

Communicative practices of territory promotion as a resource for sustainable development of a constituent entity of the Russian Federation

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Annotation. Sustainable development of the constituent entities of the Russian Federation, increasing their investment attractiveness is due to the need to form a modern infrastructure, innovative transformations in the economy and social sphere, as well as the implementation of effective investment projects and their information and communication promotion. Strategic goals of sustainable development of territories at all levels, improving the quality of life of the population at the moment actualized the need for a comprehensive analysis of a specific subject of the Russian Federation. Thus, the research carried out by the authors of the article made it possible to identify vectors for creating an open communication environment for positioning the Voronezh Region as a territory with sustainable development; to analyze successful communication practices in which a special place is given to issues of increasing the investment attractiveness of the region, that is, creating economic and social changes that contribute to the inflow of investments, strengthening the scientific and technical potential of the territory, creating a modern comfortable environment for residents. The article states that investment projects should be calculated as points of growth, and the analysis of the investment attractiveness of the region implies a comprehensive study based on the establishment of quantitative and qualitative characteristics of the region, as well as a reasoned assessment of not only the current state of the subject of the Russian Federation, but also the prospects for its development.

1 Introduction

The increased interest in the problems of implementing the idea of strategic development is definitely focused on the regional component, since ensuring the transition of society to sustainable development and the possibility of applying the idea of sustainable development of the country as a whole is certainly based on solving the problems of governance of the subjects of the Russian Federation [3]. In recent years, government agencies and the expert community have been paying great attention to the problem of strategic planning of regional development. Building a model of sustainable development that can lead the region to a balanced and sustainable development requires the development of proposals to improve the

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methods of assessing and analyzing regional competitiveness, identifying the features of investment policy in the subjects of the Russian Federation. Thus, the analysis of the current state of a particular subject of the Russian Federation begins with the study of the economic situation as a basis for meeting the social needs of the inhabitants of the territory. We can also talk about studying the investment climate in general, including environmental safety, a favorable environment for business development. An important positive prerequisite for developing a regional development strategy is new relations with business structures and the expert community based on cooperation and mutual understanding. It is well known that the success of intellectual activity in creating a strategy is determined by the effectiveness of tools, for example, modeling in such areas as: effective mechanisms of administrative management and modernization of power structures; development of a strategy to ensure the economic and social attractiveness of the region, improving living standards by reforming the social sphere, education and healthcare; identification of competitive business areas and areas of innovative development, implementation of a policy to promote successful business projects to other regions and to the international market, as well as the inclusion of regional business structures in the implementation of priority national projects[2].

2 Preliminary remarks

As a rule, competition between regions occurs in the field of creative ideas, the introduction of their own projects, and the formation of a positive image in the eyes of residents of the territory. Only the conquest of leadership in the intellectual sphere can provide a breakthrough in the field of economy and social sphere of the regions and the country as a whole. However, there are still no effective information, analytical and communication tools that would allow creating effective scenarios for the balanced development of the region. When assessing the investment attractiveness in the form of ratings in the Russian Federation, the magazine "Expert" has the largest scale. In his methodology, he uses eight different potentials that allow assessing the investment potential of the territory sufficiently: labor potential; resource potential; innovation potential; infrastructure potential; consumer potential; financial potential; institutional potential; innovation potential. Thus, the analysts of the Expert magazine apply the method of expert assessments, which considers the investment attractiveness of the region in terms of the sum of two characteristics. Each of them has characteristic features that are calculated independently of each other. The advantage of this method is that the indicators of the attractiveness of the region for investment are calculated in aggregate and represent the characteristics in a complex. Investment risks are also taken into account when assessing investment potential. They are defined as the addition of all risk components, namely: legislative (legal aspects when investing in the territory); environmental (will the investment entail environmental pollution); economic (what are the economic trends in the development of the region); social (is there social tension in the region); political (to what extent the local population sympathizes with the authorities of the region); criminogenic (does crime exist in the proposed area for investment and how high is its level); financial (is there a balance between the budget of organizations and the budget of the territory)".

3 Research results and discussion

Setting a strategic goal for the sustainable development of the territories of Central Russia has not lost its relevance since the mid-noughties. This is due to a wide range of reasons. Firstly, over time, the interest of federal and regional authorities in attracting investments to the country's constituent entities has grown. It is possible to do this, on the one hand, using

economic instruments (the opening of various development institutions – industrial parks, the creation of territories of advanced socio-economic development, special economic zones, the use of economic relief and reduction of tax burdens, etc.). Secondly, the increase in the attractiveness of the territories is due, among other things, to the development of recreational areas, parks and modern and comfortable public spaces.

