

The Russia - BRICS Project Office for International Youth Cooperation

HORIZONS OF INTERACTION



"I would like to thank the leadership of the region for facilitating the development of exchanges among the youth of the five countries. In particular, the Russia – BRICS Project Office for International Youth Cooperation, which is focused on supporting the systematic interaction of youth organizations of our countries, operates in the region. On the BRICS platform, different in cultural and civilizational terms states build relations on the principles of equality, taking into account each other's interests, mutual respect and openness to the outside world. The youth dialogue continues to make a useful contribution to the expansion of full-scale strategic partnership within the framework of BRICS, strengthening friendship, trust and mutual understanding between our peoples".

Sergey Lavrov
The Foreign Minister of Russian Federation



"At the Federal Agency for Youth Affairs of the Russian Federation, we attach special importance to the development of youth cooperation within the framework of BRICS and despite all the restrictions we are pleased to note that the intensity of youth events within the framework of BRICS is increasing every year. Today it's the young leaders who have the most direct influence on the development and implementation of our country's political courses".

Ksenia RazuvaevaThe Head of the Federal Agency for Youth Affairs (Russia)



"The BRICS association is a truly unique multilateral format, a vivid example of network diplomacy. Youth public diplomacy is an excellent tool for the development of international cooperation. It is aimed at strengthening strategic potential by involving young people. It is important for the younger generation of different countries and continents to cooperate for the sake of prosperity and well-being in the future. I am proud that the youth of the Ulyanovsk region is aimed at serious relations with foreign colleagues and non-profit organizations".

Aleksey Russkikh

The Governor of the Ulyanovsk region



"The topics and problems that concern the younger generation are about the same in all BRICS countries: conscious consumption and environmental ecology, creative economy and creative self-realization, how to start a business or launch a startup, and others. More and more in their self-determination young people are looking for partnership and cooperation with foreign peers. The Russia — BRICS Project Office for International Youth Cooperation is a kind of platform for such communication and a resource center at the same time".

Tatiana Ivshina

Head of the Russia – BRICS Project Office for International Youth Cooperation, Executive Director of the "Ulyanovsk – Capital of Culture" Foundation

WHAT IS BRICS?



BRICS is the acronym coined to associate five major emerging economies: **Brazil, Russia, India, China and South Africa**. It is noteworthy that the sequence of letters in a word is determined not only by euphony, but also by the similarity of the English transcription of BRICS to the English word «bricks», thus, this term is used as a designation for a group of countries, due to the growth of which the future growth of the world economy will largely be ensured.

The BRIC Association (such an acronym had been used in regard to the organization before South Africa joined it in 2010) was created on the initiative of the Russian Federation side in June 2006 as part of the St. Petersburg Economic Forum with the participation of the Ministers of Economy of Brazil, Russia, India and China.

The first BRIC meeting was held on September 20, 2006 on the sidelines of the 61st session of the UN General Assembly in New York. It was attended by the Foreign Ministers of Russia, Brazil, China and the Defense Minister of India, who agreed to develop multifaceted cooperation between the four countries.

On May 16, 2008, Yekaterinburg hosted the first full-scale meeting of the foreign ministers of the BRIC states. Following its results, a joint communique reflecting the common positions of the parties on topical issues of global development was adopted.

A fundamentally important step in the formation of the association was made on July 9, 2008, when a separate meeting of the leaders of Brazil, Russia, India and China was held on the sidelines of the Group of Eight summit in Toyako (Japan) on the initiative of the Russian side.

