectors of foreign opinion to support or tolerate a government's strategic objectives. Methods include statements by decision makers, purposeful campaigns conducted by government organizations dedicated to public diplomacy, and efforts to persuade international media to portray official policies favourably to foreign audiences.

There are two basic kinds of public diplomacy. The first is branding, or cultural communication, in which the government tries to improve its image without seeking support for any immediate policy objective. States use branding strategies to foster a better image of themselves in the world. Ideally, branding creates general goodwill and facilitates cooperation across a variety of issues. It also helps to maintain long-term alliance relationships and undermine enemy propaganda.

The second type of public diplomacy includes various strategies designed to facilitate more rapid results – a category sometimes called political advocacy. Whereas branding is meant to affect long-term perceptions, political advocacy campaigns use public diplomacy to build foreign support for immediate policy objectives. Foreign publics may be encouraged to support or oppose the leaders of other states. Sometimes states need to quickly convince foreign audiences to support costly military alliance strategies. Foreign leaders may want to cooperate with alliance plans but fear domestic reprisal for agreeing to unpopular actions. Under these conditions, public diplomacy may help those leaders cooperate by reducing the threat of backlash at home.

Skeptical commentators have suggested that public diplomacy is simply a euphemism for propaganda. Scholars sometimes use the terms interchangeably because, in practice, it is difficult to distinguish one from the other. Professional diplomats recoil at this suggestion, however, because of the negative connotations associated with propaganda. However, the difference between the two can be tenuous. For this reason, public diplomats actively work to avoid the perception that they are mere purveyors of propaganda.

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**BRICS is a unique format of cooperation that presents a striking example of cultivating partnership relations among countries with their unique culture and traditions, history, natural landscapes and priceless civilizational legacy. We see BRICS as an important tool of contributing to the global stability, a “golden standard” of multilateral cooperation which is built on respect and due consideration of interests and concerns of its participants. Principles upon which BRICS is based – respect for State sovereignty, rule of international law, absence of hidden agenda – are universal and are of concern to all countries. It is the right basis for an equitable and efficient state-to-state dialogue. This is the cornerstone of fair and democratic world order. This is when we can see BRICS becoming a custodian of the genuine multilateralism, one of the pillars of the renewed global architecture of multilateral cooperation.**

**BRICS is open to cooperation with the world, with developing countries and their integration mechanisms. The expansion of the circle of external BRICS partnerships, primarily through the “BRICS plus” and “outreach” dialogue, is a testament to openness and willingness to share the benefits of collective work with others on a voluntary and mutually beneficial basis.**

**Coming back to the reason of today's Plenary session, the five working days of InterYes 2.0 Forum will comprise of several sessions on topics that echo some of the priorities of Chinese BRICS Chairmanship in 2022 under the motto “Foster High-quality BRICS Partnership, Usher in a New Era for Global Development”.**

**The P2P pillar of cooperation, including youth contacts, embodies the vitality of BRICS concept, or as we call it the “Big Five” – B5 format, its growing attractiveness to the representatives of civil society and youth organizations of our countries, laying solid foundation to friendship and mutual understanding among other peoples and our nations.**



**VLADIMIR POLUEKTOV**

Second Secretary, BRICS Office, Foreign Policy Planning Department,  
Ministry of Foreign Affairs of Russia

# YOUTH DIPLOMACY

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Nowadays generating of image of the state depends on diverse components. There are separate spheres of activity where the state image is formed through the international activities of a number of non-governmental actors.

A significant role is played by young people, who are not only the object of the impact of multidirectional global trends, but also actively influence the socio-cultural, political and humanitarian international processes.

In recent decades, in international activities, the term "youth diplomacy" has been increasingly used in the media space and has become a tool for enhancing the institutional role of young people in the international environment. The relevance of international youth events is growing markedly. They can be used to rid future generations of negative stereotypes. Unlike official diplomacy, which is state-owned, public diplomacy is open, with the possibility of broad public participation in it.

Now there are more and more signs of the desire of non-state actors to form and promote their own ideas about the development of a positive image of the country in the international youth environment. A special role in this belongs to youth diplomacy, expressed in the activities of youth and student organizations and associations. The involvement of young people in youth diplomacy and their involvement in the formation of a positive image of the country occurs in different ways: through international educational, sports, cultural ties, through participation in youth organizations, the activities of state and non-governmental institutions, the information field, the Internet, media, etc.

Today, we need the most attractive information platforms for young people and humanitarian technologies. It is necessary to effectively use communication channels to create favorable conditions for strengthening the positive image of countries in the international youth environment.



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**We are especially glad to support youth led initiatives aimed at promoting public diplomacy and strengthening international cooperation between the youth of Russia and other countries.**

**The first “InterYES” resulted in a few quite successful projects that are currently being implemented by young people for young people. It is very important for us to give young people the opportunity to act and offer their own solutions to the existing challenges rather than impose our own vision of how things should be done.**

**That's actually the main goal of the forum – to connect you to the team of active youth, to show you the available resources and help you formulate your ideas into a particular project. Like, for example, grant competitions, which we see not only as financial support, but also a social lift for young people, an opportunity to acquire communication skills, planning, team building, realizing one's potential, a platform for finding like-minded people and partners.**



**VALERIA CHERNOGORODOVA**

Head of the Department of International Activities of the Department of Youth Projects and Programs of the Federal Agency for Youth Affairs (Rosmolodezh)

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**I am very glad that even in this difficult time, young people from different countries have become participants of the forum. I would like to note that despite the fact that this year "InterYes!" is held in an online format, we managed to create a motivating environment for comfortable work of participants who showed a truly team drive. Eleven developed projects speak about the correctly chosen format of the forum, which can be called a successful mechanism for establishing horizontal ties among young people. The participants saw like-minded people in each other and, I am sure, they will not go off the rails of working together.**



**DIANA KOVELA**

Programme director of Russia-BRICS Project Office for International Youth Cooperation,  
Deputy Director - Head of International Cooperation Department  
of Creative Technologies Foundation "Ulyanovsk – Capital of Culture"

# CULTURAL DIPLOMACY

Cultural Diplomacy (or "Diplomacy between Cultures") has existed as a practice for centuries. Whilst the term "cultural diplomacy" has only recently been established, evidence of its practice can be seen throughout history and has existed for centuries. Explorers, travelers, traders, teachers and artists can be all considered living examples of "informal ambassadors" or early "cultural diplomats". Indeed, any person who interacts with different cultures, (currently or in the past), facilitates a form of cultural exchange, which can take place in fields such as art, sports, literature, music, science, business & economy and beyond.