The undertaken analysis actualizes the activities of the territorial administration bodies to increase the investment attractiveness of the subject of the Russian Federation. In addition, these are: activities that directly affect the increase in the investment attractiveness of cities, and a sustainable economic system: services for small and medium-sized businesses and services, business incubators, industrial parks, technoparks; systems that collect data for the analysis of investment-attractive zones [3]. At the same time, there is an increasing need to search for some special features that would distinguish one subject from another, since each region has its own historical and cultural characteristics. To this end, projects for the development of territorial branding have begun to receive support in the regions of Central Russia. In order to form a territorial brand, it is necessary, firstly, to determine the competitive advantages of the subject, its cultural and historical features. In the future, specialists form a cumulative image of the subject through the creation of associations of a specific area in the collective perception. The authors of the article "Territorial Branding Technologies in the regions of the Central Federal District" note: "Conditionally, all subjects of the Central Federal District can be divided into three main groups in relation to the use of the territorial branding tool. The first group is areas that have a strict plan and the necessary resources to create brands. The second group consists of areas that have a general idea of the possibility of using branding tools, but do not have serious financial resources to implement the project. The third group is the regions of the Central Federal District, which are still at the stage of forming the concept of branding territories.

The first group included Belgorod, Kaluga, Kostroma, Kursk and Yaroslavl regions. In all these subjects, clear and systematic work is being carried out on the development of territorial brands, and very successful. The second group included the Vladimir, Orel, Ryazan, Tambov, Tula regions. The directions of territorial branding have already been determined in these subjects of the Central Federal District. At the same time, it should be noted that, unlike the first group, fewer material resources are allocated to brand promotion in these subjects. The third group included Bryansk, Voronezh, Ivanovo, Smolensk, Lipetsk and Tver regions. In these subjects, there is no clearly formed model of territorial promotion in the presence of serious and reasonable prerequisites for its formation and promotion.

The strategic goal of the development of the territory, as we have already noted, is a description of the region in perspective, moreover, in a better position than it currently is, and generally describes what the region is striving for. The main strategic goal of the Voronezh Region is to ensure a decent standard of living for the population. Much is being done in the region to make people's living and working conditions as comfortable as possible: affordable housing, high-quality medical care, modern education and developed agriculture.

The need to improve the quality of life of citizens is constantly increasing; the need to introduce digital technologies for convenience, mobility, efficiency of services, and people's safety is already obvious. Modern digital communication channels of state and municipal authorities with the target audience are widely used, which allow achieving a wide audience coverage: official websites, title accounts, city public sites in social networks, including the account of the Governor of the Voronezh Region Alexander Gusev in VKontakte. The presence of the Governor of the Voronezh region Alexander Gusev in social networks certainly affects the rating not only of the official himself, but also the rating of the entire region. Therefore, in June 2023, the Governor of the Voronezh Region, Alexander Guseva, was in a high position in the rating of the influence of the heads of the subjects of the Russian Federation, according to the Agency for Political and Economic Communications (APEC).

Compared with the January (2023) indicators, the head of the region rose by ten positions. Questions to the Governor of the Voronezh Region are sent to VKontakte and Telegram accounts. Alexander Gusev has the opportunity to communicate directly with residents, and this is the most effective communication, because he promptly gets involved in the problem and solves it.