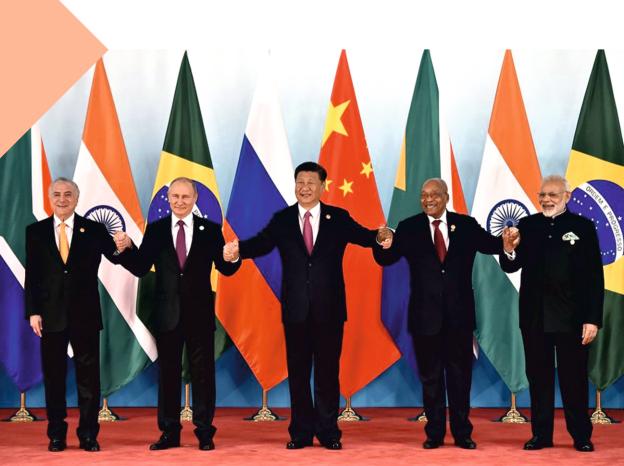
The first full-scale BRIC summit was held on June 16, 2009 in Yekaterinburg. The final Joint Statement recorded the desire of the countries of the association to develop a "consistent, active, pragmatic, open and transparent dialogue and cooperation" that serve not only "the common interests of emerging markets and developing countries, but also the construction of a harmonious world in which lasting peace and common prosperity would be ensured".

The purpose of the creation of BRICS was to ensure solidarity in the social, economic and political spheres, to promote security and stability in the world. The five states are united by a common understanding that the solution of the most difficult tasks of our time is possible only through the joint efforts of the entire world community with unconditional respect for the principles and norms of international law and the UN Charter.

An important result of the interaction of the BRICS countries was the launch of the New Development Bank (NDB) with headquarters in Shanghai in 2015 and the Pool of Conditional Foreign Exchange Reserves of the BRICS with a total amount of more than 250 billion US dollars.

The BRICS countries account for about **42%** of the population, as well as about **30%** of the planet's territory. The official languages of the organization are Chinese, English, Portuguese, Russian and Hindi. The BRICS countries represent Asia, Africa, Europe and Latin America, which determines the transcontinental dimension of their cooperation and gives it special value and significance.

Unlike integration associations such as the EU, SCO, Eurasian Union, etc., where formal membership exists, cooperation with BRICS does not require long approval procedures. Now there are already "BRICS Plus" and "BRICS Outreach" formats that allow all interested states to enter into joint projects with the BRICS countries. The first one is used for communication with states, relations with which are a priority for the participants of the five countries. The Chair country, using its powers, may send invitations at its discretion. The second allows members of the association to meet with neighbors and regional partners of the organizer of the event.





Formats of interaction within the framework of BRICS:

- Annual summits and meetings of leaders "on the sidelines" of the Group of Twenty (G20) summits;
- · Meetings of senior officials in charge of national security issues;
- Meetings of governors of the New Development Bank;
- Meetings of foreign ministers and heads of other sectoral ministries and departments (economy and foreign trade, finance and central bank governors, agriculture, environment, education, health, science, technology and innovation, labor and employment, telecommunications, industry, heads of intellectual property departments, tax, customs, statistical, antimonopoly departments, prosecutor's offices, heads of export credit agencies);
- Sherpa/su-sherpa meetings (representatives of the Ministries of Foreign Affairs);
- Meetings of working groups on cooperation in various fields (on trade and economic issues, intellectual property, employment, environment, anticorruption, customs issues, agriculture, healthcare, counter-terrorism, information security, cooperation in the field of information and communication technologies, drug control).

The BRICS countries occupy a unique place in the global economy. According to data for 2021, they together create about 30% of the global gross product (according to the purchasing power parity of national currencies). They are a massive global market — about 2.8 billion people.











The advantageous position of these countries ensures that they have both a powerful and developing economy and a large number of resources important for the world economy:

- Brazil is the 8th economy in the world in terms of Gross Domestic Product calculated at Purchasing Power Parity (hereinafter - GDP (PPP)), rich in agricultural products;
- Russia is the 6th economy in the world in terms of GDP (PPP), the largest reserves of mineral resources, has the largest territory in the world, one of the two largest nuclear powers in the world;
- India is the 3rd economy in the world by GDP (PPP), cheap intellectual resources, one of two countries with more than a billion people;
- China is the world's 1st economy by GDP (PPP) and the world's 1st exporter («world factory»), the owner of the world's largest foreign exchange reserves, has the world's largest population;
- The Republic of South Africa is the world's 33rd economy by GDP (PPP), a variety of natural resources.