For example, the establishment of regular trade routes enables a frequent exchange of information and cultural gifts and expressions between traders and government representatives. Such deliberate efforts of cultural and communication exchange can be identified as early examples of cultural diplomacy.

Throughout history the interaction of peoples, the exchange of language, religion, ideas, arts and societal structures have consistently improved relations between divergent groups. No longer relegated to the periphery of the international relations discipline, cultural diplomacy today is a vibrant and innovative academic field of research and has successfully established itself as a stand-alone theory and practice.



## DEFINITION

### ***What is Cultural Diplomacy?***

**Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation, promote national interests and beyond; Cultural diplomacy can be practiced by either the public sector, private sector or civil society.**

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**Such moral concepts as friendship, kindness, trust, harmony between our peoples are reliable bricks that we together are laying in the moral foundation of the building of the Five, without which it is impossible to build civilized relations in any area of interaction.**

**The successful five-sided interaction of the active youth of the BRICS countries on the implementation of multilateral projects under the guidance of young creative leaders shows that the new generation has the desire, talent and strength to form and implement the practical track of youth public diplomacy.**

**The participants of the forum have chosen their goal and the right vector of movement towards it, united by a common desire, by developing themselves, to strengthen the multilateral cooperation of the Five, and hence the construction of our BRICS.**



**LYUDMILA SEKACHEVA**

President of the RPO "BRICS. World of Traditions"

## IN PRACTICE

Cultural diplomacy in practice (or applied cultural diplomacy) is the application and implementation of the theory of cultural diplomacy, including all models that have been practiced throughout history by individual, community, state or institutional actors. These models include for example diverse cultural exchange programs, international delegations (e.g., American jazz ambassadors) or sports competitions. The examples are uniquely able to affect intercultural and interfaith understanding and promote reconciliation.



## IMPORTANCE

In an increasingly globalized, interdependent world, in which the proliferation of mass communication technology ensures we all have greater access to each other than ever before, cultural diplomacy is critical to fostering peace & stability throughout the world. Cultural diplomacy, when learned and applied at all levels, possesses the unique ability to influence the “Global Public Opinion” and ideology of individuals, communities, cultures or nations, which can accelerate the realization of the 5 principles below. By accomplishing the first principle, one enables the second, which in turn enables the third until the fifth ultimate principle of global peace and stability is achieved.

### *The principles are:*

- **Respect & Recognition of Cultural Diversity & Heritage**
- **Global Intercultural Dialogue**
- **Justice, Equality & Interdependence**
- **The Protection of International Human Rights**
- **Global Peace & Stability**



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**It is gratifying that this Forum has a full program, even with remote participation, which covers the widest range of topics on cooperation. I am confident that its results will enable the exchange of useful experience, and will strengthen inter BRICS solidarity.**



**VALERIA GORBACHEVA**

Director of Government and Public Organizations Communication  
of BRICS National Research Committee

# SUPPORT OF PROJECTS ON PUBLIC DIPLOMACY

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## 1 **FEDERAL AGENCY FOR YOUTH AFFAIRS OF THE RUSSIAN FEDERATION (ROSMOLODEZH)**



### **Project offices:**

Rosmolodezh, together with the governments of a number of constituent entities of the Russian Federation, has launched Project Offices for International Youth Cooperation in four areas: "Russia – BRICS" (Ulyanovsk Region, Ulyanovsk), "Russia – Arctic Council" (Yamalo-Nenets Autonomous District, Salekhard), "Russia – Organization of Islamic Cooperation" (Republic of Tatarstan, Kazan), "Russia – Central Asian Region" (Omsk region, Omsk).

The main purpose of the Project Offices is to support the systematic interaction of the youth and youth organizations of the Russian Federation with the youth and youth organizations of the AC, BRICS, OIC and CAR countries, respectively.

Project offices can provide information, methodological and organizational support to citizens of Russia and foreign countries as part of the implementation of specialized activities.

### **Grant competitions:**

One of the main activities of Rosmolodezh is grant support for youth initiatives.

In order to involve young people in creative activities and social practice, as well as to increase civic engagement, promote a healthy lifestyle and unlock the potential of young people, as well as create an effective system of social elevators for self-realization of young people, Rosmolodezh annually conducts the following competitions of youth initiatives:

- All-Russian competition of youth projects among individuals (2.45 billion rubles);
- All-Russian competition of youth projects among universities (the maximum amount of grant support for one university is 15 million rubles);
- Competition of grants to non-profit organizations for the implementation of measures to preserve historical memory and civic education;
- Competition of youth projects of the North Caucasus Federal District (81.7 million rubles).

**Who can apply:** citizens of the Russian Federation aged 14 to 35 years.

**Projects submitted for competitions should be devoted to the following topics:**

creating opportunities for organizing youth employment, including self-employment; development of small territories; supporting intercultural dialogue and international cooperation; countering the ideology of extremism and terrorism among young people; working with people with disabilities; environmental education; supporting and developing the student community of colleges; supporting creative initiatives and developing the cultural and educational environment; promoting the development of civic identity and preserving family values; tourist attractiveness and the development of youth tourism; popularizing sports and healthy lifestyle; preserving historical memory; the development of youth media; development and support of volunteerism; prevention of negative deviant behavior and the socialization of young people.

**Forum campaign**

Participation in bilateral and multilateral forums of Rosmolodezh provides an opportunity to establish friendly and professional contacts, as well as to gain new knowledge and recommendations from relevant experts in various fields, including public diplomacy.

