

**25<sup>TH</sup> SPIEF**  
ST. PETERSBURG  
INTERNATIONAL  
ECONOMIC  
FORUM

**25<sup>И</sup> ПМЭФ**  
ПЕТЕРБУРГСКИЙ  
МЕЖДУНАРОДНЫЙ  
ЭКОНОМИЧЕСКИЙ  
ФОРУМ

**RUSCO CONGRESS**  
Russia Trust



**WOMEN FOR A HEALTHY SOCIETY PROJECT**





The **Women for a Healthy Society project** was created in 2021 to support the national public health policy and unite women leaders who work in the social sector throughout Russia and serve as ambassadors of health values.

The **project's mission** is to create and develop a community of women leaders whose activities aim to build a healthy society in Russia.

The **project's target audience** is socially proactive women who have their own initiatives in the country's regions.

The Women for a Healthy Society project is being organized based on the Woman Leader programme of the Senezh Management Workshop of the 'Russia – Land of Opportunity' presidential platform with the support of:





## OBJECTIVES OF THE PROJECT:

Support social initiatives in Russia

Scale up the best projects that aim to promote a healthy lifestyle and improve Russians' quality of life

Creation of conditions for mutual support and the exchange of experience

Support traditional family values and strengthen the role of the family in society





## FOCUS AREAS OF THE PROJECT:

Digital platform for women leadership projects

Creation of the Women for a Healthy Society movement

Involvement of healthy society women ambassadors in the project agenda

Crowdfunding for social campaigns to promote the ideas of a healthy lifestyle

Establishment of an interregional discussion platform for women leaders in the social sector



# WOMEN FOR A HEALTHY SOCIETY COMPETITION

The national competitive selection of the best women's projects that aim to support people's health was launched in September 2021.

The competition aims to support the national public health policy and unite women leaders involved in the social sector throughout Russia. The competitive selection identified the best socially focused projects with high potential to be scaled up in various regions of the Russian Federation.

More than 200 applications from over 50 regions of Russia were submitted to participate in the Women for a Healthy Society competition. The competitive selection was held in seven main nominations and seven special nominations.

The competition concluded with the presentation of awards to the winners in the Russian Federation Council.



## WOMEN FOR A HEALTHY SOCIETY COMPETITION

Based on the competition results, the profiles of all the participants were included in an interactive map of projects in the Russian regions of Women for a Healthy Society platform.