The member states of the association are influential participants of authoritative international structures (the UN, the Group of Twenty (G20), the WTO, the Non-Aligned Movement, the Group of 77 (G77)), as well as regional associations (CIS, CSTO, EAEU, SCO, APEC, BIMSTEC, MERCOSUR, the African Union (AU), SADC, etc.).

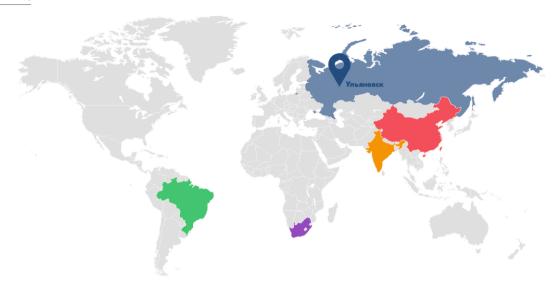
The BRICS Chairmanship is carried out by the participating state during the calendar year on a rotating basis. All decisions are made by consensus. More than a hundred meetings are held annually, of which about 20 are at the ministerial level. Cooperation between city administrations, business, academic and scientific circles, and civil society is developing.

In order to coordinate the current work of the association, there is an institute of national sherpas/ su-sherpas representing the Ministries of Foreign Affairs of five countries.

One of the priorities in the BRICS activities is to contribute to strengthening security and stability in the world. The five states are united by a common understanding that the solution of the most difficult tasks of our time is possible only through the joint efforts of the entire world community with unconditional respect for the principles and norms of international law and the UN Charter.

The BRICS youth line is best known for such events as the Youth Summit and the meeting of youth ministers and heads of youth affairs agencies, the Youth Energy Summit.

ULYANOVSK AND BRICS: WHY?



In 2020, the Federal Agency for Youth Affairs (Rosmolodezh) established project offices in the regions of Russia in several areas of youth cooperation: BRICS countries — Ulyanovsk, countries of the Central Asian region — Omsk, Organization of Islamic Cooperation member states — Kazan, member states of Arctic Council —Salekhard.

Why did Ulyanovsk choose the direction of development of international youth cooperation with the BRICS countries?

Over the past 15 years, the Ulyanovsk Region has proven itself as an active, reliable and creative initiator and organizer of various international humanitarian projects. The region hosts many international and all-Russian events in the field of culture and art, enlightenment, public diplomacy, and creative industries.



The government of the Ulyanovsk region, cultural and educational institutions, NGOs of the region develop international cultural relations with more than 30 countries of the world, constantly maintain contacts with foreign partner organizations, foreign cultural centers, embassies, foundations, and also conducts negotiations and searches for potential partners abroad. During this time:

- in 2011, Ulyanovsk received the status of the CIS Cultural Capital;
- from 2011 to 2020, the International Cultural Forum was held in Ulyanovsk, where representatives of 43 countries of the world took part over 10 years. From 2013 to 2020, the Forum was held under the patronage of UNESCO;
- in 2015, the city of Ulyanovsk became the first Russian city to join the international UNESCO Creative Cities Network (in the nomination of «Literature»);
- from 2009 to 2021, the festival "The Days of Germany in Ulyanovsk" was held:
- from 2017 to 2021, the International Cultural and Business Forum "Japanese Spring on the Volga" was held;
- in 2018, the II Seminar-Meeting of young leaders of the BRICS countries was held in Ulyanovsk;
- from 2018 to 2021, a Russian-Chinese youth business incubator was successfully held on the territory of Ulyanovsk;
- in 2018, the geopark "Undoria" was created in the Ulyanovsk region, which applied to join the UNESCO Global Geoparks Network (GGN) in 2021;
- Ulyanovsk, being the birthplace of V.I. Lenin (Ulyanov), is included in the route of «Red Tourism», which contributes to the growth of tourist flow from China;
- there are 64 International Friendship Clubs in Ulyanovsk schools;
- more than 1500 students from India study at Ulyanovsk State University, and in total, about 3000 students from more than 40 countries study at universities in the region;
- "Ulyanovsk Capital of Culture" Foundation, on the basis of which the Project Office was established, has been regularly holding many international events since 2012, some of which are listed above;
- foreign industrial enterprises are located in the region, such as "Bridgestone" (Japan), "Vestas" (Denmark), "Nemak" (Mexico), "Isuzu" (Japan), "DMG Mori" (Germany-Japan), "Hempel" (Denmark), "Scamol" (Denmark), "Henkel" (Germany), "Scheffler" (Germany), "Jockey" (Germany), "Mars" (USA), "Legrand" (France) and others.