**International Youth Forum “Eurasia Global”:**

The forum is held annually in Orenburg. The purpose of the event is to develop a platform for practice-oriented dialogue between young representatives of the Russian Federation and foreign countries.

Traditionally, within the framework of the Forum, the All-Russian Competition of youth projects for citizens of the Russian Federation is held. In addition, the A.M. Gorchakov Public Diplomacy Support Foundation organizes a grant competition for foreign individuals.

**International Award “WE ARE TOGETHER” (#МыВМЕСТЕ):**

The forum is dedicated to social partnership for sustainable development and will bring together leaders of the non-profit sector, socially responsible business and the media industry.

This is a great opportunity to present socially significant projects, the main goal of which is to help people and improve the quality of life.

The award is held in two directions: the National Track of the Award and the International Track "We Are Together" ([wearetogetherprize.com](http://wearetogetherprize.com), [dobro.ru](http://dobro.ru)). The grant fund of the Award is 90 million rubles. The winners will be able to direct funds to finance and develop a socially oriented business.

**Participants can apply in the following nominations:**

- "Responsible business" – for industry projects implemented by business;
- "Social entrepreneur" – for projects from representatives of small and medium-sized businesses with the status of a social entrepreneur;
- "Leader of Social Change" – for systemic long-term programs of organizations;
- "Media project" – for projects in the media environment.



## 2 ALEXANDER GORCHAKOV PUBLIC DIPLOMACY FUND



### **The Fund's financial support can be received by:**

- Scientific research centers conducting international research;
- NPOs and NGOs working in the field of international relations and the media;
- International youth organizations and associations.

### **To implement projects in the following fields:**

- International scientific and expert cooperation;
- Cooperation with domestic and foreign media;
- Inter-regional cooperation;
- Youth projects in public diplomacy;
- Regional public diplomacy initiatives.



## 3 PRESIDENTIAL GRANT FOUNDATION



### **THE FOUNDATION HOLDS COMPETITIONS AMONG NON-PROFIT ORGANIZATIONS IN THE FOLLOWING AREAS:**

- Social services, social support and protection of citizens
- Health protection of citizens, promotion of a healthy lifestyle
- Family, motherhood, fatherhood and childhood support
- Support for youth projects
- Support of projects in the field of science, education, enlightenment
- Preservation of historical memory
- Protection of human and civil rights and freedoms, including protection of prisoners' rights
- Environmental protection and animal welfare
- Strengthening interethnic and interreligious harmony
- Development of public diplomacy and support for compatriots
- Development of civil society institutions

### **PARTICIPANTS IN THE COMPETITION CAN BE NON-PROFIT ORGANIZATIONS:**

- registered no later than a year before the deadline for accepting applications, and when requesting a grant up to 500,000 rubles (except for "resource centers") - no later than six months
- not in the process of liquidation, bankruptcy, under the influence of a court decision on the suspension of activities
- have no overdue tax debts and other payments to the budget in the amount of more than 1000 rubles
- not having state bodies and local self-government bodies among the founders.



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**Public diplomacy is an excellent field for realizing the potential of young people, who have always been particularly progressive and proactive. It is these young people who, in five or ten years, will make important decisions for their countries, including in the field of international cooperation. I am sure that the forum will help establish long-term contacts between the young leaders of the BRICS+ countries, as well as discuss joint projects with Russian partners in various areas.**



**YEVGENY PRIMAKOV**

Head of the Federal Agency for the Commonwealth of Independent States, Compatriots Living Abroad and International Humanitarian Cooperation (Rossotrudnichestvo)

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**It is so crucial when young people talk, when they start talking from the very early age of their professional career because these years of their young age give them the opportunity to understand each other better and to understand the necessities and the problems of their countries, and to build this new path of cooperation in a very positive way with positive examples of cooperation.**



**DR. NATALIA BURLINOVA**

President of NGO “Creative Diplomacy”



**Types of projects to participate in the competition:**

- Projects in the field of culture and academic (classical) art;
- Intersectoral, network cultural and cross-cultural projects;
- Projects involving festivals, awards, forums in the field of culture, art and creative industries;
- Projects to identify and support young talents in the field of culture, art and creative industries;
- Startups in the field of culture, art and creative industries;
- Projects in the field of modern popular culture;
- Educational and mentoring projects in the field of culture, art and creative industries (including digital technologies);
- Creative industries projects (including in the field of literature and publishing, design, fashion, art, music and sound design, architecture and urbanism, new media, multimedia technologies, cinema, theater, games, creation and development of infrastructure of creative industries).

**The projects submitted by the applicants for the competition must correspond to one of the thematic areas:****- A Nation of Creators**

Russian discoverers, inventors, scientists, educators. The best creative achievements of the country. People changing the world for the better.

**- Cultural Code**

Projects to promote traditional spiritual and moral values through culture and creative industries.

**- Young Leaders**

Identification and support of young talented leaders in the field of culture, art and creative industries.

**- Place of Power**

Small homeland. Regional history. Local identity.

**- The Great Russian Word**

Literary, theatrical and other projects based on Russian literature and drama.

**- I'm proud**

Projects aimed at highlighting the bright and glorious pages of Russian history, culture and modernity.

**- History of the Country / Milestones**

Projects dedicated to outstanding figures and events in the life of society and the country.

**- Multinational People**

Russia's ethno-cultural diversity is its competitive global advantage, its strength and identity (193 peoples, 270 languages and dialects).

**Who can participate:**

- Non-profit organizations (with the exception of state institutions, state corporations, state-owned companies and political parties);
- Commercial organizations;
- Individual entrepreneurs;
- Municipal institutions and enterprises.



# 5

## FEDERAL AGENCY FOR THE COMMONWEALTH OF INDEPENDENT STATES, COMPATRIOTS LIVING ABROAD, AND INTERNATIONAL HUMANITARIAN COOPERATION (ROSSOTRUDNICHESTVO)



### "NEW GENERATION"

Since 2011, Rossotrudnichestvo has been the state customer and coordinator of a “New Generation” program consisting in the organization of short trips to the Russian Federation for young representatives of foreign states policy, scientific and business circles.