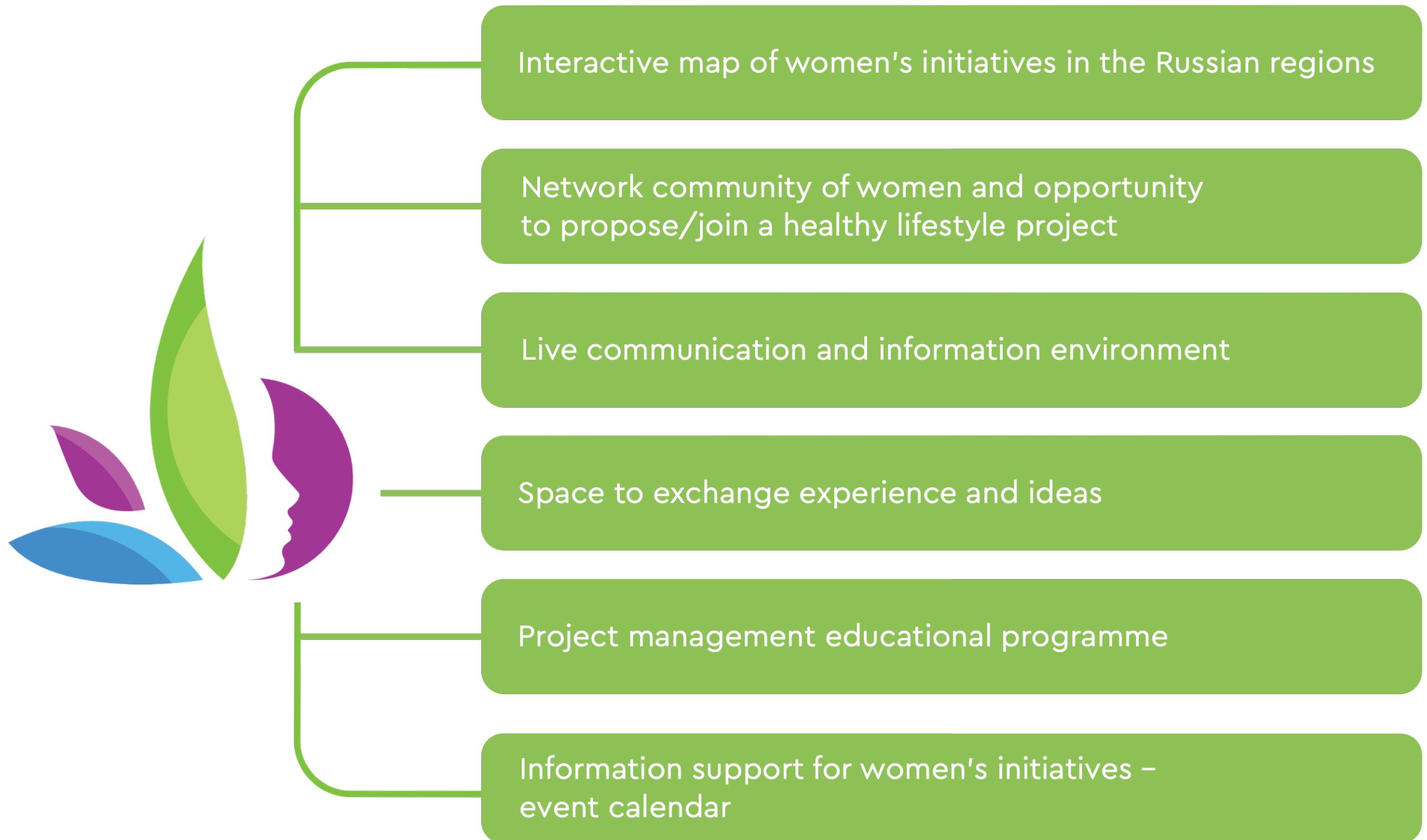
In addition, all the finalists of the competition are provided with information support to promote their projects, an educational programme is carried out, and consulting is provided on the implementation of further activities.

In 2023 The second national competition of the best women's started. **About 400 applications** from different regions of the country were submitted to participate in the competition.

The 3rd 'Women for a Healthy Society' All-Russian Competitive Selection kicked off on 20 May 2024.



# WOMEN FOR A HEALTHY SOCIETY DIGITAL PLATFORM



# MAP OF PROJECTS IN THE RUSSIAN REGIONS



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## Москва и Московская область

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Площадь	1 179 км <sup>2</sup>
Население	181 000 человек
Моногорода	3
Мест с численностью жителей > 50 000 чел	35
Женщин трудоспособного возраста	78 300
Женщин старшего поколения	35 000

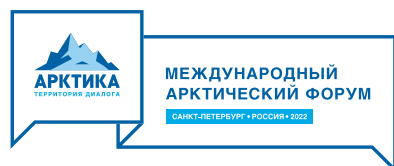






## EVENT FORMATS:

- Series of closed business breakfasts
- Regional events at the government level
- Programme track at key economic forums in Russia



## SUPPORT FOR TRADITIONAL VALUES

The Women for a Healthy Society project actively supports initiatives that aim to strengthen the institution of the family, motherhood, and childhood.

As part of the project, Russia plans to expand cooperation with countries that support traditional values and conduct joint events that aim to support women who engage in socially important initiatives as well as implement joint educational programmes.





## WOMEN FOR A HEALTHY SOCIETY PROJECT AT INTERNATIONAL FORUMS

The events of the Women for a Healthy Society project have now been included in the business agenda at all the Roscongress Foundation's major forums in order to strengthen the social agenda, preserve traditional family values, protect the health and well-being of children, and develop and promote positive social changes in the country.

The discussions are attended by representatives of the government and business communities, heads and representatives of NPOs, and other experts.





# WE LOOK FORWARD TO WORKING TOGETHER!

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