"The Ulyanovsk region is one of the obvious leaders of activity in external relations. And it is very important that this activity is not only of a tourist or educational nature. These are very specific projects that ultimately contribute to the implementation of the internal programs formulated by the management and the solution of internal tasks for the socio-economic development of the region. I am sincerely impressed by the fact that at the same time the competent departments of the region do not stop at realizing subjective interests, but look wider".

Konstantin KosachevDeputy Speaker of the Federation Council



HOW WAS THE PROJECT OFFICE CREATED AND HOW DOES IT WORK?

"Ulyanovsk — Capital of Culture" Foundation, together with the Federal Agency for Youth Affairs (Rosmolodezh), developed and approved the Project Office management bodies, the Regulatory documents on the Project Office work (signed by the Governor of the Ulyanovsk Region S.I. Morozov and the Head of the Federal Agency for Youth Affairs A.V. Bugaev on 23 September, 2020), a list of partners and an event plan for 2021-2023. A cooperation agreement was also signed between the Ulyanovsk Region and the Federal Agency for Youth Affairs on the work of the Project Office for International Youth Cooperation.

The founders of the Project Office are the Federal Agency for Youth Affairs and the Ministry of Youth Development of the Ulyanovsk Region.

The Project Office is created in the "Ulyanovsk — Capital of Culture" Foundation (hereinafter referred to as the Foundation). The Project Office is a priority structural direction of the Foundation.

The Russia-BRICS Youth Project Office is created on the base of the "Ulyanovsk – Capital of Culture" Foundation of Creative Technologies (hereinafter referred to as the Foundation). The Project Office is a priority structural direction of the Foundation which was established in 2012 by the Government of the Ulyanovsk region. The Foundation is a development institute in the sphere of culture and creative industries of the Ulyanovsk region. The Chairman of the Board of the Foundation is the First Deputy Chairman of the Government of the Ulyanovsk region Marina Alekseeva, who supervises issues of economy, investments and international activities.

The purpose of the Project Office is to ensure systematic interaction of youth and youth organizations in the territory of the Russian Federation with youth and youth organizations of the BRICS countries.

The main task of the Project Office is to provide information, analytical and methodological support for the management process to achieve the goal of the Project Office.





The Project Office, in accordance with its main task, performs the following functions:

- a) development of a calendar plan of youth events in the Russia-BRICS direction;
- b) information support of Russian youth organizations for interaction with the BRICS countries;
- c) organizational activities for the formation of the agenda and composition of youth exchanges and visits of young leaders of the Russian Federation to the BRICS countries;
- d) creation of a methodological base for young people on the basics of interethnic communication with the BRICS countries;
- e) analytical work on the results of international youth programs and projects in the Russia-BRICS direction.

The Review Board of the Project Office is the highest collegial governance body of the Project Office. On the part of the federal authorities, it includes the leadership of the Federal Agency for Youth Affairs, a representative of the Federal State Budgetary Institution «Russian Energy Agency» of the Ministry of Energy of the Russian Federation, as well as a representative of the BRICS Department of the Department of Foreign Policy Planning of the Ministry of Foreign Affairs of the Russian Federation. On the part of the Ulyanovsk Region, the Review Board of the Project Office includes the Deputy Chairman of the Government of the Ulyanovsk Region — the Plenipotentiary Representative of the Governor of the Ulyanovsk Region to the Government of the Russian Federation, the Vice-Rector for External Relations and Youth Policy of the Ulyanovsk State University, the Head of the Department of External Relations of the Administration of the Governor of the Ulyanovsk Region, the Minister of Youth Development of the Ulyanovsk Region and the Chairman of the LLC "Russian Youth Union".