#### **The main goals of the program include:**

- further development and enhancement of social, business and scientific ties between the Russian Federation and foreign countries;
- promotion of an objective perception of social and political, economic, scientific, educational and cultural changes, taking place in the Russian society;
- further growth in the number of young foreign states' citizens, impartially perceiving Russia, and their engagement in strengthening the partnership between the Russian Federation and the countries they represent.



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**This is a program aimed at people at the age of 25 to 35 from all over the world who can come to Russia to get to know the work of some of Russian organizations – it can be media, medical facilities, education, etc., and we bring about 1000 people to Russia every year through our Russian Houses in about 80 countries. In the last few years we are focusing on cooperation between young professionals and professional groups. So it's not a program for political scientists or researchers only, but it is also a program for people who are good in certain industries. So Young Generation program is a good way to come to Russia, to learn something about the work of different companies and organizations and also to bring this experience to your country and to maintain the connections with your partners. Under this program we also bring people to major Russian forums such as, for instance, Saint Petersburg International Economic Forum.**



**DMITRY POLIKANOV**

Deputy Head of Federal Agency for the Commonwealth of Independent States Affairs, Compatriots Living Abroad, and International Humanitarian Cooperation (Rossotrudnichestvo)

# 1<sup>ST</sup> INTERNATIONAL YOUTH FORUM ON PUBLIC DIPLOMACY «INTERYES»

**APRIL 2-8, 2021, ULYANOVSK**



**During the first day of the Forum the following sessions were organized in a hybrid format (both offline and online):**

- The plenary session «Youth policy for the public diplomacy principles implementation»;
- Expert session «New public diplomacy» aimed at forming a unified conceptual definition of public diplomacy and considering the existing challenges in this field. The session experts shared successful cases of international youth projects implementation in culture, education and creative industries, talked about the role of youth in shaping a positive image of their country;
- Expert session «Public diplomacy in the BRICS countries».

Particular attention was paid to the priorities of India's BRICS chairmanship in 2021.

- Expert session «About youth initiatives on public diplomacy support».

Particular attention was paid to supporting the initiatives of participants from the BRICS countries, the OIC and the Balkan Peninsula;

- At the pitch session the participants presented their own ideas of international projects on public diplomacy, which were developed under the guidance of mentors during the workshop.

**9 countries**

**50 participants offline**

**50 participants online**

**30 experts**



**DURING A 4-DAY WORKSHOP ON PUBLIC DIPLOMACY PROJECTS THE PARTICIPANTS FROM BRAZIL, RUSSIA, INDIA, CHINA, SOUTH AFRICA, NORTH MACEDONIA, SERBIA, TURKEY AND EGYPT HAVE CREATED 5 JOINT INTERNATIONAL PROJECTS TO IMPLEMENT THEM AFTER THE FORUM.**

**The workshop was moderated by professional trainers of non-formal education:**

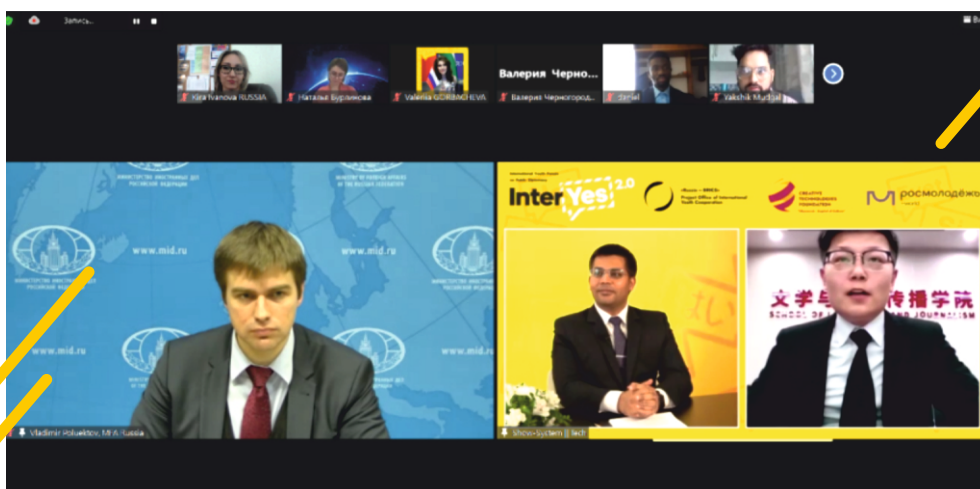
- **Ekaterina Sherer**, member of the pool of Trainers within the Youth Department of the Council of Europe, member of the pool of trainers of the National Agency for Youth Affairs of Spain, member of International Youth Work Trainers Guild Board (Spain);
- **Diana Fazlitdinova**, Chairwoman of the Youth Diplomacy Academy, member of the Advisory Council on Youth of the Council of Europe.
- **Lyubov Savelyeva**, manager of the International Youth Cooperation Project Office «Russia-BRICS», program director of the Forum «InterYes», trainer on intercultural communication.





# INTERNATIONAL YOUTH FORUM ON PUBLIC DIPLOMACY "INTERYES 2.0"

APRIL 11-15, 2022, ONLINE



The aim of the Forum was to unite the young leaders from 11 countries (**India, China, Ghana, Kazakhstan, South Africa, Brazil, Indonesia, Nigeria, Pakistan, Uzbekistan, Russia**) engaged in public diplomacy in their territories, into an initiative community aimed at expanding dialogue with each other.

The Forum became a common space for discussing of the public diplomacy development issues in the world, finding solutions and establishing cooperation among youth leaders.

The event is organized by the Russia-BRICS Project Office for International Youth Cooperation together with the Foundation "Ulyanovsk – Capital of Culture" with the support of the Federal Agency for Youth Affairs of the Russian Federation "Rosmolodezh".

**11** countries  
**80** participants  
**17** experts  
**11** projects



During the **first day of the Forum** the following sessions were organized:

- Plenary session "Youth policy in the implementation of public diplomacy: new challenges and horizons of cooperation"
- Expert session “Grant support for youth initiatives”

The session let the participants get acquainted with the existing programs to support youth initiatives in the field of public diplomacy, with the quality standards of international youth events and ways to find partners for their projects.

