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and Arctic Sustainable Development :
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**ABSTRACT:
ECONOMIC DEVELOPMENT AND SOCIAL TRANSFORMATIONS**

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Arctic in the New Creative age (Arctic dimension of the knowledge economy)

1. The Arctic's major peculiarity – the route to the knowledge economy is undertaken under the condition of a very narrow or even absent industrial layer. There were no Fordism combines in the Arctic. The Russian Arctic was the one only exception. But even there in many territories post-industrial transformation is beginning only from the agricultural layer. In the Arctic we do not see division into labor and creative class, but mostly service and creative class.

2. We can distinguish four major models of the Arctic economy and correspondingly four specific routes to the knowledge economy: American, Canadian, European and Russian. In each of these models new post-industrial integration of the natural and economic systems, transformation from the industrial territories to the venture territories is undertaken under the conditions of global warming.

3. If we compare Arctic countries with non-arctic countries and regions we can reveal Arctic success in the general index of creativity. One of the reasons is that in the Arctic territories there are no brakes for innovations from the public institutions. We can postulate the existence of the Arctic (zone) model of creativity based on the internal unique characteristics of the Arctic communities.

4. Climate change will make the Arctic region more attractive for a skilled workforce. The goal to fight more energetically to attract a skilled workforce is a must for every Arctic region. Arctic labor contracts should be adjusted to better correspond to the needs and values of the skilled people from outside.

5. The key features of the Arctic communities are tolerance, and an open character. These are essential strengths for the knowledge economy.

We do not have anti-global movements throughout the Arctic zone. This is very

interesting and encouraging phenomenon. Its reason should be clarified.

Policentric world for the Arctic means that we should be ready for very pluralistic, multi-ethnic Arctic communities and activities including actors from the BRIC countries (Brazil, Russia, India, and China). Arctic identity is very specific as it has a network, not a compact, character. It is dispersed throughout the Arctic communities. We should think about how to construct and strengthen global Arctic identity.

6. Making cooperation work in the Arctic communities means network-building between Arctic and non-arctic communities, inside Arctic settlements globally. The strength of the network's economic effects is one of the useful examples of the Arctic for the rest of the world.

We should use network solutions to attract a skilled workforce to the Arctic (case from Finland - South Ostrobothnian University Network). Climate change will influence network-building in the Arctic and we should use new possibilities to enrich and enlarge contemporary Arctic networks.

7. Indigenous peoples are Arctic 'hackers' in the sense that they are accustomed to sharing information and food free of charge. These features are intangible assets for the knowledge economy. Native villages are laboratories of tacit knowledge. One needs to learn how to divide tacit knowledge into pieces and standardise it to make it useful for everybody in the Arctic.

8. Arctic tourism can be seen as the materialisation of the intangible assets of the Arctic zone. One need is to transform common eco-tourism into spiritual tourism (experience tourism) to better adjust it to the challenges of the creative age.

Recommendations:

- It is important to elaborate common Arctic standards in the various branches of the economy, environment, NMR transportation, education, finance, e-commerce, insurance, trade and tourism, and labor market. These standards will be internationally recognised. They will simplify economic, social, cultural cooperation between Arctic regions and countries. The nearest example is EU experience. Arctic territories should elaborate quasi-EU standards for their own purposes.
- Under the pressure of climate changes Arctic territories should elaborate internationally recognised new institutions (norms, rules of behavior) for the economic agents in the Arctic, for Arctic communities.
- New PR initiative "United Arctic"/relay race: from Russian Chukotka in the coastal settlement of Uelen (or Lavrentiya) production begins of an Arctic souvenir, which is then transmitted further to the next settlement where new details to this souvenir will be added and so on until it reaches the last coastal settlement in the State of Alaska.