The Project Office consists of the Head, two Deputy Heads, a Program Director, a Coordinator and active members. The Project Office includes employees of the "Ulyanovsk — Capital of Culture" Foundation, leaders of youth organizations, representatives of universities of the region, Ulyanovsk business and the non-profit sector.

The Project Office is financed from several sources:

- subsidies from the Federal Agency for Youth Affairs (Rosmolodezh);
- subsidies from the Government of the Ulyanovsk Region;
- grant funds received as a result of winning in competitions of the Alexander Gorchakov Public Diplomacy Fund, the Presidential Grants Fund, the Presidential Fund for Cultural Initiatives, regional grant competitions and other grant-giving organizations.



WHAT DO WE DO AND HOW?



VI BRICS INTERNATIONAL YOUTH SUMMIT AND MEETING OF BRICS YOUTH MINISTERS IN ULYANOVSK

November 29 — December 2, 2020 (hybrid format, Ulyanovsk) 90 participants from 5 BRICS countries

Within the framework of the Summit, a meeting of ministers and heads of departments of the BRICS countries in charge of youth policy was held. The participants were young diplomats, students of Russian universities, representatives of business, education, creative industries and NGOs from the five countries. The main outcome of the three-day Summit was the final resolution. On five discussion platforms, delegates discussed the current state and prospects for the development of BRICS youth cooperation in a wide range of areas.





INTERNATIONAL YOUTH FORUMS ON PUBLIC DIPLOMACY «INTERYES!» AND «INTERYES 2.0» IN ULYANOVSK

April 2-8, 2021 (hybrid format, Ulyanovsk), April 11-15, 2022 (online)

More than 160 participants from 15 countries

Young leaders from BRICS+ countries attended expert sessions, pitch sessions, a 4-day seminar on public diplomacy projects. The educational sessions were devoted to intercultural dialogue, project management and project resourcing.

During both forums, the participants developed 17 public diplomacy projects for further implementation under the guidance of certified mentors.









PUBLIC DIPLOMACY PROGRAM «MEETING RUSSIA» IN ULYANOVSK

July 27-30, 2021 (Ulyanovsk), May 25-26, 2022 (online)
More than 65 participants from 20 countries

The program shows modern Russia to foreign participants. In 2021 it was held in a provincial region for the first time in order to introduce participants to the political and cultural structure of Russian regions.



In 2022, the program was called "Tectonic Shifts of the World Order: Expectations and Reality", and within its framework, the Project Office team organized a discussion session "BRICS: Prospects for Cooperation".



INTERNATIONAL BRICS YOUTH CAMP IN THE ULYANOVSK REGION

September 9-28, 2021, August 1-6, 2022 (Ulyanovsk)
More than 200 participants from 5 BRICS countries

The purpose of the Camp is to promote further development of practice-oriented cooperation between youth leaders and organizations of the BRICS countries.



In 2021 150 young leaders from the BRICS countries shared their knowledge, experience and learned a lot about business, creative industries and volunteerism during 3 shifts.

In 2022 the theme of the Camp was Ecology and Sustainable Development. 60 participants walked along the "Undoria" eco trail, cleaned the Volga River coast of garbage as part of the Clean Games environmental campaign, developed 9 international environmental projects and presented them to the experts.



INTERNATIONAL THEMATIC CONFERENCE OF UNESCO GLOBAL GEOPARKS IN THE BRICS+ FORMAT

October 20, 2021 (online)

More than 50 representatives from 12 UNESCO Global Geoparks

The conference was devoted to the topic "The main directions of work on the preservation and popularization of the geological heritage of geoparks". The event became a platform for exchange of successful experience between expert practitioners in the field of creation and development of geoparks in Russia and the world.