- Case session “Power of Interaction”

It was devoted to the development of humanitarian and youth cooperation in the framework of interaction with the BRICS countries, including the youth track and the activities of the Russia-BRICS Project Office for International Youth Cooperation.

**The moderators of the 1st day of the Forum:**

- **Diana Kovala**, program director of Russia-BRICS Project Office for International Youth Cooperation, deputy director - head of International Cooperation Department of Creative Technologies Foundation "Ulyanovsk – Capital of Culture";
- **Akil Mohammad**, founder and chairman of the International Youth Edu-Skills Foundation, president of the Association of Asian Students (RUDN University), vice-president of RPO "BRICS. World of Traditions", deputy president for Asia of the Association of Foreign Students in Russia.

**DURING A 4-DAY WORKSHOP ON PUBLIC DIPLOMACY PROJECTS, BASED ON NON-FORMAL EDUCATION PRINCIPLES, PARTICIPANTS GAINED THEIR PROJECT MANAGEMENT COMPETENCES AND CREATED 11 JOINT INTERNATIONAL PROJECTS TO IMPLEMENT THEM AFTER THE FORUM.**

- At the Projects Fair all the participants presented their own international projects on public diplomacy, which were transformed into projects during the workshop.

Workshop program of the International Youth Forum on Public Diplomacy “InterYes 2.0”				
Time (Moscow time)	Tuesday 12.04.2022	Wednesday 13.04.2022	Thursday 14.04.2022	Friday 15.04.2022
Focus of the day	Intercultural dialogue	Project management	Project management	Projects Fair
10:00 – 11:30	Teambuilding	Educational Session «Project management»	Educational session «Resources for projects»	Preparation of the created projects presentation
11:30 – 12:00	Tea break			
12:00 – 13:30	Introduction of the workshop	Coworking session «Project journey 1»	Coworking session «Project journey 3»	Projects Fair
13:30 – 14:00	Lunch			
14:00 – 15:30	Educational Session «Intercultural dialogue and public diplomacy»	Coworking session «Project journey 2»	Coworking session «Project journey 4»	Projects Fair with experts
15:30 – 16:00	Coffee break			
16:00 – 17:00	Intercultural networking	Reflection time	Reflection time	Evaluation

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**As a result of the Forum, the participants have developed 11 projects, presented them to grant-givers and got feedback from them. Each of the projects is aimed at the development of international relations of the participating countries through youth initiatives in the field of culture, creative industries, public diplomacy, entrepreneurship, volunteerism, sports diplomacy and youth work. For example, the "Russian-Pakistani Youth Exchange Program", "The First BRICS Youth Martial Arts Games", "Women's Forum "Involve", "Modern Tales Festival", the International Art Expedition to the BRICS countries "Colors of Russia" and others. Most of the project ideas have been approved by the experts at the Projects Fair and should be implemented.**



THE WORKSHOP WAS MODERATED BY **LYUBOV SAVELYEVA**, a professional trainer of non-formal education and intercultural communication, founder and head of International Friendship Club

The mentors of the project teams during the Workshop:

- **Kira Ivanova**, coordinator of the Russia – BRICS Project Office for International Youth Cooperation;
- **Ekaterina Sennitskaya**, head of Intercultural Speaking Club “Free Talks”, senior lecturer of the Faculty of Foreign Languages Department of Ulyanovsk State Pedagogical University.

**PROJECTS CREATED  
BY THE WORKSHOP  
PARTICIPANTS**

# PROJECT 1.

## LEADERS OF THE FUTURE

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**TEAM:** Shruti Verma (India), Shalom Mbazima (South Africa), Ignitius Maloka (South Africa), Ndikundisani Mulaudzi (South Africa), Urmonova Marjona (Uzbekistan), Sharbanu Nurgazy (Kazakhstan)

**WHERE:** BRICS+ countries (each team member will execute the project within their country)

**WHEN:** 2-7 August 2022

**MAIN IDEA:** The project will provide industry specific training, information exchange. The major focus is on youth empowerment, skills development, international discussions on relevant issues. The main idea is to inform the youth about long term training programs, doubt clarification regarding job opportunities within their countries or in different countries, helping young people to upload their research papers or related products and information on relevant platforms (which can be general or industry specific) via physical media and social media (LinkedIn + Wechat + WhatsApp+ Instagram + Facebook).

**TARGET GROUP:** Youth at the age of 18-35.

**RELEVANCE:** A lack of information regarding job opportunities that require certain skills remains the biggest issue globally. Many young people face that reality once they graduate from a high school or University. This leaves them with qualifications and no job.

**OBJECTIVES:**

- To gather an active youth environment to create conditions of mutual understanding that they do not contain;
- To create an information resource for self-collection;
- To change the world for the better and to decrease the rate of unemployment.

**PROGRAM WILL INCLUDE:** Opening ceremony, self- introduction by panel and guests, lectures and tutorials by experts followed by a Q&A, youth One on One discussion with a task, project development, recording and uploading of data and research, Thanks and Closing ceremony.

**QUANTITATIVE AND QUALITY RESULTS:**

1. Industry specific employment generation
2. Joint ventures in Research and Development
3. Skill Development
4. Easier Information and Knowledge Exchange
5. Solving global problems via local solutions and vice versa
6. Strengthening Diplomatic Ties
7. Open Access to global solutions/ published research works and academic articles



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**This forum is indeed a common space for discussing public diplomacy development issues in the world, finding solutions and establishing cooperation among young leaders like myself. It increases opportunities for collaboration and partnership with strategic partners. I am proud and forever ready to engage in the educational process and development this forum offers.**



**IGNITIUS MALOKA (SOUTH AFRICA)**

Participant of the Forum

# PROJECT 2.

## THE I YOUTH BRICS GAMES OF MARTIAL ARTS

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**TEAM:** Natalya Aksenova (Russia), Salavat Abitov (Russia)

**WHERE:** Ulyanovsk, Russia

**WHEN:** September 2023

**MAIN IDEA:** This is a vibrant and captivating experience, bringing together sports youth from the BRICS countries. Participants are invited to demonstrate their traditional Martial Arts in an open environment which encourages cultural and knowledge exchange, offering a unique opportunity for local citizens and participants from BRICS countries to discover the variety and the beauty of Martial Arts.

