

## **USE OF SPECIFIC NATURAL CHARACTERISTICS OF THE ARCTIC REGION FOR BUSINESS INNOVATIVE DEVELOPMENT**

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### **Abstract**

*The paper is concerned question of elaboration of new directions for sustainable development of arctic territories, which are not based on development of hydrocarbon. Offered some start-ups that provide the opportunity to maintain and develop the traditional culture of the Arctic region.*

**Keywords:** *Arctic, innovation, start-up, development, business.*

### **Анотація**

*В роботі розглянута проблема розробки нових напрямків сталого розвитку Арктичних територій, які не базуються на видобутку вуглеводнів. Запропоновано низку старт-апів, які надають можливість підтримувати та розвивати традиційну культуру Арктичного регіону.*

**Ключові слова:** *Арктика, інновації, старт-ап розвиток, бізнес.*

### **Introduction**

Arctic regions are being usually considered from the point of view of either hydrocarbons production (gas and oil, primarily on shelf), ecological issues of the North, or legal proceedings issues on international cooperation.

Paper [1], for instance, emphasizes that Norway, being a subject of international law, may not continue granting licence for oil extraction under current conditions. Instead, the nations of Arctic region have to develop incentives for transferring to renewable sources of energy.

The [2] lays emphasis on the fact that the interests of the five Arctic countries do not coincide with the interests of Arctic Council. These interests, however, may be especially coordinated in the sphere of sustainable management and the development of mutual policy.

Detailed research [3] states that the consideration of climate changes causes the necessity in the development of new technologies for the off-shore petroleum and gas production in Arctic. The [3] also discusses the ways for improvement of the exploration for petroleum and gas aimed at meeting the specific problems of the region.

Thus the question of elaboration of new directions for sustainable development of arctic territories, which are not based on development of hydrocarbon, is extremely essential.

### **Research results**

Arctic regions have a number of natural characteristics, which might be attractive from the point of view of sustainable development. Let's consider some of them.

First, this is the unique possibilities for creating specific conditions for people with creative activities. These people usually require the concurrent existence of two antithetical needs in communications. On the one hand they require the possibilities for ensomhet, thus concentrating on their work. And on the other, performing some stages of this work, they need communication with narrow specialists (the number of which may be extremely big). One more requirement stipulates for the significance in ensuring comfort in accommodation, work and organization of the environment.

The above may be ensured in the Arctic regions by creating special cottages, residential spaces in which are located pretty far from each other. Contemporary technologies allow to ensure rather high level of comfort. The space, which is not restricted by the urban development allows to provide with sufficient level of solitude. The modern information technologies allow for quick and reliable connections with necessary

specialists. The beauty of Arctic nature, environmental friendliness provides for aesthetic requirements for creative worker. And the polar night will on its part guarantee the necessary level of concentration.

The cottages in such an area may be ordered by creative workers for some period of time. For the author, for instance, who shall be concentrated on writing a novel, the pole night may appear to be the right thing.

Second, the extreme and active recreation, such as diving, snowboarding etc. are becoming more and more popular. The arctic region may totally fit for wide range of such highly technological types of recreation. These may include

- A walking tour on the specified route with one or some overnight stops in a “snow house” (with necessary equipment or accompanying provided);
- Under ice diving (with necessary equipment or accompanying provided);
- Reindeer tour with one or some overnight stops in a “snow house”;
- Ski tour with one or some overnight stops in a “snow house”

Third, it is very expedient to create start up platforms for students in Arctic regions. For instance, many start ups begin functioning in the sphere of information technologies, in particular, gadgets for computers and communication equipment, and therefore, they do not require the availability of specialized unhandy equipment or large spaces of area.

The start ups may be formed as separate buildings, surrounded with students dorms and premises for services and recreation.

The above projects stipulate for short time duration periods for people.

The extreme and active recreation, for example, may last for 3-10 days.

People of creative professions may come for the period from 2 up to 6 months.

Students may come for start ups creation and initiation for the period from 2-3 weeks up to 1-3 months.

### Conclusions

So the specific natural resources of Arctic region shall be used most efficiently: the availability of huge area, low population density, weather steadiness, polar night and polar day, low temperature, aggressive environment (for those who like an extreme recreation).

For the original residents of the Arctic region such directions of sustainable development allow to sustain and develop the traditional culture by accompanying those, who are on walking tours etc. The above will result in creation of work places for the population of Arctic region and favor its economic development.

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