IMBRICS / 2 FORUM 2 5-6 NOVEMBER

WILL START AT 14.00

BY MOSCOW TIME



*BRICS YOUTH DIPLOMACY: WHAT GENERATION Z IS CHOOSING>

THE SESSION "BRICS YOUTH DIPLOMACY: WHAT DOES GENERATION Z CHOOSE?"

within the framework of the III International Municipal BRICS Forum

November 5, 2021 (online)
25 participants from 3 countries

The Forum was attended by more than three thousand listeners: representatives of government authorities and heads of large companies, politicians, opinion leaders, scientists and cultural figures. The event is one of the key platforms for practice-oriented interaction between the leaders of the five countries.

The activities of the Project Office were presented at the Forum. The participants and subject matter experts of the session discussed the specifics of launching startups and the prospects for creating a successful international business.





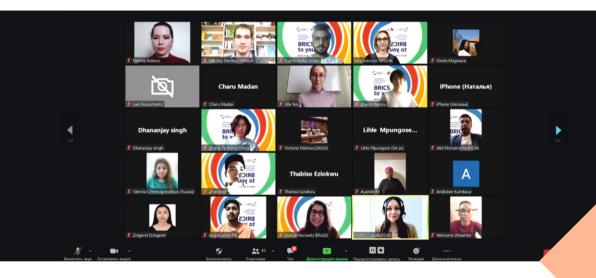
VII RUSSIAN-CHINESE YOUTH FORUM «VOLGA-YANGTZE»

November 10-11, 2021 (hybrid format, Ulyanovsk)

About 450 participants from 14 regions of the Volga Federal District and 6 provinces of the Upper and Middle Reaches of the Yangtze River of China: Anhui, Sichuan, Jiangxi, Hubei, Hunan and the cities of central subordination of Chongqing



Thematic sessions devoted to science and innovation, tourism, culture, arts, youth entrepreneurship and education were held for two days. Aspiring entrepreneurs from the two countries exchanged experience and discussed promising business areas with the possibility of implementing joint projects. Master classes on folk arts and crafts and an online concert were also held.



INTERNATIONAL VOLUNTEER ONLINE CONFERENCE «BRICS TO YOU»

March 25-26, 2022 (online)
More than 50 participants from 9 countries

The main goal of the Conference was to create a community of volunteers from Brazil, Russia, India, China and South Africa to work at the venues of the BRICS alliance events. The youth were told about the intercultural peculiarities of the five countries, basic skills of communication with foreigners, and the principles of benevolence. Many participants talked about volunteering in their countries and shared their experience of participating in major projects.



The main result of the project was the unanimous adoption of the BRICS Volunteer Code.



I INTERNATIONAL ART RESIDENCY OF CREATIVE INDUSTRIES IN ULYANOVSK

April 25-30, 2022 (hybrid format, Ulyanovsk)

Over 250 participants from 22 regions of Russia and 8 countries of the world

The aim of the project is to promote the implementation of international youth creative projects and cultural exchange.

Representatives of various creative industries: fashion, graphic design, theater, cinema and animation, music, IT and graffiti held master classes and presented their products.



In 2020-2022, members of the Project Office took part in various partnership events for cooperation with the BRICS countries as participants and experts:

- Forum of Young Diplomats of the BRICS countries,
- Academic Forum of the BRICS Countries,
- VII BRICS Youth Summit.
- International Youth Forum «Eurasia Global»,
- International Forum «Economics of Emerging Markets»,
- BRICS International School.
- Forum of Young Leaders of the BRICS and SCO countries,
- Forum «Leadership and Networking in the International Youth Environment»,
- BRICS Youth Projects Laboratory (MGIMO Ministry of Foreign Affairs of Russia),
- UN ECOSOC Youth Forum,

etc.

WHO ARE OUR FRIENDS AND PARTNERS?

Key partners:

- Russian National Committee on BRICS Research;
- International media network «TV BRICS»;
- Sherpa of the Russian Federation in the Youth G20, Assistant Director of the Foundation;
- Roscongress on Youth Policy;
- BRICS Youth Energy Agency;
- Russian Youth Union;
- National Council of Youth and Children's Associations of Russia.