**TARGET GROUP:** Students, young people aged 18 to 35

**OBJECTIVES:**

- Promoting martial arts as traditional sports and games;
- Promoting sports and physical activity for all through martial arts for health;
- Promoting the values of martial arts in general, such as peace, friendship, respect, active and healthy lifestyle, etc.;
- Providing a platform for knowledge sharing.

**PROGRAM WILL INCLUDE:** Opening ceremony, mass sport events in exercise, walking etc., performances, competitions, a Sports forum, cultural events (Day of each country).

**QUANTITATIVE AND QUALITY RESULTS:**

- Development of international sport cooperation of the BRICS countries;
- Increase in the number of young people involved in martial arts or sports by 30%;
- Opening of new sections of martial arts in the BRICS countries;
- Emerge of the first sports platform for youth from the BRICS countries to exchange experience in the field of sports.



# PROJECT 3.

## INVOLVE WOMEN FORUM

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**TEAM:** Lorato Moncho (South Africa), Chidie-Musa Uwazuruke (South Africa)

**WHERE:** South Africa, Russia

**WHEN:** 09 August 2022 - South Africa, 08 March 2023 – Russia

**MAIN IDEA:** To allow women to be given the opportunities aligned with men without being undermined or discriminated; to let women be treated with dignity in the working environment.

**TARGET GROUP:** Young people aged 18-35.

**RELEVANCE:** Gender inequality, discrimination of women in different sectors, general violence, substance abuse.

**OBJECTIVES:**

- Gender development – developing skills for women from disadvantaged areas/ countries;
- Raise awareness on gender-based violence, abuse or discrimination of women in BRICS countries;
- Develop young women advocate and empowerment network platforms.

**PROGRAM WILL INCLUDE:** Invitation to women to write case studies on the experience of profession/ career discrimination – a catalogue for social change, to ensure the rights of women; discussions about abuse experience in different sectors due to being female; workshops; community-based outreach programs – in schools, church, community meetings.

The project will utilize various digital communication platforms – live podcast.



# PROJECT 4.

## PAK-RUSSIA INTERCULTURAL YOUTH EXCHANGE PROGRAM

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**TEAM:** Muhammad Tahir Bahu (Pakistan), Muhammad Luqman Fiaz (Pakistan), Aqeel Ahmad (Pakistan), Ekaterina Sennitskaya (Russia).

**WHERE:** Russia (Moscow - Kazan - Saint Petersburg - Ulyanovsk), Pakistan (Lahore - Peshawar - Gilgit – Karachi).

**WHEN:** 10-24 May 2023

**MAIN IDEA:** We will arrange an exchange program for youth of both states. 120 youngsters will visit the two countries and explore their cultures by visiting different cities, meeting with officials and watching documentaries.

**TARGET GROUP:** Young leaders from different organizations and universities.

**OBJECTIVES:**

- To promote the Pakistan and Russia bilateral relations and friendship;
- To enhance the understanding of the cultures of both states among the youth;
- To develop intercultural networking among the youth of Pakistan and Russia.

**PROGRAM WILL INCLUDE:** Opening ceremony, a networking session, storytelling sessions, Speaking club, workshops on public diplomacy, visits to Universities and interaction with the professors and students; exhibitions of Russian and Pakistani cultures; excursions to famous cultural places; meetings with the officials; Closing ceremony.

**QUANTITATIVE AND QUALITY RESULTS:** 120 participants from both countries in total will visit Russia and Pakistan, explore the culture and learn the international relations of both states.



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**I am very glad to say that International Youth Forum on Public Diplomacy “InterYes 2.0” was a great event which provided the opportunity to youth of multiple civilizations to learn more about public diplomacy, intercultural networking and youth cooperation. It was really an honour for me to participate in this forum. Through this forum I am looking forward to further extending the youth cooperation between my country Pakistan and the Russian Federation through Pak-Russia Intercultural Youth Exchange Program. I am thankful to the Federal Youth Agency of the Russian Federation, BRICS Project Office and other partner organizations who organized such a wonderful forum.**



**MUHAMMAD TAHIR BAHU (PAKISTAN)**

Participant of the Forum

# PROJECT 5.

## HERITAGE DAY CELEBRATION (INCLUDING "MODERN TALES" FESTIVAL)

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**TEAM:** Victoria Maheso (South Africa), Yulia Kazakova (Russia), Alina Stefanenko (Russia), Thabelo Phaswana (South Africa).

**WHEN:** 24 September 2022

**WHERE:** BRICS+ countries

**MAIN IDEA:** South Africa celebrates Heritage Day on the 24th of September each year. Through this SA holiday, we erase borders and barriers between the youth of BRICS countries and others. The idea aims to contribute to the awareness of the diversity of heritage and culture and promote intercultural dialogue among young people of today. At the event young participants would partake in ingenious South African games, sports and also be showcasing the culture, traditions and heritage of all BRICS countries and other countries in a contemporary and digital way.

**TARGET GROUP:** Young people 18-35 years.

**RELEVANCE:** In the year of 2022, The Republic of South Africa and the Russian Federation celebrate 30 years of Diplomatic relations. South Africa prides itself in its rich heritage and culture. It has been established that a lot of young people within BRICS+ countries are not quite acquainted with the beautiful traditions and culture of South Africa, yet they enjoy them very much. This event will shed light on intercultural dialogue on heritage.

**OBJECTIVES:**

- To raise awareness about culture and heritage among the youth and explore the opportunities;
- To develop inclusive leadership among youth for cooperation among the participating countries;
- To share knowledge and information in the field of culture and heritage;
- To encourage young people and those around them to develop a healthy lifestyle and well informed environment.