The Voronezh Region is actively developing investment projects, as was stated by Alexander Gusev on April 13, 2023 at the annual report of the governor. This time, the head of the region not only summed up the results of work in 2022, but also reported on the entire five-year period of his work as governor of the Voronezh region, and also outlined priorities for further socio-economic development of the region, told about what achievements the region has achieved in industry, agriculture, education, medicine, sports and other significant spheres of life in the region. The Governor stressed that the Voronezh Region has established itself as a region with high investment attractiveness. In terms of annual investment, it consistently ranks third in the Central Federal District after Moscow and the Moscow Region. The total volume of monetary investments over the past five years has amounted to almost 1.5 trillion rubles. 70 particularly significant investment projects with a total investment volume of 254 billion rubles are being implemented in the region. As part of their implementation, more than 8 thousand new jobs have been created over five years. According to the head of the region, the flagship point of industrial growth is the special economic zone "Center". The Governor of the Voronezh Region noted "Now the territory is actively developing and being equipped: 1 billion 773 million rubles have been invested in the creation of infrastructure, construction is at the final stage. Eleven companies have been granted the status of residents, the total investment in projects is estimated at more than 30 billion rubles, it is planned to create more than 3 thousand new jobs. In 2022, four new companies with a total investment of 7.5 billion rubles received the status of residents, which will create a thousand jobs. In 2018, the federal authorities supported the initiative to create a territory of advanced development (TOP) "Pavlovsk" in the Voronezh Region. 1 billion rubles were allocated from the federal budget to create the infrastructure of the TOP. Five companies have become residents of the Pavlovsk TOP, which have invested more than 15 billion rubles in the implementation of projects and created almost 1.5 thousand new jobs." The governor also recalled that six industrial parks have been created in the region, which have become a "factory" of new industrial projects. 147 residents have been placed in them, the volume of investments already invested is 46 billion rubles, more than 6 thousand new jobs have been created. Within the framework of industrial parks, platforms have been created for small and medium-sized businesses with preferential access to land plots with infrastructure. In particular, the governor noted that active work is being carried out to create a new "point of growth" – the Pavlovsk-Podgorensk industrial cluster, which will contribute to the balanced development of the region. Last year, it was decided to create a new industrial park "Podgorensky" within the cluster. The creation of industrial territories provided with engineering infrastructure facilities is one of the most important factors affecting the investment process in the region. In addition, in the Voronezh region it is at a high level. For five years now, it has been among the top 15 leading regions of the National Rating of the state of the investment climate in the subjects of the Russian Federation.

4 Conclusions

The territorial branding of the Voronezh Region as a subject of the Russian Federation has a high potential for development. Thus, the analysis of the investment strategy for the promotion of the region allowed us to establish that the strategy includes the following areas in the process of forming a pool of investors: the development of direct and indirect investment support, etc. The successful future of the Voronezh Region largely depends on

the dynamics of the inflow of investments. New production means additional jobs and taxes to the budget, the development of small towns and rural areas, and an increase in the standard of living of the population. Development institutions – special economic zones and industrial parks - should help attract investors: those who are ready to build a new enterprise there can count on benefits, convenient transport location, access to power grids and other infrastructure. The region can be considered as a platform for the placement of new production facilities, business and logistics services focused on growing markets. The Voronezh Region manages to build the concept of turning the region into an attractive one for investors. Nevertheless, in the competitive environment of the Russian regions, Voronezh needs a strong infrastructure, backed up by the reputation of the territory. Geobranding in this situation becomes the best marketing move [2; 3]. Many processes, including those related to attracting investors to implement ambitious projects to turn the city into a convenient place to live, will serve to promote the image of the territory as comfortable for residents; will improve the investment climate of the territory, increase its social attractiveness, and will also attract additional resources for sustainable development. Particular attention is paid to practice-oriented communications for the formation of the investment attractiveness of the Voronezh region. The information and communication component of the strategic development of the region meets the promising tasks of building the image of the Voronezh Region as an investment-attractive territory. This is confirmed by the activity of the authorities in the digital environment, open interaction with the population. Based on the conducted research, the following is proposed as recommendations for promoting the Voronezh Region as an investment-attractive territory:

- creation of a broad information context for the promotion of investment activities in the region;
- formation of an up-to-date agenda for promoting the geo-brand of the Voronezh Region as an investment-attractive territory;
- expansion of the pool of regional media to form the investment agenda;
- expansion of presence and growth of activity in social networks through the use of innovative digital tools and platforms to promote the geo-brand of the Voronezh Region as an investment-attractive territory.

The pragmatic answer to the main research question posed by the authors of the article is that building a positive image and forming the reputation of the Voronezh Region as an investment-attractive territory contributes to improving communication practices in the field of public and municipal administration, forming a positive image and improving the reputation of the authorities, which is directly related to the information and communication processes of promoting the territory and creating effective tools for attracting investments. Many tasks, including those related to attracting investors, can be implemented by actively attracting specialists to conduct image and PR campaigns [1]. After all, it is the complex of marketing and PR technologies used in the formation of the geo-brand that allows attracting public attention and forming the image of the Voronezh Region as a unique territory with a rich natural and cultural heritage, and in the future this will serve as the basis for the inflow of investments and activation of processes to create a comfortable living and recreation environment for residents of the Voronezh region.

Reference

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