The Project Office has also concluded partnership agreements with the following organizations:

- Regional Public Organization «BRICS. World of Traditions» (Moscow, Russia);
- International Foundation for Improving Education and Skills among Young People (IYESF, India);
- Association of Youth Exchanges of China and Russia under the Union of Chinese Students in Russia;
- South African BRICS Youth Association (SABYA, South Africa);
- South African International Students Association (SAISA, South Africa-Moscow, Russia);
- NGO "Aventura" Volunteer Agency of Khanty-Mansiysk Autonomous Okrug-Yugra (Khanty-Mansiysk, Russia);
- Ulyanovsk Branch of the Russian-Asian Union of Industrialists and Entrepreneurs (Ulyanovsk, Russia);
- BRICS Committee for International Cooperation in Healthcare and others.



















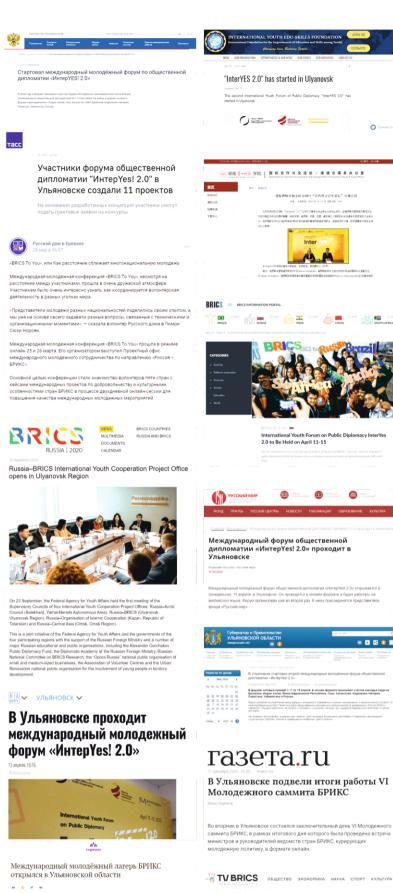


WHAT DO WE OFFER TO RUSSIAN REGIONS AND PARTNERS?

- long-term partnership in the implementation of international youth cooperation with the BRICS countries on the basis of long-term agreements with the Project Office in Ulyanovsk;
- participation in international projects in the BRICS and BRICS+ formats conducted by the Project Office in Ulyanovsk and the Ulyanovsk region;
- participation in international research and studies conducted by the Project Office and its partners on the topic of BRICS activities;
- organizational, consulting and informational support in the implementation of your projects for international youth cooperation with the BRICS countries, including expert evaluation;
- access to the database of international and foreign youth organizations of the BRICS countries (on request), search for potential partners to participate in your projects (on request);
- informing about upcoming thematic events aimed at international youth cooperation with the BRICS countries in the territory of the Ulyanovsk region, Russia and the territory of the countries of the alliance, as well as in an online format;
- participation as speakers, moderators, organizers of business program venues at events in your regions on the topics of international cooperation with BRICS countries and the development of creative industries.



WHAT DO THEY WRITE ABOUT US?



янОВСК. 10 сентября 2021. 20:16 — REGNUM В Старомайнском район нюдеской области сегодяя. 10 сентября, начал работу Международный одежный латерь БРИКС. В нем принимают участие более 100 человк-рых в формате видеообращения привествовал министр иностранны-им Сергей Лавров. сообщили ма КЕОNUM в прессслужбе упанноска.



Министры по делам молодежи стран БРИКС встретились в формате онлайн





TV BRICS стал партнером Проектного офиса молодежного сотрудничества «Россия – БРИКС»



направленной в тоссии этом ставляющим поражим провиты об и проектыва бога генероруят по догомости и от подражения и подражения и подражения и подражения и подражения и подражения и подражения ставля ВРИКС. Целью Проектного офиса вклюето объединение усилий федеральных и региональных органов токударственной авкасть, общественных организаций, студенчесного сообществе и делью подраженых организаций в России и стремых вклюеджения объединами и стремых объединами.









HOW CAN YOU FIND US?

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