**PROGRAM WILL INCLUDE:** Opening ceremony: SA Embassy/Ambassador, BRICS countries representatives, Folklore exhibition, lunch, the work of open space with sports and ingenious games, Closing ceremony: Foreign ministry representative.

**QUANTITATIVE AND QUALITY RESULTS:** building an inclusive partnership among young leaders, spreading the idea of cooperation with the youth, creation awareness on the different cultures and heritage within South Africa and other countries, promotion of the diverse cultural and heritage viewpoints among young people of all communities, signing of partnership agreements of cooperation between the organizations.



# PROJECT 6.

## ONLINE PLATFORM FOR BRICS ENTREPRENEURS

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**TEAM:** Mariana Moura (Brazil), Daria Podlesnova (Russia), Nontokozo Makhubu (South Africa).

**WHEN:** 6 months - October/2022

**WHERE:** online

**MAIN IDEA:** To create a platform for sharing opportunities among BRICS entrepreneurs; to create good interactive relationships between the BRICS countries; to create a skill trade program among entrepreneurs.

**TARGET GROUP:** Entrepreneurs of BRICS countries

**OBJECTIVE:** To share experiences among entrepreneurs in the BRICS countries including cultural and social aspects.

**PROGRAM WILL INCLUDE:** Creation of a platform, looking for grants, creation of a marketing plan, searching for entrepreneur partners in BRICS countries; creation of webinars to share information and knowledge.

**QUANTITATIVE AND QUALITY RESULTS:**

- Each BRICS country interacts with each other and is ready to accept participants from any country under this program;
- More than 10 video lessons and webinars about the tax system in each BRICS country, about the main cultural features of the BRICS countries, etc. have been published on the platform;
- More than 15 startups have received a scholarship.





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**The forum was so interesting and useful that I can't help but leave a review:**

**There are a lot of positive emotions, practical knowledge, invaluable experience and, of course, global networking.**

**Most of all, I liked that in five days we gained both theoretical knowledge and developed a project with the team, which we defended in front of experts and received valuable feedback. This is a colossal experience.**

**If you are interested in developing international relations, then I advise everyone to take part in the InterYES forum!**



**DARIA PODLESNOVA**  
Participant of the Forum

# PROJECT 7.

## BHARAT-RUSSIA INTELLECTUAL FORUM

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**TEAM:** Dr. Sudhir Parida (India), Kira Ivanova (Russia), Daria Tutueva (Russia), Angshuman Pal (India).

**WHEN:** October 5, 2022 (and then it can be monthly)

**WHERE:** Saint Petersburg Polytechnic University, Russia

**MAIN IDEA:** To create a think tank or a common communicative platform for students, professors, experts in the field of economics, political studies, science, IT, culture.

**TARGET GROUP:** University professors, students, industrial experts in field of economics, politics, IT, culture.

**RELEVANCE:** In the words of Sergey Lavrov, "Friendship is the key word that describes the history of relations between Russia and India". Although government level cooperation is hailed, non-government cooperation is less visible. Both countries are members of international institutions such as the UN, BRICS, G20 and SCO. As the current geopolitical shift tends towards BRICS nations, robust collaborations needed among public in the sidelines of government to discover new areas of cooperation.

### **OBJECTIVES:**

- To provide opportunity for collaborations among academicians, industrial experts, youth, university students of India and Russia;
- To establish information center/ portal. It would furnish information across the private institution (universities/ industries) collaborations along with government collaborations;
- To facilitate exchange of youth, university students.

### **PROGRAM WILL INCLUDE:**

**The 1st Day:** Plenary session, Expert sessions at different tracks (economics – trade, industrial cooperation; politics);

**The 2nd day:** Intercultural dialogue, Expert session (IT, Culture), Closing Ceremony, Cultural events.

### **QUANTITATIVE AND QUALITY RESULTS:**

- Better knowledge and understanding of both countries for the youth of India and Russia,
- New opportunities for cooperation and employment,
- Deepening collaboration between Universities and business bodies/ the number of exchange programs or business activities between youth entrepreneurs,
- Facilitating exchange of University students and youth,
- Joint research programmes,
- Publishing a booklet.

# PROJECT 8.

## INTERNATIONAL ART EXPEDITION "COLORS OF RUSSIA"

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**TEAM:** Anna Nikolskaya (Russia)

**WHEN:** 7 days in summer time

**WHERE:** Moscow – Ryazan – Vladimir – Ivanovo – Kostroma – Yaroslavl

**MAIN IDEA:** An art expedition across the Golden Ring of Russia. As the trip result, each participant will develop his/her own art project basing on the trip inspirations – a painting, a costume, a music composition, etc., in his/her unique style. This art could be further used on web-sites, as book illustrations, decor, etc.

**TARGET GROUP:** 16 talented artists (painters, musicians, designers, etc.), age 16-35

**RELEVANCE:** There is still no international art expedition covering the Golden Ring of Russia.

### **OBJECTIVES:**

- to look at Russian cultural heritage through the eyes of BRICS young artists;
- to promote Russian culture among other BRICS countries;
- to promote BRICS countries' art styles inside of Russia;
- to establish connections between artists of the BRICS countries;
- to develop BRICS friendship.

### **PROGRAM WILL INCLUDE:**

**Route:** Moscow – Ryazan – Vladimir – Ivanovo – Kostroma - Yaroslavl.

**Program blocs:** excursions, expert lectures, workshops, cultural part (museums, theatres, concerts, etc.), individual work time.

### **QUANTITATIVE AND QUALITY RESULTS:**

- 16 pieces of art;
- 1 exhibition;
- >100 publications in BRICS web resources.



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**To me the International Youth Forum on Public Diplomacy “InterYes 2.0” was the first big opportunity to participate in as it was dominated by different people from different countries. This forum helped me to understand the importance of youth in my country and in my local community, it also shaped my knowledge in form of togetherness, learning to work as a team, helped to learn about the environment and different cultures of other countries. At this forum I was able to see that we have young leaders and all we need is to be given a bright opportunity to bring our good work to everyone. I wish this forum to keep on going infinity as it will bring good experience and opportunity to our coming youth.**



**MULAUDZI NDIKUNDISANI (SOUTH AFRICA)**

Participant of the Forum

# PROJECT 9.

## BRICS CULTURAL INTEGRATION PROGRAM

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**TEAM:** Natalia Dashuk (Russia), Lais Vitoria Cunha de Aguiar (Brazil)

**WHEN:** October - December 2022

**WHERE:** Brazil, Russia

**MAIN IDEA:** Online cultural lessons on languages and creative industries, online students exchange, development of creative products by the students based on intercultural dialogue.

**TARGET GROUP:** high school/university (15-35 years)

**RELEVANCE:** In order to avoid discrimination, we need to know each other, and that is why cultural events are so important. As we are in an information society, it is important to use the tools we have, such as online communication platforms. Besides, given the physical distance among our countries, we will be using online means to facilitate the students integration and to increase the number of available places. There is plenty of research showing how the interest for the Russian language and culture is growing not only in Brazil, but in Latin America in general: St. Petersburg State University research has shown that quite a large number of Brazilians are learning Russian. Secondly, Brazil is home to many descendants of Russian citizens who left there during the first and second waves of emigration. There is no doubt that the support of the Russian language among those people for whom it was native at one time, and for those who are not alien to our culture, is necessary. In addition the geography of testing in Russian as a foreign language (TRKI) is expanding to Brazil and Argentina (the Russian language Center in Buenos Aires, Sao Paulo, Rio de Janeiro).

**OBJECTIVES:** To promote the heritage and cultural identity of BRICS countries, to help people from Russia and Brazil understand each other better, to develop student exchange and relocating between Russia and Brazil easier.

**PROGRAM WILL INCLUDE:** 10 topics course, one per week followed by one live session. The covering topic reflects the country's culture: 1. Geography, 2. Literature, 3. Music, 4. Cinema, 5. Dance, 6. Cuisine, 7. Traditions, 8. Holidays, 9. Visual arts/games, 10. Intercultural dialogue + creative product. Student online exchange: students are matched based on their interests. The goal is to send videos regarding what they learnt on that week about each other's culture, what they liked, how they relate to it each week of the course. Their contacts will be sent to each other, in case they want to know more about each other.

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**I believe the forum was really important for me as a leader, given that I can share all the information I learnt with young leaders around Brazil. The intercultural dialogue tools we learnt have not been spread in an overall, so having access to them was really important, and it is not something I will forget. I am really grateful for the opportunity.**



**LAIS VITORIA CUNHA DE AGUIAR (BRAZIL)**

Participant of the Forum

# PROJECT 10.

## YOUTH CREATIVE PROJECT "ANTHEM OF THE BRICS PEOPLES"

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**WHERE:** BRICS countries

**MAIN IDEA:** Creation of the «Anthem of the BRICS Peoples» to become the musical call sign of the «five» and solemnly performed in the languages of the peoples of the BRICS during five-sided public events in all the five countries, at meetings, forums, presentations. To implement this initiative, it is planned to hold a multilateral Youth Creative Competition for the best text and music of the Anthem, taking into account the peculiarities of song and musical creativity of the peoples of the BRICS countries.

# PROJECT 11.

## YOUTH SOCIAL AND EDUCATIONAL PROJECT «BRICS YOUTH FOR CYBERSTABILITY»

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**MAIN IDEA:** Within the framework of the project, with the support of specialists in the field of cybersecurity, an instruction (Methodology) that is understandable by people will be developed with the most used techniques of cyber snipers and ways to protect citizens from this evil, in each specific case. This educational instruction will be posted on large-scale public information portals and websites of the Project participants, to which students and young people who are most advanced in IT technologies will be attracted.

The project will be implemented with the assistance of the Department for International Information Security of the Ministry of Foreign Affairs of the Russian Federation.

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**Because of the BRICS' belief in the importance of developing the science of public relations and international diplomacy, there is a remarkable change taking place, which is visible in schools of thought and mechanisms of implementation, as well as a change in the stereotype image of a public relations executive.**

**Diplomacy has seen unprecedented upheaval in the last several decades. These innovations have altered not just how we learn about and handle diplomacy, but also how we shape ourselves as future diplomats. The demands that have arisen as a result of the new diplomatic paradigm include not just new methods of negotiating, mediating, or resolving issues of international concern, but also the ability and aptitude to adapt. Countries are increasingly stretching their diplomatic organisations in terms of responding to new difficulties, unexpected complexity, and imaginative strategies to adapt and overcome problems.**

**This understanding of the new diplomatic paradigm has placed the onus not just on adults, but also on students, to better prepare for the diplomatic challenges that lie ahead. Forums like the “InterYes”, I believe, are formed with this goal in mind. After spending a week with individuals from all over the world, talking, arguing, and hearing to new and unique views on a variety of diplomatic challenges, I was able to view those issues from a variety of viewpoints, boosting my adaptability.**

**It has also given public relations additional responsibilities. Along with the growth of the media from a reading medium to an audio and then visual medium, and its worldwide expansion to convey both pictures and news together – known as social media – making the recipient of the news a participant in it, which impacts his impression and mind at all levels and in all institutions, this effect may be extended to change the map of consumer behaviour and even the investment map of nations, particularly with the media's concentration on telecommunications. The risk is from the difficulty of modifying this image after it has been formed, particularly in the face of crises, tragedies, and emergencies in any person, institution, or country. With its new approach, public relations must anticipate rumours while adhering to the profession's standards and maintaining openness and honesty.**

**I am delighted to report that the entire experience was great; I was really pleased with the event, and I believe it was well-organized. The Forum was beneficial, highly useful, and well worth my time. I thoroughly liked the Forum and had a fantastic time! The employees performed an excellent job! They were fantastic; they were always available and helpful.**

**I strongly recommend the forums like “InterYes 2.0” because it gives me great comfort to know that the quality instruction we received was of a high calibre, and the sense of community spirit helps develop a learning environment.**



**RENUKA SINGH (INDIA)**

Participant of the Forum



